

ALCOHOL ACTION IRELAND

Report and Financial Statements

for the year ended

31 December 2014

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

ALCOHOL ACTION IRELAND

REPORT AND FINANCIAL STATEMENTS 2014

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ALCOHOL ACTION IRELAND

DIRECTORS AND OTHER INFORMATION

DIRECTORS

Carol Fawsitt (Chairperson)
Joseph Barry
Padraig Brady
Catherine Brogan
Pat Cahill

John McCormack
Bobby Smyth
Tadhg Young
Declan Bedford

SECRETARY AND REGISTERED OFFICE

Suzanne Costello
4th Floor, Lenin House
Butler Court
Rear of 25 Great Strand Street
Dublin 1

COMPANY NUMBER

378738

CHARITY NUMBER

20052713

AUDITORS

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

SOLICITORS

Hayes Solicitors
Lavery House
Earlsfort Terrace
Dublin 2

BANKERS

Bank of Ireland
College Green
Dublin 2

ALCOHOL ACTION IRELAND

REPORT OF THE DIRECTORS

The directors present their report and the financial statements for the year ended 31 December 2014.

1. COMPANIES ACT 2014

The company is limited by guarantee, not having a share capital. Companies Act 2014 became effective on 1 June 2015. Under the Companies Act 2014, there is a requirement to have the words Company Limited by Guarantee added to the end of the company name unless exemption granted under Section 1180 of the Act. The directors will make a formal decision on the company name within the transitional period as allowed by the Companies Act 2014.

2. PRINCIPAL ACTIVITY

The principal activity of the company is to increase understanding of the impact of inappropriate alcohol use on the health and well-being of Irish society and of the public policies necessary to reduce the problems associated with such use.

AAI (Alcohol Action Ireland) has continued to promote the prevention and reduction of alcohol related harm in Ireland by engaging in public debate regarding alcohol harm and related effective policy responses. The announcement of the measures to be included in the Public Health Alcohol Bill (PHAB) incorporated some of these policy responses and since October 2013, AAI has been campaigning for the full implementation of the proposed Bill.

AAI continued to develop strong links with individuals and organisations with a policy interest in alcohol in order to develop a collaborative dialogue with a view to creating greater support for alcohol policy measures, and now the PHAB specifically, all of which work is aimed at reducing the levels of alcohol harm in Irish society.

3. REVIEW OF ACTIVITIES AND FUTURE DEVELOPMENTS

When the Government announced the measures to be included in the PHAB on 24th October 2013, AAI began a campaign to support the planned legislation, which became the key focus of our work in 2014. Public affairs was an important part of this work and the official launch of an informal cross-party group on alcohol harm which took place in March 2014 was a new initiative.

Chaired by Ged Nash TD, comprising representatives of each political party and independents, it provided a platform for the public health perspective on alcohol harm. A number of public affairs events took place in 2014. Topics covered included: frontline alcohol harm, alcohol brand sponsorship of sport, and alcohol and breast cancer. This group provided a counterpoint to the alcohol industry's public affairs programme which is opposed to the full implementation of the PHAB. To enable the public to engage in this work with legislators on PHAB, AAI created the 'Make Your Voice Heard' online campaign page, which went live in May 2014.

ALCOHOL ACTION IRELAND

REPORT OF THE DIRECTORS

3. REVIEW OF ACTIVITIES AND FUTURE DEVELOPMENTS *(continued)*

AAI continues to work to improve knowledge and understanding of alcohol harm with the general public. The following submissions and publications were issued in 2014:

- Public Health Alcohol Bill Factsheet.
- Submission to the ASAI on the Review of the Code of Standards for Advertising.
- Outcomes from Conference: Facing the 'Fear' Alcohol and Mental Health in Ireland
- Alcohol and Pregnancy Leaflet
- 'It's Not a Game': Submission to the Working Group on regulating sponsorship by alcohol companies of major sporting events.
- 'The Benefits of Alcohol Pricing Policies' Pre-budget Submission and summary document.

AAI continues to provide an important public health information resource for media, public representatives and the general public seeking evidence based information on alcohol harm. AAI has had good media engagement in 2014 and is building a sound social media presence having started late in this area in 2012.

Alcohol harm has been the subject of widespread debate and media coverage in 2014 – much of this as a result of the forthcoming legislation. In September 2014 the Minister for Health indicated that progressing the PHAB would be one of his key priorities while in the role. And a growing number of agencies are becoming involved in the alcohol harm debate which is broadening society's understanding of alcohol harm and in particular harm to others.

AAI has worked closely with the Irish Cancer Society, the Irish Heart Foundation and the Royal College of Physicians in 2014 and continues to develop partnerships with agencies across the alcohol harm sector and beyond to develop understanding and support for the PHAB.

Progress at EU level has not matched that in Ireland. The lack of an EU Alcohol Strategy since the expiry of the most recent strategy in 2012 has been disappointing. AAI remains a member of Eurocare but its work in Europe is limited by resource constraints.

AAI delivered a full programme of activity during 2013 and 2014 albeit that its core funding was only restored to the 2012 level in 2014.

4. RESULTS

The loss for the year after providing for depreciation was €26,803 (2013: €118,872).

ALCOHOL ACTION IRELAND

REPORT OF THE DIRECTORS

5. LEGAL STATUS

Alcohol Action Ireland is a Company (Company Registration Number 378738) which was incorporated on 8 March 1989. The company is limited by guarantee, not having a share capital and is governed by a Memorandum and Articles of Association. The company holds Revenue Commissioners Charitable Status -- Charity Number 20052713.

6. RISKS AND UNCERTAINTIES

In common with many charities, the organisation must maintain and develop its income sources to ensure the continuation of its role as an advocate for reducing alcohol-related harm in Ireland. In order to mitigate this risk, the directors review the sources of income on an ongoing basis. In addition, reserve levels are monitored to ensure that they are maintained at a reasonable level in the context of planned expenditure and future commitments. The directors are at all times conscious that maintaining the reputation of the organisation is critical.

7. EVENTS SUBSEQUENT TO THE YEAR END

There are no significant events affecting the company since the year end.

8. DIRECTORS AND SECRETARY AND THEIR INTERESTS

The company is limited by guarantee and does not have any share capital. Therefore the directors and secretary who served during the year did not have a beneficial interest in the company. All directors serve in a voluntary capacity.

9. DIRECTORS

The present members of the Board are set out on page 2.

On 17 September 2014, Yvonne McBain resigned as a company director.

In accordance with the Articles of Association, Joseph Barry, Catherine Brogan, John McCormack and Bobby Smyth retire by rotation and being eligible, offer themselves for re-election.

10. ACCOUNTING RECORDS

The measures that the directors have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to 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 the company's registered office at 4th Floor, Lenin House, Butler Court, Rear of 25 Great Strand Street, Dublin 1.

ALCOHOL ACTION IRELAND

REPORT OF THE DIRECTORS

11. AUDITORS

Mazars, Chartered Accountants and Registered Auditors, have indicated their willingness to continue in office in accordance with the provisions of Section 382(2) of the Companies Act, 2014.

On behalf of the Board

Carol Fawsitt

Pat Cahill

The image shows two handwritten signatures in black ink. The top signature is for Carol Fawsitt, featuring a large, stylized 'C' and 'F'. The bottom signature is for Pat Cahill, written in a cursive script.

17 September 2015

ALCOHOL ACTION IRELAND

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.

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 and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

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;
- 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 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 adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss 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 as applicable to companies limited by guarantee and not having a share capital 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.

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

Carol Fawsitt



Pat Cahill

17 September 2015

INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF

ALCOHOL ACTION IRELAND

We have audited the financial statements of Alcohol Action Ireland for the year ended 31 December 2014 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is the Companies Act 2014 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).

This report is made solely to the company's directors, 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 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 directors as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Statement of Directors' Responsibilities, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act, 2014. 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.

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 and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities, and financial position of the company as at 31 December 2014 and of the net outgoing resources for the year then ended; and
- have been properly prepared in accordance with Generally Accepted Accounting Practice in Ireland and in particular with the requirements of the Companies Act 2014.

INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF

ALCOHOL ACTION IRELAND

Matters on which we are required to report by the Companies Act 2014

- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- The financial statements are in agreement with the accounting records.
- 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 Act 2014 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 & Registered Auditors
Harcourt Centre
Block 3
Harcourt Road
Dublin 2

17 September 2015

ALCOHOL ACTION IRELAND

STATEMENT OF FINANCIAL ACTIVITIES

	Notes	Unrestricted Funds €	Restricted Funds €	Year ended 31 December 2014 €	Year ended 31 December 2013 €
INCOMING RESOURCES	2	215,266	90,950	306,216	213,683
RESOURCES EXPENDED					
Programme and operational costs		<287,482>	<45,537>	<333,019>	<332,555>
NET OUTGOING RESOURCES	4	<72,216>	45,413	<26,803>	<118,872>

All incoming resources are in respect of continuing operations.

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

ALCOHOL ACTION IRELAND

BALANCE SHEET

	Notes	31 December 2014 €	31 December 2013 €
FIXED ASSETS			
Tangible assets	6	<u>2,444</u>	<u>510</u>
CURRENT ASSETS			
Debtors	7	27,680	20,909
Cash at bank		<u>234,131</u>	<u>255,210</u>
		261,811	276,119
CREDITORS			
Amounts falling due within one year	8	< <u>91,075</u> >	< <u>76,646</u> >
NET CURRENT ASSETS		<u>170,736</u>	<u>199,473</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>173,180</u>	<u>199,983</u>
FUNDED BY			
Unrestricted funds	9	127,767	199,983
Restricted funds	9	<u>45,413</u>	<u>-</u>
		<u>173,180</u>	<u>199,983</u>

The financial statements were approved by the Board of Directors on 17 September 2015 and authorised for issue on that date.

They were signed on its behalf by:

Carol Fawsitt



Pat Cahill



ALCOHOL ACTION IRELAND

CASH FLOW STATEMENT

		Year ended 31 December 2014 €	Year ended 31 December 2013 €
	Notes		
Net cash outflow from operating activities			
Net outgoing resources		<26,803>	<118,872>
Depreciation		1,301	936
Movement in debtors		<6,771>	<5,957>
Movement in creditors		<u>14,429</u>	<u>44,952</u>
Net cash outflow from operating activities		<17,844>	<78,941>
Capital expenditure		< <u>3,235</u> >	< <u>580</u> >
Decrease in cash in the year	11	<21,079>	<79,521>
Net funds at beginning of year		<u>255,210</u>	<u>334,731</u>
Net funds at end of year	11	<u>234,131</u>	<u>255,210</u>

ALCOHOL ACTION IRELAND

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES

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

a) Format of financial statements

Alcohol Action Ireland is constituted under Irish company law as a company limited by guarantee and is a registered charity. In prior years, company law scoped out companies not trading for gain for the members from the requirements with regard to formats and content of financial statements which applied to for profit companies thus permitting the adoption of a format appropriate to a charity. Accordingly Alcohol Action Ireland has adopted and reported its performance for the financial year in the format of the SORP's statement of financial activities (SOFA).

The Companies Act 2014 became effective in law on 1 June 2015 and from that date applies the format and content of financial statements requirements appropriate for a company trading for the profit of its members to a company that is a not for profit organisation such as Alcohol Action Ireland.

In order to provide information relevant to understanding the stewardship of the directors and the performance and financial position of the charity, Alcohol Action Ireland has prepared its financial statements in accordance with the formats provided for in the Charities SORP. Had the company format and content of financial statements requirements suitable for a company trading for the profit of its members been presented instead, a profit and loss account with related notes showing items such as turnover and cost of sales would have been reported along with a profit on ordinary activities before taxation.

b) Basis of Accounting

The financial statements have been prepared under the historical cost convention. The financial statements have been prepared in accordance with accounting standards generally accepted in Ireland and Irish statute comprising the Companies Acts 2014 as applied in accordance with the Statement of Recommended Practice (SORP) (revised 2005) 'Accounting and Reporting by Charities' as published by the Charity Commission for England and Wales, who are recognised by the UK Accounting Standards Board (ASB) as the appropriate body to issue SORP's for the charity sector in the UK. Financial reporting in line with SORP is considered best practice for charities in Ireland. As noted above, the directors consider that the adoption of the SORP requirements is the most appropriate accounting to properly reflect and disclose the activities of the organisation.

c) Incoming resources

Incoming resources include grants provided for core funding and donations. Such income is recognised on a cash receivable basis.

Incoming resources are analysed as Restricted or Unrestricted. Restricted funds represent income recognised in the financial statements, which is subject to specific conditions imposed by the donors or grant making institutions. Unrestricted funds represent amounts which are expendable at the discretion of the company, in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital investment.

ALCOHOL ACTION IRELAND

NOTES TO THE FINANCIAL STATEMENTS

1. ACCOUNTING POLICIES *(continued)*

d) Resources expended

All expenditure is charged in the period to which it relates.

e) Taxation

The company has charitable status under Section 208 of the Taxes Consolidation Act 1997, and consequently is not subject to corporation tax.

f) Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected useful life, as follows:

Computer equipment	33% straight line
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g) Pensions

The company operates a defined contribution pension scheme for certain employees. The annual contributions are charged to the Statement of Financial Activities as incurred.

2. INCOMING RESOURCES

	Unrestricted Funds €	Restricted Funds €	2014 €	2013 €
Grant income	190,140	90,950	281,090	160,142
Campaign contributions	10,000	-	10,000	40,000
Donations	15,087	-	15,087	12,678
Deposit interest	39	-	39	113
Miscellaneous income	-	-	-	750
	<u>215,266</u>	<u>90,950</u>	<u>306,216</u>	<u>213,683</u>

3. STAFF COSTS

	2014 €	2013 €
Wages and salaries	151,932	133,402
Social welfare costs	15,536	13,003
Pension costs	<u>4,867</u>	<u>1,580</u>
	<u>172,335</u>	<u>147,985</u>

ALCOHOL ACTION IRELAND

NOTES TO THE FINANCIAL STATEMENTS

3. STAFF COSTS *(continued)*

Number of employees

The average monthly number of employees during the year was 4 (2013: 4).

Employees receive a basic salary plus a maximum (matched) 5% payment towards their defined contribution pension scheme. There are no benefits-in-kind or bonus payments.

The number of employees whose emoluments for the year fall within the following bands are as follows:

€70,000 – €80,000	1
€40,000 – €50,000	1
€30,000 – €40,000	1
€10,000 – €20,000	<u>1</u>
	<u>4</u>

4. NET OUTGOING RESOURCES	2014 €	2013 €
Net outgoing resources are stated after charging:		
Depreciation of tangible assets	1,301	936
Auditors' remuneration	<u>2,300</u>	<u>2,300</u>

5. TAXATION

The company has charitable status under Section 208 of the Taxes Consolidation Act 1997, and consequently is not subject to corporation tax.

6. TANGIBLE ASSETS	Computer equipment €	Total €
<u><i>Current year</i></u>		
Cost		
At 31 December 2013	16,224	16,224
Additions	<u>3,235</u>	<u>3,235</u>
At 31 December 2014	<u>19,459</u>	<u>19,459</u>
Accumulated Depreciation		
At 31 December 2013	15,714	15,714
Charge for the year	<u>1,301</u>	<u>1,301</u>
At 31 December 2014	<u>17,015</u>	<u>17,015</u>
Net Book Amount		
At 31 December 2013	<u>510</u>	<u>510</u>
At 31 December 2014	<u>2,444</u>	<u>2,444</u>

ALCOHOL ACTION IRELAND

NOTES TO THE FINANCIAL STATEMENTS

6.	TANGIBLE ASSETS <i>(continued)</i>	Computer equipment	Total
		€	€
	<u><i>Prior year</i></u>		
	Cost		
	At 31 December 2012	15,644	15,644
	Additions	<u>580</u>	<u>580</u>
	At 31 December 2013	<u>16,224</u>	<u>16,224</u>
	Accumulated Depreciation		
	At 31 December 2012	14,778	14,778
	Charge for the year	<u>936</u>	<u>936</u>
	At 31 December 2013	<u>15,714</u>	<u>15,714</u>
	Net Book Amount		
	At 31 December 2012	<u>866</u>	<u>866</u>
	At 31 December 2013	<u>510</u>	<u>510</u>
7.	DEBTORS	2014	2013
		€	€
	Prepayments and other debtors	<u>27,680</u>	<u>20,909</u>
	Included within prepayments and other debtors is a rental deposit amounting to €7,130 (2013: €7,130), which is an amount due after more than one year.		
8.	CREDITORS	2014	2013
	Amounts falling due within one year	€	€
	Trade creditors	57,625	19,400
	Paye/prsi	12,725	15,641
	Pension liability	1,664	-
	Accruals	<u>19,061</u>	<u>41,605</u>
		<u>91,075</u>	<u>76,646</u>

ALCOHOL ACTION IRELAND

NOTES TO THE FINANCIAL STATEMENTS

9. STATEMENT OF FUNDS

Unrestricted funds

These are monies made available to Alcohol Action Ireland for specific programmes.

Restricted funds

These are monies made available to Alcohol Action Ireland by National Lottery to fund a specific project; i.e. an information and training campaign on alcohol and mental health.

	2014 €	2013 €
Unrestricted funds		
At beginning of year	199,983	318,855
Net outgoing resources for the year	<72,216>	<118,872>
At end of year	<u>127,767</u>	<u>199,983</u>
Restricted funds		
At beginning of year	-	-
Net incoming resources for the year	<u>45,413</u>	<u>-</u>
At end of year	<u>45,413</u>	<u>-</u>
Total funds	<u>173,180</u>	<u>199,983</u>

	Unrestricted Funds €	Restricted Funds €	Total 2014 €
Balance 31 December 2014	<u>127,767</u>	<u>45,413</u>	<u>173,180</u>
Represented By:			
Fixed assets	2,444	-	2,444
Current assets	216,398	45,413	261,811
Current liabilities	<91,075>	<u>-</u>	<91,075>
	<u>127,767</u>	<u>45,413</u>	<u>173,180</u>

10. ANALYSIS OF CHANGES IN NET FUNDS

	Opening balance €	Cash flows €	Closing balance €
Cash at bank	<u>255,210</u>	<21,079>	<u>234,131</u>

ALCOHOL ACTION IRELAND

NOTES TO THE FINANCIAL STATEMENTS

11. COMMITMENTS

The company currently has an annual commitment of €30,750 in respect of a lease on its premises, 4th Floor, Lenin House, Rear of 25 Great Strand Street, Dublin 1, for a period of 9 years and 9 months which commenced on 1 July 2008.

12. RELATED PARTY TRANSACTIONS

There were no contracts or arrangements in relation to the company's business, in which the directors or secretary of the company had any interest, as defined in the Companies Act 2014, at any time during the year ended 31 December 2014.

13. APPROVAL OF FINANCIAL STATEMENTS

The financial statements were approved by the board on 17 September 2015.