



Marie Keating  
FOUNDATION

body **lifestyle** male & female  
**help** support **cancer**  
trust **enlighten**  
health awareness

Marie Keating Foundation  
Unit 9  
Millbank Business Park  
Lucan  
Co. Dublin

Telephone: +353 1 628 37 26  
Fax: +353 1 628 37 59  
Email: [info@mariekeating.ie](mailto:info@mariekeating.ie)  
Web: [www.mariekeating.ie](http://www.mariekeating.ie)

ANNUAL REPORT 2013

making **cancer**  
less **frightening**, by  
**enlightening**

body **lifestyle** male & female  
**help** support **cancer**  
 trust **enlighten**  
 health awareness

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## A word from the Chairman

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It's been a difficult few years for the charity sector and particularly for smaller charities like our own, who depend totally on the public and on commercial partnerships to raise our income. Despite this, we are optimistic for the future, having shaped the Foundation to deal with the new realities and challenges. Sadly, the need for cancer awareness is only going to increase in the medium-term, but we are determined to play a very focused and effective role in getting the key cancer awareness messages out to communities, schools and workplaces via our team of qualified nurses.

At the Foundation, we have always been very scrupulous with every euro that is entrusted to us to spend on our cancer awareness mission. To oversee this, we have best-of-class corporate governance structures and standards, which we recently had independently reviewed by PWC. We have an exceptionally committed board of directors, none of whom takes fees or expenses for their work and time. We have the necessary structure to run a charity effectively, but with a target to spend at least 80% of all of our income on services. We have prioritised services delivery and minimised overheads as much as possible. When revenues decline in a recession there can be very difficult decisions facing charities, but as a board we are guided by the charitable purpose and honour the commitment to all stakeholders to prioritise service delivery above all else. We believe that every euro spent by us delivers

strongly in value and impact in services.

I want to say a huge thank you to all of our partners, but in particular to the team at Marks & Spencer, who so generously support the Foundation and its work. I would also like to thank our key media partner, the Irish Daily Mail Group. There are many more partners and supporters, too many to mention individually, but we are most grateful to all of them.

Finally, my sincere thanks to our senior team of Liz Yeates, Public Affairs Director, Linda Keating, Director of Fundraising, and Helen Forristal, Nurse Manager and to all of our team in the office and out and about in communities. They bring great positivity, resourcefulness and compassion to the Foundation and anyone who interacts with it.

We are all looking to the future determined and optimistic that we can continue to play a very important role.

A handwritten signature in black ink, appearing to read 'M. Dwyer', written over a horizontal line.

Michael Dwyer  
Chairman



## A word from Ronan Keating

It's 13 years since we put our three mobile information units on the road and rolled out the Marie Keating Foundation in our mother's name, and I don't think any of us in our wildest dreams would have expected that the Foundation would have evolved and developed to such an extent. We were just a normal family – like thousands of others in Ireland – who wanted to do something to help prevent others going through what we went through. I have to take my hat off to the whole team at the Foundation for the huge efforts and dedication they put in every day to help us fulfil our dream of making cancer less frightening by enlightening and working towards a world free from the fear of cancer.

Whilst 2013 was a difficult year because of the recession, the demand for our services grew further. We have broadened our scope to provide information on most types of cancer – not just breast cancer – and the Foundation has gone from strength to strength supporting over 14,000 people each year. Like our mam, many people who think they might have cancer are genuinely scared to seek a diagnosis. Understandably, they are fearful of a positive test result and poor outcomes. We know that the reality is that, provided most types of cancer are detected early, the more positive the outcomes will be due to the amazing advances in cancer treatment. So we continue in our mission to promote cancer awareness in Ireland to ensure people are making the right choices in preventing and detecting cancer at its earliest stages.

As the Foundation does not receive any government funding, I would like to take this opportunity to thank all of you in the Irish public

for your amazing support of the Marie Keating Foundation. To all our ambassadors and patrons and to all our corporate supporters, I would also like to say a huge thank you – without your support, we would not be able to continue the vital work that we do. I would in particular like to single out Marks & Spencer, our longstanding corporate partner, for supporting our National Comfort Fund, our Schools Cancer Awareness Programme and our mobile health information service in 2013. Without this ongoing support, we simply couldn't survive as an organisation.

2013 was not an easy year for the Foundation (as was the case for so many charities in Ireland) but we are now looking to the future with optimism. With your continued support, we are committed to ensuring that we can meet the demand for our work in the area of cancer awareness, information and education through our mobile units; our workplace talks and our wellness days. We are committed to increasing the grants issued through our Comfort Fund and we have high hopes of reaching more students than ever in our newly updated School's Cancer Awareness programme.

Ronan Keating

our **objectives**  
for **2013**

## Objectives for 2013

	STATUS
Continue to honour the Foundation's ethos of "making cancer less frightening by enlightening" through our ongoing Education and Awareness Campaigns	Achieved
Run extensive and comprehensive Public Awareness Campaigns around four key areas <ul style="list-style-type: none"> <li>• Breast Cancer</li> <li>• Men's Health</li> <li>• Cervical Cancer</li> <li>• Skin Cancer</li> </ul>	Achieved
To forge new high level corporate partnerships and charity of year partnerships for 2013	Achieved
Further build on the reach and scope of our National Comfort Fund	Achieved
Increase the on-line presence of the Foundation through social media and online social marketing and information campaigns	Achieved
Organise and run an extensive calendar of highly successful Fundraising Events	Achieved

## Community Health Education & Awareness Programmes

### Mobile Information Unit Service



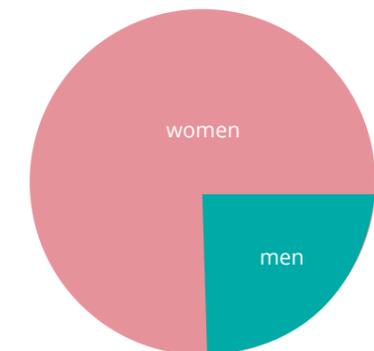
We truly believe that making positive lifestyle choices and early detection are the first line of defence when it comes to beating cancer.

The Foundation's team of specialist nurses travel nationwide on our three Mobile Information Units raising awareness of how people can reduce their risk of cancer and, where possible, detect it at its earliest stages. This is an information based service which is provided entirely free of charge to communities, schools and workplaces all around the country. We do not provide screening but rather focus on highlighting the risks and equipping people with the necessary information to ensure prevention and early detection of cancer.

Those who visit one of our Units can opt to speak to one of our specialist nurses in a private consultation room about any of the key cancers (Bowel, Breast, Cervical, Mouth, Ovarian, Prostate, Testicular). Each unit is also stocked with an array of useful information leaflets which people may take home with them. Our nurses also incorporate

teaching aids into their presentations and talks. These include:

- The Smokelyzer which can measure some of the damage done to lungs because of smoking
- Alcohol measurements which illustrate the daily limits for men and women
- Fat Chunks – which help our nurses illustrate the risks of poor diet and nutrition.

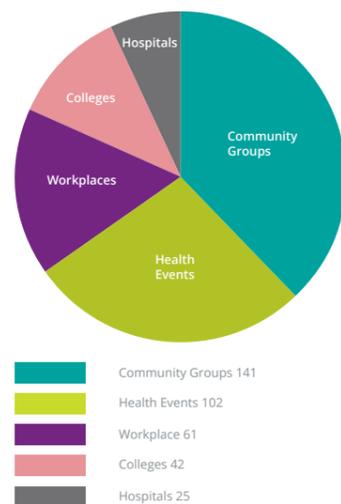


Total number of people who used the mobile unit service in 2013 = 14,186  
 Total number of women = 9,781  
 Total number of men = 4,405

In 2013, our nurses visited 371 venues such as community groups, resource centres and corporate workplaces to deliver our health education and awareness initiative to a total of 14,186 people.

## Nursing Outreach Services review of 2013

### Overall number of visits in each category



### Corporates

During 2013, we made a total of 61 visits to company staff groups, and saw a total of 2,528 staff in these companies. Among the companies we visited were:

- Abbott Ltd
- AbbVie Ireland
- Aer Arann
- Ballina Beverages
- Boston Scientific
- Cook Medical
- Covidien
- Creganna Ltd
- Depuy Ltd
- Eircom
- Eli Lilly
- Essilor (Organic Lens)
- Forrest Laboratories
- Glanbia
- MSD
- Millipore
- Proctor & Gamble
- Roche Ltd
- Suir Pharma
- United Health

## Nursing Outreach Services review of 2013

We also brought our service to many employees in government departments such as the Departments of Justice, Social Protection, Education and Social & Family Affairs.

### Feedback from some of our Corporates visited:-

*"Great feedback from one to one talks with staff members"*

Maire Tarpey – Ballina Beverages Coca Cola – 14/5/2013

*"A pleasure having Marie Keating Foundation on site – very excellent talk given, very informative and helpful"*

Ali Kelly – Roche Ireland, Co Clare – 3/7/2013

*"We really appreciate the time spent with each of our staff members & definitely aim to have the service on site again in the future"*

Electronic Arts Ireland Ltd – 31/10/2013

*"Very good feedback from both male & female employees. Nurse was very helpful and explained things very well"*

Niamh Nolan – Forrest Laboratories Ireland – 29/10/2013

*"The feedback was all positive. Employees impressed that service covered all cancers, and not just breast cancer. Many thanks"*

Marcus Clancy – Abbott Ireland Diabetes Care, Donegal – 25/10/2013

*"Always a challenge to engage people but the Marie Keating Foundation nurse, Maeve, was very professional and knowledgeable"*

Boston Scientific Clonmel – 30/1/2013

### Family Resource Centres

We have developed an excellent working relationship with many of the 101 Family Resource Centres around Ireland. This is a very important aspect of the Foundation's work with the aim of providing practical advice and assistance to community groups, at local level. We work with the Family Resource Centres by keeping them informed of all our campaigns and are invited regularly to meet with and give information talks to the many male and female groups who use these Centres, namely Men's Shed groups, Active Retirement groups, Mother & Toddler groups and others.

*"The nurse gave 2 very informative talks – both on healthy lifestyle choices. Excellent service. Keep up the good work!"*

Nuala Gilligan – Claremorris Family Resource Centre – 27/2/2013

*"Information and support given to members of community was fantastic and nurse was extremely helpful and supportive"*

Mairead Byrne, Community Development Worker – West Clare Family Resource Centre – 31/10/2013

## Nursing Outreach Services review of 2013

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### Hard to Reach Groups

*"In relation to our annual Health Fair – we received very positive feedback from our community. Without your help and support we would not be able to run such events".*

Denise Brady, Community Support Worker –  
Blanchardstown Area Partnership – 29/5/2013

*"Nurse was excellent, feedback from attendees such as "very knowledgeable" "put you at ease". We would like to thank the Marie Keating Foundation for their attendance at our event".*

Bernie Kennefick, Activities Co-ordinator –  
Huntstown Community Centre – 23/5/2013

*"You provide a very worthwhile and necessary service to the community".*

Deborah Rodden – Family Life Centre, Boyle –  
4/6/2013

#### Youthreach Groups

We offer and provide our service to Youthreach groups. The students in this programme are early school leavers (15-20 years) and the aim of the programme is to provide these young people with the knowledge and skills required to participate fully in society. We help by providing talks to these young men and women on healthy lifestyle choices.

*"Thank you for coming out to give the talk, which was given at the students' level and made easy for them to relate to. We hope that the students use the information provided".*

Frances Killeen – Youthreach Balbriggan –  
24/9/2013

*"I loved the fact that the nurse allowed the boys to talk and ask questions on a one to one basis".*

Elaine Bartley – Youthreach, Sallynoggin –  
10/6/2013

*"The students found the sessions to be relevant and informative. We would happily recommend the service to all your groups".*

Kevin Farrelly – Youthreach, Cootehill – 20/5/2013

## Nursing Outreach Services review of 2013

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#### Traveller Groups

As part of our targeted approach to engage with "hard to reach" groups we worked with 9 different Traveller groups and attended organised events in various parts of Cork, Donegal, Sligo, Galway and Dublin throughout the year. Our nurses gave information talks to groups of Traveller men and women and spoke with people after the sessions on a one-to-one basis. The Support Workers who work with these groups were delighted with the service we provided, as many in the Traveller community, particularly men, are very reluctant to engage with health services.

*"Great to work with Marie Keating Foundation again, workshop after presentation explored awareness and breast health promotion".* The group promised to share the positive experience with friends and family.

Maria Daly – Pavee Point, 21/10/2013

*"The group were of mixed gender, age, Traveller/settled and all found the Marie Keating Foundation talk to be very interesting".*

Caroline Canny – Western Traveller Development,  
Tuam, 22/1/2013

#### Comments from our nurses

*I work with the Marie Keating Foundation as a Community Information Nurse. Our aim is to provide information to all sections of society and in recent years we have targeted groups in low socio-economic areas with great success. The information provided*

*is given in a straightforward and understandable manner and the talks are tailored to each group individually. Generally the response is good and we are frequently asked for return visits.*

*We seek to educate people that early detection is key while remembering that our motto is to Enlighten not Frighten.*

*Increasingly our talks focus on lifestyle choices and how those choices can affect our health. We have teaching aids to help get this message across. We also provide information on other services such as cancer support services. The service is free and the information is provided by registered nurses who receive regular training to ensure the information is up to date and relevant.*

Maeve O' Sullivan,  
Community information Nurse, Southern Unit

*Now in my 12th year as a Community Information Nurse with the Marie Keating Foundation Western Unit I still feel the Organisation fulfils a vital role in educating the general public in Cancer Awareness. Our Healthy Choices/Healthy Lifestyle approach is very popular and welcomed at events as it appeals to all age groups.*

*Our various campaigns, workshops and talks as well as the provision of services such as Body Fat Measurement and Carbon Monoxide testing are all useful tools in promoting healthy lifestyle choices and so helping people to make a conscious effort to reduce their risk of certain cancers. My days out on the Units continue to be interesting as we welcome people of*

## Nursing Outreach Services review of 2013

*all ages and from all sectors of the Community on board, ensuring that no two days are the same. It is also a challenge to continue to develop new ways of delivering our information to the public and so continuing to promote healthy lifestyle as a means of reducing cancer risk.*

Phil Keating  
Community information Nurse, Western Unit

*Primary care is the first point of contact that people have with our health service and as a nurse with the Marie Keating Foundation we incorporate a health promotion role which is the cornerstone of primary care. This involves encouraging people we meet to adopt a healthy lifestyle, availing of screening programmes (BreastCheck, Cervical Check, Bowel Screening Programme) and learning how to recognise suspicious symptoms.*

*We can help people to understand more about the importance of early detection, how positive lifestyle changes can help to reduce the risk of cancer and encourage anyone with concerns about a change to their body to consult their GP.*

*Because we visit a variety of venues eg. schools, colleges, corporate venues, shopping centres etc we have access to many different groups of people which reinforces our priority of meeting people regardless of who they are, where they live, what their income is or what health and social problems they may have. As a community information nurse I feel very privileged to have the time to interact with members of the public and feel I have had a positive impact on their future health.*

Pauline O'Connor  
Community information Nurse, Western Unit

### Future plans

#### Survivorship Programme

Future plans include the re-instatement of a survivorship programme to support people who have completed cancer treatment and who may be struggling adjusting to the new normal. We hope to run a series of 'Survive & Thrive' courses around the country with different modules, each focusing on an important aspect of survivorship e.g. dealing with fatigue; stress management; good diet and exercise, managing emotions, etc.

#### Schools Programme

We have recently updated our School's Cancer Awareness programme which aims to raise awareness amongst secondary school 4th, 5th and 6th year students about cancer and early prevention and detection of illness. The programme will be relaunched in September 2014 and will be run as part of the Social, Personal and Health Education (SPHE) curriculum in most of the 700+ secondary schools around the country.

## Health Awareness Campaigns

The Foundation rolls out four key information campaigns annually; Men's Health Month, Cervical Cancer Awareness Campaign, Sun Safe Skin Cancer Campaign and Breast Cancer Awareness Campaign. These campaigns are promoted to our stakeholders in a variety of ways in order to encourage engagement and also ensure that the Foundation's voice is amplified in the area of health promotion and risk reduction.

### Men's Health Campaign – Get Men Talking

In March 2013, thanks to an educational grant provided by Astellas Pharma, we were able to take our annual Men's Health Month activity to the next level.

### Mobile Information Unit Service

During Men's Health Month 2013, our nurses visited workplaces, community groups and organisations distributing Men's Health Month information packs. These packs contained leaflets on prostate and testicular cancer along with an A5 flyer detailing a number of important facts and figures in relation to men's cancers and how best to aid prevention and early detection.

### Men's Health Conference



As part of our campaign launch activity, we hosted our first ever Get Men Talking Men's Health Morning. Invitations to attend were extended to men who had been diagnosed with prostate cancer, including those who have completed their treatment and to those who are working in the area of support at local level. We also had representatives from the Health Community and medical journalists in attendance, due to their interest in hearing our speakers as leaders in the area of men's health. The focus was on survivorship and life after cancer.

#### Speakers:

- Mr Ron Grainger, Consultant Urologist, FRCSI, Mount Carmel and Beacon Hospital on advances in treatment options
- Ms Helen Forristal, Urology Nurse Specialist, St Vincent's University Hospital, Dublin on quality of life issues post-treatment
- Mr Brian Colbert, Mind Coach and author of From Ordinary to Extraordinary on the power of positive thinking as an aid to recovery
- Mr Brendan Madden, father, grandfather and prostate cancer survivor on his cancer journey.

## Health Awareness Campaigns

The response to the event was excellent with our attendee capacity of 75 achieved. Feedback from all in attendance was very positive with many commenting on how they appreciated the relevance and practical nature of the advice and information given.

### Anecdotal feedback

*"Congratulations on a great Men's Health seminar yesterday. Very informative"*

*"Your Men's Health Campaign saved both my Dad and My Uncle. We are celebrating my Dad's birthday today because of you."*

*"The information given on sensitive subjects like incontinence and impotence was very useful and it was great to see men asking the speakers questions about these difficult topics also"*

## Men's Health Month Promotion

### Print Media Campaign

Our campaign was widely featured in editorial and news pieces in both national and regional publications. The call to action to men asked that they be more amenable to discussing health issues in order to aid prevention and early detection of cancer. We also secured two lengthy features in the medical trade press which serves to reiterate the Foundation's place as a leading voice in cancer information in Ireland.

### Advertising Campaign

Our print media partner, the Irish Daily Mail ran a full page colour advertorial around the merits of our campaign and again, this piece promoted the call to action. We also arranged a regional print advertising campaign which invited men to log onto GetMenTalking.ie to get more information on men's health issues.

### Broadcast Media Campaign

Our radio ad ran on regional stations around Ireland and the ad campaign was further strengthened by our Nurse Manager doing interviews about the initiative and our work on the stations targeted.

### Social Media

This campaign was widely promoted via facebook and twitter with key messages, links to mariekeating.ie for further information and calls to action.

### Learnings

One of the key learnings from the campaign in 2013 was that the Health Information Morning was a very beneficial addition to our list of activities. It was incredibly well received and there is huge scope to build on this offering going forward.

Similar Campaigns were organised on Cervical Cancer Awareness; Skin Cancer Awareness and Breast Cancer Awareness.

## Health Awareness Campaigns

### Cervical Cancer Awareness Campaign



In May 2013, the Marie Keating Foundation joined forces with the National Women's Council of Ireland to raise awareness of Cervical Cancer and its prevention.

At a seminar entitled 'Women and Cervical Cancer – Where are we at in 2013?', the Marie Keating Foundation launched its annual awareness campaign which saw over seventy women working in the area of women's health come together to hear speakers including Dr Grainne Flannelly, Clinical Director of CervicalCheck, discuss the success of the national cervical cancer screening programme, now in its fifth year. She was joined by Dr Brenda Corcoran, Consultant in Public Health Medicine with the HSE, who gave a review of review the current take-up of the vaccination programme among teenage girls.

The most recent figures from the NCRI, National Cancer Registry of Ireland, show that approximately 220 women are diagnosed annually with cervical cancer with almost 80 deaths each year. The aim of the 2013 campaign was to promote early detection

and to dispel some of the myths which still abound with regard to cervical cancer in Ireland. Cervical Cancer is the second most common female cancer in Europe. A cervical smear test can detect pre-cancerous changes in the cervix which is completely curable. However, if left untreated, these cells may develop into Cervical Cancer.

Nina Murray, a survivor of cervical cancer told us her moving personal story following her diagnosis of cervical cancer and Jacqueline Healy, Women's Health and Human Rights Worker, National Women's Council of Ireland also spoke, commenting: "We are delighted to be working in partnership with the Marie Keating Foundation on cervical cancer awareness raising and prevention strategies. Awareness amongst women and girls of the importance of smear testing and early detection is crucial to prevention. It is also important that the government continue to invest resources into cancer prevention and support services in particular cervical cancer as the second most common female cancer in Europe."

Throughout the month of May, the Foundation's nurses travelled around Ireland on our Mobile Information Units giving free advice with a particular focus on cervical cancer. The Foundation has worked over the last number of years to raise awareness of this disease and has campaigned tirelessly for the introduction of the HPV vaccination programme which is now available to all secondary school girls in Ireland when they are in first year. Our dedicated team of nurses distributed 6,037 new information packs which

## Health Awareness Campaigns

contained cervical cancer information leaflets including a Myths and Facts flyer and bookmark which were developed to dispel the myths about HPV, screening and vaccination.

Through its Mobile Information Unit service and media campaign, the Foundation appealed to women from all over Ireland to speak to the women in their lives about Cervical Cancer and the importance of screening and vaccination. The message was simple - *Tell her, it could save her life*

### Skin Cancer Awareness Campaign

Our 2013 Skin Cancer Awareness Campaign was held during the sunny months of July and August 2013 and focused on key messaging highlighting the risks associated with over-exposure to the sun:

- facts and figures about skin cancer
- the types of skin cancer
- the symptoms of melanoma skin cancer
- risk factors and causes of skin cancer
- how skin cancer is diagnosed
- what prevention methods should people take
- how to check yourself

Throughout the campaign, our nurses targeted groups who spend a lot of time outdoors for work or leisure reasons such as construction workers, farmers, sports clubs etc. as well as



hospitals, airports and ferry terminals around the country.

Meteorologist and RTE weather presenter Jean Byrne helped to launch the campaign in June. The campaign launch garnered both national and regional print coverage.

Our yellow Sun Safety packs containing a Skin Cancer Information leaflet and a Book Mark were widely available- 4,498 were handed out in total. Q102 ran a radio ad campaign encouraging people to be safe in the sun and advising where to get our free sun safe information packs.

## Health Awareness Campaigns

### Breast Cancer Awareness Month

During October for Breast Cancer Awareness Month, our **'Breast Cancer: Look After Your Girls!'** Campaign urged women and girls to get together and support each other to

- Know what is normal v's Unusual
- Know what changes to look and feel for
- Look at and feel your breasts regularly
- Report any changes to your doctor without delay
- Attend routine breast screening between the ages of 50 and 64.

We invited our supporters to hold a 'Girls Night In' event to bring friends and family together to share the awareness messaging and to support a good cause at the same time. 11 events were held throughout the month.

The theme of the campaign in 2013, the twelfth year of the campaign, was Look After Your Girls, to follow on from the success of the 2011 and 2012 campaign. This year we were able to add some outdoor advertising via JC Decaux with sheet sites around the country and Luas stop sites on both the Green and Red Lines in Dublin.

**For further information visit our website [www.MarieKeating.ie](http://www.MarieKeating.ie)**



our support  
**services**

## Support services

### Wellness Days



Kindly supported by GSK, we held two Wellness Days for women in October 2013 as part of our Breast Cancer Awareness month's activities. One event took place in the Council Chambers in Ballymun on Tuesday, 1st October. This was arranged in conjunction with Ballymun/Whitehall Area Partnership. A talk was given by a Marie Keating Foundation nurse and we also arranged for well known nutritionist Aveen Bannon to give an information talk on nutrition and healthy eating. A cancer survivor, Paula Traynor, also came along to share her experience. This was a very successful event with lots of pampering for the ladies (there was a beautician on hand to give manicures to our guests). Tea, coffee and refreshments were served.

Our second Wellness Day took place in the Civic Centre, Ballyfermot on Thursday, 24th October. This was arranged in conjunction with members of Dublin City Council, and the format was similar to the event in Ballymun. Again, this was a very successful and informative morning with very positive feedback from the participants.

### National Comfort Fund



Through our National Comfort fund, the Foundation gives out small grants to people facing financial difficulties due to a cancer diagnosis in the family. Living with a cancer diagnosis and undergoing treatment can be so difficult for people - without having to worry about paying basic household bills. In 2013, the Foundation was able to help 97 families with an investment of €46,000. Whilst the grants are small, they go some way to lessen the burden and bring some comfort by helping with household bills, childcare fees and transport costs.

The demand for assistance from this service continues to grow year on year and we will endeavour to increase the fund in 2014 in order to meet this demand.

*"I will never forget the cheque you sent me when I was in treatment and struggling to pay the bills. It was such a life line."*

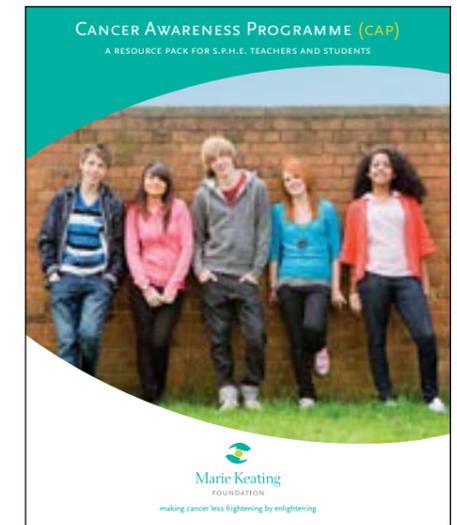
Quote from Comfort Fund recipient.

## Support services

### Schools Cancer Awareness Programme

Together with the Department of Education, the Foundation has recently re-developed and updated the content our School's Cancer Awareness programme which aims to raise awareness amongst secondary school 4th, 5th and 6th year students about the positive lifestyle choices they can make to prevent cancer and detect illness at its earliest stages. The programme will be relaunched in September 2014 and will be run as part of the SPHE curriculum in most of the 700+ secondary schools around the country.

*"I really learned a lot about being healthy and how to make the right decisions so that the word "cancer" isn't as frightening"* - Pupil who received cancer training



### Sponsorship / Bursaries

#### BT Young Scientist Exhibition

Marie Keating attends the BT Young Scientist Exhibition each year, and also sponsors a prize at the event. Over the two-day exhibition, a Marie Keating Foundation nurse, Ursula Clancy, spoke with over 400 students. There was a great interest among students in our visual teaching aids such as the 'units of alcohol', tar in a jar and fat chunks. Many students came and discussed their projects with our nurse, and enthusiastically received the health information service we provide. One student with a strong family



history of bowel cancer at an early age asked for information on prevention and symptoms. Teachers who visited the stand were enthusiastic about the Foundation's School Cancer Awareness Programme and the Exhibition provided an excellent platform from which to increase awareness about this unique schools research pack.

# fundraising & events



## A word from Linda Keating, our Director of Fundraising

I have to say, coming out of 2012, we had no idea what lay ahead for the Foundation in 2013. With so many people around the country struggling financially due to the recession, we had to make a number of cutbacks ourselves. Then, when the other scandals broke coming to the end of the year it was very difficult - not just the Marie Keating Foundation, but for all charities, as trust levels in the sector plummeted.

As a family foundation not receiving any support from the government and entirely dependent on the support of volunteers and fundraisers around the country, we have always ensured that we get the biggest bang for buck from any hard-earned funds and ensured that our supporters can trust us fully. We have always had our annual accounts audited each year and filed these accounts with the Company's Registration Office. We have also signed up to the ICTR Statement of Guiding Principals for Fundraising. Now, like so many other charities, as we have done in the past, we must stay focused on why we do what we do to raise the much needed funds to keep our programmes going.

The demand for our services is on the increase all the time - we are doing our level best to support so many people who are in need of our help on their cancer journey - be it in an educational, emotional or financial way.

Some of the fantastic memories I take out of 2013 are due to the amazing people who organised or took part in events in aid of the Foundation. Look at the Marks & Spencer team who again this year pulled out all the stops by organising 1,450 members of their staff to take part in a 24 hour

cycle, by running a berries campaign during the summer, by hosting a coffee morning countrywide and by continuing to support our coin boxes and merchandise in all their stores across Ireland. M&S - how ever can I thank you? In February, the Lord Mayor of Dublin, Naoise O'Muire hosted an evening at the Mansion House and greeted a host of Marie Keating Foundation's supporters, ambassadors and corporate partners. How special was this for the Foundation to be able to thank so many people in wonderful surroundings. Again in April of this year he hosted a charity gala ball in the Round Room of the Mansion House once more to raise funds for ourselves and two other charities. As the years roll on, I am so thankful to so many people for all the support they give to the Marie Keating Foundation. On behalf of our whole family, I am so grateful and humbled by all the different ways the people of Ireland have supported us in our mission - so that we can continue to provide cancer awareness, education and support to the people of Ireland and by helping us to work towards a world free from the fear of cancer.

Linda Keating

## Fundraising

Events - Linda Keating Director of Fundraising

### Think Pink

Our 8th annual Think Pink Campaign took place during the month of February. This fundraising initiative encouraged people to take part by wearing something pink and making a donation to the Foundation. Schools, colleges and businesses nationwide chose to Think Pink throughout the month and collectively raised €32,000.



### Women's Mini Marathon

The Women's Mini Marathon is an important event on our calendar. This is a wonderful way for women to get together and enjoy a fabulous day out, all while raising funds for the Foundation. Every year we invite new members to join Team Marie Keating – proudly supported by Glenisk - and we also look forward to seeing and catching up with our long-time supporters. Over 297 women joined our Ambassador Glenda Gilson and had a great day.



### Howth Ladies Lunch

The Howth Ladies committee, Wini, Suzy, Jennifer, Sharon, Lisa and Andrina organised the second Howth Ladies Lunch in aid of the Marie Keating Foundation at Sutton Golf Club. This year's event again saw over 120 women attend with the amazing Yvonne Joye MC for the event who told her story of life during and after cancer. The afternoon's entertainment consisted of the Bugle Babes and Frankly Buble followed by a DJ with spot prizes and raffles. A great day and evening was had by all.

## Fundraising

Events - Linda Keating Director of Fundraising

### M&S Bike 24 and Arc to Arch

The year's M&S Challenge saw 1,450 members of Marks and Spencer staff from all regions around the UK and Ireland come together in teams of 4 at the Rockingham Racing Track to compete in a 24 hour relay cycle. The wind, rain and the darkness did not put these amazing people off. We are enormously thankful for the enthusiasm of the staff who took part, the support of their colleagues in all M&S stores and of course M&S customers who all made this event the success that it was. The Marie Keating Foundation received an amazing €170,902 from the funds raised at this fantastic event. On top of this, senior members of staff and corporate partners alike took to a three day cycle from their M&S store in Arc de Triomphe, Paris to their store in Marble Arch London raising a staggering €100,000 for their five chosen charities of which we are one.



### Martin Earley Tour of Kildare

The Marie Keating Foundation in association with Naas Cycling Club were delighted to host the twelfth Tour of Kildare Cycle which took place on Sunday August 11th. Once again the Foundation was proud to have Martin Earley, Tour de France and Giro d'Italia stage winner to front the event. The Tour of Kildare started in 2002 with just 26 cyclists taking part and has grown steadily over the years with over 600 signing up this year.



### Celebrity Golf Classic

Now one of Ireland's most prestigious golf events, the annual Marie Keating Foundation Celebrity Golf Classic teamed up with Marks & Spencer to put on what was the most amazing golf day yet in its 14 year history. This year's event took place on Friday, July 26th on the fabulous K-Club's Palmer Course, home to the 2006 Ryder Cup. As is usual, a host of celebrities very kindly turned out in support of the Foundation for this event and played a round of golf with our supporters including representatives from our corporate partners.

# Fundraising

Events - Linda Keating Director of Fundraising

## Harvey Norman



This year Harvey Norman raised over €30,000 for the Marie Keating Foundation by hosting a “Sleep Pink” initiative on a range of beds and bedding in their stores throughout the country. The amount raised has grown over the past three years and this year totalled €60,362 which is an amazing result given the event runs for just six weeks each year through October (Breast Cancer Awareness month). We are delighted with this partnership which has grown over the years and we look forward to 2014 and the new ideas for the Sleep Pink campaign.



## Go Ahead Walk for Life



2013 saw the third Go Ahead Walk for Life take place in the Phoenix Park on Sunday, October 6th. This year’s Ambassador Yvonne Joye acted as official starter and launched the balloon release. The participants were entertained by the Lucan Gospel Choir. It was a wonderfully uplifting and emotional day for all.

## Newstalk Christmas Lunch

2013 saw the second Newstalk Christmas Lunch with over 250 people attending in aid of the Marie Keating Foundation. Again we are so grateful to Newstalk for their continued support. Guests were greeted with a champagne reception and enjoyed Christmas carols sung by the Lucan Gospel Choir. Our MC on the day was Newstalk’s Chris Donoghue and guests were entertained by Frankly Buble.

# Fundraising

Events - Linda Keating Director of Fundraising

## Thank You to All our Supporters and Volunteers



In addition to our own events, we are so grateful to a huge number of people around the country who organised their own events and took part in treks, marathons, triathlons, walks, coffee mornings, bake sales etc. to raise money in aid of the Marie Keating Foundation. We could not continue without all of your support – THANK YOU SO MUCH.



## Fundraising Initiatives

### National Coin Box Collection Drive

We continue to invite shops and stores around the country to position a Marie Keating Foundation coin collection box on their counters. We would be delighted to hear from retailers who may be interested in supporting us with this initiative. We have a committed team of volunteers who are managing the collection and delivery of monies raised in an incredibly efficient and pleasant manner.



### Wedding Favours

These favours help make a bride and groom’s special day truly memorable for everyone. By donating to the Marie Keating Foundation on behalf of guests, couples can thank everyone for celebrating their wedding as well as helping us in our fight against cancer. We have a selection of very attractive items which can be given as small tokens of appreciation to guests.

## Some of our Corporate Partners for 2013

As the Marie Keating Foundation receives no governmental funding, we are entirely reliant on the support we receive from the public and from our corporate partners to support our services.

The following are some of our corporate partners who assisted us directly or provided services in kind throughout 2013.



## Some of our Corporate Partners for 2013



Commercial Vehicles



## Ambassadors and Patrons

The Marie Keating Foundation is so fortunate to have fantastic support from a number of high profile Ambassadors & Patrons. Thank you to all who supported a wide variety of campaigns and events throughout 2013. Here are just a few of our wonderful ambassadors.



Jean Byrne



Norah Casey



Glenda Gilson



Louise Herighty



Anna Daly and Martin King

## Ambassadors and Patrons



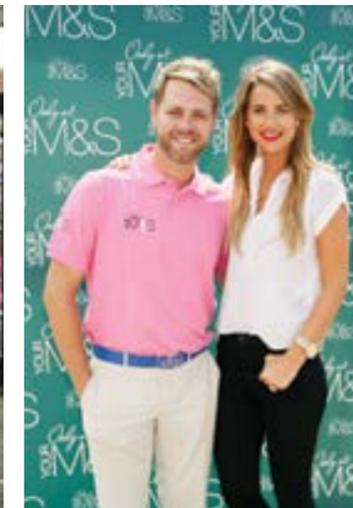
Brent Pope and Shane Byrne



Claire Byrne



Martin Earley pictured with Linda Keating



Brian McFadden and Vogue Williams



Former Lord Mayor of Dublin Naoise O'Muiri and Roassana Davidson

# report & financial statements for year 2013

for the year ended 31 December 2013

(A company limited by guarantee and not having a share capital)

# Contents, Report & financial statements 2013

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# Directors & other information

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## Board of Directors

Michael Dwyer  
Gerard Keating  
Ronan Keating  
Therese Rochford

## Secretary and Registered Office

Therese Rochford  
Unit 9  
Millbank Business Park  
Lower Road  
Lucan  
Co. Dublin

## Charity number

CHY 12916

## Auditors

Mazars  
Chartered Accountants  
& Registered Auditors  
Harcourt Centre  
Block 3  
Harcourt Road  
Dublin 2

## Bankers

AIB Bank  
22/26 Main Street  
Swords  
Co. Dublin

## Solicitors

Whitney Moore  
Wilton Park House  
Wilton Place  
Dublin 2

# Directors & other information

## Report of the Directors

The directors present their report together with the audited financial statements for the year ended 31 December 2013.

### 1. Principal Activities and Review of the Organisation

2013 was a difficult year for fundraising at the Foundation in line with most charities. The directors continued to take the measures necessary to protect services provision. The directors are satisfied that an appropriate strategy is in place to safeguard the Foundation and the services it offers for the years ahead.

The board of the Foundation is committed to achieving an expenditure on services of 80% or more of revenues. Thanks to rigorous and difficult cost controls, this objective was almost achieved in 2013 (78%) despite the fundraising issues. The board is confident it can surpass this objective from 2014 onwards.

While key corporate partnerships will remain critical to revenues, new revenue streams and methods will be important for the future and the board is planning resources accordingly.

The Foundation's mission is "to make cancer less frightening by enlightening". 2013 was another energetic year in pursuit of this mission. During the year, the Foundation's nurses completed 371 community and workplace visits, reaching a total of 14,186 people around the country. 221 people

were referred to their GPs as a result of these visits.

The Foundation also maintained its Public Awareness campaigns with four key campaigns raising public awareness of the risk factors associated with each of the key cancers, breast, cervical, skin as well as a general men's health campaign.

Spend on the Comfort Fund, which issues small grants to cancer patients, was €45,900, but showed growth as the year progressed.

Overall, the Foundation recorded a deficit before depreciation of €89,188. After charging depreciation of €8,969, the net deficit was €98,157.

The like-for-like decrease in income of 30% reflects the pressures of the economy.

Overheads were well managed at €90,648 or 9% of turnover and total expenditure was down 28% on a like-for-like basis.

Cost of charitable activities amounted to €789,021 or 78% of income.

The foundation is fortunate to have several key corporate partners, most notably Marks and Spencer, which is an important contributor to funds raised. Other partnerships such as The Irish Daily Mail Group, Q102, Harvey Norman, Glenisk and Lantz continue to play an important role.

# Directors & other information

## Report of the Directors

### 1. Principal Activities and Review of the Organisation (continued)

The strategic review completed in 2013 by the board has assured a focus on the core awareness and community information services offered by the Foundation as well as a continued commitment to the Foundation's Comfort Fund, assisting patients or the families of patients with small grants during treatment.

The board also implemented a reserves policy, recognising the seasonality of the Foundation's income and the need to maintain adequate cash balances to guarantee continuity of services. Approximately 70% of the Foundation's income occurs in the second half of the year, resulting in reserves reaching their low point at mid-year. The reserves policy adopted focuses on net liquid assets. This excludes fixed assets (e.g. mobile units) and stock. It requires that the net current assets of the Foundation (excluding stock) at year-end be a minimum of four months' average expenditure.

### 2. Review of Operations

The challenging financial environment continued through 2013 resulting in revenues of €1,014,196 (€853,071 in cash and €161,125 in media services

in kind). The company has incurred a deficit for the year of €98,157.

### 3. Reserves Policy

The Board has set out a formal reserves policy for the Foundation in association with its advisers. The policy seeks to optimise services to the public while ensuring that the Foundation maintains its reserves at an adequate level to ensure continuity of services throughout the current difficult environmental conditions.

### 4. Risks and Uncertainties

The Board dealt with any major risk as presented during the year and recognises the need for continuously updating and strengthening processes for risk management. External risks to funding are monitored and reviewed on a regular basis. Internal risks are minimised by the implementation of procedures for authorisation of all transactions and projects and by timely reporting at Board level. All procedures are periodically reviewed to ensure that they are relevant to the charity's needs.

### 5. Subsequent Events since the Year End

There have been no significant events affecting the company since the year end.

## Directors & other information

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### Report of the Directors

#### 6. Books and Records

The directors are responsible for ensuring that proper books and accounting records, as outlined in Section 202 of the Companies Act 1990, are kept by the company. The directors have appointed appropriate accounting personnel in order to ensure compliance with those requirements.

The books and accounting records of the company are maintained at Unit 9, Millbank Business Park, Lower Road, Lucan, Co. Dublin.

#### 7. Auditors

Mazars, Chartered Accountants and Registered Auditors, have expressed their willingness to be re-appointed in accordance with Section 160(2) of the Companies Act 1963.

On behalf of the Board  
Michael Dwyer  
Therese Rochford  
15 July 2014

## Directors & other information

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### Statement of Directors' responsibilities

The directors are responsible for preparing the annual report and the financial statements in accordance with applicable Irish law and Generally Accepted Accounting Practice in Ireland, including the accounting standards issued by the Financial Reporting Council and published by the Institute of Chartered Accountants in Ireland.

Company law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors confirm that they have complied with the above requirements in preparing the financial statements. The directors are responsible for keeping proper books of account which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Acts 1963 to 1983 and 1990 to 2013

as applicable to companies limited by guarantee and not having a share capital. 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.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the Republic of Ireland governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

On behalf of the Board  
Michael Dwyer  
Therese Rochford  
15 July 2014

## Directors & other information

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### Report of the Independent Auditors

To the shareholders of  
MARIE KEATING FOUNDATION LIMITED

We have audited the financial statements of Marie Keating Foundation Limited for the year ended 31 December 2013 which comprise the Profit and Loss Account, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is Irish law and accounting standards issued by the Financial Reporting Council and promulgated by the Institute of Chartered Accountants in Ireland (generally accepted accounting practice in Ireland).

#### Respective responsibilities of Directors and Auditors

As explained more fully in the Statement of Directors' Responsibilities on page 45 the directors are responsible for the preparation of the financial statements giving a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with Irish law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

This report is made solely to the company's members, as a body, in accordance with Section 193 of the Companies Act, 1990. Our audit work has been undertaken so that we might state to

the company's members those matters we are required to state to them in an auditor's 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 company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

#### Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the director's report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

## Directors & other information

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### Report of the Independent Auditors

#### Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view in accordance with Generally Accepted Accounting Practice in Ireland of the state of the company's affairs as at 31 December 2013 and of its loss for the year then ended; and
- have been properly prepared in accordance with the requirements of the Companies Acts 1963 to 1983 and 1990 to 2013 as applicable to companies limited by guarantee and not having a share capital.

#### Matters on which we are required to report by the Companies Act 1963 to 2013

We have obtained all the information and explanations which we consider necessary for the purposes of our audit.

In our opinion proper books of account have been kept by the company.

The financial statements are in agreement with the books of account.

In our opinion the information given in the directors' report is consistent with the financial statements.

#### Matters on which we are required to report by exception

We have nothing to report in respect of the provisions in the Companies Acts 1963 to 2013 which require us to report to you, if in our opinion the disclosures of directors' remuneration and transactions specified by law are not made.

**Mairéad Divilly**  
**For and on behalf of Mazars**  
**Chartered Accountants and Registered Auditors**  
**Harcourt Centre**  
**Block 3**  
**Harcourt Road**  
**Dublin 2**

15 July 2014

## Directors & other Information

### Accounting Policies

The significant accounting policies adopted by the company are as follows:

#### A) Basis of Preparation

The financial statements have been prepared under the historical cost convention and in accordance with accounting standards generally accepted in Ireland comprising the Companies Acts, 1963 to 1983 and 1990 to 2013. Accounting standards generally accepted in Ireland in preparing financial statements are those published by the Institute of Chartered Accountants in Ireland and issued by the Financial Reporting Council.

#### B) Recognition of Income

Income is derived from donations, grant support and from a number of fund raising activities. Funds collected for the company to which it is legally entitled, but which have not been received by the year end have been recognised on an accruals basis. All other income is recognised on a cash receipts basis.

#### C) Media Services in Kind

Media services in kind are recognised and included in income and expenditure in the year in which they are received. Media services in kind have been included in the financial statements at a value deemed appropriate for these services.

#### D) Tangible Fixed Assets

Tangible fixed assets are stated at historical cost less depreciation. Depreciation on tangible fixed assets is calculated to write off their cost less residual value, over their estimated useful lives by equal annual instalments.

The estimated useful lives of tangible fixed assets by reference to which depreciation has been calculated are as follows:

Fixtures and fittings	5 years
Computer equipment	5 years
Mobile units	5 years
Motor vehicle	5 years
Leasehold improvements	10 years

#### E) Stock

Stock is stated at the lower of cost and net realisable value. Cost represents invoiced value. Net realisable value comprises the actual or estimated selling price less all costs to be incurred in selling and distribution.

#### F) Operating Leases

The annual rentals under operating leases are charged to the profit and loss account as incurred.

## Statement of financial activities

	Notes	31 December 2013 €	31 December 2012 €
<b>Income</b>		<b>1,014,196</b>	1,454,768
Cost of generating funds		<232,712>	<241,929>
Cost of charitable activities		<789,021>	<1,207,080>
Overhead expenses		<90,648>	<99,244>
<b>Operating Deficit</b>	1	<b>&lt;98,185&gt;</b>	<93,485>
Interest receivable		28	147
<b>Net Deficit for the Year</b>	8	<b>&lt;98,157&gt;</b>	<93,338>

A statement of total recognised gains and losses has not been prepared as there were no gains or losses for the year or the preceding year other than as stated above.

All income is in respect of continuing operations and relates to unrestricted activities.

#### On Behalf of the Board

Michael Dwyer  
Therese Rochford

## Balance Sheet

	Notes	31 December 2013 €	31 December 2012 €
<b>Fixed assets</b>			
Tangible assets	4	26,144	35,113
<b>Current Assets</b>			
Debtors	5	76,242	171,122
Stock	6	22,548	34,187
Cash at bank		351,148	288,457
		449,938	493,766
<b>Creditors</b>			
Amounts falling due within one year	7	<88,744>	<43,384>
		361,194	450,382
		387,338	485,495
<b>Funded by:</b>			
Unrestricted reserves	8	387,338	485,495

### On Behalf of the Board

Michael Dwyer  
Therese Rochford

## Cash Flow Statement

	Notes	31 December 2013 €	31 December 2012 €
<b>Net Cash &lt;outflow&gt;/inflow from operating activities</b>			
Net deficit		<98,157>	<93,338>
Depreciation		8,969	86,985
Movement in stock		11,639	<2,201>
Movement in debtors		94,880	78,167
Movement in creditors		45,360	<32,807>
		62,691	36,806
<b>Net Cash inflow/&lt;outflow&gt; from operating activities</b>			
		62,691	36,806
<b>Increase/&lt;decrease&gt; in cash in the year</b>			
		62,691	36,806

### On Behalf of the Board

Michael Dwyer  
Therese Rochford

## Notes to the financial statements

	2013 €	2012 €
<b>1. Operating Deficit</b>		
Operating deficit is stated after charging:		
Depreciation	8,969	86,985
Directors' remuneration	-	-
Auditors' remuneration	3,000	3,000

### 2. Taxation Status

Marie Keating Foundation Limited is a charity, which subject to the provisions of Sections 207, 266 and 609 of the Taxes Consolidation Act, 1997, is exempt from income tax, corporation tax, capital gains tax and deposit interest retention tax.

## Notes to the financial statements

### 3. Employees and Remuneration

The average number of persons employed by the company during the year was 12: (2012: 20) analysed as follows:

	2013 No.	2012 No.
Administration	5	9
Operational	7	11
	<b>12</b>	<b>20</b>

The company's employment costs comprises of:

	2013 €	2012 €
Wages and salaries	416,384	538,290
Social welfare costs	37,926	49,611
Pension costs	1,748	2,190
	<b>456,058</b>	<b>590,091</b>

The remuneration paid to the senior management team amounted to €210k (2012: €266k). The number of employees whose emoluments for the year fall within the following bands are as follows:

	2013 No.	2012 No.
€50,000 - €60,000	2	2
€60,000 - €70,000	1	1
€70,000 - €80,000	-	-
€80,000 - €90,000	-	1

Emoluments include salaries and employer PRSI costs. No benefit in kind applies within the company. A reduction of 10% of the CEO and 5% of the rest of the senior management staff remuneration was implemented during 2012 and still applies. Contributions of 10% of employee contributions were made by the company to a pension scheme for the senior management team.

## Notes to the financial statements

### 4. Tangible Assets

#### Cost

At 31 December 2012  
and 31 December 2013

Leasehold Buildings	Fixtures & fittings	Mobile units	Computer equipment	Motor vehicles	Total
€	€	€	€	€	€

81,878	5,400	421,857	68,316	38,750	616,201
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#### Accumulated Depreciation

At 31 December 2012  
Charge for year

47,477	4,688	421,857	68,316	38,750	581,088
8,257	712	-	-	-	8,969

At 31 December 2013

55,734	5,400	421,857	68,316	38,750	590,057
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#### Net Book Amount

At 31 December 2012

34,401	712	-	-	-	35,113
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At 31 December 2013

26,144	-	-	-	-	26,144
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### 5. Debtors

#### Amounts falling due within one year

Debtors

Prepayments

	2013 €	2012 €
Debtors	62,365	156,024
Prepayments	13,877	15,098
	<b>76,242</b>	<b>171,122</b>

### 6. Stock

Promotional stock

	2013 €	2012 €
Promotional stock	22,548	34,187

### 7. Creditors

#### Amounts falling due within one year

Creditors and accruals

Paye/prsi

	2013 €	2012 €
Creditors and accruals	81,550	29,636
Paye/prsi	7,194	13,748
	<b>88,744</b>	<b>43,384</b>

## Notes to the financial statements

	2013 €	2012 €
<b>8. Unrestricted Reserves</b>		
At the beginning of the year	485,495	578,833
Deficit for the year	<98,157>	<93,338>
At the end of the year	<b>387,338</b>	485,495

The board has implemented a reserves policy, recognising the seasonality of the Foundation's income and the need to maintain adequate cash balances to guarantee continuity of services. Approximately 70% of the Foundation's income occurs in the second half of the year, resulting in reserves reaching their low point at mid-year. The reserves policy adopted focuses on net liquid assets. This excludes fixed assets (e.g. mobile units) and stock. It requires that the net current assets of the Foundation (excluding stock) at year-end be a minimum of four months' average expenditure.

### 9. Operating Lease Commitments

The company's annual operating lease commitments under non-cancellable operating leases are as follows:

	2013 €	2012 €
<b>Expiring:</b>		
Within one year	-	-
Within one and two years	1,612	1,612
After five years	31,980	31,980
	<b>33,592</b>	<b>33,592</b>
<b>10. Analysis of changes in net funds</b>		
Opening Balance	€	Closing Balance €
Cash at bank	288,457	351,148
	<b>62,691</b>	

## Notes to the financial statements

### 11. Related Party Transactions

During the year, an amount of €7,380 (2012: €7,380) was incurred with GK Events Management Limited, a company related by virtue of commonality of directors and shareholders.

### 12. Share Capital

The company does not have a share capital and is a company limited by guarantee.

### 13. Comparatives

Certain prior year figures have been regrouped or reclassified in the current year for the purposes of comparability and consistency.

### 14. Approval of Financial Statements

The financial statements were approved by the directors on 15 July 2014.

