



SAMARITANS
Ireland

Bringing hope in difficult times

Ireland and Northern Ireland
Impact Report 2022





Samaritans' year at a glance in Ireland 2022



Samaritans were here **day and night** for anyone struggling to cope.



We engaged with politicians and policy makers on the **Online Safety legislation**.



We spent, on average, **25 minutes** on the phone to each caller who needed emotional support.



We answered **1,400** calls a day.



Our trained Listeners responded to **1,650** calls for help in prisons, spending **685** hours supporting peers.



Our volunteers listened for almost **95,000** hours on the phone.



More than **500,000** calls and emails were answered.



We answered a call for help every **61 seconds**.

Over a third of calls for help mentioned **loneliness and isolation**.





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Welcome

We are delighted to present the 2022 Samaritans Ireland Impact Report, highlighting the significant achievements and progress we made throughout the year. It has been a challenging time, but we are proud to say that Samaritans volunteers and staff successfully navigated these difficulties and continued to provide essential support to those in need, 24 hours a day.

Our incredible volunteers in Samaritans branches across the island of Ireland answered more than 500,000 calls during the year. This demonstrated the continued need for our services and the impact they are making in providing emotional support to those in distress.

People from all walks of life reached out for support as we continued to face the impact of COVID-19, the cost of living crisis and the war in Ukraine.

Our vision is that fewer people die by suicide and, to achieve this, we believe Samaritans has a crucial role to play in reducing the risk factors that make some people more likely to take their own lives.

We are focused on being there when people need us most, and on supporting vulnerable individuals across society, including reaching those at heightened risk of suicide. For example, the number of calls coming from Irish prisons indicates the growing trust and reliance on our services within one of the critical 'at risk' settings.

The new five-year Samaritans Strategy, *Tackling suicide together*, was launched during the year and we are pleased to report it is already gaining

momentum. The six key pillars for our new organisational strategy are to improve: Access, Reach, Impact, Capacity, Sustainability and Governance.

The strategy implementation actions progressed during 2022 include:

- The upgrade of our phone system to include the latest technology and best in class processes.
- The completion of the first phase of our self-harm and stigma research, which is aligned with the suicide prevention strategies Connecting for Life (Ireland) and Protect Life 2 (Northern Ireland).
- Adoption of the Charities Regulator fundraising guidelines, which allowed us to apply to the Charities Institute Ireland for 'Triple Lock' status for best practice in governance, financial reporting and fundraising – which we achieved in 2023.
- Building our fundraising infrastructure including implementing a new CRM system and increasing the number of corporate and trust funders who support us.

Awareness of our services is also a critical part of ensuring that anyone who needs our support knows how to find us.



We joined forces with the dairy industry on a national campaign, reaching out to farmers and those in rural communities struggling to cope. Our branches across the island of Ireland highlighted the availability of our 24/7 service by undertaking a series of local community walks and events on 24 July – Samaritans Awareness Day.

These events further strengthened our connection with the communities we aim to serve and highlighted the unwavering dedication of our volunteers who make our services possible.

We are also pleased to report the progress we have made in our own structure and governance review. This strategic focus on public policy, research, influencing,

brand, partnership working, and income generation across Ireland and Northern Ireland will help shape the future of Samaritans in Ireland.

We are committed to continuously improving our services, ensuring that we remain at the forefront of mental health advocacy and support provision.

We again extend our deepest gratitude to our dedicated volunteers, staff, trustees, supporters and partners, including the National Office of Suicide Prevention (NOSP), whose commitment and passion have made these achievements possible.

Together, we will continue to make a lasting impact and provide a lifeline to those in need.



Eleanor Farrell

Sarah O'Toole

Jonathan Neville

Marcella Taylor

Eleanor Farrell
Chair Samaritans
Ireland Board

Sarah O'Toole
Executive Director
Samaritans Ireland

Jonathan Neville
Regional Director (RoI)

Marcella Taylor
Regional Director (NI)



We are Samaritans

Our vision is that fewer people die by suicide

Samaritans is here for anyone finding it difficult to cope – day or night, 365 days a year.

We listen and provide a human connection so that nobody has to face their struggles alone. We take action to prevent people reaching crisis point, helping people find ways to cope and learning the skills to be there for others.

Samaritans is the only **all-Ireland 24-hour emotional support helpline.**

It is your donations that help fund our life-saving work, and our volunteers that make it possible.



**Together we can make
change that saves lives.**





We are Samaritans

About Samaritans



We have 21 Samaritans branches across Ireland and Northern Ireland.

Who we are



We are the only 24/7 suicide prevention charity working across Ireland and the UK.



We have a team of over 2,000 volunteers, with 18 staff.

What we do



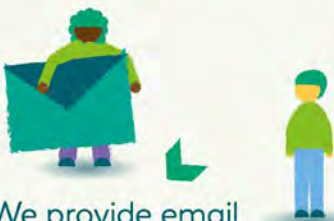
Our helpline is open day and night, 365 days a year, for anyone struggling to cope.



We work with a range of industries and organisations to increase our reach and impact.



We provide face-to-face support in communities, prisons, at festivals and events.



We provide email and online chat (NI) services for people who prefer not to call.



We provide the tools and training to help people look after themselves and those around them.



We carry out research to understand the issues around self-harm and suicide.



We work with governments to influence positive change.

Awareness



We campaign to raise awareness and make suicide prevention a priority.



■ We are Samaritans

Our priorities

This report highlights our initial work to meet our six pledges in our new Strategic Delivery Plan 2022-27:

■ Access

We will make it easier for people to access our support when they need it, by ensuring they can get through to us in a way that works for them.

■ Reach

We will increase the proportion of people we support who are more likely to be feeling suicidal, by being visible and relevant to a more diverse range of people and communities.

■ Impact

We will amplify our life-saving impact in society, by influencing public policy, legislation, institutions, and services in ways that will prevent more suicides.

■ Capacity

We will increase in size to meet demand, by recruiting more volunteers and reducing the pressure on them so they stay with us longer.

■ Sustainability

We will ensure our long-term sustainability, by securing the funding needed to keep us strong and by taking steps to ensure our activities and organisation are fit for the future.

■ Governance

We will maintain a highly effective and professional organisation across the island of Ireland.

These objectives sit alongside whole-organisation objectives that apply across Ireland and the UK, as set out in our new overarching strategy for Samaritans, *Tackling suicide together: providing a safe space in uncertain times*, which will steer our work for the coming five years.

To inform the strategy, we worked closely with people who have been affected by suicide or suicidal thoughts, our partners, those who volunteer and work with us, and our supporters.





Róisín,
Samaritans volunteer

Dylan Vaughan/Samaritans

“ I started my training with Samaritans in April 2022. I had wanted to do voluntary work for a while, I searched online, saw Samaritans, and I couldn't have thought of a better place to join.

At first, the training can feel intense, but the trainers are always so supportive. Everything you do in training is relevant and covers all possibilities. I felt like, after the training, I was a better listener in my everyday life.

I remember taking my first call and how scary it was, but after the first few seconds you find your flow and forget about the fear because you're invested in the caller. The best feeling is when you've really helped a caller.

At Samaritans, we differ from other organisations in that we volunteer in our branch as opposed to taking calls from home, and I much prefer this. Having another volunteer with you if you've had a particularly difficult call, just to talk through things with, is a massive benefit.

If anyone is interested in joining Samaritans, I really would encourage them to go to an information evening to get an idea of what's involved. It is such a vital service but such a lovely community to be part of.

I love being part of the organisation and hope that I might make even one person's day a little bit better during a duty. ”



Access

Our best for every caller

We will make it easier for people to access our support when they need it, by ensuring they can get through to us in a way that works for them.

We aim to provide a high standard of service every time someone contacts us, however they choose to do so. In 2022, Samaritans volunteers in branches across Ireland answered a call for help every 61 seconds.

This included:

➤ In Ireland:

1,000
calls for help a day

4,500
calls diverted from partner organisations when their helplines are closed

18,500
calls for help answered from people in prisons
[July 2022 – June 2023]



➤ In Northern Ireland:

400
calls for help a day

900
calls via Online Chat, supporting others for 500 hours

9,000
calls for help answered from people in prisons

The most common concerns this year were around mental health, loneliness and isolation, and family and relationship problems. Suicidal feelings were expressed in 1 in 6 calls for help.





Access

Supporting others out of hours

In Ireland, while we supported thousands of calls to our own 116 123 helpline, we also supported callers to other helplines out of hours. We have a partnership with five other charities – Alone, Aware, GROW, Family Carers and LGBT Ireland – so if someone calls their helpline when their lines are closed, they have the option of being transferred to a Samaritans volunteer.

During 2022, we supported people almost 4,500 times who had initially tried to call another helpline, listening for almost 1,000 hours.

Samaritans, in partnership with the Government of Ireland through the Emigrant Support Programme, also provides 24-hour freephone access to the Samaritans helpline in Ireland for Irish diaspora living in Australia, Canada, China, Hong Kong, Poland and United Arab Emirates.

The project gives Irish people living abroad who are in distress or struggling to cope access to a culturally sensitive emotional support resource. All calls are diverted to a Samaritans volunteer and are free of charge to the caller and funded by the Irish Government.

Last year, we received over 70 calls from Irish people living overseas, offering almost 23 hours of support.

Support following a suicide

Samaritans offers a postvention service for schools, colleges, universities and other youth settings following the suicide or attempted suicide of a student, staff member, or parent/carer.

A team of trained Samaritans Postvention Advisors and volunteers in local Samaritans branches responded to five incidents last year, supporting teachers, trainers or leadership teams who were supporting young people following a tragedy.

Step by Step aims to:

- Reach out to at-risk people and communities to reduce the risk of further suicide.
- Support the community to respond to and recover from a suicide or attempted suicide.
- Provide information and support to help the community come to terms with what has happened.

Requests for postvention support can be made to email stepbystep@samaritans.org or freephone **1800 805 731**.

Online Chat

The way people want to communicate is changing. The gradual rollout of online chat is to make sure we can meet demand. We now have four branches in Northern Ireland delivering the service, who had over 900 online conversations and provided over 500 hours of support.





**James,
Samaritans volunteer**

Chris O'Donovan Photography/Samaritans

“ I used to call Samaritans infrequently a few years before applying to be a volunteer. I was dealing with anxiety and issues about my sexuality and the volunteers who responded to my emails treated me with empathy and respect.

As I moved on in life, I always remembered how much I gained from Samaritans. In 2014, I decided I would like to give back what others had given to me. Being a Samaritans volunteer has become part of my weekly routine for the last nine years.

I remember being so nervous to answer my first call, but my mentor was there to listen in and provide help if I needed it. She's still a volunteer, and it's always a joy to see her. It's part of the community that exists at Samaritans. We really do look out for one another and form lifelong friendships.

I lost my father in 2022 and the volunteers in my branch were rocks to me. They helped me tremendously in the initial months after my father's passing.

Being a volunteer provides a lot of fulfilment in my life, but being a listener is not without challenges. It's important that, after a challenging call, we discuss this with our shift partners and leaders. Decompressing before going home is really important, as we don't discuss the calls we take outside the organisation. Our fellow volunteers are great supporters, and if there is something personal occurring in your own life, support exists there too.

Volunteering for me has brought so much personal and professional development. Skills I've gained here have been transferred to so many other areas of my life. It's also really rewarding to be able to give something back to people in need of support. ”



Access

Prison Listener scheme

Marking the 20th anniversary of the Listener scheme in Ireland and Northern Ireland was one of the key highlights of 2022.

The Listener scheme is a peer support programme that sees prisoners trained to give emotional support to other prisoners. It is delivered by Samaritans volunteers and supported by the Irish Prison Service and the Northern Ireland Prison Service.

The scheme could not operate if it wasn't for the dedication of our volunteers who – as well as carrying out normal branch duties – visit prisons to train and support prisoners to provide the life-saving service to fellow inmates.

Naomi Long, Minister for Justice in Northern Ireland, and Niall Collins TD, Minister of State for Skills and Further Education in Ireland, were among the guests who marked the anniversary with Listeners, prison staff, Samaritans volunteers and staff at events held in Magilligan Prison, near Limavady (pictured above right), and the Midlands Prison in Portlaoise (pictured below).



“ It’s good to be able to help other prisoners around the jail. Prison is hard when you first come in, especially if you’ve never been in prison in your life, so we go and introduce ourselves and let them know we’re here for them.

If you can give 10 minutes, 15 minutes or an hour to someone, when you leave them, you know you’ve eased their mind. They’d rather talk to another prisoner, especially a Listener. You build up a relationship with them and let them know what they say is confidential.

I like going out and helping other people and letting them know I’m here to Listen. ”

Listener



Samaritans Ireland



■ Access

Samaritans volunteers regained access to most prisons throughout 2022 as post-pandemic restrictions were lifted, securing weekly or fortnightly visits for training and support.

In Ireland, the programme is now operational in every prison, with 15 Listener schemes in 13 prisons supported by over 70 volunteers and 110 Listeners.

- Over 1,600 Listener contacts, indicating a return to pre-pandemic numbers.
- Listeners recorded 668 hours of listening support.
- Top three concerns across Listener schemes were: family, mental health/illness, and visits/phone calls.
- Over half of contacts were in the afternoon (1pm-7pm).
- Over 200 Listener support meetings took place.
- 11 in-person training courses were successfully delivered by volunteers to 64 new Listeners.
- Awareness training was delivered to nearly 100 new prison officer recruits.
- Over 18,000 calls from prisons to the 116 123 were answered as in-cell telephony was rolled out across the prison estate. (This figure is from July 2022 – June 2023)

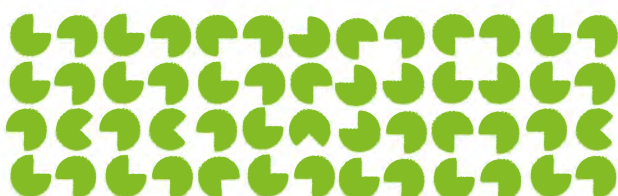
In Northern Ireland, the Listener scheme has operated for 20 years in Magilligan and 16 years in Maghaberry prison.

Volunteers also provide weekly support to prisoners in Hydebank Wood College and Women's Prison, where they take face-to-face calls from young men and women in distress.

- 10 Listeners across two prisons handled almost 50 contacts of support.
- Listeners recorded 21 hours of listening support.
- Top three concerns across Listener schemes were: mental health/illness, family as well as first time in prison.
- Almost three quarters of contacts were in the afternoon (1pm-7pm).
- Typically contacts lasted 15-30 minutes.
- Fortnightly awareness sessions were delivered to prison staff.
- Three training courses were delivered by volunteers to Listeners.

■ Tech support

Post pandemic, we installed new phones and extra duty stations in a number of branches in Ireland and started the process of expanding into new satellite branches which will happen in 2023. We signed a contract for an upgrade to our current system after a lengthy design and negotiation phase and have also aligned support with the rest of the organisation. This is part of a wider project to align all technological and telecom systems across the organisation.





Reach

Reaching out to rural locations

In March we launched a campaign aiming to reach those in rural communities who are struggling to cope.

In Northern Ireland, we ran a series of articles and adverts targeting the farming and rural sector and commissioned a survey to see how those in rural areas would seek help compared to those living in urban areas.

We asked participants in rural and urban areas whether they would reach out for support or talk to someone if they were struggling with their mental health.



47% of people in rural areas answered yes

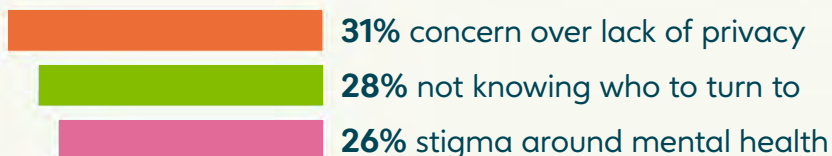
70% of people in urban areas answered yes



8 out of 10 people living in rural areas also said there are a variety of factors that would stop them reaching out for support even if they were struggling.



The top three barriers are:





Philip Hatcher-Moore/Samaritans

Nigel,
Samaritans volunteer

“ The farming communities tend to have less contact with the outside world. They are isolated, feel undervalued and have many financial issues. Many are working full-time in jobs and trying to farm at the same time.

From my experience, farming communities are less likely to seek help as they don't want other people to know about their problems. There is a real fear of being judged. As a farmer myself, I get a lot from volunteering with Samaritans, I can be there for people when they need someone. ”



Reach

A new rural mental health campaign was also launched with Ireland’s dairy sector to raise awareness of Samaritans’ freephone number, 116 123, among farmers and other people in rural Ireland, especially those living or working in isolation.

Samaritans signage appeared on approximately 500 milk trucks and agri-feed vehicles owned by some of the country’s largest co-operatives including Arrabawn, Aurivo, Carbery, Dairygold, Kerry, Lakeland, North Cork, Ornuia (Kerrygold), and Tipperary – who are all members of the Irish Business and Employers Confederation (Ibec) group Dairy Industry Ireland (DII).

The campaign was launched at Peter and Paula Hynes’ dairy farm in Aherla, Co. Cork, by Martin Heydon, Minister of State at the Department of Agriculture, Food and the Marine with responsibility Farm Safety.



Clare Keogh/Samaritans

Peter Hynes



Samaritans Ireland

Kilkenny Carlow Samaritans on 24/7

Talk to Us

Actor and comedian Pat Shortt led the celebrations on Samaritans Awareness Day, held on 24 July to show Samaritans are here for everyone 24/7.

Pat, an ambassador for Limerick and Tipperary Samaritans, appeared on Ireland AM on Virgin Media One before joining volunteers on a 7km walk in Limerick city.

Almost 20 branches across the country organised 7km walks or outreach events on the day, to highlight how Samaritans are there 24/7. These included Athlone, Cork, Drogheda, Dublin, Ennis, and Sligo, as well as Belfast, Coleraine, Craigavon and Omagh in Northern Ireland.

In Kilkenny, volunteers completed a (35km) Dawn to Dusk walk to Carlow.

All of these events were held to emphasise the power of talking as part of our annual Talk to Us awareness campaign which takes place throughout July.



Reach

Outreach and Festival

We were at events and festivals across the country, as branches raised awareness in schools, workplaces and their local communities.

Samaritans Ireland Festival Branch was back on the streets last summer after a two-year absence due to Covid.

Festival volunteers are trained to provide face-to-face emotional support at public events. Last year volunteers supported more than 570 callers at six events, including the North West 200 motorbike race, Electric Picnic, and Lisdoonvarna Matchmaking Festival.



GAA

As the official mental health partner of the GAA, we were invited to a pitch-side interview at Croke Park during the GAA football quarter finals with sports commentator Paul Collins and Colin Regan, Community & Health Manager, GAA. Aileen Spitere, our Deputy Regional Director (pictured above with Colin), spoke of the importance of reaching out to each other and a video highlighting the Samaritans 'Small Talks Saves Lives' campaign was played on large screens in the stadium.

Our team of volunteers at branch level engaged with local clubs, erecting signage at club gates, delivering emotional health talks and encouraging help-seeking behaviours.



Reach



Fermanagh & Omagh District Council

Brendan Gleeson/Samaritans



Enniskillen Castle

Rock of Cashel

The Longest Night

We marked the Longest Night of the year with over 150 buildings and landmarks lighting up green on 21 December, the Winter Solstice, to remind those struggling to cope that we are here during their darkest hours.

Dozens of sites supported the campaign including the Department of Health, the Rock of Cashel, Bunratty Castle, Slane Castle, Belfast Castle, Enniskillen Castle, Cork City Hall, several universities, companies, and county council offices across the country.

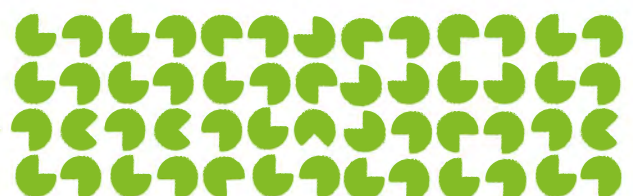
This poignant and memorable initiative brought attention to the vital support we provide to individuals in their moments of greatest need, reminding them even on the longest night of the year, they are not alone.

Training

We continue to partner with the Irish National Organisation of the Unemployed and offer our 'Conversations with Vulnerable People' training module to their member organisations who support the more vulnerable in society.

As active listening is the core of Samaritans' service, we offer a practical workshop helping people build their listening skills to better support colleagues, clients, family and friends who may not be coping.

Samaritans continues to raise awareness of our service via online webinars to staff at a range of agencies, including Revenue, Suicide or Survive and Money Advice and Budgeting Service (MABS), ensuring those who support others know we're also there for them.





Impact

Making change that saves lives

We continued to influence those at the heart of government, as well as engage with politicians and key stakeholders.

Online safety

We worked closely with relevant bodies over the past few years to ensure the Online Safety and Media Regulation Act 2022 would create a safer online space for those most vulnerable. The legislation – which was signed into law by President Michael D Higgins in December 2022 – includes specific wording put forward by Samaritans Ireland in relation to the prevalence of harmful content. We will continue our work in 2023 to help develop the online safety codes.

Self-harm and stigma

We undertook extensive all-island research examining the impacts of stigma and self-harm. Over 750 adults from all 32 counties took part in phase one, an online survey which included people with lived experience, their loved ones or caregivers and those working in a professional capacity with individuals who self-harm. Members of the public with no connection to self-harm also responded.

Published in 2023, *An Open Secret – Self-Harm and Stigma in Ireland and Northern Ireland* highlighted that stigma has the power to silence, shame, and push those who struggle with self-harm into secrecy. Further work will continue on this project in 2023.

Impact Report launch

The successful launch of our 2021 Impact Report in Buswells Hotel saw a high level of engagement from over 70 members of the Oireachtas. This demonstrates the recognition and support we have garnered from public representatives and stakeholders, highlighting the importance of mental health and the critical role Samaritans plays in supporting the community.

The Impact Report, as well as our Strategic Delivery Plan, was launched by Minister for Mental Health, Mary Butler TD, pictured below with former Executive Director Niall Mulligan and Regional Director Jonathan Neville.



Fintan Clarke (Coalesce)/Samaritans



Impact

Assembly elections

In the run-up to the Northern Ireland Assembly Elections, we launched our key priorities for MLAs to consider when elected. This was supported by all political parties with further engagement after the elections. We partnered with Start360, a voluntary organisation working to improve mental health in Northern Ireland, to host a hustings event before the elections.

All political parties were invited to attend, together with colleagues from the voluntary, community and statutory sectors. This allowed Samaritans to engage with election candidates and promote our key policy priorities to other community and voluntary organisations. Over 100 participants took part in the hustings.

While the Assembly has been suspended, we have remained a key stakeholder in the mental health and suicide prevention sector. We contributed to the following Assembly and policy groups:

- Regional Protect Life 2 Strategy Steering Group
- Belfast Protect Life 2 Implementation Group
- All Party Group on Suicide Prevention
- All Party Group on Mental Health
- All Party Group on Loneliness



Recognising branches

Volunteers from Belfast Samaritans attended a reception given by Belfast's Lord Mayor, Kate Nicholl (pictured above), to thank them for their commitment and hard work, especially throughout Covid.

Mayor of Mid and East Antrim Borough Council, Alderman Noel Williams, hosted a civic reception to recognise the work Ballymena Samaritans do all year round and especially over the Christmas period. The mayor is pictured below with Branch Director Marie Nesbitt.

Athlone and Midlands Samaritans were honoured on their 30 anniversary by Westmeath County Council for the "exceptional contribution the organisation has made to the community". Councillors and volunteers attended the ceremony in the Council Chamber. The branch still has 13 founding volunteers who started the branch in 1992.





Capacity

New volunteers

We continued to improve our volunteer and staff training and development programmes, and in 2022 we welcomed more than 300 new volunteers to Samaritans.

These volunteers – 212 in Ireland and 95 in NI – joined peers in branch duty rooms, having completed our Core Development Programme. This is designed to ensure new Samaritans volunteers have the skills and confidence they need to deliver emotional support to those who need us.

Combining digital and face-to-face learning, it shows volunteers the types of calls they may receive on the helpline through a series of role-plays and includes key areas such as safeguarding and active listening, as well as exploring the sensitive topics of suicide and self-harm.

During the year we also updated a number of our core policies, with 1,342 volunteers completing in-person workshops and online training.

Over 700 volunteers also completed additional training on safeguarding our callers.



**Nuala,
Samaritans volunteer**

Andrew Downes Photography/Samaritans

“ I first joined Samaritans in 2001 and volunteered for over 15 years before taking a break. Over Christmas 2020 – during Covid restrictions – I drove past the branch and knew I wanted to go back to be available for callers. I always feel any of us could be a caller. You don't know what's going on in anyone else's life, even if it looks perfect.

It's a real privilege to go into a branch and sit there and take a call, particularly on Christmas Day. It's incredible that someone trusts you enough to pick up the phone if they ring. Callers are so grateful that you're there. ”



Sustainability

Your support keeps us here to listen

At Samaritans Ireland, we believe that everyone should have someone to turn to when they're struggling to cope.

We are extremely grateful for the support and generosity of our wonderful donors as they help us to work towards our mission – we thank all the companies, individuals, trusts and other funding organisations, and those extraordinary individuals who graciously remembered Samaritans in their Wills.

Corporate partners

Our corporate partners are allies in our vision that fewer people die by suicide. We are immensely grateful for their commitment to our cause and their understanding of the importance of mental wellbeing in the workplace. Their donations and employee engagement initiatives have raised both funds and awareness, allowing us to expand our reach and impact.



Staff at Coupa raising funds for Samaritans



Duncan Osborne, CEO, Calor Ireland with Colm Dolan, Samaritans Ireland

The incredible support of Calor Ireland continued in 2022. For the first time since the partnership began in 2020, in-person staff talks from Samaritans volunteers were held in the Dublin and Belfast offices, while our virtual events continued as well. In September, staff gathered in Belfast and in the Phoenix Park in Dublin for a fundraising walk with their families and pets. In total, Calor Ireland and its staff donated €45,998 to support the work of Samaritans.

Thank you to Flying Tiger, PwC, Arista Networks and Coupa for their support. Thank you also to the many companies who participated in the Longest Night campaign 2022, making a donation or lighting up their buildings to increase awareness of Samaritans' services over the festive period.



Sustainability

The Roe Park Resort in Limavady launched a charity partnership with Coleraine Samaritans (pictured) and Samaritans Ireland, with staff taking part in events to raise funds for the branch.

We were delighted to be chosen as one of the Charity Partners of Irish Management Institute (IMI) in 2022. IMI offered short courses to staff of Samaritans and in turn, we offered Listening Skills training to small groups of IMI staff.



Individual and community fundraising

In 2022, runners, walkers, football players, cyclists, golfers, quizzers, streamers and bakers put in enormous efforts to raise funds for Samaritans Ireland or a branch, including Ivan Shannon and Padhraic Devlin who climbed Mount Kilimanjaro (pictured right). Our sincere thanks to them for choosing to support our work, and to their friends, families and colleagues who supported them. They, and the individual donors who make single or regular donations, whether large or small, are vital in funding our work.

We must also include the generosity of local organisations, community groups, educational institutions and religious organisations that share our commitment to mental health wellbeing and donate and fundraise to support Samaritans Ireland’s work.



Charity football tournament by Winthrop Technologies

Legacies

We express our heartfelt gratitude to those remarkable individuals who have chosen to leave a lasting legacy by remembering Samaritans in their Wills. Their decision to invest in the future of Samaritans in Ireland will ensure that our vital work endures, offering support to those who need it when they need it most.



Sustainability

Telecoms

All calls to Samaritans 116 123 helpline number are free to callers because of the ongoing support of Ireland’s telecoms industry.

BT Ireland, eir, Sky Ireland, Three Ireland, Virgin Media Ireland and Vodafone Ireland have been supporting Samaritans callers since the freephone number was launched in March 2014.

Their ongoing support means that the thousands of people who use the Samaritans helpline every year can do so in the confidence that they can call from any phone and it won’t cost them anything.

The companies are all members of Telecommunications Industry Ireland (TII), which is the Ibec representative body for the electronic telecommunications industry in Ireland.



Trusts and Funding Bodies

The support we have received from trusts and grant-makers has enabled us to undertake important research, invest in caller technology, expand our reach and support Samaritans branches. We extend our thanks to the foundations and grant-makers who have placed their trust in us, including ESB Energy for Generations Fund, Mental Health Ireland, Tides Foundation and the National Lottery.

In Northern Ireland, we are grateful for the support of the Department of Health through the Community Foundation for Northern Ireland, Dormant Accounts through The National Lottery, and Department for Communities through The Rank Foundation. Their generous support for key projects is enabling Samaritans to extend our reach and awareness in Northern Ireland.



Governance

Strengthening how we deliver our work

The first phase of the Governance and Structure Review in Ireland was completed in 2021 and we made significant progress in the area throughout 2022.

The review followed a decision to devolve responsibility for public policy and influencing, strategic partnerships, income generation, and brand promotion to the Samaritans Ireland Board from Samaritans Central Charity.

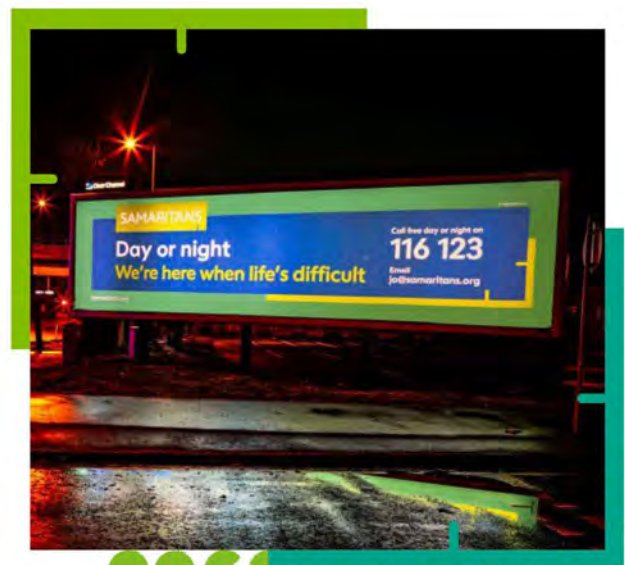
This strategic focus will help shape the future of Samaritans Ireland as we remain committed to continuously improving our services, ensuring that we remain at the forefront of mental health advocacy and support provision.

As part of our application for the Charity Institute Ireland's 'Triple Lock' status, we formally adopted the *Guidelines for Charitable Organisations on Fundraising from the Public in 2022*. This, along with our previous adoption of the Charities Governance Code and our compliance with the Charity SORP for the preparation of our annual report and accounts, meant that we were eligible to apply for Triple Lock certification. Based on our full adoption of these best practice standards in 2022, Samaritans Ireland was awarded 'Triple Lock' certification in early 2023.

We will continue to ensure our governance structures and systems are in line with all relevant charity and company law and best practice standards.

A new safeguarding officer position was created to ensure the safety of vulnerable people who call Samaritans.

Work on the Northern Ireland Action Plan also continued, ensuring Samaritans is at the heart of public policy in Northern Ireland.





Our brand

The face and voice of Samaritans

The way we look and what we say shows people we're here for them, whatever they're going through. Samaritans continues to be one of the Ireland's most trusted charity brands, according to the Irish Charity Engagement Monitor.

87% have heard of Samaritans



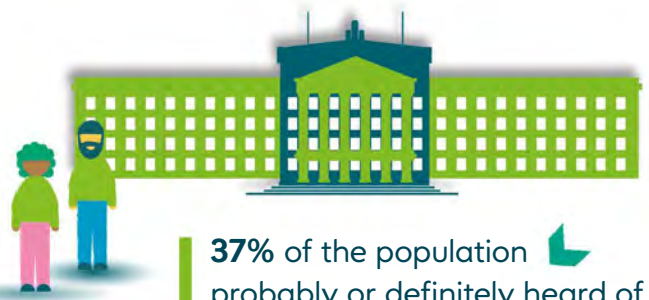
76% trust us to use the money we are donated for the greatest benefit of those we help



54% recognised the Samaritans logo



37% of the population probably or definitely heard of **The Longest Night** campaign



“ Samaritan volunteers are great people providing much needed support to people who are finding life difficult to cope with. I wanted to get involved any way I could to support and promote their work. But you won't find me at the end of the phone if you ring them though – I'm not famous for my listening skills!

What attracted me to supporting Samaritans in the first place was the tremendous work being done by the volunteers. They are fully trained to handle all scenarios that come their way, but they are also there to support one another to manage those calls.

There is tremendous spirit and work being done by the volunteers. ”



**Pat Shortt, Ambassador,
Limerick & Tipperary Samaritans**

Dermot Lynch Photography/Samaritans



Our people

Celebrating our volunteers

Volunteers and staff from Samaritans Ireland were invited to a garden party in Áras an Uachtaráin along with other charities in recognition of our work (pictured right).

The team met President Michael D Higgins and his wife, Sabina, at his residence where he praised the great work of Samaritans volunteers.

A number of our branches celebrated milestone anniversaries this year.

Newbridge and Kildare Samaritans branch celebrated 30 years.

Ennis and Clare Samaritans also received a special visit from President Higgins to mark the branch's 40th anniversary.

Two of the longest-serving members of the branch, Theresa and Mary, who were celebrating 40 and 39 years of volunteering were presented with certificates by President Higgins in recognition of their commitment (pictured below).



Samaritans Ireland

Cork Samaritans also marked a milestone, celebrating 50 years of listening by hosting the first post-pandemic Regional Conference.

Samaritans Chief Executive Julie Bentley, Chair of Trustees Keith Leslie, and long-serving volunteer from London Samaritans Deirdre Bates (pictured below with Cork volunteers Aileen Spitere and Jonathan Neville) were among the guest speakers at the conference, attended by over 200 volunteers across the island of Ireland.

In Belfast staff and volunteers attended Northern Ireland's Service of Reflection for the Life of Her Majesty Queen Elizabeth II at St Anne's Cathedral.



Samaritans Ireland



Samaritans Ireland



Charlie Bird supports Samaritans

Veteran broadcaster Charlie Bird revealed plans to extend his 'hand of friendship' to Samaritans for our life-saving work and had vowed to raise awareness of our work and freephone helpline.

Charlie supported Dublin Samaritans at an event in Stephen's Green Shopping Centre and at Gifted in the RDS, as well as posting several posts on social media.

Charlie, who is battling Motor Neurone Disease (MND), said it is important that there is someone there at the end of a phone who will listen to you without making a judgement, at any hour of the day or night.

Charlie helped launch our 2021 Impact Report, meeting volunteers from every branch in Ireland throughout the day.

He vowed to continue his work to highlight our service throughout 2023 – and has remained an amazing champion of Samaritans.



“ In the past I knew of a couple of people who were in a dark place and who found solace after they rang and spoke to someone in Samaritans. Samaritans do a really powerful job.

My motto is simply to extend the hand of friendship and if you need to talk, there is someone to listen. ”

Charlie Bird

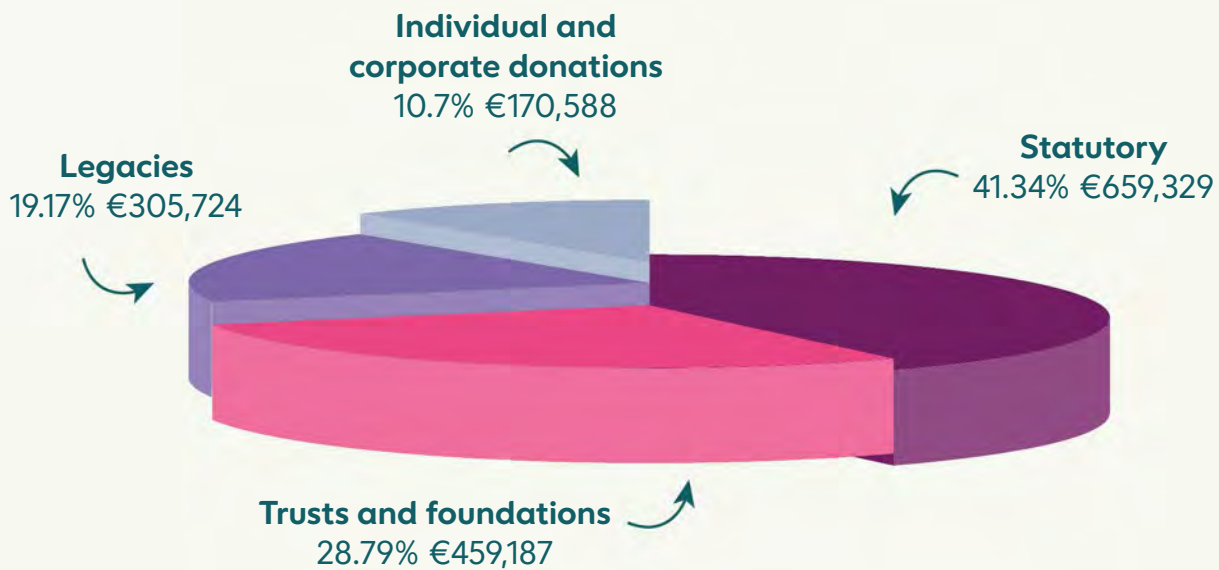
Maxwell Photography



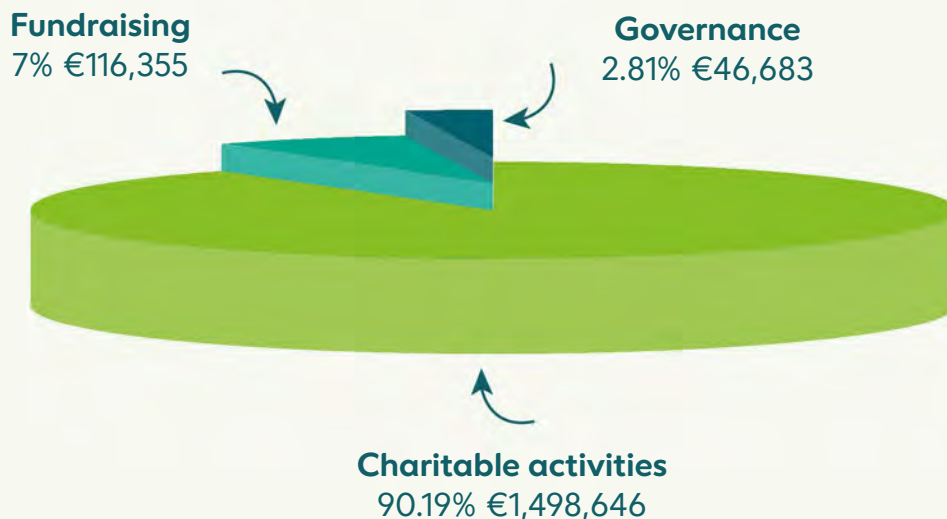


Income and expenditure

Income (total €1,594,828)

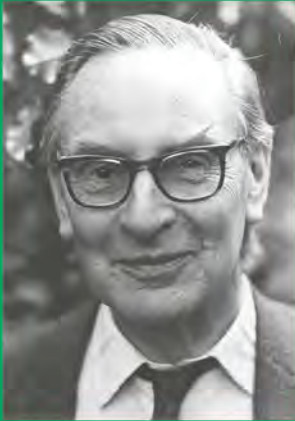


Expenditure (total €1,661,684)





SAMARITANS



“There are in this world, in every country, people who seem to be 'ordinary', but who turn out to be extraordinary. They give their total attention. They listen and listen and listen, without interrupting. They do not preach. They have nothing to sell. We call them Samaritans.”

Chad Varah
Founder of Samaritans

samaritans.ie

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Samaritans Ireland is a charity registered in Ireland (20033668) and incorporated as a company limited by guarantee (450409). Samaritans Ireland's registered office is located at Ground Floor, 4-5 Usher's Court, Usher's Quay, Dublin 8, D08 Y223. CHY number: CHY11880. The directors/trustees of Samaritans Ireland are as follows: E. Farrell, K. Flood, C. Skelly, G. Danton (United Kingdom), É. Ní Mhuircheartaigh, J. Neville, M Taylor (United Kingdom), A McMurray (United Kingdom), M. Horgan, A. Deane, C. Culliton, W. Wilson (United Kingdom).