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REGISTERED CHARITY NUMBER: SC031960

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019
FOR
Good Morning Project Limited**



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Good Morning Project Limited

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For The Year Ended 31 March 2019**

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Good Morning Project Limited

**CHAIRMAN'S REPORT
For The Year Ended 31 March 2019**

STATEMENT OF THE CHAIR

I am honoured to be the chair of such an inspirational charity. In the coming year I intend to work as hard as it does to continue the success of our life-transforming and life-saving Good Morning Call service, our crime prevention and community connecting work as well as our group befriending service. I am delighted to include a report on our progress in a demanding year in the next section.

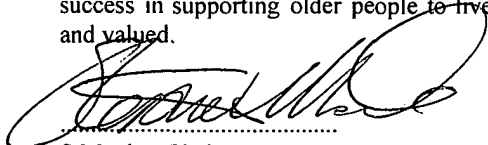
Sincerest thanks go to all our funders and partners and the many friends of the charity who undertook fund-raising activities and gave donations. Thanks go to solicitors, Dallas Macmillan, who provided pro bono legal support throughout the year as well as fund-raising activities. Thank you to all - your generosity is warmly appreciated.

Thanks to Police Scotland who have worked in partnership with us since 2000 and who responded to emergency alerts, and together with Trading Standards we work to improve individual and community safety.

Lastly, thank you to our incredible staff team lead by Nicky Thomson, Chief Executive, for their dedication and professionalism. It's our people who make the service a success.

The quality of our befriending relationships is hugely significant and why we invest in getting the right person for the job and in training and developing our staff.

We have many challenges moving forward but I am confident we will meet them head on, ensuring our continued success in supporting older people to live independently, living life to the full where they are and feel connected, safer and valued.



S Maule - Chair

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2019

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2019. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice 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).

ACHIEVEMENT AND PERFORMANCE

Charitable activities

The company's principal activity is the provision, without charge, of a telephone care and alert service to target groups within the operating area.

Review of the Business and Future Developments

The Trustees are satisfied with the performance of the organisation during the year. The Charity made approximately 50,000 Good Morning Calls in the year providing support to older people in Glasgow City Council and South Ayrshire Council areas: building trusting, meaningful relationships and alerting to unanswered Good Morning Calls which enabled it to provide emotional, social and practical support 365 days a year.

The Charity continued to provide a wide range of supplementary services, including a Good Night Call service over Winter, a crime alert scheme and good doorstep management advice in partnership with Police Scotland, advice on how to avoid becoming a victim of scams advice in partnership with Trading Standards, distribution of call-blocking devices; referrals on to national and local agencies; a monthly group befriending service whereby members visit a place of interest on regular social outings; and providing company and gift hampers to those who wouldn't see anyone else throughout the Christmas and New Year festive period, including on Christmas Day.

The Charity employed an average of 16 staff during the year and the Trustees would like to thank them for their professionalism and enthusiasm. Their hard work and willingness to go that 'extra mile' were greatly appreciated. The Trustees will monitor the staffing level and service provision to ensure financial security in the next year.

Future Plans

Planning for future periods continues to be a challenge in a climate of wider public and third sector financial uncertainty. Our greatest challenge is in attracting funding to meet the existing need for people supported by our service whilst demand for our service continues to grow and grow.

The success of the Good Morning Service in combating loneliness, isolation and providing a safety-net alert service which enables older people to be, and feel, connected, safer and valued, operates in a context of accelerating demand as growth of Scotland's ageing population continues to rise. Forecasts predict a 25.3% increase of people aged 85 years and over in 2026.

The light-touch, low-cost support provided by the Charity is delivering at the forefront of the early intervention and prevention agenda of the Scottish Government. We believe it is an investment by local authorities and funding bodies and aim to build on our success to grow the service to reach the older people who need us - as evidenced by a waiting list of people referred by our health and social care public sector partners.

We aim to build on the current level of service by widening the base of funding partners, tendering for contracts and also to explore the generation of income from service provision. Experience shows we will have significant challenges going forward, as well as opportunities to make a difference.

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The Good Morning® Service

The Good Morning Service is a multi-award winning charity, providing approx. 50,000 Good Morning Calls to over 300 older people each year. It is currently operating in Glasgow and South Ayrshire. As the multi-faceted service provides practical and emotional support which meets health, social care and safety objectives, Good Morning Service would like to see every older person in Scotland have the opportunity to be, and feel, connected, safer and valued, as a member of our Good Morning Community.

1. Introduction

Loneliness and social isolation are deeply personal and value-based to the individual. They are neither co-dependent nor mutually exclusive. Loneliness and the effects of social isolation are major public health risks - but can be mitigated and prevented. The increasing population of older people and the resultant demands which will be placed on statutory services is well documented both at local and national levels.

The Scottish Government's guidance identifies older people as a priority group and the need for preventative and anticipatory support to help older people retain their independence for as long as possible in their own homes and communities.

This is precisely what the light-touch, high-impact Good Morning Service does.

2. Evidencing Need

It is widely recognised that older people can become isolated and lonely and, as such, less resilient to coping with difficult and challenging events associated with advancing age such as the deterioration of physical health, the loss of role, of family and friends. The level of incidence is indicated in national statistics, about half of older people consider the television as their main form of company (1), 10% those over 65 report being often or always lonely (1), while 50% of people aged 70 or over report having a limiting illness, health problem or disability (2). In contrast, having good social networks and the availability of social support is associated with higher levels of life satisfaction and happiness.(3)

Research demonstrates that lonely people are more likely to visit A&E than non-lonely individuals. Non-lonely people spend fewer days in hospital and have fewer outpatient appointments.(4) When looking at GP services, the results of a UK survey indicate that at least 1 in 10 visits by older people to their GP appear to be motivated mainly by loneliness.(4)

Ultimately, social isolation can dramatically increase the risk of mortality in both men and women aged over 75 years (by almost 50%), even after underlying health problems are taken into account.(5)

Summary of Activity

Connected, safer, valued and the confidence to live In their own home. Average client age: 80 years.

Connected: older people are connected to the Good Morning Community, and in turn to their wider community.

Safer: older people feel safer knowing that potential health problems will be alerted to if they fail to answer their phone.

Valued: older people feel valued because we build trusting relationships with them, get to know them very well - they consider Good Morning Service staff to be their friends (and some even call us their family).

Confidence: as a result they have the confidence to live alone - or as a Carer, as independently as possible.

In addition, local services and events have benefited from referrals and publicity which has strengthened the community network. Telephone befrienders are better equipped to support clients as result of their ongoing training.

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3. A Summary of the Year

A. Connected, Safer, Valued and Confidence to Live Independently

Good Morning Service improved the quality of life of 319 older people by means of regular telephone conversations which directly reduced isolation, monitored the well being of and alerted to potential health problems of members at an early stage.

Good Morning Service provided befriending sessions 365 days a year in recognition that those at risk of vulnerability are most at risk when other public, private and third sector support services stop at the weekend and on public holidays.

Good Morning Calls were provided between 08.00am and 15.30pm on weekdays and 08.00am and 12.30pm on weekends and public holidays. In addition, Good Night Calls provided extra support on two nights per week, over the dark winter months (November to February) to 60 clients.

The average age of a client was 80 years. Three quarters were female which mirrors the wider public and third sector ratio experience. Staff training was undertaken once per month, in the afternoon so that clients continued to receive their Good Morning Calls.

B. Supporting People at Risk of Vulnerability Through Early Intervention and Prevention

In the past year approx 50,000 befriending sessions were provided thereby directly reducing isolation and improving connectivity. But we go further. The quality of relationships are of utmost importance hence staff are carefully chosen, often from the caring professions including mental health, nursing and social work, are highly skilled and well trained individuals.

Contrary to what is often portrayed in the media, older people are not an easy demographic to support. Older people are a high risk group for mental ill-health and suicide. In 2014, the World Health Organization found that suicide rates were highest in people aged over 70 in almost all regions of the world. [Preventing Suicide: A Global Perspective, WHO, 2014.]

The British Journal of Psychiatry report that rates for self-harming, and repetition leading to suicide in over 65s is higher than average. The motivation for self-harm in older people is reported as: loss of control, increased loneliness and perceived burdensome ageing. [British Journal of Psychiatry, Volume 214, Issue 4, pp186-200. April 2019].

The Royal College of Psychiatrists (RCP) report that 40% of older people in GP clinics experience mental ill-health, (50% in hospital and 60% in care home settings).

The RCP also point out that 85% of older people with depression 'receive no help from the NHS'. [Suffering in Silence: age inequality in older people's mental health care. CR22], Royal College of Psychiatrists, 2018.]

Telephone befrienders need an understanding of mental health conditions in order to better understand clients as well as to prepare staff for a crisis event on a Good Morning Call. Initial training courses included: Applied Suicide Intervention and Support Training and Scotland's Mental Health First Aid. One afternoon per month was set aside for ongoing training: an awareness of age related conditions eg dementia, as well as cancer, alcohol use and keeping up to date on useful services. Our chief executive trained as a SMHFA instructor and is author of 'Communicating with someone who has dementia: 12 helpful hints', published by Sporting Memories Network and Alzheimer Scotland and promoted by councils across the country.

As well as being associated with higher levels of life-satisfaction and happiness, having good social networks is considered to be a protective factor against the onset of dementia ["Good for You, Good for Your Brain" Alzheimer Scotland 2010]. People with a high degree of loneliness are twice as likely to develop Alzheimer's than people with a low degree of loneliness. Staff are dementia awareness trained and regularly updated.

C. Older People Are - And Feel - Valued And Connected

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It is the quality of relationships that make the Good Morning Service work so well.

Telephone befrienders built trust. Through long-standing, meaningful and thus therapeutic relationships befrienders became a friend, with some clients describing befrienders as family. In some cases family members are a source of worry causing stress to the older person rather than being part of their support network. Where a family member has an addiction and/or suffering from a long-term condition often the worry this generates can have a detrimental effect on the mental health of the client, many of whom themselves are living with alcoholism, a long-term condition or experienced very poor physical or mental health during the year.

Good Morning Service provided a listening ear and because of the quality of relationships we were able to provide emotional support tailored to the individual client i.e.: the right support, by the right person at the right time. Befrienders were able to give emotional support at traumatic or difficult times, e.g., from discussing their worrying symptoms, how to prepare for asking their doctor, through going to for hospital tests and waiting for results, through to getting an unwanted diagnosis (e.g. cancer) and treatment (or none available) and having to come to terms with a new way of living.

We're with people at every step.

"After my knee operation I was feeling really low and just done in but they made me realise that I still had lots of life to lead, and they always noticed my progress. It was really good to be reminded of how far I'd come because you don't see it in yourself. I enjoy our chats and their daily encouragement." Client, 82 years

Our clients are often learning to cope with significant life changes e.g., the loss of a life-long spouse or them going into a care home, loss of a beloved pet or reduction in homecare support, i.e., situations which would be challenging for someone of any age, but older people have less access to a support network (e.g. most of our clients are not online) in general than younger people.

"Being independent is everything but it is much more valuable with contact. To know that you are there for me feels special, like it was when I had my husband. After he passed away, it's been over two years on my own, I was so lonely. I feel am through to the other side now and it's with the help from the befrienders." Client, 74 years

We are not counsellors (but we have counselling skills); we are a trusted friend and thus have a closer relationship than that of a counsellor/client. It's that closeness while remaining professional which makes our support work.

"I can talk to them about anything at all. They are very good at solving your doubts and problems. Being connected to Good Morning is like being related to a good family. After our morning conversation, I can put down the phone with a smile on my face and somehow my steps are a bit lighter." Client, 92 years

D. Older People Are Safer - and Feel - Safer

When repeated calls went unanswered Tele-befrienders liaised with local service providers in an attempt to locate the person and verify their safety. Appointments at GPs and hospitals were checked. Where someone's safety could not be verified Good Morning Service alerted a nominated contact person, their GP or Police Scotland. In the past year across the organisation we located someone to verify their safety 889 times and made 135 emergency alerts to Nominated Contacts and 3 to Police Scotland.

On one occasion we alerted a daughter to our unanswered Good Morning Calls. On entering the house she found her dad 'in a heap' on the floor beside his Zimmer frame. He had tripped and fallen when putting on his housecoat that morning and was unable to get up. He'd 'got a fright' and was a little shaken but didn't need medical attention.

"I'm so thankful you managed to get me help. I don't know what would've happened had you not got hold of my daughter. I'd been trying for over an hour and couldn't get myself back up. Even though I'm now more careful when walking and using my Zimmer, it's reassuring knowing that should anything happen then you will get me help." Client, 80

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His daughter appreciated of our service:

"You are Dad's safety-net and it makes us, the family, feel good too because we know if anything happens to him, or you can't get him, you'll be right on the phone to me or my brother. Thanks for all that you do." Daughter

As having a fall can undermine someone's confidence we take time to explore how and why the fall happened so that the person can minimise their risk of another fall. Our job is often to re-build someone's confidence about them living alone.

Staff are well trained to deal with emergency situations. Knowing that accidents and health problems will not go unnoticed clients felt safer, more confident and enabled to live in their own home - they and their families are reassured.

It's not always a positive outcome. On one occasion we alerted to unanswered calls and when the nominated contact person visited the home they found that their parent had passed away during the night. Telephone befrienders took time to listen, offered support and understanding to family and friends in emotional distress.

E. Being an Emergency Alert Service and a Trusted Friend

In one case we gave both practical and emotional help when a client acted on her suicidal thoughts. In brief:

On a Good Morning Call the person told us she 'feels so very low. I just want to end it, I've had enough.' She had bought a razor with the intention of taking her own life. Telephone Befrienders took time to explore her safe plan, but, she could not guarantee that she would keep herself safe until we next spoke to her. The client advised that a friend was due to visit that day but the client had cancelled the visit. She then abruptly hung up.

When we called her back the client answered on our second attempt and stated; 'I've slit my wrists with the razor. I've done it.'. The Telephone Befriender calmly advised we would send an ambulance and their Nominated Contact Person then asked if the front door was unlocked (to allow the paramedics access without damaging the door - it wasn't). While we stayed on the line with the client a Supervisor called 999, and another Befriender alerted the Nominated Contact Person (NCP). The NCP lived nearby, had keys and agreed to go round to the house.

On arriving a few minutes later the NCP found the client conscious but in immediate danger. The paramedics arrived shortly after, treated the client at the scene then took her to hospital. She remained in hospital for months where she received psychiatric care.

A few weeks on and the ability to talk openly to a trusted friend about her feelings and actions have a positive impact:

"It means everything to be able to talk to someone and not feel like they're the judge, jury and executioner.

You're my friends who care for me: it means the world to me. I can't say enough how much it means.

Every one of you I appreciate every day. You were there for me when I was at my lowest and you're still there for me." Client, 79 years

F. Supporting People With Mental Ill Health

Many of our clients have dealt with mental illness throughout their life and find our relationship helps:

'I get out of bed for Good Morning even when I go through really black times. It's knowing someone cares.' Client, 76

"The Service has given me my life back. My mood and health has been so much better since I joined. I thank my GP every time I see her for putting me on to the service. It's great and a first class team. It's a comfort to talk to them you know that they're there to help with whatever you need and that they care. I was at the brink of taking my own life but I've never looked back since joining Good Morning"

We are often the first people the person will disclose to about their fears and anxieties. We are their 'safe' person, who won't judge or be frightened of their condition or thoughts. We'll listen non-judgementally, send out information and plug them into specialist support where needed.

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"There's been a big improvement all round in my mood and health since I joined. It has helped me to be there for and help others - that makes me feel great." Client, 70 years

"My mental health group told me about Good Morning Service. I love my independence, but there are days when I could scream. But when I know that I am due my Good Morning call, I cheer right up. I don't know what I would do without this service as it has really improved my mental health." Client, 72 years

Our relationship with clients who are Carers is especially important:

"Without my friends at Good Morning I couldn't look after my brother, even though I get good help now from the home helps. We've lived together all our lives and long may it continue.

He can't answer the phone so it's reassuring to know that if something happened to me then you would know and send help to make sure he's OK. You make me laugh every morning; you keep the both of us going!" Client, 84 years

In Summary:

Befrienders used their relationship and training to help those older people who had received an unwanted diagnosis eg of cancer, giving them time to talk through their fears and anxieties. Through befriending sessions clients were able to process and (in most cases) come to terms with their challenging situations, which would be difficult whatever the age of the person.

Providing on-going regular support was key to being able to maintain good or improve mental health. Because of the quality of relationships, telephone befrienders were able to maintain and/or restore a sense of individual self-worth, of being valued, and were often valued simply by being there to really listen to someone.

Older people were - and felt - cared about.

G. Improving Personal and Community Safety

In addition to alerting to unanswered Good Morning Calls and deterioration in health or circumstance, we work with the Police and Fire Service to promote safer communities.

.1 Bogus Caller Alert Service

This is a joint venture with Police Scotland. A description of any bogus caller conman, fake identities and modus operandi, was passed onto clients alerting them to be on their guard. Care was taken not to alarm anyone. Bogus Caller crime traditionally peaks in Spring and Summer, however, we have seen an increase in telephone scams, duping older people into revealing their pin number on the telephone and then handing their bank card over to a criminal who arrives at their door. This type of crime is not seasonal.

In the year our members were educated in good doorstep management, fraud prevention and given warning of common operating in the area as supplied from Police Scotland via befriending sessions and monthly newsletters - but it is in the quality of relationships built that mean advice is listened to.

A key part of our work is in supporting clients who have become a victim of a scam/ theft to:

- a) talk to someone in their family whom they trust,
- b) talk to the police,
- c) help them recognise what lead to them becoming a victim, and,
- d) agree a plan of action for next time if there is one.

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.2 Nuisance Calls and Call Blocking Equipment

We identified clients who'd benefit from (and be able to use) the True Call call-blocking device recommended by Trading Standards. We installed 9 in the year and will continue into 2019/20.

"I think it's a great thing as I was getting that many nuisance calls I was getting to the point where I didn't want to answer the phone. I've now got a different outlook when the phone rings as I know those calling are to be trusted. I feel at ease at home now." Client, 72 years

Other key safety messages included: Fire & Rescue Scotland's fire safety at home info and First Bus' Safe Journey Cards. Key learning points are followed up on in the individual befriending sessions tailored the person's circumstances and abilities so that clients can relate it to themselves and (hopefully) modify their behaviour.

H. Better Supported by the Wider Community

As we build trust and a meaningful relationship we get to know someone so well we can tailor our approach and the services which will benefit someone. We acted as a community directory and made referrals to statutory and community services to get clients any other practical or emotional help they needed. It helps them get the most out of their community, in turn helps strengthen local communities.

Giving someone the knowledge of support services available to them is the first step in them accessing those services.

We take the next step by following up in the befriending session to explain how a service would be use (in our opinion), answer questions and encourage the older person to take up the service where appropriate. It can be a fear of trying something new or having to phone for information which prevents an older person from accessing other support services. Good Morning Service removes this fear. Again, this strengthens individuals, services and thus local communities through increasing participation rates.

I. Impact

Postal questionnaires were returned by 162 clients. Scale: Strongly disagree, disagree, Don't know, Agree and Strongly Agree with an open section for comments.

How have we made a difference?

A - 99% have re-assurance to live independently

"When I came out of hospital I wasn't looking forward to being on my own. I was actually a bit frightened about it but I get so much reassurance from the phone calls every morning. You listen to all my woes and give me the confidence to be on my own with this. Plus it's security knowing you'll send help if you can't get a hold of me." Client, 78 years

B - 99% overall sense of health and well-being is improved

"The Service has given me my life back. My mood and health has been so much better since I joined. I thank my GP every time I see her for putting me on to the service. It's great and a first class team. It's a comfort to talk to them you know that they're there to help with whatever you need and that they care.

I was at the brink of taking my own life but I've never looked back since joining Good Morning. There's been a big improvement all round in my mood and health since I joined. It has helped me to be there for and help others - that makes me feel great." Client, 70 years

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C - 100% have boosted confidence and self-esteem

"Being a good age I find that people don't expect much from me. But my callers made me think about that. They made me feel that I still count... because there's been times when, if I'm honest, I've not expected much from myself but then my caller will ask 'why do you think that?' and I can't come up with a reason. They do make you think!" Client, 87 years

D - 100% feel safer at home

"I feel safer knowing that someone will be contacted if I miss my calls, especially as I am at risk of falls after all my surgery. My legs will never be good again so it gives me the reassurance I need to live on my own. It's amazing support that goes all the way. Many nights I've prayed not to wake up and thought that no one would care - but having my calls has changed that. Now I get encouragement and motivation to keep on going." Client, 79 years

E - 100% feel cared about

"It is the greatest thing to feel cared for, without that life is not worth living. I get that by being a member of Good Morning club because it's like being part of a family. The team are great listeners: it is so important to be truly heard. In my day, neighbours would pop in for a cup of tea but now everyone is busy on Facebook and whatever so it's nice to have a kind voice on the phone. My calls are an acknowledgement that I am here on the planet - they cheer me up a great deal!" Client, 70 years

F - 100% have reduced feelings of isolation and loneliness

"Being independent is everything but it is much more valuable with contact. To know that you are there for me feels special, like it was when I had my husband. After he passed away, it's been over two years on my own, I was so lonely. I feel am through to the other side now and it's with the help from the befrienders." Client, 74 years

G - 100% feel better connected to the community

"Being part of the service makes me feel included - and the information about events and services encourages me to participate in them, gives me something to look forward to. My Calls help me cope with being at home on my own, it's so important to have that outside contact." Client, 81

H - 100% are helped to retain their independence

"What I appreciate is the light-touch nature of your service. So many other services are intrusive or restrictive but you aren't. I've never felt like a number, I feel you are on my side ie you aren't taking away my independence." Client, 84

"I live on my own and don't see many people so the service makes me feel like a human being. I look forward to the phone calls as they make me feel supported. I am a very independent man with health issues that limit me so this gives me my independence back." Client, 77 years

"Thanks to Good Morning I am able to relax and enjoy my independence because they listen to me and give me good advice when I need it. The warm hearted conversations make me feel good and I like knowing that somebody is looking out for me and is on hand to help in an emergency, it's security." Client, 74 years

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I. The impact of quality, therapeutic, long-term relationships is far-reaching:

"It makes me feel more alert. Having another person to interact with makes me feel empowered, it just makes me feel more human." Client, 85 years

"If you didn't tell me about what's going on I'd never know as nobody thinks to tell the elderly: they think we're daft. It's good to have friends like you that don't!" Client, 96 years

"Because of my calls I don't feel lonely any longer. My calls give me a lovely warm feeling that lasts all day, even after my befriender has said goodbye." Client, 82 years

"Being a member makes me feel good about myself so I go out of my way to talk to people now but I'd never have done that before." Client, 58 years

"The conversations are typical of everyday, normal conversations with a friend - never awkward and always lots of laughs. It's a great start to my day. I call it my Good Morning friends - not 'service'. It sets me up for the day. I enjoy my calls with every caller; they're all wonderful. I like my independence and being a member makes me feel less of a burden to my family, they don't have to worry about me. The Good Morning Team do that for them." Client, 82 years

J. Resultant Effect: Prevention is Transforming Society

1. Maintaining good mental health in the elderly correlates positively with physical health. Good health for longer in later life, or a healthy life expectancy, results in less demand for primary health care and social work services.

2. Early intervention in deterioration of health and circumstance reduces the need for crisis intervention at a later stage (crisis intervention is also more expensive e.g. hospital admission and care).

In addition there are a number of key long-term outcomes achieved which will not be possible for Good Morning Service to measure, but would effect the unified health and social care system. Most notable is the potential reduction in delayed discharge from hospital when Good Morning Calls are put in place by health and social care teams as part of the discharge process. Good Morning Calls give reassurance that potential problems will be alerted to if someone fails to answer or when a deterioration is detected by our befriender.

Further, befrienders give emotional support - a chance to talk to someone about their experiences, help patients to internally process and understand their experience. We will encourage older people to talk through their rehabilitation and perhaps to come to terms with a new way of living.

K. Recognition

We have won multiple national awards for our service since 2000. Our impact and value has thrice been recognised by the Scottish Parliament, while across the water, the Northern Ireland Executive's 'good morning program' consists of projects set up by us from 2004 -10: We have lead the way.

The Health and Social Care Alliance, the largest third sector strategic partner in health and social care to the Scottish Government, have highlighted how commissioners across the country could benefit from our unique model.

"Good Morning Service is an outstanding way to prevent social isolation particularly amongst the frail elderly. It promotes compassionate conversations and ensures that care in a home setting is maintained. It should be in every Health and Social Care Partnership in Scotland." Ian Welsh, CEO, The Health and Social Care Alliance

Good Morning Calls
Light-touch emotional and practical support 365 days a year

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2. Scottish Household Survey 2007
3. Establishing a core set of national, sustainable mental health indicators or adults in Scotland: Final report. NHS Scotland, 2007
4. Campaign To End Loneliness, 2013
5. Social Isolation, loneliness and all-cause mortality in older men and women. Steptoe A, Shankar A, Demakakos P, Wardle J. Department of Epidemiology and Public Health, University College London, 2013
6. Loneliness and risk of Alzheimer disease. Wilson RS, Krueger KR, Arnold SE, Schneider JA, Kelly JF, Barnes LL, et al. Arch Gen Psychiatry 2007 Feb; 64(2): 234-240.

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FINANCIAL REVIEW

Financial Review and Reserves Policy

The Charity's activities resulted in a net unrestricted expenditure of £31,579. At the year end the Charity held £104,451 in cash at bank and in hand, of which £22,811 was payable in accrued expenditure.

The Charity prepares a rolling two-year income and expenditure forecast, which is reviewed and compared against management accounts, which are prepared, on average, on a monthly basis. They are presented at each finance subcommittee meeting and each board of trustees meeting.

We have received £201,317 from both individuals and organisations.

There are no funds in deficit at the date of the financial statements. The Charity's financial position at the balance sheet date is sufficient to meet on-going expenditure and commitments. However, the Charity is reliant on future grants, donations or other new sustainable income streams in order to be able to operate in the future.

The Charity's reserves consist of its Unrestricted Fund, which as at 31 March 2019 has a balance of £131,321. The Trustees aim to retain six months expenditure in reserves. The Trustees will continue to review the level of reserves of the Charity throughout the year.

No investments are held at this time but Trustees will consider an appropriate investment policy in the future if such levels of funds are raised.

Over the last few years we have learned that having a highly respected service (from members, partners, local authorities and the Scottish Government) is no measure of sustainability and we have and will continue to work hard to deliver a low-cost, light-touch service in a volatile environment. Our greatest challenge is securing funding.

Our Good Morning Calls provide life-saving and life-enhancing support 365 days a year, which can be continued where financial backing is made available. The Good Morning Service is a tried and tested model, developing and growing steadily since its inception as Good Morning Milton in 2000. We began franchising our model in 2004, setting up 13 similar services across the country, Northern Ireland and Ireland.

We operate in an uncertain funding environment whereby funding is only confirmed on an annual basis, or worse, quarterly. However, Good Morning Service has robust foundations and works to manage service requirements with the funding available.

Having the local authority as a major funder gives other funders the confidence to also invest in the organisation but when local authority investment is limited to one year or less then other funders can become reticent.

As a small Charity we have limited influence on how public and third sector commissionaires operate. However, in order to address the challenges we face, we are committed to hold fast, seek new funding opportunities and partners which enables us to continue to serve clients - and to reach more older people, not least those who sit on our waiting list.

Good Morning Service provide Good Morning Calls 365 days. It is an upstream, preventative support service at a fraction of traditional labour intensive social care support. Our light-touch support with a high impact on older people. by building trusting, meaningful, quality relationships.

The Trustees would like to thank sincerely: Glasgow City Council, Glasgow Health & Social Care Partnership, Brownlie Charitable Trust, Chivas Brothers, Corra Foundation - Henry Duncan Awards, Dallas McMillan, Inner Wheel of Rutherglen, James Inglis Testamentary Trust, James T Howatt Charitable Trust, James Wood Bequest Fund, Lake House Charitable Foundation, Lord Provost of Glasgow Fund, MEB Charitable Trust, Miss CE Hendry Charitable Trust, Miss IF Harvey Charitable Trust, Mr & Mrs William Donald's Memorial Trust, Mrs Florence Doggart, Mrs SNM Bowlby's Charitable Trust, Nimar Charitable Trust, Robertson Trust, Scott Davidson Trust, Stafford Trust, Swire Trust, Tennant Southpark Charitable Trust, Tesco Bags for Help, Woodroffe Benton Foundation, and the many warm-hearted individuals who fund-raise or give grants and donations which are vital to ensure the Good Morning Service can support the people who need us.

It is only with their support and partnership that the Charity's Good Morning Call befriending and safety-net alert service, alerting to potential health problems when a Call remains unanswered, can support our older people to be - and feel - connected, safer and valued.

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2019

FINANCIAL REVIEW

Financial Review and Reserves Policy

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Recruitment and appointment of new trustees

Any person who wishes to become a Trustee shall lodge with the organisation a written application. New Trustees may be appointed by the members by ordinary resolution. They may also be appointed by the Board of Trustees, but if so new Trustees must retire at the next Annual General Meeting, although they will be eligible for re-appointment.

Organisational structure

The Trustees have delegated day to day management to the chief executive officer Nicky Thomson.

Induction and training of new trustees

New Trustees attend an induction and training session to familiarise themselves with the Charity and the context in which it operates. Existing Trustees who are already familiar with the workings, objectives and activities of the Charity feed into the induction of any new Trustees.

The sessions are led by the chief executive and cover;

- The obligations, responsibilities and duties of Trustees, including a code of conduct
- The main documents which set out the operational framework for the Charity
- Resourcing and the current financial position as set out in the latest published accounts
- Future plans and objectives

Subcommittees play an important role in the governance of the Charity. The Finance Committee is a sub-committee of the main board and its responsibility is to review management accounting reports, the rolling budget, financial controls, the risk register and progress against objectives as described in the Charity's business plan.

The Finance Subcommittee meets in between the full board meeting cycle, the Staffing and Marketing subcommittees meet twice a year. A Service User subcommittee also meets at least once per year and feeds into the impact assessment of achievement and performance of the Charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

SC221598 (Scotland)

Registered Charity number

SC031960

Registered office

Unit G4, Flemington House
110 Flemington Street
Glasgow
G21 4BF

Good Morning Project Limited

**REPORT OF THE TRUSTEES
For The Year Ended 31 March 2019**

REFERENCE AND ADMINISTRATIVE DETAILS

Trustees

Ms M Healy

A Dickie

S Gordon

S Maule

Mrs S Wilson

D Lauder

A Cameron

Ms J McBreaty

Mrs P Ferguson

Treasurer

Chair

- appointed 31.10.18

- appointed 31.10.18

- resigned 31.10.18

- resigned 30.9.18

Company Secretary

N Thomson

Independent examiner

Vincent Burgoyne

Institute of Chartered Accountants of Scotland

V J Burgoyne & Co

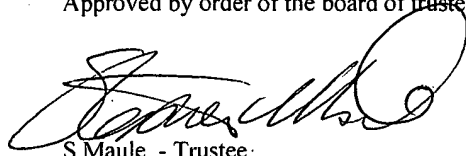
Chartered Accountants

52 Weymouth Drive

Glasgow

G12 0LX

Approved by order of the board of trustees on 26 June 2019 and signed on its behalf by:



S Maule - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF GOOD MORNING PROJECT LIMITED

I report on the accounts for the year ended 31 March 2019 set out on pages sixteen to twenty four.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). The charity's trustees consider that the audit requirement of Regulation 10(1)(a) to (c) of the Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under Section 44(1)(c) of the Act and to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006 (as amended). An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

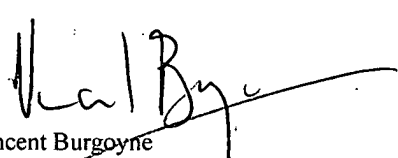
Independent examiner's statement

In the course of my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
 - to keep accounting records in accordance with Section 44(1)(a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations; and
 - to prepare accounts which accord with the accounting records and to comply with Regulation 8 of the 2006 Accounts Regulations

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Vincent Burgoyne
Institute of Chartered Accountants of Scotland
V J Burgoyne & Co
Chartered Accountants
52 Weymouth Drive
Glasgow
G12 0LX

26 June 2019

Good Morning Project Limited

**STATEMENT OF FINANCIAL ACTIVITIES
For The Year Ended 31 March 2019**

	Notes	Unrestricted fund £	Restricted fund £	2019 Total funds £	2018 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	45,932	145,604	191,536	259,804
Other trading activities	3	9,698	(1)	9,697	8,938
Investment income	4	84	-	84	66
Total		55,714	145,603	201,317	268,808
EXPENDITURE ON					
Charitable activities					
Charitable activities		87,293	145,603	232,896	215,622
NET INCOME/(EXPENDITURE)		(31,579)	-	(31,579)	53,186
RECONCILIATION OF FUNDS					
Total funds brought forward		162,900	-	162,900	109,714
TOTAL FUNDS CARRIED FORWARD		131,321	-	131,321	162,900

The notes form part of these financial statements

Good Morning Project Limited
STATEMENT OF FINANCIAL POSITION
At 31 March 2019

	Notes	Unrestricted fund £	Restricted fund £	2019 Total funds £	2018 Total funds £
FIXED ASSETS					
Tangible assets	9	5,520	-	5,520	8,585
CURRENT ASSETS					
Debtors	10	44,161	-	44,161	57,105
Cash at bank and in hand		87,451	17,000	104,451	121,392
		<u>131,612</u>	<u>17,000</u>	<u>148,612</u>	<u>178,497</u>
CREDITORS					
Amounts falling due within one year	11	(5,811)	(17,000)	(22,811)	(24,182)
NET CURRENT ASSETS		<u>125,801</u>	<u>-</u>	<u>125,801</u>	<u>154,315</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>131,321</u>	<u>-</u>	<u>131,321</u>	<u>162,900</u>
NET ASSETS		<u>131,321</u>	<u>-</u>	<u>131,321</u>	<u>162,900</u>
FUNDS	12				
Unrestricted funds				131,321	162,900
Restricted funds				-	-
TOTAL FUNDS				<u>131,321</u>	<u>162,900</u>

The notes form part of these financial statements

Good Morning Project Limited

STATEMENT OF FINANCIAL POSITION - CONTINUED
At 31 March 2019

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2019.

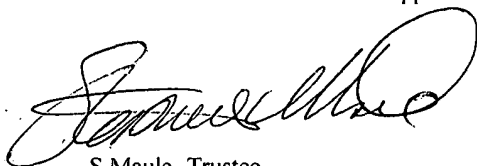
The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2019 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to charitable small companies.

The financial statements were approved by the Board of Trustees on 26 June 2019 and were signed on its behalf by:

A handwritten signature in black ink, appearing to read 'S Maule', written in a cursive style.

S Maule - Trustee

Good Morning Project Limited

**NOTES TO THE FINANCIAL STATEMENTS
For The Year Ended 31 March 2019**

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off the cost less estimated residual value of each asset over its estimated useful life.

Computer equipment - 3 years straight line
Fixtures and fittings - 4 years straight line

TAXATION

The charity is exempt from corporation tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

HIRE PURCHASE AND LEASING COMMITMENTS

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

PENSION COSTS AND OTHER POST-RETIREMENT BENEFITS

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
For The Year Ended 31 March 2019

2. DONATIONS AND LEGACIES

	2019	2018
	£	£
Grants	<u>191,536</u>	<u>259,804</u>
Grants received, included in the above, are as follows:		
	2019	2018
	£	£
Glasgow City Council-Community Planing Partnership	88,604	88,604
Voluntary Action Fund	30,000	-
Hugh Fraser Foundation	-	5,000
Robertson Trust	25,000	25,000
Henry Smith Charity	-	28,700
Other gants	3,570	-
Glasgow Third Sector Transforrmation Fund	-	53,000
Lord Provost of Glasgow Fund	300	-
Austin Hope & Pilkington Trust	-	1,000
Charles Hayward Foundation	-	5,000
Christa Mary Hendrie Trust	-	5,000
Garfield Weston Foundation	-	20,000
Maryhill Housing Association	-	5,000
Souter Charitable Trust	-	2,000
Albert Hunt Trust	-	2,000
Trades House of Glasgow	-	1,000
Trades House of Glasgow Commonwealth Fund	-	17,000
Trades House of Glasgow Ladies	-	500
W M Mann Foundation	-	1,000
Corra Henry Duncan	7,000	-
Dallas McMillan	4,522	-
Lady Jardine Trust	1,000	-
J & JR Wilson Trust	3,000	-
James Wood Bequest	1,500	-
Lake House Foundation	2,500	-
MEB Charitable Trust	1,000	-
Miss I F Harvey Trust	2,000	-
Mr & Mrs William Donald	2,000	-
Florence Doggart	6,041	-
Stafford Trust	2,000	-
Swire Trust	2,500	-
Tesco Bags for Help	2,000	-
Brownlie Charitable Trust	4,000	-
Nimar Charitable Trust	1,000	-
Other grants	1,999	-
	<u>191,536</u>	<u>259,804</u>

3. OTHER TRADING ACTIVITIES

	2019	2018
	£	£
Fund raising & donations	<u>9,697</u>	<u>8,938</u>

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
For The Year Ended 31 March 2019

4. INVESTMENT INCOME

	2019	2018
	£	£
Deposit account interest	<u>84</u>	<u>66</u>

5. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2019	2018
	£	£
Depreciation - owned assets	3,725	1,406
Other operating leases	<u>13,895</u>	<u>14,107</u>

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2019 nor for the year ended 31 March 2018.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 31 March 2019 nor for the year ended 31 March 2018.

7. STAFF COSTS

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

	2019	2018
	16	16
Management and staff	<u>16</u>	<u>16</u>

No employees received emoluments in excess of £60,000.

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	91,500	168,304	259,804
Other trading activities	8,936	2	8,938
Investment income	<u>66</u>	<u>-</u>	<u>66</u>
Total	100,502	168,306	268,808
 EXPENDITURE ON			
Charitable activities			
Charitable activities	<u>40,412</u>	<u>175,210</u>	<u>215,622</u>
Total	40,412	175,210	215,622
 NET INCOME/(EXPENDITURE)	 60,090	 (6,904)	 53,186

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
For The Year Ended 31 March 2019

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued			
	Unrestricted fund £	Restricted fund £	Total funds £
RECONCILIATION OF FUNDS			
Total funds brought forward	102,810	6,904	109,714
TOTAL FUNDS CARRIED FORWARD	<u>162,900</u>	<u>-</u>	<u>162,900</u>
9. TANGIBLE FIXED ASSETS			
	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2018	2,468	16,158	18,626
Additions	660	-	660
At 31 March 2019	<u>3,128</u>	<u>16,158</u>	<u>19,286</u>
DEPRECIATION			
At 1 April 2018	2,468	7,573	10,041
Charge for year	180	3,545	3,725
At 31 March 2019	<u>2,648</u>	<u>11,118</u>	<u>13,766</u>
NET BOOK VALUE			
At 31 March 2019	<u>480</u>	<u>5,040</u>	<u>5,520</u>
At 31 March 2018	<u>-</u>	<u>8,585</u>	<u>8,585</u>
10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			
		2019	2018
		£	£
Other debtors		41,498	56,031
Prepayments and accrued income		2,663	1,074
		<u>44,161</u>	<u>57,105</u>
11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			
		2019	2018
		£	£
Accruals and deferred income		5,811	2,000
Accrued expenses		17,000	22,182
		<u>22,811</u>	<u>24,182</u>

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
For The Year Ended 31 March 2019

12. MOVEMENT IN FUNDS

	At 1.4.18 £	Net movement in funds £	At 31.3.19 £
Unrestricted funds			
General fund	162,900	(31,579)	131,321
TOTAL FUNDS	<u>162,900</u>	<u>(31,579)</u>	<u>131,321</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	55,714	(87,293)	(31,579)
Restricted funds			
Restricted	145,603	(145,603)	-
TOTAL FUNDS	<u>201,317</u>	<u>(232,896)</u>	<u>(31,579)</u>

Comparatives for movement in funds

	At 1.4.17 £	Net movement in funds £	At 31.3.18 £
Unrestricted Funds			
General fund	102,810	60,090	162,900
Restricted Funds			
Restricted	6,904	(6,904)	-
TOTAL FUNDS	<u>109,714</u>	<u>53,186</u>	<u>162,900</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	100,502	(40,412)	60,090
Restricted funds			
Restricted	168,306	(175,210)	(6,904)
TOTAL FUNDS	<u>268,808</u>	<u>(215,622)</u>	<u>53,186</u>

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED
For The Year Ended 31 March 2019

12. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.17 £	Net movement in funds £	At 31.3.19 £
Unrestricted funds			
General fund	102,810	28,511	131,321
Restricted funds			
Restricted	6,904	(6,904)	-
TOTAL FUNDS	<u>109,714</u>	<u>21,607</u>	<u>131,321</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	156,216	(127,705)	28,511
Restricted funds			
Restricted	313,909	(320,813)	(6,904)
TOTAL FUNDS	<u>470,125</u>	<u>(448,518)</u>	<u>21,607</u>

13. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2019.

Good Morning Project Limited

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
For The Year Ended 31 March 2019**

	2019 £	2018 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Grants	191,536	259,804
Other trading activities		
Fund raising & donations	9,697	8,938
Investment income		
Deposit account interest	84	66
Total incoming resources	201,317	268,808
EXPENDITURE		
Charitable activities		
Employment Costs	147,113	143,399
Employers National Insurance	4,628	4,332
Other Pension Costs	3,312	3,411
Rent & electricity	13,895	14,107
Travelling	1,514	879
Insurance	1,026	1,781
Computer costs	7,220	12,365
Post & telephone	11,759	10,694
Stationery & office supplies	2,914	1,838
Publicity & advertising	8,785	2,430
Miscellaneous equipment	2,396	-
Payroll fees	1,769	1,717
Subscriptions & publications	994	1,006
Bank charges	-	34
Miscellaneous	3,593	1,030
Training	2,013	1,900
Depreciation of tangible fixed assets	3,725	1,407
	216,656	202,330
Support costs		
Governance costs		
Accountancy and legal fees	16,240	13,292
Total resources expended	232,896	215,622
Net (expenditure)/income	(31,579)	53,186

This page does not form part of the statutory financial statements