

2024 ANNUAL REPORT

RECOVERY THROUGH COMMUNITY



Grow
Mental Health

EACH PERSON'S RECOVERY OR GROWTH AIDS THE TRANSFORMATION OF THE WORLD.

Grow is a member-led organisation, and our Grow member groups are based on a peer support model. This means that decisions aren't made for people who come to groups; they are made with them and by them, and the groups are self-directed. Within Grow Mental Health, you'll find a safe place where your voice matters, where you can openly share your problems and discover tips on how to improve your way of thinking and understanding. You will experience the support of other people who have already changed their lives for the better.



ABOUT US



Our Vision

An Ireland where no one needs to navigate mental health challenges or life's struggles alone.



Our Mission

To create new hope, a sense of identity, meaning, and valued connections by empowering people to nurture their own positive mental health and wellbeing, by supporting personal growth and establishing a path to recovery with education, self-teaching and peer support.



Our Values

Inclusion
Hope
Integrity
Connection
Support
Change

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COMPANY INFORMATION

Registered Number

138767

Registered Office

33 Henry Street
Limerick
Ireland

Independent Auditors

Crowe Ireland
Charter Accountants and
Statutory Audit Firm
40 Mespil Road
Dublin 4
D04 C2N4

Bankers

AIB
Permanent TSB

Grow Board of Trustees

John O'Donnell, Interim Chair
Denis Fitzpatrick, Company Secretary
Kate Slater
Paul Clabby
Christine Fitzgerald
Gerry Farrell

Interim Chief Executive Officer

Annabel O'Keeffe

CRA Registered Charity Number (RCN)

20023294

Revenue Registered Charity Number (CHY)

9319

GROW IN IRELAND, trading as Grow Mental Health



Grow Board of Trustees, from left to right Gerry Farrell, Christine Fitzgerald, John O'Donnell, Paul Clabby, Denis Fitzpatrick, Kate Slater

John O'Donnell, Interim Chairperson

John joined the Donegal Town Grow group in 2013, where he rediscovered the value of friendship in mental health recovery. From the start, he embraced Grow's unique spirit of community and personal development, taking on roles within his region before moving into national positions on both the Program Team and the Board. With prior experience in the charity sector through his work with the RSPCA, John remains an animal lover and shares his home with a stray cat. His passion for Grow is rooted in his strong belief in the power of human connection and friendship.

Denis Fitzpatrick, Treasurer

Denis first joined Grow in the 1990s and has held a variety of roles over the years. He served as both Organiser and Recorder for two Dublin groups before joining the Eastern Regional Team, where he later became Chairperson. Denis has also served on the Grow Board in Ireland as both a member and an officer, with some breaks in service along the way. He is currently Company Secretary and a member of the National Program Team, continuing his long-standing commitment to Grow's mission.

Christine Fitzgerald (2025 Chairperson)

Christine has been part of Grow Mental Health since 1986 and is honoured to serve on the Board. She credits her positive mental well-being to her lived experience of mental health challenges and the support of her Limerick peer group. Encouraged by fellow members during her 12-step recovery journey, Christine returned to education, earning a degree in Psychotherapy and becoming a licensed therapist. She also served as Grow's National Program Co-ordinator for over seven years. Outside of Grow, Christine enjoys travelling and spending time with her grandsons.

GROW IN IRELAND, trading as Grow Mental Health

Kate Slater

Kate first came to Grow in Kilkenny over ten years ago, seeking support for her own mental health. Through her journey, she found a path to recovery and gradually took on roles as Recorder and Organiser before working in the Kilkenny office through a Community Enterprise job. This experience led to a full-time position as Area Co-ordinator, a role she held until her retirement. Today, Kate continues to give back by volunteering on the Regional and Program Teams and recently joining the Grow Board. She hopes to contribute to the organisation in the same way it has supported her.

Paul Clabby

Paul first joined his local Galway Grow group in 2006, later becoming Group Organiser and, in 2012, Area Co-ordinator for the Galway Region. Alongside these roles, he deepened his skills through the DCU Certificate in Peer Support Working in Mental Health and is now employed as a Peer Support Worker with Loughrea Community Mental Health. Committed to lifelong learning, Paul has completed the DCU-accredited Leadership course, a Diploma in Community Development from the University of Galway, and an Advanced Diploma in Mental Health and Wellbeing Coaching from Kingstown College. A strong advocate for peer group learning, he regularly facilitates WRAP, Decider Skills, and ASIST Suicide Intervention training to support recovery and wellbeing in the wider community.

Gerry Farrell

Gerry has been involved with Grow for many years, starting as an Organiser and Recorder in the Knocklyon group. He has led workshops at National and Regional weekends, supported fundraisers, shared Grow's mission in the community, and runs a Traveller program focusing on mental health. As a board member, Gerry values the hard work and rewarding progress that comes with shaping change within the organisation. Outside of Grow, he plays in a ukulele band called RUGs, which often performs to raise funds for Grow – combining his love of music with his passion for giving back.



GROW IN IRELAND, trading as Grow Mental Health

CHAIRPERSON'S 2024 PERSONAL REFLECTION

“

The Grow structure offers people a means to personal development through Leadership.



As I write this piece, I am keenly aware that in October 2025 myself alongside Denis Fitzpatrick our National Treasurer will be stepping down after 7 years as Grow Board trustees. Grow Mental Health is member led, and the Board of Trustees maintains a 2:1 ratio of Grow members to non-Grow group members. I would encourage our seasoned Growers to consider applying to become a Board member – your lived experience and knowledge of the Grow Program are critical to the strategic vision of the Board and compliment the skill sets of our non-member Board Trustees.

When Grow came to Ireland in 1969, it relied entirely on its volunteers and members for the running of its peer support groups. As the number of Grow groups increased, Grow recruited its first employee, an administrator based in Kilkenny. Grow Mental Health practises the principles of co-production within the field of Mental Health. Grow group members and volunteers collaborate with staff to improve the quality of mental health outcomes for everyone. The benefits of peer support through lived experience have recently been recognised by the HSE who have published its, 'National Framework for Recovery' and now employs its own Peer Support staff who have lived experience of mental health challenges. From my experience in Grow when staff and members work together, we achieve better outcomes, such as the Program Book, Leadership Course, and Thrive Magazine.

"The ethos of Grow is embodied in our members involvement in the running of their organisation. This is part of recovery, growth, and leadership development. It is also of immense value to Grow" (Grow Program Book).

Key to the foundation of Grow are the principles that, "Our meetings are anonymous, non-denominational and open to all" (Grow Program Book). These last three words are particularly important; we do not treat people differently because a person may have or may not have received a diagnosis. "Matters pertaining to diagnosis and treatment and technical psychiatric language is highly discouraged from Grow group discussion" (Grow Program Book).

Similarly, we should not discriminate between people who are experiencing life challenges, such as loneliness, bereavement, ill health, anxiety, etc. In Grow we recognise that experiencing such life challenges without peer support can lead to mental health decline.

CONT.

CHAIRPERSON'S 2024 PERSONAL REFLECTION, CONT.

In the 2023 Chairperson reflection, I mentioned that the Leadership Course will be rolled out to members in 2024. I am pleased to report that the Leadership Course was rolled out and more than 20 Grow group members have graduated. I do hope that 2025 will see more members complete the Leadership Course, as this course is crucial in facilitating personal leadership development and for helping the members understand the Grow Program and the Group Method. The Grow Program Book, on page 10, confirms the importance of leadership training. "Since the groups are run by our own members, quality leadership training is provided" (Grow Program Book, "What is Grow?").

I would encourage Grow members to avail of all the training courses that are made available including the Grow Leadership Course, Mental Health First Aid, as well as various training workshops, including both regional and national. I discovered that the Grow Leadership Course included so much valuable information I found helpful, such as, "The Grow structure offers people a means to personal development through Leadership. At times we may lack the insight into our own problem areas, but while aiming at specific leadership tasks, we discover new growth areas in ourselves and gain a sense of what we need to change" (Grow Program Book).

In 2024 I continued in the role of Chairperson of the Grow Board of Trustees until October. The Board were pleased to announce that Christine Fitzgerald, our fellow Board member had agreed to take on the role. Christine brings a wealth of knowledge and experience from her own Grow membership, as a former Area Coordinator, Regional Manager, and as the former National Program Coordinator.

During the summer of 2024, the Grow Board were pleased to announce its decision in recognition of the hard work and dedication Annabel O'Keeffe has shown in her role, to extend the contract of employment of Interim CEO.

My highlights for 2024 included the 'Grow Acts of Big love Event' where I particularly enjoyed the performances of the Rathfarnham Ukulele Group (RUGs) among the many others who kindly donated their time to perform on the balcony of Bewley's Cafe on Grafton Street. Other highlights included attending the Eastern Regional event at Hazel House, hosted by Gerry Farrell and the West-Northwest Regional weekend.

To conclude, I said in my 2023 Personal Reflection that without doubt the role of Chairperson had been a challenging role. The support I received from my Grow group, the Grow Program, fellow Board members, combined with the enthusiasm and dedication from Grow volunteers, members and staff was important to help keep me on track.



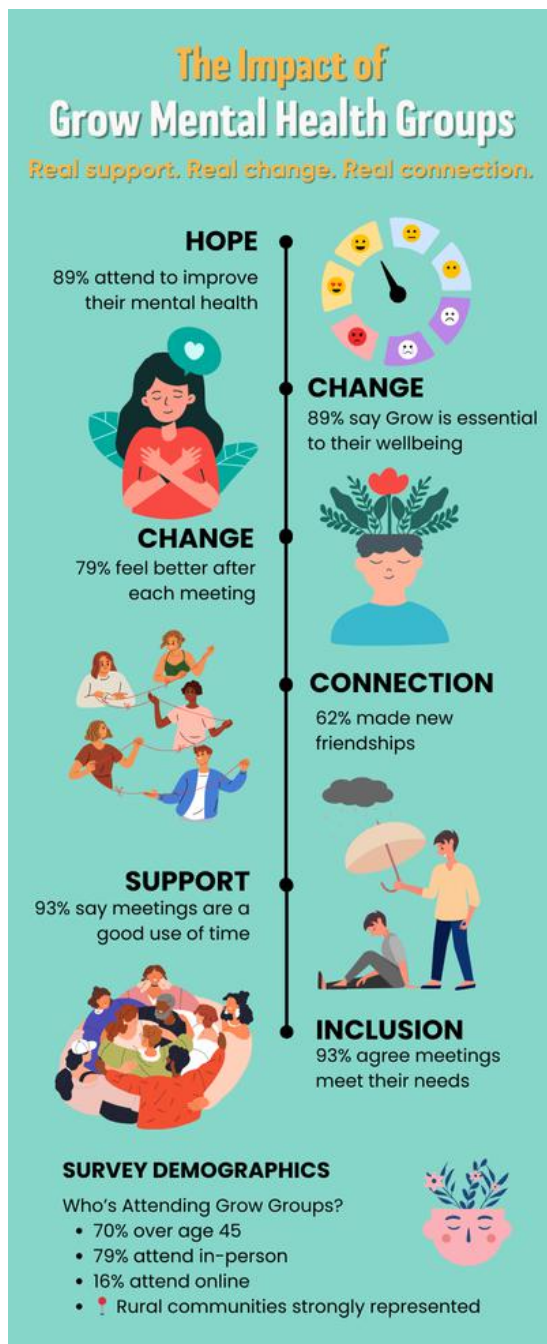
In Grow Friendship,

John O'Donnell
Chairperson, Grow MH Board
of Trustees

INTERIM CEO'S 2024 REVIEW

Dear Members, Volunteers, Employees, Funders and Friends,

2024 was a transformative year for Grow Mental Health and I am extremely proud of all the achievements we have been able to share in this Annual Report. Change is one of our values, identified by our members in 2022 along with support, connection, hope, inclusion, and integrity. This year as an organisation we embraced change and evaluated the way that we work together and how to make this more effective and efficient for the benefit of all. In doing so, we implemented a program of change that is being rolled out on an ongoing basis starting in 2024 and into 2026. I would like to thank everyone involved in this process for their persistence, forbearance and continued commitment and dedication to the organisation. I think that we can all see how these changes are bringing us to a stronger, more resilient place.



Results of 2024 Survey of Grow Group Members

Mental health is not a solitary path. It's something we navigate together, through connection, conversation, and the courage to share our stories. In every group and story, there is someone who is inspiring hope and letting someone out there know: "I am capable of being loved, loving myself and loving others" (Grow Mental Health Program Book).

Recovery and community are at the heart of Grow Mental Health. It's the friendships, the supports, and the strangers who become family through shared experience in our 12 step activities or meet-ups. The Grow Program has evolved over many years to form a practical way of recovering and living for all of our members. Our peer support recovery is based on what we call the 4 P's - One person, One Problem, One Practical Task and One Piece of the Program and are really transformative. In 2024, we had nearly 100 groups all over Ireland.

We are grateful to work in partnership with the HSE and Pobal, and receive funding from many donors and sponsors. Without them we would not be able to create this wonderful recovery community.

Our dedicated team (including both volunteers and employees) work to provide a safe, supportive environment where recovery and hope can thrive. Despite ongoing challenges in the mental health landscape - stigma, resource gaps, and growing demand - they respond with resilience and creativity to reach those who benefit from Grow. In 2024, we broadened our outreach and successfully strengthened partnerships.

CONT.

CEO'S 2024 REVIEW

An important part of what we do is empowering Grow group members to participate in social activities. My highlight for the year was, as ever, the National Weekend, a fabulous three day program attended by members and volunteers where we learn and share tips and tools for mental health, sing, write, dance and have fun together. Thank you to everyone who organise and take part in all of our Regional and National weekends. Socialising is an important part of recovery, remembering that our program is one of mutual help, where we help each other and by doing so help ourselves.



Interim Grow CEO Annabel O'Keeffe with keynote speakers Professor Jim Lucey (left) and John Mckean (right) at the Grow National Weekend, October 2024

Finally, I'd like to thank our Board who support me in my role of Interim CEO with their wisdom, insight and guidance. We are grateful for the work they do as volunteers in shaping our future.

Looking ahead, Grow Mental Health will continue to innovate, collaborate, and lead together.

Thank you for your unwavering support and trust in what we do.

Warm Regards,

Annabel O'Keeffe

**INTERIM CHIEF EXECUTIVE
OFFICER**
GROW MENTAL HEALTH



ORGANISATIONAL TRANSFORMATION



Celebrating the Regional Team in the Midwest as we align to the new regional structure.

In 2024, we undertook a strategic transformation to strengthen our organisation from the inside out, aligning our structure and culture with our vision to expand mental health support across our membership. This transformation spanned three levels—from volunteers and management to the Board of Directors—ensuring a unified and resilient foundation for sustainable growth.

Board of Directors: Strategic Stewardship

The Board's evolution has been key to our growth strategy, ensuring we govern with insight and intention:

- Maintained diversified Board composition that includes lived experience and Grow Mental Health membership
- Recruited new board members based on skill sets
- Strengthened risk and governance frameworks to support innovation and sustainability by commissioning an external evaluation of the board and governance

Volunteers: Empowered & Engaged

We redefined the volunteer experience:

- Migrating the Regional Teams to Regional Program Teams, who, from 2025 will have responsibility for supporting the quality of the groups and delivery of the program
- This will involve a period of recruitment for suitably qualified volunteers, induction to the new way of working and devising support materials
- We will also be recognising the contribution of so many amazing volunteers and celebrating their contributions over the years in so many ways
- We aim to have 50 volunteers recruited, inducted and embedded in the organisation by December 2025

Area Leads: Leading With Purpose

Highlights:

- Planned implementation of a new structure that maps new HSE RHAs
- Created a new role – Regional Area Lead to work with groups and have oversight and management of those groups
- Strengthened data-informed service delivery with new tools to work closer with the groups and provide information in real time

Each of the following reports will summarise how we supported the change and provided continuity to the Grow Community.

NATIONAL PROGRAM TEAM REPORT

2024 was a year of significant transformation for Grow Mental Health. With changes in leadership and organisational structure, the Program Team prepared for its transition into the new National Program Committee structure set to launch in 2026.

Throughout these changes, we remained focused on one core objective: upholding the fidelity of the Grow Program in an evolving environment. This year has been both exciting and humbling, reminding us of the enduring wisdom found within the Program itself: "Change your losing game, don't change your winning game."

Connection at the Heart of Recovery

Connection is a core value in Grow Mental Health. Our peer supported groups provide regular connection that is a vital tool in supporting connection and change. Through our 12-step community meet-ups – ranging from chats over coffee and cinema clubs to peer support for appointments—we create meaningful opportunities to support recovery journeys. Research consistently shows that social isolation increases the risk of poor mental health, and these structured peer events play a vital role in building resilience and wellness in communities across Ireland.

Regional and National Events

This year, we hosted our National Weekend in Portlaoise from September 20–22, welcoming 110 members who came together under the theme of storytelling. At Grow, we believe personal story is the currency of human connection.

CONT.

GROW IN NUMBERS

Total Peer Support Groups:	98
In-Person Community Groups:	80
Online Digital Groups:	18
Acute Transition to Community Support Groups:	9

Region	Number of Groups	Area Coordinators & Administrators	Members
Northwest	9	4	83
Northeast	10	2	92
West	11	5	65
Midlands	9	2	88
East	10	2	124
Midwest	8	4	67
South	12	4	120
Southeast	11	4	89
Digital (online)	18	6 (shared)	117

2024 REGIONAL AND NATIONAL EVENTS

Location	Event	Attendees
National	Weekend	110
Southern & Midwest	Weekend	53
West & Northwest	Weekend	50
Southeast	Weekend	34
Northwest	Day Trip	23
Eastern	Day Event	53

NATIONAL PROGRAM TEAM REPORT, CONT.

Strengthening Leadership in Peer Support

In 2024, 25 Organiser and Recorder meetings were held nationally – a 35% increase from 2023. These roles are central to our peer support model:

- Organisers lead and coordinate group meetings, nurturing peer leadership
- Recorders ensure the Program is followed and complete the group's recorder form

We are actively updating our national database of Organisers and Recorders and improving communication and training supports.

Leadership and personal responsibility are pillars of the Grow Mental Health recovery journey. In 2024, 23 members completed the online Leadership training program. This is part of our ongoing commitment to developing volunteer leadership and enhancing training opportunities across the organisation.



External Program Evaluation

In 2024, we partnered with Quality Matters to conduct an external evaluation of the Grow Program via a national survey. 336 members participated, offering valuable insights into our impact. While the full report will be published in 2025, preliminary results are overwhelmingly positive:

- 89% attend Grow Groups to improve their mental health
- 89% feel Grow Mental Health is important or essential to their wellbeing
- 79% report feeling better after each meeting
- 62% have made new friendships through their group
- 93% say Grow Groups are a good use of their time
- 93% agree the meetings meet their needs

Demographics: 70% over age 45, 79% attend in-person groups, 16% online; notable rural participation bias.

NATIONAL PROGRAM TEAM REPORT, CONT.

Digital Advancements: Data-Driven Quality

Following the successful launch of digital evaluation and recorder forms for online groups in late 2023, 2024 saw a major shift toward digital reporting using Microsoft Forms for all Grow peer support groups.

By year-end, approximately 65% of our national Grow Groups had transitioned to digital reporting—improving timeliness, consistency, and traceability of group data to better inform decision-making and quality assurance.



Certificate presentation ceremony for the Grow Mental Health Leadership Course

Acknowledgements

The Program Team extends our heartfelt thanks to:

- Our members, for their commitment to recovery and mutual support
- Our Organisers and Recorders, for their dedication and leadership
- Our staff, for their collaboration in delivering the Grow Program
- The entire Grow community, for continuing to, "carry the message to those in need."

Together, we build resilience, connection, and hope.

Colette Flannery

**INTERIM HEAD OF
NATIONAL PROGRAMS**
GROW MENTAL HEALTH

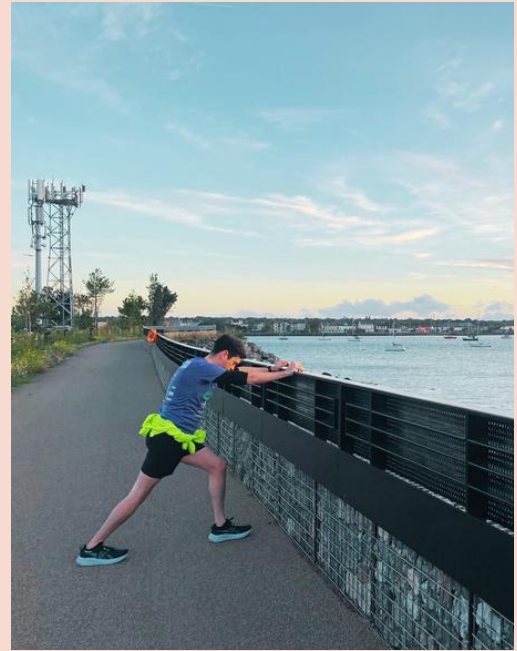
National Program Committee:
John O'Donnell, Denis Fitzpatrick,
Kate Slater, Christine O'Neill,
Christine Fitzgerald

EANNA'S STORY: SMALL, CONSISTENT CHANGES

You get on with your life! Do the best you can, right!? Who has time to reflect, to examine ourselves? Life is too busy and there are so many things to get done!

I've always considered myself pretty average. I worked a "normal" job, I enjoyed time with friends, I looked forward to the weekend. I thought the version of me I was, was all I could be.

It took a relationship breakup and a stressful work project to bring me to breaking point. My worst fear was realised. I felt weak, incompetent and useless and I felt the world could see this. My worth was tied to how productive I was. I was completely at the mercy of other people's approval. I realised that there was something fundamentally wrong with how I was thinking but reaching this new low forced me to stop, reflect and try to find a new way to look at life. A perspective that wasn't based on other people's validation.



I had joined a Grow Mental Health Support Group Online and I decided, like others in the group, to make small steps to change my life. Taking little tasks each week, I realised physical exercise was indeed my friend! Feeling good after a short run, gave me the energy to attempt cooking a healthier meal, which in turn made me feel I was worth taking care of. Keeping promises to myself was so important. I chose to make small enough changes to ensure I could keep them. It took little changes every day. I changed how I spoke to myself during daily tasks, giving myself an imaginary little pat on the back and it made a huge difference. Changing how I perceived interactions with other people also helped. I'd make sure what people said was all I'd take from a conversation instead of taking what I felt they might actually think.

Unfortunately, there's no quick fix, no silver bullet. Establishing healthier boundaries and habits took me months, maybe even a year, but I am a different person because of it. When I couldn't run, I'd walk and when I couldn't walk, I'd crawl but I was always moving forward. One of the hardest but most important things, was not comparing myself to other people because they were running their own race. I explored what was holding me back and could see my blind spots for the first time.

For me, the compounded benefits of all these little changes have been wonderful. I call myself a runner now and it shows me that I can do hard things. Even when my mind tells me I can't, I keep pushing and my body somehow keeps going. It's been a great lesson for difficult times. You don't just run a marathon, you start with small runs, you run for 30 seconds and wheeze and then you turn up again and walk it and run a bit. Small wins turn into big wins when you keep showing up and you get closer to becoming the person you want to be. It's made me a better brother, uncle, friend and I'm really proud to say, a marathon runner. It was great to complete such a challenge, one which wasn't for a medal or a fast time but to show myself I'm someone who does what he says he will, one step at a time.

Give time to your emotions. Emotions drive you in a positive direction. Explain your frustrations in a clear way. Let go of the little problems and the things outside of your control. Listen to what your feelings are telling you, pay attention to what is driving you, and learn from it. Start growing and keep growing!

Eanna

GROW ONLINE GROUP MEMBER

NATIONAL VOLUNTEER UPDATE

2024 was a busy year for Grow Mental Health volunteers and one of change. We continued to implement changes in the Grow Mental Health Strategic plan to align our regions and migrate our Regional Teams to Regional Program Teams.

Our volunteers are a core part of our organisation and their energy and enthusiasm reflects in the organisation through the work they do. We are deeply grateful for every hour given, all of the expertise, every story shared, every Euro raised, and every act of kindness extended by our volunteers. Their dedication does more than sustain Grow Mental Health—it transforms lives and communities across the country.

In 2024, over 35 volunteers gave their time, energy, and lived experience to support individuals on their mental health journey.



Coffee morning in the Midwest to celebrate volunteers and bring awareness to Grow in Limerick

HOW DOES VOLUNTEERING WORK IN GROW MENTAL HEALTH?

The progression from Recorder, to Organiser, to volunteering in Regional and National Program Teams, and ultimately to the Board isn't just about helping Grow – it's about self-development. Every role is a chance to learn, to step into responsibility, and to grow personally.

Recruiting and Onboarding Volunteers

We have focused on, and developed, the recruitment and onboarding processes for our volunteers. The recruitment, on boarding and ongoing support resulted in 35 volunteers recruited.

Volunteering in Grow

The **Organisers and Recorders** perform tasks within the group as members (and not volunteers) to help empower and support groups and for their own self-development.

The role of the Regional Team changed in 2024 as we began the migration to **Regional Program Team**. The Regional Program Teams will meet throughout the year from 2025 working principally on quality of groups.

Our **National Program Team** is a committee that reports to the Board, and is comprised of volunteers who met five times in 2024. The Regional Program Team members will form part of the National Program Team and will make decisions on a national basis regarding the quality of groups, among other things.

CONT.

NATIONAL VOLUNTEER TEAM UPDATE, CONT.

Our **Board** members are all volunteers, as such, they take on enormous responsibility. They are responsible for strategy, support staff, they oversee policies and safeguard legal compliance.

We are extremely grateful to our fundraising volunteers who weather the rain, take on challenges, sing songs, run marathons and more. Their hard work, innovation and creativity allow us help more people to help themselves and others.

Supports

We have an induction program in place for all volunteers that is adapted depending on the skill sets, roles and responsibilities that are required from the volunteers.

Mental Health First Aid was offered to members online and alternated between day and evening sessions to accommodate as many people as possible. The course is 4 x 4 hour sessions taking place over the course of a month. It was rolled out in 2024 in both Spring and Autumn and 28 completed the course.

Leadership in Grow Mental Health is a journey, both of self-discovery and of the revelation of the worth of others, in and through community. The Leadership course was offered to members and volunteers on a rolling basis throughout the year.

To date the volunteer agreement and volunteer policy have been developed through co-production, and the dignity at work of a volunteer is also in place. This needs more time for support and training, and the work will be ongoing.

Regional Weekends

Regional Program Teams working with employees organised gorgeous days and weekends for members to socialise, learn, experience new things, and have a great time together.



Old Fair Day in Sligo with a team of Grow volunteers spreading awareness.



Grow Southeast regional weekend - all smiles!

Annabel O'Keeffe
Interim CEO, Grow Mental Health

PEOPLE & CULTURE REPORT

The People and Culture Team extends heartfelt thanks to all Grow Mental Health staff and volunteers. Throughout 2024, we have come together in support of our peer-led mission, ensuring the continued strength of Grow's nationwide support groups. During a year of significant transition and organisational change, we worked collaboratively, embracing challenge with resilience and compassion – true to the Grow Mental Health way.

Navigating Change Together

2024 was both a rewarding and challenging year as we moved into the implementation phase of our ambitious organisational strategy. This strategy is focused on building a sustainable, effective, and far-reaching Grow Mental Health, capable of bringing peer support to more people across Ireland, despite limited resources. As with any change process, this journey brought its own difficulties, including the loss of some valued staff and volunteers. Despite this, our commitment to supporting one another and our groups across the country never wavered.

Learning & Development

In November, our team came together to co-create our 'Dignity at Work' charter, reinforcing our shared values and behavioural norms. We also reflected on results from our culture survey, laying the groundwork for deeper engagement via staff focus groups in 2025.

We engaged in a wide range of development topics to support personal growth, emotional intelligence, and resilience, including:

- Mastering Communication
- Emotional Regulation and Stress Management
- Goal Setting and Purposeful Living
- Strength-Based Influence
- Teaching Civility in the Workplace
- Conflict Management and Working with Difficult People
- Intentions vs. Expectations

Through our Lunchtime Learning initiative and LinkedIn Learning platform, we welcomed new staff and volunteers, and explored topics such as:

- Surviving and Thriving After Trauma
- Caring for ourselves While Empowering Others
- Pensions and Auto-Enrolment
- Grow MH and EAP Services
- Mental Health and the Law



Grow staff and volunteers learning and lunching together.

CONT.

PEOPLE & CULTURE REPORT, CONT.

Commitment to Training

Grow Mental Health continued its valued partnership with Mental Health First Aid (MHFA) Ireland, training over 30 staff, volunteers, and members in 2024. Additionally, two staff members qualified as MHFA Trainers. This program has proven invaluable in empowering those in leadership roles within peer support groups, building their self-confidence and capacity to support others in recovery.



Grow staff 2024 training day

Recruiting & Supporting Talent

In alignment with HSE regionalisation, our People & Culture team focused on recruiting Regional Area Leads to strengthen group development and forge closer ties with HSE counterparts. In 2024, Grow welcomed 11 new staff members, each supported through a robust onboarding process. We are immensely grateful to all those who have contributed to expanding and enhancing our national presence and community support.

Governance & Compliance

The People and Culture team ensured ongoing compliance with evolving employment legislation. In 2024, we reviewed over 15 policies and introduced four new policies, all approved by the Grow Mental Health Board and made accessible to staff and volunteers.

Strengthening Community & Connection

The Grow Mental Health Swords office continued its partnership with the Valley Project Community Employment Scheme, fostering a mutually supportive work environment. We are also grateful for ongoing collaborations with the Dublin Regional Skills Forum, Volunteer Ireland, Boardmatch, The Wheel, and The Carmichael Centre, whose partnership contributes greatly to our collective efforts.

Looking Ahead to 2025

As we embed the organisational changes underway, we look forward to the year ahead with optimism and purpose. In 2025, we remain committed to cultivating a culture that reflects our core values: Inclusion, Hope, Integrity, Connection, Support, and above all, Change and Growth.

A special thank you to the dedicated People & Culture Team for their tireless work throughout the year. We are proud to continue supporting our people – staff, volunteers, and members – as we grow together.



Collette Flannery, Interim Grow Head of National Programs and Caroline Crotty, Interim Digital Services Manager

Dara farrelly
People & Culture Manager

KATE'S STORY: SOME HABITS ARE HARD TO BREAK

What would happen if I didn't do that? I was asked this question when I shared the following statement with my support group at our weekly meeting.

'Every morning, I get up, feeling a mix of disappointment about how yesterday went, but also with the tiniest spark of hope that today might be better. I sit down to have my coffee and toast and then for some reason my thoughts seem to take me down that familiar rabbit hole into the deep darkness of my past.

Most days I sit there for hours lost and when I finally do get up my head is like a whirlpool. The spark of hopefulness about today being better has well and truly faded, and it is sometimes followed by feelings of guilt or even shame that today, just like all the days before it is wasted. I once again feel I am just not able to do better.'

When I was asked this question, "What would happen if you didn't do that Kate? If you didn't stay sitting down when you finish your coffee? If you set an alarm for 15 or 20 minutes and found the discipline to get up and go out for a walk the minute the coffee and toast were finished?"

I was thrown, because that simple question made me think and ultimately face the fact that I had become stuck in a destructive habit. A habit which only served to keep me in the mode of victimhood, but habits are hard to break as they very quickly become part of our routine.

With this question, I felt this week could be different! This question had made me accept what was holding me back. Made me realise it was the fear of making changes, the fear that I wouldn't be able to cope, which ultimately made my anxiety worse and kept me in the cycle.

Somehow this question and now the task given to me by the group that week along with a piece of the Program to support me, "Feel the fear and do it" made me feel facing this small change and seeing what might happen just might be worth it. I also knew my group could be at the end of the phone to help me cope if I needed them.

The question represented a line in the sand for me; this week was to be different. I knew I was willing to see what would happen if I didn't sit for longer than it took to eat breakfast. Some days I was successful, some I wasn't. On the days I wasn't, I made a pact with myself not to beat myself up but to try again tomorrow.

On the good days I'd go for a walk, well more of a stroll by the river, and on the days that wasn't possible I did little jobs around the house, or I would go to the library. So, in effect I gave myself daily tasks which made me feel productive followed by a small reward.

I will say it took me months not weeks to feel better. Some days I would say to myself out loud "Kate, we're not doing this today."

I tell this story because this small change to my day had a huge result and more importantly I knew I was capable of starting and building good habits. I still have my coffee and toast in the morning but now without even thinking I just get on with my day.

'Just as seeds need sunlight to grow, we need encouragement and motivation to THRIVE'.



Kate

GROW BOARD OF TRUSTEES MEMBER

GOVERNANCE REPORT

In 2024, the Governance Committee, supported by the Governance, Compliance and Risk Officer (GCRO), met seven times to strengthen our governance framework, reporting to and advising the Board.

We focused on enhancing governance at the Board level through initiatives such as adopting best guidelines in the planning and conduct of meetings and supporting effective Board recruitment.

Two external reviews were commissioned:

- Report on Board, Committees, Structures and Processes (July 2024)
- Governance Review (October 2024)

These provided valuable insights that are now shaping our governance priorities for the years ahead. To further support our work, we also commissioned legal advice on safeguarding, which is an area under review by the Board and Governance Committee.



Key Governance Developments

- **Balancing Participation and Expertise:** We worked to maintain strong member involvement in our leadership structures while ensuring the necessary skills and expertise are present across boards and committees.
- **Maintaining Ethos While Meeting Compliance:** Upholding the ethos of the Grow community remained central, even as we advanced toward full legal and regulatory compliance.
- **Strategic Focus:** We continued our transition toward a strategically-focused board that is confident in management and operational oversight.
- **Charities Governance Code:** Our annual review under the Code provided an opportunity to improve governance structures, as well as financial and fundraising policies.
- **Policy Oversight:** The Board, Governance Committee, and Management Team now use a structured schedule to review organisational policies, prioritising areas needing attention. Much progress has been made – and work continues.
- **Risk Management:** The risk register was reviewed throughout the year, with risks monitored and mitigation plans actioned. In 2025, the risk policy and register will be updated to support a more standardised and robust approach.

John O'Donnell. Denis Fitzpatrick
Grow Mental Health Governance Committee

MARKETING, COMMUNICATIONS & FUNDRAISING REPORT

2024 saw a pivot to a stronger focus on fundraising. While we will always be wearing many hats, we spent much of our time testing and supporting new revenue generation events and ideas with the aim of taking our learnings into 2025 and making it a year of unprecedented fundraising growth for Grow Mental Health.



Marketing

As always, we were busy across our social media channels keeping folks informed of upcoming events, Grow news, and opportunities to support our programs. Our biggest awareness campaign for 2024 was Acts of BIG LOVE in February. With the support of Mini Ireland and Flowers.ie, we built on the success of the 2023 BIG LOVE flower campaign and launched a free concert in Dublin. Incredibly, the numerous acts donated their time and talent and drew big crowds on Grafton Street. With the help of a PR firm, we managed to make the coverage of the event hit viral status, bringing awareness of Grow and our services to hundreds of thousands of people around Ireland.

Throughout the year we supported myriad community outreach events including Community Education Programs in the midlands and Grow information booths throughout the country. There were also volunteers and staff distributing leaflets and giving talks throughout Ireland during World Mental Health Month in October and on World Suicide Prevention Day. We continue to refresh and update our literature so that we put our best foot forward whenever we are representing Grow.

A heartfelt thanks goes to every person who supported our promotional efforts this year.



Staff and volunteers representing Grow Mental Health across the country.

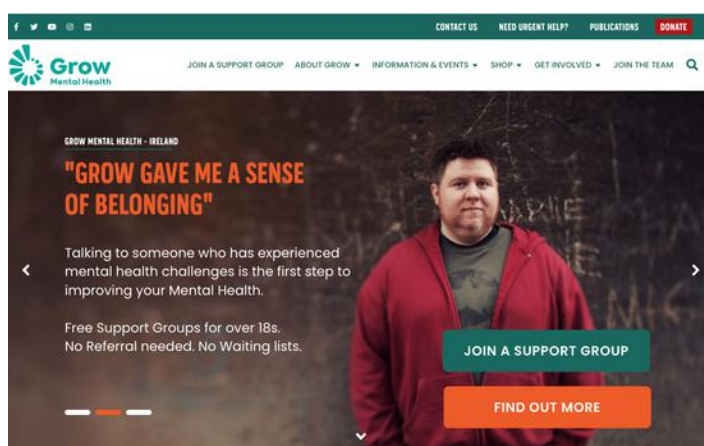
MARKETING, COMMUNICATIONS, & FUNDRAISING REPORT, CONT.

Communications

We kicked off 2024 with the launch of the new Grow Mental Health website. After months of work the new look site went live in February and reflected a more modern, stream-lined look and feel. The new site represented a big step toward a more inclusive and outward-looking communications strategy. We are focusing on making Grow and our program more understandable and accessible to new audiences.

In 2024 we continued to produce our Grow Mental Health Podcast series and flood our social media channels with Grow wisdom and inspiration. As in previous years, we explored a different theme each month of the year in our monthly newsletters.

January: Be the Change You Want to See
February: Loving Ourselves to Good Mental Health
March: Let's Talk!
April: Hope
May: Joy
June: Let the Light Shine
July: Friendship
August: Gathering Together
September: Telling Our Stories
October: Beyond the Group
November: Surviving and Thriving in Winter
December: Christmas Your Way



New Grow Mental Health Homepage

These themes were reflected across all of our communication channels and members of the Grow community were invited to share their thoughts and creativity around the topic. The themes were also used in some groups to guide the middle routine and group discussions.

The Communications Team was again intricately involved in the development and execution of the National Members Weekend in October. We enjoyed bringing the theme of storytelling to life. From working with speakers ahead of the event to hosting panel discussion during the weekend, it was a pleasure to witness the power of story in hope and recovery.



Grow Welcome Pack

In 2024 the Communications Team also produced and released a new Welcome Pack for new Grow members. The co-produced publication was the result of months of discussion, design, and drafting carried out by members of the Grow Program Team, Interim CEO Annabel O'Keefe and a selection of staff members. The aim of the Welcome Pack is to help potential new group members understand how Grow works and what to expect in a clear concise and accessible way.

MARKETING, COMMUNICATIONS, & FUNDRAISING REPORT, CONT.

Fundraising

Individual fundraisers rose to the occasion again this year. Jass Mollen, a Grow group member in the Midlands undertook a health transformation over a number of months, encouraging family and friends to donate as she improved her overall health and wellness. A group of four fundraisers cycled from London to Paris to raise funds and awareness for mental health, with Grow receiving a portion of the €6,000 + raised. Another cycling team, John and Stephen, cycled up a steep peak in the Pyrenees Mountains – TWICE! – and raised €3,000 for Grow in the process. They then joined Jenny on the Grow Mental Health Podcast to talk about their experience of and motivation for the challenge. We also received significant donations from cooperate partners Kirby Engineers Utmost International, and Weltec Engineering.

Thank you to all of you for your dedication and support. With your continued commitment, we are getting closer to seeing our vision of an Ireland where no one needs to navigate mental health challenges or life's struggles alone, become a reality.



Marketing, Communications, & Fundraising Manager

CAITRIONA'S STORY: A ROADMAP THROUGH TRAUMA

I grew up in Tralee in Co Kerry. Myself and my four siblings were all close in age so it was a very entertaining house. I loved my family but always felt different to them. I was always looking for comfort outside of my family home. I never felt close to either of my parents growing up but I did idolise and love my grandmother who lived really near us.

I grew up in a large council estate where there were lots of children my age. We got up to all kinds of innocent mischief in our early teens. Thankfully there was no drinking or drug taking in any of the groups I hung around with.



But life can change for many reasons for anyone at any time, and for me this happened when I was 12. It was a beautiful March Paddy's Day in 1996 when tragedy hit our community. After spending the morning getting ready to be in the St. Patricks Day parade, our group of friends agreed to meet up in our local forest to hang out like we did many times before. My parents had taken us to the local pub after the parade and I met a friend there as our parents socialised together. We told our parents we are heading off up to the woods to meet the rest of our group. The time we spent in the woods was great, we chatted, played chasing and just hung out. We all gathered by the biggest tree in the woods. It was massive, very strong and had loads of strong branches that we could climb and sit on. One of my friends, Tonya who was 13 was climbing away to "her" seat on the tree when one of the branches broke and she fell. There were no adults around. There were about 15 children there when it happened. Tonya was very badly hurt and what I witnessed that day will never leave me. Tonya struggled on the ground trying to breath while we ran to find help. Help came and Tonya was taken to hospital where she died from her injuries later that evening. No one in our community or group of friends were ever the same after this.

Being a pre-teen and witnessing this changed me. I became very angry not understanding how another child could die. I blamed the adults, our parents for not being there when we needed them. During this time, and through my whole life my Nana was my rock.

I started seeing counsellors at 16. My anger issues were still a problem, I found counselling helpful and I decided I wanted to join the Army. I was never really good at school, I just didn't have the patience to sit still and concentrate and I knew I wanted out of Tralee and a new start.

Two weeks after my Leaving Cert I was dropped to Collins Barracks in Cork to start my training. I had just turned 17. It was mental! All go and no time to stop and think. I met friends for life here and found my new place in the world in Cork. I worked hard and felt so much pride in myself for being an Irish Soldier, ready to help anyone, anywhere, at any time. Unfortunately, my anger issues never really left me, and still caused me problems. Anger mixed with army training was never going to serve me well.

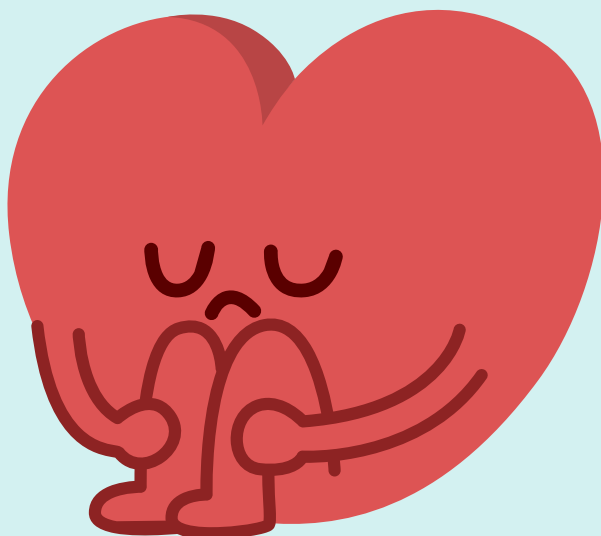
CONT.

CAITRIONA'S STORY, CONT

My father stopped working after an accident. This led him to drink even more than he did when he was able to work. He was often aggressive. We would get into arguments and fights a lot. I would drive from Cork to Tralee in a rage to confront him. I could not see my father's disease as an illness I could only feel disappointment and anger.

As my time went on in the army I lost my grandmother. I was in my 20's. I had never lost a family member before this but to lose my rock devastated me. I was completely lost. I had never really dealt with the loss of my friend or any of the other issues in my life, so when my Nana passed away, it all hit me. My mind did not feel like my own. I felt constant sadness and anger. My career was being affected as I was showing up late and had a lack of interest in the world. This went on for months until I was finally seen by a work doctor who sent me to a psychiatrist. I spent a few months meeting him weekly and it was agreed that I would not carry arms or do any armed duties for a while. Once I felt better, I was able to go on my first overseas mission to Africa. Six months away from Ireland was amazing. It was my first time overseas, and I loved it. I went overseas another few times and life had its up and downs. When I did my last tour in 2011, I came home, but I was not the same person anymore. I hated everything and everyone. I hated my job, I hated my life. I was reckless at every chance I had. I lived my life everyday like it was my last. I wanted it to be my last.

I was hospitalised and after getting out of hospital, I left the army and went back to Kerry to find support. My mental health continued to get worse. I felt I couldn't trust anyone. Eventually I found an amazing team of doctors and counsellors and after another stay in a hospital in Kerry I started to try to rebuild my life. I spent years going in and out of hospital trying therapies. My father had passed away in March 2015 from alcohol related issues and I didn't deal with that too well. On New Years Eve 2015 I tried to take my own life. When I was not successful I swore I would not drink again. I have been sober since that day. In 2016 with only a



few months left of group therapy, I decided I would try to find love in my life. After years of being unwell and ending up in unstable relationships, I felt that I had the tools to help me make better choices. By the time I finished my therapy I had met my partner Sarah. Sarah was the most beautiful, amazing, supportive woman I had ever met. I never knew kindness and love like this. I never knew how to communicate with a partner in such a healthy, caring way until I met Sarah. All the pain and suffering I had been through in my life had led me to this relationship. I felt the universe had a plan for me.

CONT.

CAITRIONA'S STORY: CONT

Before meeting Sarah I always felt the universe had made a mistake with me but now I felt my life was right and that I would be ok. Sarah and I fell in love and decided we would move to Kanturk and build our life together. We found a beautiful new house and made it our own. We were very happy and excited for our journey together. I was working for a company in Tralee and would drive up and down every day and we were both very busy. When Covid hit and the world stopped and everyone had to stop their normal day and readjust to staying home, we found it very peaceful and stress free. We started our journey and had a miscarriage. This broke our hearts beyond what we were expecting. I kept it together for as long as I could to try and support my partner as best as I could but in between IVF rounds I was not doing well mentally at all, AND I KNEW I NEEDED TO FIND SUPPORT FAST. This is when I found Grow Mental Health. I searched online for a mental health support group and Grow was the first suggestion that popped up. I am very grateful for this. I rang the contact number and had the wonderful pleasure of speaking to Noreen the Kanturk Group Co-ordinator. Noreen was so kind, understanding and reassuring. I attended the group a week later and I haven't left. My group gave me the support and encouragement to keep going on in my journey. I was able to regain tools to help me cope with everyday life and the courage to keep getting up after setbacks. Grow helped me find myself so I could give to others. Grow was my backbone during my families IVF journey and with their support and friendship I could come home every week and support my partner with our journey and support her through her fathers cancer treatment. Knowing that no matter what I had to face week in week out, my Grow family were always at arm's length honestly kept me going. I knew no matter what happened I could share it with them every week. When things were too hard to share at home I had my group.

Today I am beyond happy to say that after four years our IVF journey was finally successful. Our beautiful little man Lorcan was born in November 2023. He truly is a gift from the Universe but also a gift from Grow. I don't know would little Lorcan be here today without the support and care from my Grow group and friends. I will forever be grateful for their love and support at every step over the four years since I found them and I will always give back to the group in any way I possibly can. I have spent most of my life in and out of different mental health stages, supports and hospitals, and I know my mental health issues will be with me for my whole life but now I have Grow and now I know I can get through any bad spell and that when I feel like I am falling I know I can go to my meetings and find the support to get back up. I have not drank in nearly 10 years, I have a support team from Grow and the mental health facilities in my area, I have my amazing, beautiful partner Sarah and our very special baby boy Lorcan. I know because of Grow I can have a fulfilling life and that I am valuable. I wish everyone could find the support I found in Grow. It is a healing, loving, supporting group where friendship grows and life becomes better. By following the Grow program everyday, people become more than their mental health issues. I have no plans to ever leave my Grow group as Grow is not about a quick fix. It is about sustaining my life and helping me through my tough times and learning to keep my tools to cope with life. Some weeks I go to my group and I am on top of the world and other weeks I can be struggling. For me, its keep going, keep learning from my peers and keep supporting them through their tough times.

Caitriona

GROW GROUP MEMBER

THANK YOU TO OUR SPONSORS AND SUPPORTERS

Grow Mental Health is a charity that works in partnership with the HSE and is funded by grants and from the Government of Ireland and Pobal plus donations from corporations and individual fundraisers. We are grateful for every contribution which helps us to reach our vision of an Ireland where no one needs to navigate mental health challenges or life's struggles alone.



Rialtas na hÉireann
Government of Ireland



pobal
government supporting communities



AGENCY FOURTEEN



mental health first aid
IRELAND



utmost™
WEALTH SOLUTIONS



OUR PARTNERS

Go Yellow in Kilkenny



Tullamore Credit Union



Tesco Community Fund



Robbie Cooney Memorial Cup



Pyrenees Cycle Fundraiser



2024 HIGHLIGHTS

ACTS OF BIG LOVE

On Saturday, February 10th, Grow Mental Health took over Grafton Street to spread BIG LOVE. The Grow Program teaches us how to love people back to positive mental health every day, but Valentine's is the perfect time to remind people of just how important love and friendship are for everyone, especially anyone currently experiencing a mental health challenge. Supported once again by MINI Ireland, this event grew quickly into a massive opportunity to not only help every heart around find its rhythm but to raise the Grow profile like never before.

Our friends and great supporters the Rathfarnham Ukulele Group (RUGS) and Singer Songwriter Luke Clerkin, a member of Grow in the Eastern Region, were the first to commit to performing for free and others quickly followed suit. From Dublin-based Poet Rachel Hegarty to Louis Walsh's latest boy band collective Next In Line and many more, our Bewley's Café Balcony stage was hopping from 2 PM 'til late on Saturday. And it wasn't just about the music.

The generosity of the performers was matched by that of Grafton Street passers-by who donated in their droves. A special thanks to the bucket shakers and all of the volunteers there on the day to help with the fundraising and sharing Grow's message. MINI Ireland contributed €8,000 toward Grow Mental Health plus lots of PR support in the lead-up to the day. Bewley's Café donated space for the concert and plenty of delicious coffee and tea on the day and the artists generously gave their time. We had a gorgeous affirmation wall and a Grow wellness station.

Interim CEO Annabel O'Keeffe was on hand with her family to support the event. Annabel addressed the gathering crowd on Grafton Street and husband Andrew slotted in as event MC. Their children, amongst others including staff, members and volunteers, family members, and friends all helped to shake collection buckets and distribute yellow roses. Annabel noted of the concert: "Everything went really brilliantly, and the atmosphere was electric on Grafton Street. Thanks to all of the performers and volunteers."

Grow Board Chair John O'Donnell extended warm thanks to everyone involved in the event adding: "A special thanks to Bewley's of Grafton Street for hosting this wonderful event, all their staff who were so helpful, and also to MINI Ireland for their continued support to Grow. "

In all, the concert was a great success and the crowds on the Capital's busiest shopping street that day know all about Grow and our vision of an Ireland where no one needs to navigate mental health challenges or life's struggles alone.



2024 HIGHLIGHTS

GROW OPEN DAY IN MOUNTMELICK

On April 11th in Mountmellick Development Centre, Co. Laois, Grow Area Coordinator Michelle McCormick held an open information day for Grow Mental Health, attended by (among others) Minister Sean Fleming and Fiona Dunne, who is a representative of Minister Pippa Hackett. The local GAA showed their support too. Grow Interim CEO Annabel O'Keeffe opened the day with a wonderful speech welcoming all and celebrating Co. Laois. A brief presentation by Grow Area Coordinators Michelle McCormick and Assumpta Lyons followed, explaining what Grow is and the services we provide. After, there were refreshments and time to answer questions.

In total, five Gardai including Inspector Joseph Culliton attended and he was very interested in the local supports provided in Co. Laois including Portarlinton, Portlaoise, and Mountmellick. This open day resulted in three new members so far for Mountmellick as well as enquiries about the Portlaoise and Portarlinton groups. A wonderful day was had by all. Thank you to who made it happen!



GO YELLOW Fundraising Campaign

Once again, Ireland was awash in yellow for our annual GO YELLOW! fundraising campaign between June 20th and 23rd. This year, people were asked to find an activity that sparked their joy and turn it into a fundraising event with friends and family. The creativity that ensued was incredible. Folks really got behind the sentiment of GO YELLOW! and created events like walks, picnics, coffee mornings, and sea swims. All across the nation, people made a huge effort to spread the word about our Grow support groups and the supports we offer all over Ireland and online.

We want to extend a massive thank you to everyone who was involved from creating events, promoting the campaign, getting out in your yellow, to shaking buckets. A special mention goes to our friends at Weltec Engineering who raised a whopping €4,500 for GO YELLOW! with their Mondello 24 hour cycle .



2024 HIGHLIGHTS

GATHERING IN THE WEST

On the evening of Friday the 5th of July 2024, Growers from Galway, Mayo, Roscommon, Sligo, Donegal and Dublin began to arrive at St. Mary's in Knock, Co. Mayo for the Western Regional Weekend. This was our second year attending this tranquil location. We had 40 attendees staying in St. Mary's and 10 day trippers.

Thanks to Grow Western Regional Administrator Patricia Steinegger and Former Grow Regional Manager Ruairi Powell, we successfully obtained National Lottery funding which enabled us to offer a generous subsidy on the accommodation cost to our attendees. We wish Ruairi well in his new role with the National Learning Network.

The weekend was packed with learning, sharing, and merriment. Keynote presentations included a talk from Sharon Ledwith. Sharon is an Emotional Wellness Coach who spoke about, "Emotional and Mental Awareness." Marian Trench, Energy Therapist, gave the keynote presentation on, "Recovery Through Balanced Living." The weekend was highlighted by deeply personal story sharing from Grow members. A wonderful time was had by all.



EASTERN REGION DAY OUT

We had a wonderful day in Hazel House nestled in the foothills of the Dublin Mountains. It was a 'Goldilocks' day, not too hot or cold, but just right. John Farren was master of ceremonies and skilfully guided us through the events of the day. Then two courageous Growers, John and Lorraine gave their stories in front of 55 people! They both spoke so honestly and from the heart. There is strength in vulnerability. We all empathised with their journeys from darkness to light and we were edified by their stories. More sharing, learning, exploring, old friends met, and new friends made melded into a day to truly remember.



National Weekend

2024 HIGHLIGHTS

What a weekend it was! The theme was storytelling and it was quite a privilege to see how our Grow community leaned into the power of their own stories. Our Grow values of Hope, Support, Change, Connection, Integrity, and Inclusion were demonstrated in every part of the weekend.

Inspirational keynote speakers were John McKeon, Ciara Glynn and Eoin Galavan from Kyrie Farm and Dr. Jim Lucey, author of *A Whole New Plan For Living*.

Workshops this year included Meditation and Mindfulness run by Grow Area Coordinator Liz Shortall and creativity with pastels and water colours with the very talented Emma Phillips. The ever-creative Gerry Farrell led a music session (with a bonus performance from the new Grow Band before Saturday's dinner) and Grow Area Coordinator Eileen Clevenger facilitated a storytelling workshop that culminated in a powerful story collage presented by participants on Sunday morning. It demonstrated just how connected we are by our stories.

Our leadership team put together thoughtful sessions relating to this year's theme and of course there was plenty of socialising, dancing, singing, and play.

Grow member Susan gave her uplifting personal story, showing true bravery and generosity. It was powerful and representative of the hope and growth someone can find in the Grow program.

This weekend was a reminder of why we do what we do every day in Grow. Getting to spend time with the group members and Grow colleagues had a restorative and energising effect.



DIRECTOR'S REPORT & INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF GROW IN IRELAND



Smart decisions. Lasting value.

GROW IN IRELAND
(A Company Limited by Guarantee)

FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

GROW IN IRELAND
(A Company Limited by Guarantee)

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GROW IN IRELAND
(A Company Limited by Guarantee)

CHARITY INFORMATION

Directors	Kate Slator Paul Clabby Christine Fitzgerald John O'Donnell Denis Fitzpatrick Gerry Farrell
Company secretary	Denis Fitzpatrick
Registered number	138767
Registered office	33 Henry Street Limerick
Trading address	No. 5 Forrest Mews Building Forrest Road Swords Co. Dublin
Independent auditors	Crowe Ireland Chartered Accountants and Statutory Audit Firm 40 Mespil Road Dublin 4 D04 C2N4
Bankers	AIB Permanent TSB
Registered charity number (RCN)	20023294
Charity number (CHY)	9319

GROW IN IRELAND
(A Company Limited by Guarantee, not having a share capital)

DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024

Directors' responsibilities statement

The Directors presents their annual report and the audited financial statements for the year ended 31 December 2024.

The directors are responsible for preparing the Directors' annual report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare the financial statements for each financial year. Under the law, the Directors have elected to prepare the financial statements in accordance with Irish Generally Accepted Accounting Practice, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and promulgated by the Institute of Chartered Accountants in Ireland and Irish law. Under company law, the Directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date, of the net income or expenditure of the company for that financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the Directors are required to:

- Select suitable accounting policies and then apply them consistently.
- Make judgments and accounting estimates that are reasonable and prudent.
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation. The Directors confirm that they have complied with the above requirements in preparing the financial statements.

The Directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and income or expenditure of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

GROW IN IRELAND
(A Company Limited by Guarantee, not having a share capital)

DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024

Directors' Report For the year ended 31 December 2024

The Directors present their annual report together with the audited financial statements of Grow in Ireland (the company) trading as Grow Mental Health for the year ended 31 December 2024. The Directors confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the "Statement of Recommended Practice (SORP)" applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Objectives and Activities

GROW in Ireland is a registered charity (CHY 9319 ~~CRA 20023294~~) whose main objective as set out in its Memorandum of Association is to work in the field of Mental Health. Specifically, to enable those in need to experience the benefits of the Grow Program and the Group Method including the pursuit of this object in the fields of prevention and rehabilitation in community mental health.

The Memorandum of Association also sets out several supporting objectives which are used to attain our main objective, and any income generated from the achievement of its supporting objectives can only be applied to the main objective.

The supporting objectives are:

- a) To promote, establish, direct, maintain, and co-ordinate Grow groups; meaning thereby voluntarily attended mutual help and self-activation groups conducted according to conditions prescribed by Grow International for the personal growth of people who wish to achieve the benefits of the Grow Program and the Group Method.
- b) To promote, develop, conduct, foster and support research and investigation into matters appertaining to the personal growth of people who wish to achieve the benefits of the Grow Program and the Group Method.
- c) To promote, develop, conduct, foster and support the study and acquisition, dissemination and application of knowledge and information concerning subjects relating to the personal decline and personal growth of people who are partaking of the Grow Program and the Group Method.
- d) To develop a better understanding by members of the public of matters appertaining to the personal decline and growth of people who are partaking of the Grow Program and the Group Method.
- e) To promote, develop, conduct, foster and support hostels, workshops, educational centers and other institutions concerned in any way with assisting the personal growth of people who wish to achieve the benefits of the Grow Program and the Group Method.
- f) To promote, develop, conduct, foster and support conferences, conventions lectures, symposia, films, tape recordings and by all other educational means, including social media, to further the objects of Grow; including the writing acquiring, printing, publishing and circulating of literary or scientific works.
- g) To come together with, co-ordinate and correlate the efforts of professional and voluntary workers, organisations, statutory bodies and other authorities and individuals interested in the personal decline and growth of people who wish to achieve the benefits of the Grow Program and the Group Method.

GROW IN IRELAND
(A Company Limited by Guarantee, not having a share capital)

DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024

The vision that shapes our annual activities remains the promotion, establishment and maintenance of Grow Peer Support Groups, the fostering of knowledge and appreciation of recovery-orientated services, and the education of the public in the fields of mental wellbeing, recovery, and stigma reduction. The charity also contributes to advocating for improved mental health services and reform in mental health policy through its engagement with Mental Health Reform, ARI and See Change.

In shaping our objectives for the year and planning our activities, the Board have considered the Charity Act 2009, guidance on charitable purpose, and public benefit.

Our Mission

Our mission is to create new hope, a sense of identity, meaning, and valued connection by empowering people to nurture their positive mental health and well-being, by supporting personal growth, and establishing a path to recovery through education, self-teaching, and peer support.

Our Vision

An Ireland where no one needs to navigate mental health challenges or life's struggles alone.

- **Providing** and maintaining support groups within communities
- **Educating the public** and health professionals in mental health and recovery principles
- **Working in collaboration** with other organisations, agencies and experts to achieve our vision
- **Influencing public policy** and raising awareness of the challenges of those struggling with mental health issues

Strategy – Change and Growth 2022 -2026

Grow Mental Health (Grow) embarked on a strategy development project in the summer of 2021 with Mantra Strategy which included substantial engagement with Grow stakeholders at all levels and resulted in a new 4-year plan for the organisation. This document, entitled “Change and Growth 2022 – 2026” was approved and adopted by the Board.

Policy Context

Our strategic plan responds to several mental health policies and strategies. Our Program focuses on recovery with the member at the centre of what we do which is aligned to the following policies and strategies.

- The National Framework for Recovery (2018 - 2020)
- Sharing the Vision (2020 - 2030)
- Connecting for Life (2015 - 2024)
- Slainte Care (2021 - 2023)
- CHIME Principles (2011)
- Healthy Ireland Strategy (2013)

GROW IN IRELAND
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DIRECTORS' REPORT
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The strategy is built upon the following 3 strategic pillars.

Pillar One Building the Story

Building the story is about reach, growth in numbers, growth in audience diversity, digital optimisation.

Strategic Outcome: The support offered by Grow is accessible to whoever needs it.

Pillar Two Telling the Story

Telling the story is about providing opportunities for the stories to be told, supporting the telling of those stories through training, through social media content production, through multi-media narrative exploration (e.g., podcasts, documentaries, PR campaigns, fundraising events and promotions).

Strategic Outcome: The support offered by Grow is known/seen/heard.

Pillar Three Owning the Story

Owning the story is about Grow developing its voice/profile as a public contributor/expert, ensuring that everyone at Grow is on the same page (organisational synergy) and that the proper organisational structure is in place to deliver on the overarching goals and aims. Strategic Outcome: All at Grow take responsibility to evolve, innovate and develop sustainably and collectively as an organisation so that they can, to continue to provide much needed supports for members.

Each of these pillars is supported by strong objectives and specific actions. These strategic pillars and objectives firmly place the story of the member at the heart of the strategy for Grow, meaning that everything else can develop from this. These pillars anchor the strategy for the organisation. They suggest an inclusive and collective approach for goal setting and implementation.

Achievements and Performance

2024 was both a rewarding and challenging year for Grow Mental Health. We are in the implementation phase of our ambitious strategy, involving the restructuring of the organisation both in terms of process and architecture. To this end Grow Mental Health aims to ensure its sustainability, reach, and effectiveness. The challenge as with any change process has been the adoption of change and we have experienced a high level of staff turnover as the organisation embraces and embeds the change process. Despite the challenges, the opportunities and positives are evident. Grow Mental Health now offers a blended service with offerings both online and in person to reach those most in need of mental health peer support. We have put huge efforts into our visibility and access pathways and believe we are on our way to becoming Ireland's No1 provider of mental health peer support. Grow Mental Health has also worked to build capacity in our community events providing respite weekends and Community Education Programs supporting our vision of "an Ireland where no one needs to navigate mental health challenges or life's struggles alone." We continue to foster strong relationships with our stakeholders and our main funders, the HSE, through our service level arrangements and are proactively working on a reinvigorated fundraising strategy.

Service Delivery

Grow Mental Health deliver free weekly mental health peer support groups in communities all over Ireland both in person and online.

Recovery, Self-development, and Community are at the core of everything we do. Our groups are welcoming, inclusive, and supportive. Each group is run by the participants. People report life changing events often within months of joining a group. (see external evaluation). Many describe a newfound confidence, a new and growing trust in other people, and a more hopeful outlook on both their future and overall wellbeing.

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Our support groups are free to attend for anyone over 18.

Our groups are aimed at those experiencing mental health challenges and encompass those looking for early intervention and recovery support as well as those recovering from more acute difficulties. We are proud to provide an accessible, visible, and free service to those needing mental health support. Our blended service model is available nationally online, and we also have a network of in-person meetings around the country. This model of service delivery allows us to deliver in-person groups where there is demand and available resources. Online groups are available nationally and provide additional access to those in remote areas or who otherwise may not be able to attend an in-person group. In-person, groups link well with online groups in terms of community engagement and allow online members the opportunity to join scheduled meetups, training, and respite events in person. This also works in the reverse where regional training and events are held online to support resource allocation and to maximise the inclusion of as many people as possible, for example our online Christmas schedule supporting those most isolated at a crucial time of year. This all contributes to inclusion, diversity, and individual wellness and connectedness. Having the online groups allows the in-person regional groups the available resources to expand in new areas and in innovative ways piloting geographical regions while managing our resource capacity. The online groups scaffold the geographical regions where needed, supporting the development of new groups, and linking in at times of increased demand and holidays.

In 2024, Grow Mental Health Delivered

- 96 groups
- 80 in person and 16 Online groups
- 10 acute orientation groups
- 1 prison group
- 630+ people attending groups on a weekly basis with overall reach of 850+

Community Education Programs

Grow Mental Health delivers Community Educational Programmes aimed at developing thinking around the subject of mental health in general, its relevance to our lives today, and the importance of maintaining one's mental health and a general sense of well-being. Those attending the program may have;

- Direct experience of mental health challenges
- Be living/caring for someone who is experiencing mental health challenges
- Involved in mental health service provision
- Have a general interest in mental health

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The programs are co-presented and co-produced by our members, staff, and other mental health professionals. The program generally covers a variety of topics over 5 weeks, including;

- Understanding your mental health
- Bereavement and loss
- The challenges and stresses facing vulnerable people
- Coping skills and strategies
- Stress management
- Suicide and suicidal behaviour, substance abuse, and addiction
- Testimonies from people in recovery and information on local services

In 2024, we only had funding to deliver these programs in the midlands and delivered 3 Community education programs in Co. Westmeath, Co Laois and Co. Longford.

Podcasts

A Grow Mental Health podcast was released every month during 2024 and guests came from a variety of backgrounds. Many were again members of our Grow groups from all corners of the country, but this year we also featured some external mental health advocates e.g. Professor Jim Lucey, Inspector of Mental Health Services, Mental Health Commission Podcast themes once again originated from The Grow Program and featured themes of follows:

- Change
- Love
- Support
- Hope
- The Power of Story
- Inclusion
- Support through the Season

Respite Weekends

Grow Mental Health national and regional weekends are a hallmark and highlight of the Grow Mental Health community engagement calendar. Grow members and volunteers, as well as board members and staff have an opportunity to come together in a relaxed and social environment, to celebrate, review, and develop the Grow Mental Health community. Last year our national weekend took place in Portlaoise, attended by 110 people.

We also held well-received regional weekends in the West, in Knock, where 40 people attended. The Southeast, where 34 attended, and the Midwest and Southern regions where 53 attended. The East had a regional day where 54 people attended and the Northeast where 23 attended. All Grow Mental Health respite events are a celebration of recovery and have an orientation on peer supported recovery processes as part of the events.

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Training - We consider training for staff, members and volunteers to be of great importance and in 2024 we invested in the following to ensure that we deliver the best possible programmes to our members.

Mental Health First Aid – In 2024 2 staff members were trained in as MHFA trainers making 3 trainers in total. In 2024, we trained over 30 of our Grow Members, volunteers and staff in 3 separate courses in January, November and December.

Children First Training is a mandatory training course for all Grow employees. In total 9 employees took this training in 2024 and 12 renewals were complete.

Time Management System, as part of the on-boarding procedure training in the TMS was provided for 4 new employees.

Clear review training - All new employees received training in Clear Review, the new performance management system at Grow. Training for new employees is now included as part of our on-boarding process.

Lunchtime Learning - As part of our Lunchtime Learning initiative we training to staff and volunteers in Surviving and thriving Trauma, Caring for ourselves while empowering others', Pensions, Our EAP Program.

Linked in Learning – we provided this to al staff and focused on the following areas:

- Mastering communication
- Communicating with Emotional intelligence
- Emotional Regulation
- Reduce Stress and Anxiety by managing your nervous system
- How to set goals when everything looks like a priority
- How to Create a life of Meaning and Purpose
- Using your strengths for impact and Influence
- Teaching civility in the Workplace
- How to proactively Manage conflict
- Improving your conflict competence
- Working with difficult People
- Setting intentions – Intentions versus Expectations

On boarding – we conducted this with:

- New staff
- Volunteers including the board of Grow and our Regional Program Teams

Staff Training Event – As part of our annual training event we worked with our staff in building a positive culture together. We looked at dignity at work and Developing our Dignity Charter, We explored ways of moving values into action and we looked at Our culture and What we would like it to be

Other Programs offered:

- Digital Fundraising
- Project management training

GROW IN IRELAND
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World Mental Health Day

For World Mental Health Day Grow was represented at a mental health day in the LOETB Tullamore and Lismore. We also hosted an event on Wednesday 9 October in Limerick Office alongside Chez Le Grow Café.

Corporate Partnerships & Fundraising

Grow Mental Health built on their existing partnership with MINI Ireland which began around Valentine's Day 2023. Tying in once again with our commitment to loving each other back to health we created a brand-new musical event ACTS of BIG LOVE to celebrate the love and support our friendships bring to our lives. Details of the event were shared extensively on social media with a potentially reach of 2,2m followers. The event was also covered in 15 media features across online and print media. The concert was also promoted on 3 radio stations. This Concert our first charity gig took place from the Balcony of Bewley's of Grafton St and was supported by over 10 established and respected musical talents.

Go Yellow once again brought Grow members and friends across the country out to celebrate the longest day of the year. With wonderful and uplifting events taking place across the country. Our friends at Weltec Engineering raised over €5K for us in their 24-hour cycling in Mondello with smaller event around the country bringing in almost €4K.

This year also saw our first corporate support generated for our National Weekend. This support came in the form of the sponsorship of our guest speakers which was kindly covered by Kirby Electrical.

Many other wonderful fundraisers took place throughout the year. Friends of Grow MH worked with us to raise funds through Fashion Shows, Christmas Raffles, 50km runs and a host of other events.

Recruitment and Training

During 2024 Grow trained all staff on many themes related to wellbeing including our workshop on 'Caring for yourself while empowering other. We also came together to Explore Dignity at Work and to create our Dignity at Work Charter. We continued our work on Culture with a workshop feeding back on our culture survey of 2024 and expanding our work on 'Creating our Culture' and embedding our values with 'Values in action'. Grow is working towards a values led culture and embedding our core values into everything we do in support of our service users. We value inclusion, hope, integrity, connection, support and change. Grow has trained many of its service users and staff in Mental Health First Aid and has continued delivering its Grow Mental Health Leadership Course online making it accessible to greater numbers of service users as part of their working on recovery and wellbeing maintenance. This is available to staff and service users across the organisation and 2024 saw the graduation of 23 service users with a further 14 enrolling for the next program to begin in early 2025. The programme is one of personal development. This modular programme of development is available to all staff and service users in support of a peer supported model of recovery and growth. With 9 staff exiting and 4 new staff joining the Grow team, our HR department was under pressure during the year to manage exits and new recruitment or reorganisations. Our HR department is under resourced and this proved challenging during the year to manage such a high turnover of staff.

Recruitment and Selection

We recruited the following three roles in 2024 with some leavers being replaced in 2025 and others being filled from internal personnel through reorganisation

- Regional Area Lead x 2
- Regional Administrator in Southeast

All employees have been successfully on-boarded.

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Website & Social Performance

Over recent years the website has become the main vehicle for the recruitment of new members to both our online and in-person groups. Access and visibility are crucial; to make the path into our support groups as easy as possible for those seeking support and this process is under constant review and improvement. We have also identified our recovery stories as key content which users review prior to signing up to join one of our free support groups. In 2024

- 954 online registration forms were completed
- 857 people received contact from Grow about accessing a group or signposting to the post appropriate service.

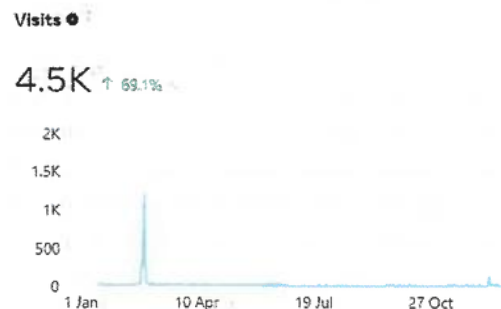
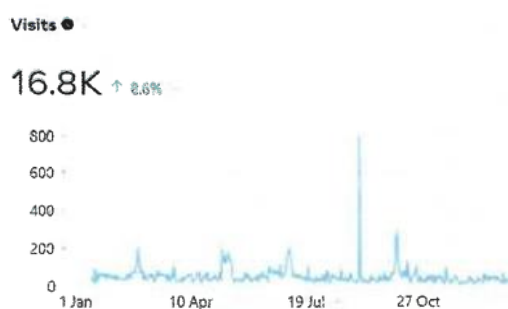
Website

In Feb 2024 grow.ie had a complete redesign. We worked on simplifying the messaging and giving the user a more direct route to join one of our groups.

In 2024 we had **45,286 users** visit our website.

Our web traffic increased by over 33% (16.834 users) compared to 2023, our bounce rate has slightly increased from 32.28% to 34.9% and the average time spent on our website has marginally increased from 3m 31s to 3m 35s. The high increase in users landing on the website demonstrates how effective SEO content is in helping grow.ie to be seen on google but appear higher on google searches as demonstrated by users clicking on the website. SEO ensures we show up for the right searches, and as there is now more engaging content on the website, users are staying on our website for slightly longer.

Facebook & Instagram visits FY 2024



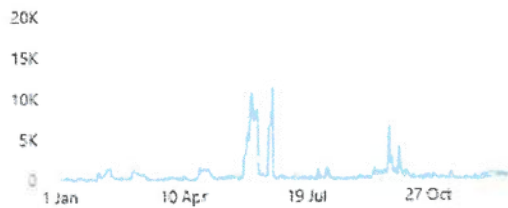
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**DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024**

Reach on FY & Instagram 2024

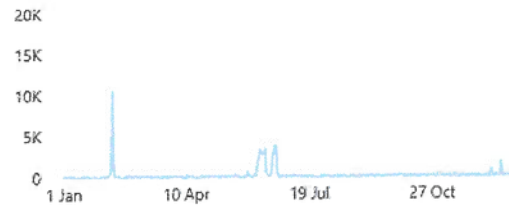
Reach ●

109.8K ↑ 105.9%



Reach ●

38.9K ↑ 269%



YouTube 2024

Overview

Content

Audience

Trends

Your videos got 3,517 views in 2024

Views

3.5K 🌐

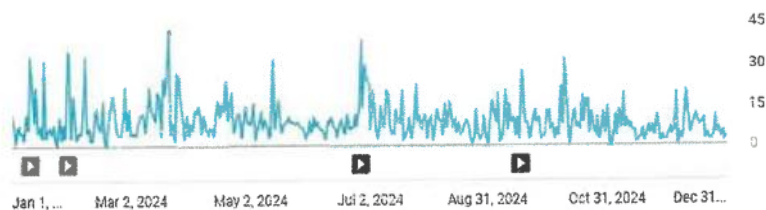
Watch time (hours)

208.5 🌐

Subscribers

+51 📈

12% less than Dec 31, 2022 - Dec 31, 2023 18% less than Dec 31, 2022 - Dec 31, 2023 19% more than Dec 31, 2022 - Dec 31, 2023



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DIRECTORS' REPORT
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Financial Review

The Surplus for the year amounted to €262,037 (2023: €309,625). At the end of the year, the charity had assets of €1,932,203 (2023 - €1,922,341) and liabilities of €114,320 (2023 - €366,494). The net assets of the charity have increased by €262,037 (2023: €309,625).

Reserves are required to bridge the gap between the spending and receiving of income and to cover unplanned emergency and other expenditure. The Board consider that the ideal level of reserves is six months operating expenses of approximately €1,322,000. The bulk of the reserves are held on deposit with some monies held in current accounts. The main funding source is through Health Service Executive funding which is restricted to funding our core services. In 2024, 95% of our funding came from the HSE and a further 5% of funding was from other funding bodies such as Pobal and the Probation Services.

Traditional Grow fundraising activities such as street collections are no longer as effective as they were in the past. Grow Mental Health continue to innovate to develop key relationships, fundraising streams and establish and maintain partnerships. In the main fundraising/donations are unrestricted which allows the organisation to support members in their development by providing training and piloting new projects.

Traditional Grow fundraising activities such as street collections have yet to recover to pre- covid times. Grow Mental Health continue to develop other fundraising streams and partnerships such as the Easter Walk, Big Love Campaign with Mini Ireland and the Bus Eireann campaign. Due to these events, Fundraising and Donation income has greatly improved. In the main fundraising and donations are unrestricted and therefore allows the organisation to support members in their development and training along with piloting projects. Grow is signed up to the Statement of Fundraising Principles and is developing a donor charter and fundraising policy.

Pension Fund

The organisation operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations. The contributions are recognised as an expense in the Statement of financial activities when they fall due. Amounts not paid are shown in accruals as a liability in the Balance Sheet. Pension costs amounted to €28,819 (2023: €25,294).

Challenges and Risks

Grow Mental Health secured HSE funding for 2024. Grow recognises that it needs to become less reliant on funding from the HSE and increase its income from other means such as corporate sponsorship and donations in order to continue to deliver on its objectives and goals. Inflationary pressures continue to have a negative effect on future forecasts which the board recognises as a challenge and risk to manage over the coming years.

Director's Interests

None of the Directors had any interests in any contracts entered by the organisation during the year.

Accounting Records

The measures that the Board have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 regarding the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at Apt 5, Forrest Mews, Forrest Road, Swords, Co. Dublin.

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DIRECTORS' REPORT
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Statement of Relevant Audit Information

In the case of each of the persons who are Directors at the time the Directors' Report and Financial Statements are approved:

- a. As far as the Directors are aware, there is no relevant audit information of which the company's statutory auditors are unaware, and
- b. Each Director has taken all steps appropriate to make themselves aware of any relevant audit information and to establish that the company's statutory auditors are aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of Section 330 of the Companies Act 2014.

Subsequent Events

There have been no significant matters affecting the company post the financial year.

Exemption from Disclosure

The charity has availed of no exemptions, it has disclosed all relevant information.

Funds Held as Custodian Trustee on Behalf of Others

The organisation does not hold any funds or other assets by way of custodian arrangement.

Political Donations

The charity did not make any political donations during the year.

Going Concern

The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Therefore, they continue to adopt the going concern basis in preparing the annual financial statements.

Auditor

The auditor, Crowe continue in office in accordance with Section 383(2) of the Companies Act 2014.

Structure, Governance and Management

Grow Mental Health is registered as a charity under Section 3 Subsection 11 (a) of the Charities Act, 2009 "other purpose beneficial to the community." Our Registered Charity Number (RCN) is 20023294. Grow Mental Health also has charitable tax exemption from the Irish Revenue. Our CHY number is 9319. Grow Mental Health is registered as a company limited by guarantee not having a share capital in accordance with the Companies Act 2014. Our Companies Registration Number (CRN) is 138767.

Grow Mental Health is governed by its Memorandum and Articles of Association which outlines Grow's objectives. Our main object is to, 'work in the field of mental health, specifically, to enable those in need to experience the benefits of the Grow Program and the Group Method, including the pursuit of this object in the fields of prevention and rehabilitation in community mental health.'

The Board

Grow Mental Health is directed by a voluntary board which comprises of people with varied backgrounds, some of whom have experienced mental health issues. Its function is to provide leadership, develop strategy, formulate effective policies and procedures oversee their implementation, and to ensure good governance generally and strong financial control.

The Board is provided with regular financial and operational information. Detailed annual budgets are prepared and are reviewed by the Finance Committee and further reviewed and approved by the Board. Actual results and outcomes are compared against the budget and corrective action is taken when necessary.

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**DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2024**

Board Member	20 Jan	17 Feb	6 April	18 May	29 June	10 Aug	12 Oct	7 Dec
C Fitzgerald	✓	✓	✓	✓	✓	✓	✓	✓
D Fitzpatrick	✓	X	✓	✓	✓	✓	✓	✓
J O'Donnell	✓	✓	✓	✓	✓	✓	✓	✓
Kate Slater	✓	✓	✓	✓	✓	✓	✓	X
G Farrell *	✓	✓	✓	✓	✓	✓	X	X
Paul Clabby	✓	✓	✓	✓	✓	✓	✓	✓
Y Pearse	X							
New appointee 2024								
Diarmuid Cronin							✓	✓

- *Gerry Farrell stepped down from the board in September
- *Yvonne Pearse stepped down from the board on 10 February

We have a committed and strong Board, with directors giving their time for free and receiving no payments for their work. However, Board members are entitled to claim for travel and subsistence expenses in attending meetings.

Appointment of Board

As set out in the Articles of Association, the Board should consist of not less than 5 nor more than 12 directors, one of whom is elected as Chairperson, and one as Vice Chairperson. Not less than two-thirds of the members of the Executive shall be Growers.

The National Program Committee

The National Program Committee is responsible, on behalf of the Board, for ensuring the authentic delivery of the Grow Program. It is also responsible for the delivery of training and the development of leadership relevant to the Program. It is primarily run by Growers who have come up through the organisation. It is governed by the Board and its members are selected based on their expertise relating to the Grow Program.

Regional Teams

Regional Teams work closely with the Regional Manager and other members of staff in their region to support the activities of the region including the support of Grow Groups and fundraising activities. There are eight Regional Teams who meet approximately six times during the year. The Regional Teams are governed by the Board and are primarily run by Growers who have come up through the organisation.

Board Committees

The Board of Grow Mental Health has formed three committees to support its activities:

- The National Program Committee
- The Finance Committee
- The Governance (Risk, Compliance and Policy Management) Committee

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DIRECTORS' REPORT
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Risk Management

The Board has delegated responsibility for risk management to the Governance Committee which is supported by our Governance, Compliance and Risk Officer. That committee has developed and regularly reviews a risk management policy and procedures which are approved by the Board. The key element of our risk management policy and procedures is a drawing up of a Risk Register to identify our top risks, the development of risk mitigation plans to address those risks, and the regular review of progress against those plans. The Risk Register and progress against Risk Mitigation Plans are reviewed at least quarterly by the Board.

Board Relationship with Management and Staff

The Board is primarily responsible for strategic leadership whilst the Chief Executive Officer (CEO) and management team are responsible for day-to-day management.

The CEO leads a team of up to 50 employees working in the National Office and 5 regional offices.

The National Office

The National Office is the base for the overall administrative and support services of Grow Mental Health, including, Finance, IT, HR, Communications, Risk and Compliance, Quality, and Monitoring and Evaluation of Grow Groups.

Regional Offices

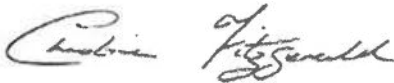
The Regional Offices are the bases for the management of Grow Groups in the regions. They support a network of Regional Managers and Area Co-Ordinators whose primary function is the setting up and delivering of the Grow Program at Grow Groups operating in their region. These offices are also our primary contact point with members of the public.

Volunteers

The Board would like to pay tribute to:

- The National Program Committee and the Regional Program Teams for their time, support, and commitment
- The members of staff who give of their time out of hours in support of the work of Grow Mental Health
- Our fundraisers who do so much to encourage others to enrich lives through donations and fundraising activities

Approved by the Board and signed on its behalf by:



Christine Fitzgerald
Chairperson



Denis Fitzpatrick
Treasurer

Date: 19/05/2025

GROW IN IRELAND
(A Company Limited by Guarantee)

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GROW IN IRELAND

Report on the audit of the financial statements

Opinion

We have audited the financial statements of Grow In Ireland (the 'charity') for the year ended 31 December 2024, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including a summary of significant accounting policies set out in note 2. The financial reporting framework that has been applied in their preparation is Irish law and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' issued in the United Kingdom by the Financial Reporting Council.

In our opinion, the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the charity as at 31 December 2024 and of its movement in funds for the year then ended;
- have been properly prepared in accordance with Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and;
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard for Auditors (Ireland) issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and the provisions available for small entities, in the circumstances set out in note 21 to the financial statements, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the directors' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from the date when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GROW IN IRELAND (CONTINUED)

Other information

The directors are responsible for the other information. The other information comprises the information included in the Annual report, other than the financial statements and our Auditors' report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2014

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

In our opinion the accounting records of the charity were sufficient to permit the financial statements to be readily and properly audited, and the financial statements are in agreement with the accounting records.

Matters on which we are required to report by exception

The Companies Act 2014 requires us to report to you if, in our opinion, the requirements of any of sections 305 to 312 of the Act, which relate to disclosures of directors' remuneration and transactions are not complied with by the charity. We have nothing to report in this regard.

Respective responsibilities and restrictions on use

Responsibilities of directors

As explained more fully in the Directors' Responsibilities Statement on page 2, the directors are responsible for the preparation of the financial statements in accordance with the applicable financial reporting framework that give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the management either intends to liquidate the charity or to cease operations, or has no realistic alternative but to do so.

GROW IN IRELAND
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INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF GROW IN IRELAND (CONTINUED)

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the IAASA's website at: <https://www.iaasa.ie/Publications/Auditing-standards>. This description forms part of our Auditors' Report.

The purpose of our audit work and to whom we owe our responsibilities

This report is made solely to the charity's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Aidan Ryan F.C.A.

For and on behalf of

Crowe Ireland
Chartered Accountants and Statutory Audit Firm
40 Mespil Road
Dublin 4
D04 C2N4

Date: 28 May 2025

GROW IN IRELAND
(A Company Limited by Guarantee)

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	Unrestricted funds 2024 €	Restricted funds 2024 €	Total funds 2024 €	Total funds 2023 €
Incoming resources					
Incoming resources from charitable activities	4	-	2,432,729	2,432,729	2,169,977
Voluntary income	6	71,069	12,148	83,217	510,486
Other incoming resources	7	71,011	-	71,011	46,149
Investment income	8	1,885	-	1,885	248
Total incoming resources		143,965	2,444,877	2,588,842	2,726,860
Resources expended					
Charitable activities	9	-	2,317,974	2,317,974	2,412,439
Raising funds		8,831	-	8,831	4,796
Total resources expended		8,831	2,317,974	2,326,805	2,417,235
Net income (expenditure)		135,134	126,903	262,037	309,625
Transfer between funds	18	-	-	-	-
Net movement in funds for the year		135,134	126,903	262,037	309,625
Total funds at 1 January 2024	18	1,109,199	446,647	1,555,846	1,246,221
Total funds at 31 December 2024		1,244,333	573,550	1,817,883	1,555,846

There were no recognised gains and losses for 2024 or 2023 other than those included in the statement of financial activities incorporating income and expenditure account.

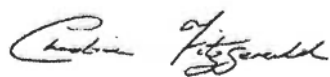
The notes on pages 21 to 32 form part of these financial statements.

GROW IN IRELAND
(A Company Limited by Guarantee)

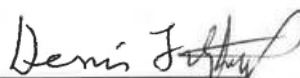
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2024

	Note	2024 €	2023 €
Fixed assets			
Tangible assets	12	430,000	440,000
		<u>430,000</u>	<u>440,000</u>
Current assets			
Debtors: amounts falling due within one year	13	2,489	34,459
Cash at bank and in hand	14	1,499,714	1,447,882
		<u>1,502,203</u>	<u>1,482,341</u>
Creditors: amounts falling due within one year	15	(114,320)	(366,495)
Net current assets		<u>1,387,833</u>	<u>1,115,846</u>
Total assets less current liabilities		<u>1,817,833</u>	<u>1,555,846</u>
Net assets		<u>1,817,833</u>	<u>1,555,846</u>
Funds			
Restricted funds		573,550	446,647
Unrestricted funds		1,244,333	1,109,199
Shareholders' funds		<u>1,817,833</u>	<u>1,555,846</u>

The financial statements were approved and authorised for issue by the board:



Christine Fitzgerald
Chairperson



Denis Fitzpatrick
Treasurer

Date: 19/05/2025

The notes on pages 21 to 32 form part of these financial statements.

GROW IN IRELAND
(A Company Limited by Guarantee)

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 DECEMBER 2024

	2024 €	2023 €
Cash flows from operating activities		
Net movement in funds for the financial year	262,037	309,624
Adjustments for:		
Depreciation of tangible assets	10,000	10,000
Interest received	(1,885)	(248)
Decrease in debtors	31,970	8,994
(Decrease)/increase in creditors	(252,175)	5,979
Net cash generated from / (used in) operating activities	49,947	334,349
Cash flows from investing activities		
Interest received	1,885	248
Net cash from investing activities	1,885	248
Net increase/(decrease) in cash and cash equivalents	51,832	334,597
Cash and cash equivalents at beginning of year	1,447,882	1,113,285
Cash and cash equivalents at the end of year	1,499,714	1,447,882
Cash and cash equivalents at the end of year comprise:		
Cash at bank and in hand	1,499,714	1,447,882
	1,499,714	1,447,882

The notes on pages 21 to 32 form part of these financial statements.

GROW IN IRELAND
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

1. General information

Grow in Ireland (the 'charity') is a national community-based organisation providing support and education around emotional and mental wellbeing. It exists to provide and maintain support groups within communities and to educate the public and health professionals in the area of mental health and recovery principles.

The financial statements comprising the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes constitute the individual financial statements of Grow in Ireland for the financial year ended 31 December 2024.

Grow in Ireland is a company limited by guarantee (registered under Part 18 of Companies Act 2014) incorporated and registered in the Republic of Ireland (CRO number 138767). The registered office is 33 Henry Street, Limerick.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and the Republic of Ireland and Irish statute comprising of the Companies Act 2014 and with reference to the Statement of Recommended Practice (SORP) Accounting and Reporting by Charities issued by the Charities Commissioner in the UK (the 'Charities SORP').

The preparation of financial statements in compliance with FRS 102 requires the use of certain critical accounting estimates. It also requires management to exercise judgment in applying the charity's accounting policies (see note 3).

Grow in Ireland meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

The following principal accounting policies have been applied:

2.2 Income

Voluntary income or capital is included in the Statement of Financial Activities when the charity is legally entitled to it, its financial value can be quantified with reasonable certainty and there is reasonable certainty of its ultimate receipt. Entitlement to legacies is considered established when the charity has been notified of a distribution to be made by the executors. Income received in advance of due performance under a contract is accounted for as deferred income until earned. Grants for activities are recognised as income when the related conditions for legal entitlement have been met. All other income is accounted for on an accruals basis.

2.3 Expenditure

All resources expended are accounted for on an accruals basis. Charitable activities include costs of services and grants, support costs and depreciation on related assets. Costs of generating funds similarly include fundraising activities. Non-staff costs not attributed to one category of activity are allocated or apportioned pro-rata to the staffing of the relevant service. Finance, HR, IT and administrative staff costs are directly attributable to individual activities by objective. Governance costs are those associated with constitutional and statutory requirements.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

2. Accounting policies (continued)

2.4 Employee benefits

When employees have rendered service to the company, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

2.5 Interest Income

Interest income is recognised in the Statement of financial activities using the effective interest method.

2.6 Pensions

Defined contribution pension plan

The company operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payment obligations.

The contributions are recognised as an expense in the Statement of financial activities when they fall due. Amounts not paid are shown in accruals as a liability in the Balance sheet. The assets of the plan are held separately from the company in independently administered funds.

2.7 Tangible fixed assets

Tangible fixed assets currently in use in furtherance of the charity's objectives are stated in the balance sheet at cost less accumulated depreciation and impairment losses. Depreciation is provided on all tangible fixed assets, with the exception of land, so as to write off the cost less estimated residual value of each asset over its expected useful economic life on a straight line basis at the following rates:

Freehold property	-	2% per annum
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2.8 Debtors

Short-term debtors are measured at transaction price, less any impairment. Loans receivable are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method, less any impairment.

2.9 Cash and cash equivalents

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours. Cash equivalents are highly liquid investments that mature in no more than three months from the date of acquisition and that are readily convertible to known amounts of cash with insignificant risk of change in value.

In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the charity's cash management.

2.10 Creditors

Short term creditors are measured at the transaction price.

GROW IN IRELAND
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

2. Accounting policies (continued)

2.11 Financial Instruments

The charity only enters into basic financial instruments transactions that result in the recognition of financial assets and liabilities like trade and other debtors and trade creditors.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Financial Activities.

For financial assets measured at amortised cost, the impairment loss is measured as the difference between an asset's carrying amount and the present value of estimated cash flows discounted at the asset's original effective interest rate. If a financial asset has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the company would receive for the asset if it were to be sold at the balance sheet date.

Financial assets and liabilities are offset and the net amount reported in the Balance sheet when there is an enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

2.12 Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

2.13 Reserves

Grow in Ireland is a non-profit organisation and its aim is to utilise its funds on providing support to Grow members, while maintaining some cash reserves to cover monthly running costs.

GROW IN IRELAND
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

3. Judgments in applying accounting policies and key sources of estimation uncertainty

The preparation of these financial statements requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses.

Judgements and estimates are continually evaluated and are based on historical experiences and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. There are no estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year.

The critical areas of judgement and estimation uncertainty are as follows:

Income recognition

In applying the income recognition principles of the Charities SORP, judgements are occasionally required to ascertain whether a grant agreement is performance or non-performance based. This is done using established criteria that are applied consistently across all funding instruments and from one period to the next. Furthermore, where grant agreements are found to be performance based, judgements are required as to the level of income that should be recognised in a particular accounting period. The organisation typically uses incurred expenditure as the most appropriate basis to measure progress on grant agreements and to recognise the related income. This is done in conjunction with a qualitative assessment of the status of the underlying projects in order to ensure this represents the most appropriate basis of recognition. All judgements are made at the individual grant level and are subject to appropriate review and approval processes.

Establishing the useful life of fixed assets

Long-lived assets, consisting primarily of freehold property, comprise a significant portion of the total assets. The annual depreciation charge depends primarily on the estimated useful economic lives of each type of asset and estimates of residual values. The directors regularly review these asset useful economic lives and change them as necessary to reflect current thinking on remaining lives in light of prospective economic utilisation and physical condition of the assets concerned. Changes in asset useful lives can have a significant impact on depreciation and amortisation charges for the period. Detail of the useful economic lives is included in the accounting policies.

Going Concern

The directors have prepared budgets and cash flows for a period of at least twelve months from the date of approval of the financial statements which demonstrate that there is no material uncertainty regarding the charity's ability to meet its liabilities as they fall due, and to continue as a going concern.

On this basis, the directors consider it appropriate to prepare the financial statements on a going concern basis. Accordingly, these financial statements do not include any adjustments to the carrying amounts and classification of assets and liabilities that may arise if the charity was unable to continue as a going concern.

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

4. Incoming resources from charitable activities

	2024	2023
	€	€
Incoming resources from HSE Grants - Section 39 (restricted)		
Area 1: Northwest	124,778	109,736
Area 2: West	118,039	82,728
Area 3: Midwest	100,756	87,975
Area 4: Southern	128,140	93,999
Area 5: Southeast	157,351	127,628
Area 6: Midlands	112,285	102,037
Area 7: East	173,446	132,292
Area 8: Northeast	117,269	103,088
National	897,179	1,005,705
	<u>1,929,243</u>	<u>1,845,188</u>
Incoming resources from HSE Grants - Lottery (restricted)		
Area 1: Northwest	5,000	-
Area 2: West	2,860	2,000
Area 3: Midwest	5,000	-
Area 4: Southern	1,000	-
Area 5: Southeast	10,103	-
Area 7: East	2,750	-
	<u>26,713</u>	<u>2,000</u>
Incoming resources from HSE Grants - Others (restricted)		
Area 2: West - Development of Roscommon area	-	20,439
Area 4: Southern - Development of Kerry area	36,803	36,714
National: Weekend	-	10,000
National: Development and expansion of Digital IT	168,811	160,843
WRC: Pay restoration	158,503	-
	<u>364,117</u>	<u>227,996</u>

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

Incoming resources from charitable activities (continued)

Non- HSE income (restricted)

National: Probation Service - Arbour Hill	11,980	13,300
National: Pobal	98,164	76,673
National: Dublin City Council	-	4,820
ETB Funding	2,512	-
	112,656	94,793

Incoming resources from charitable activities	2,432,729	2,169,977
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GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

5. Grants analysis

Grantor	Total Grant Amount	Name of Grant	Opening deferred income balance €	Grants receivable €	Income recognised €	Closing deferred income balance €
HSE (All regions)	2,028,676	Section 39 funding - Funding for Grow Recovery Program and other Grow services (including WRC & 3.5% inflation grant)	27,479	2,033,833	(2,061,312)	-
HSE (National) - Digital IT Expansion	110,306	Development and expansion of digital IT	60,480	110,306	(170,786)	-
HSE (Lottery funding)	26,713	National Lottery Grant Scheme - Respite funding	-	26,713	(26,713)	-
HSE (West)	-	Once off funding to support Section 39 funding within	24,460	-	(24,460)	-
Pobal (National)	98,164	Funding from POBAL	-	98,164	(98,164)	-
HSE (South)	35,000	HSE Once off Kerry funding Course in Arbour Hill (12 months)	1,803	35,000	(36,803)	-
ETB Reach Fund	2,512	ETB reach funding	-	2,512	(2,512)	-
Probation Service (National)	11,979	The Department of Justice through the Probation Service	-	11,979	(11,979)	-
Total	2,368,506		114,222	2,318,507	(2,432,729)	-

Grow Mental Health is compliant with the relevant Circulars, including Circular 44/2006 and have obtained an up-to-date Tax Clearance Certificate.

Opening and closing deferred income per the above schedule is included within deferred income in note 15.

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

6. Voluntary income

	2024 €	2023 €
Donations	59,429	490,063
Literature income	2,053	1,385
Voluntary/Grower contribution	21,735	19,038
	<u>83,217</u>	<u>510,486</u>

Included within donations income of €59,429 is €12,148 which relates to a restricted private donation, released from deferred income in 2024. The balance of funding remaining at the balance sheet date is now carried as a restricted reserve (see note 18).

7. Other incoming resources

	2024 €	2023 €
Fundraising and miscellaneous income	52,241	33,027
Street collections	7,667	5,099
Rental income	11,103	8,023
	<u>71,011</u>	<u>46,149</u>

8. Income from investments

	2024 €	2023 €
Bank interest	1,885	248
	<u>1,885</u>	<u>248</u>

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

9. Expenditure on charitable activities

	2024 €	2023 €
Service delivery	245,514	302,610
Education and outreach	741	1,668
Promotion and marketing	39,242	45,880
Premises costs	87,969	88,514
Wages and salaries (note 11)	1,762,965	1,745,955
Office costs	148,021	148,322
Depreciation	10,000	10,000
Governance costs (note 10)	23,522	69,491
	<u>2,317,974</u>	<u>2,412,439</u>

10. Analysis of governance costs

	2024 €	2023 €
Regional team expenses	1,550	3,289
Executive expenses	3,517	6,083
Audit Fees	17,190	22,793
Legal and professional fees	1,265	37,326
	<u>23,522</u>	<u>69,491</u>

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

11. Employees	2024 €	2023 €
Staff salaries	1,569,098	1,511,776
Social security costs	165,048	148,885
Cost of defined contribution scheme	28,819	25,294
Other compensation and termination benefits	-	60,000
	<u>1,762,965</u>	<u>1,745,955</u>

The average monthly number of employees, including the directors, during the year was as follows:

	2024 No.	2023 No.
Charitable Activities	<u>65</u>	<u>65</u>

The number of employees, whose total employee benefits (excluding employer pension costs) for the reporting period fell within the bands below, were:

	Number of employees 2024	Number of employees 2023
€60,000 - €70,000		
€70,001 - €80,000	1	1
€80,001 - €90,000	1	-
€90,000 +	1	-
	<u>3</u>	<u>1</u>

None of the directors received any remuneration or received any other benefits from an employment with Grow in Ireland. The directors did receive expense reimbursements (note 20).

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

12. Tangible fixed assets

	Freehold property €
Cost or valuation	
At 1 January 2024	500,000
At 31 December 2024	500,000
Depreciation	
At 1 January 2024	60,000
Charge for the year on owned assets	10,000
At 31 December 2024	70,000
Net book value	
At 31 December 2024	430,000
<i>At 31 December 2023</i>	<i>440,000</i>

13. Debtors

	2024 €	2023 €
Trade debtors	2,489	34,459
	2,489	34,459

14. Cash and cash equivalents

	2024 €	2023 €
Cash at bank and in hand	1,499,714	1,447,882
	1,499,714	1,447,882

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

15. Creditors: Amounts falling due within one year

	2024 €	202 €
Trade creditors	6,082	29,057
Taxation and social insurance	36,609	39,367
Accruals	71,629	171,702
Deferred income	-	126,369
	<u>114,320</u>	<u>366,495</u>

16. Pension costs - defined contribution

The company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. Pension costs amounted to €28,819 (2023: €25,294). An amount of €6,746 was included within accruals in Note 15 in respect of pension contributions which were paid in full after the reporting date.

17. Analysis of net assets by fund

	Tangible assets €	Current assets €	Current liabilities €	Total €
Restricted funds				
All funds	430,000	143,550	-	573,550
Unrestricted funds				
All funds	-	1,358,653	(114,320)	1,244,333
	<u>430,000</u>	<u>1,502,203</u>	<u>(114,320)</u>	<u>1,817,883</u>

GROW IN IRELAND
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

18. Analysis of movement of funds

	Opening Balance 01/01/2024	Incoming resources	Resources expended	Transfers between funds	Closing Balance 31/12/2024
Restricted funds					
Capital and other grants received	440,000	-	(10,000)	-	430,000
HSE (Section 39 funding)	-	2,061,312	(1,972,772)	-	88,540
HSE (National) - Digital IT Expansion	-	170,786	(133,734)	-	37,052
HSE (Lottery funding)	-	26,713	(19,213)	-	7,500
HSE (West)	-	24,460	(24,460)	-	-
Pobal (National)	-	98,164	(98,164)	-	-
HSE (South)	-	36,803	(36,803)	-	-
ETB Reach Fund	-	2,512	(2,512)	-	-
The Department of Justice through the Probation Service	6,647	11,979	(18,626)	-	-
Restricted donor funds	-	12,148	(1,690)	-	10,458
	446,647	2,444,877	(2,317,974)	-	573,550
Unrestricted funds					
Activities of generating funds	1,109,199	143,965	(8,831)	-	1,244,333
Total funds	1,555,846	2,588,842	(2,326,805)	-	1,817,883

19. Company status

The charity is a company limited by guarantee not having share capital. Each of the members is liable to contribute an amount not exceeding €1 towards the assets of the company in the event of liquidation.

20. Related party transactions

During the financial year, none of the Directors have been paid any remuneration or received any other benefits from an employment with Grow in Ireland.

The total amount of expenses reimbursed to the Directors during the year is €3,517 (2023: €4,900). The expenses relate to travel costs incurred while fulfilling their duties as directors of charity.

GROW IN IRELAND
(A Company Limited by Guarantee)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

21. Provisions available for audits of small entities

In common with many other organisations of our size and nature, we use our auditors to prepare and submit tax returns to the Revenue Commissioners and assist with the preparation of the financial statements.

22. Post balance sheet events

There were no significant subsequent events that require disclosure or adjustment to the financial statements.

23. Approval of financial statements

The board of directors approved these financial statements for issue on

GROW IN IRELAND
(A Company Limited by Guarantee)

**DETAILED PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2024**

	2024 €	2023 €
Income	2,588,842	2,726,860
Expenditure	(2,326,805)	(2,417,235)
Net movement in funds for the year	262,037	309,625

GROW IN IRELAND
(A Company Limited by Guarantee)

**SCHEDULE TO THE DETAILED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

	2024 €	2023 €
Income		
Donations and Bequests	59,429	490,063
Literature Income	2,053	1,385
Voluntary/Grower Contribution	21,735	19,038
Fundraising and Miscellaneous Income	52,241	33,027
Street Collections	7,667	5,099
Rental Income	11,103	8,023
National HSE	1,224,493	1,233,700
East HSE	173,446	84,292
Midlands HSE	112,285	102,037
West HSE	118,039	82,728
Mid-Western HSE	100,756	87,975
North-East HSE	117,269	103,088
South-East HSE	157,351	127,628
North-West HSE	124,778	109,737
Southern HSE	164,943	93,999
HSE Lottery Fund	26,713	2,000
The Probation Service	11,980	13,300
Pobal Grant	98,164	76,673
ETB Funding	2,512	-
ETB Funding	-	52,820
	2,588,842	2,726,612

GROW IN IRELAND
(A Company Limited by Guarantee)

**SCHEDULE TO THE DETAILED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

	2024	2023
	€	€
Resources Expended		
Staff Salaries	1,569,098	1,571,777
Employers PRSI	165,048	148,885
Employers Pension	28,819	25,294
Fund Raising Costs	8,831	4,796
Literature Costs	(259)	4,432
Recruitment Expenses	741	1,668
Other staff costs	3,914	30,650
Employee Training Costs	16,571	21,292
Rent	55,216	56,329
Light and heating (Electricity)	10,671	11,364
Repairs & Servicing	11,473	8,155
Executive Expenses	3,517	6,083
Travel and subsistence expenses	147,617	148,146
Printing and stationery	22,972	31,185
Telephone	20,509	22,184
Legal & Consulting Fees	1,265	37,325
Audit & Accounting Fees	17,190	22,793
Advertising General	3,778	3,643
Regional Team Expenses	1,550	3,289
Computer Maintenance	68,374	49,338
Bank Charges and Fees	2,022	823
Depreciation	10,000	10,000
Bad Debt Written off	-	8,236
Volunteer/regional team training costs	2,809	17,476
Insurance	12,790	14,840
Miscellaneous Expenses	1,555	2,021
Affiliation/ Membership	15,573	8,469
Respite	37,466	42,235
Group Expenses	67,718	70,982
Small Equipment	13,204	24,599
Programme Costs	2,616	721
Community Educational Programme	2,879	8,205
Office Equip for Remote Working	1,278	-
	<u>2,326,805</u>	<u>2,417,235</u>

GROW IN IRELAND
(A Company Limited by Guarantee)

**SCHEDULE TO THE DETAILED ACCOUNTS
FOR THE YEAR ENDED 31 DECEMBER 2024**

	2024	2023
	€	€
Interest receivable		
Bank interest receivable	<u>1,885</u>	<u>248</u>

“

In 2024 we conducted a an external evaluation of our program. Here is what our members love about Grow Mental Health and the Grow Program:

You always feel better
after a meeting.
It's the connection.

The Grow Program is such a multifaceted system and I'm using it to prop myself up, to extend my narrow views and to spot my automated inclination, to train my balancing muscle between thought and emotion.

Grow has given me awareness and tools to deal with difficult situations, which in the past would have sent me into downwards spiral.

Grow has
given me a
reason to live.

Grow changed my whole life. I now am living my life to the fullest instead of just existing before I joined Grow. I have found true friends that are crucial to my being well.

”



Grow in Ireland
Registered Charity Number 20023294
33 Henry Street
Limerick, Republic of Ireland
grow.ie
info@grow.ie
0818 474 474