

REGISTERED COMPANY NUMBER: SC221598 (Scotland)
REGISTERED CHARITY NUMBER: SC031960

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021
FOR
Good Morning Project Limited**

V J Burgoyne & Co
Chartered Accountants
52 Weymouth Drive
Glasgow
G12 0LX



Good Morning Project Limited

CONTENTS OF THE FINANCIAL STATEMENTS For The Year Ended 31 March 2021

	Page
Chairman's Report	1
Report of the Trustees	2 to 14
Independent Examiner's Report	15
Statement of Financial Activities	16
Statement of Financial Position	17 to 18
Notes to the Financial Statements	19 to 26
Detailed Statement of Financial Activities	27

Good Morning Project Limited

CHAIRMAN'S REPORT For The Year Ended 31 March 2021

In the face of the worldwide pandemic the Good Morning Service accelerated service provision for existing and new clients; and stepped in when other support services dramatically halted. The Charity moved quickly to facilitate on-line and working from home both operationally and governmentally at Board level.

In the year we supported 421 people with our life-transforming and life-saving Good Morning Call befriending and safety-net alert service, over each of 365 days. As difficult a year as it was, we did not just miss a beat - we increased the tempo.

Additionally, our Good Night Call service provided extra support to 70 clients over Winter. In total over the year, more than 52,000 support sessions were provided by our staff.

I am honoured to be the chair of such an inspirational, hard working charity and delighted to present a report of our progress in a uniquely demanding year.

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. Thanks go to specialists in financial recruitment, Rutherford Cross, who's staff undertook fund-raising activities and volunteered on the Board of Trustees. Thanks go to Celtic FC Foundation who sponsored and partnered in the delivery of food and gift hampers to clients who wouldn't see anyone else over the Christmas and New Year festive period.

Thank you to all - your generosity is warmly appreciated.

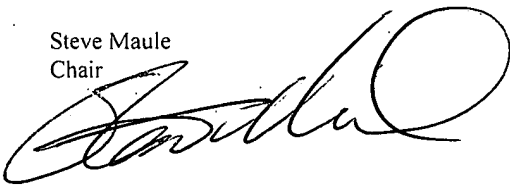
Thanks to Police Scotland who have worked in partnership with us since 2000 and who responded to emergency alerts. Thanks go to Trading Standards Scotland who provided call-blocking equipment pro bono, together we improved the safety of vulnerable adults.

Lastly, thank you to our incredible staff team lead by Nicky Thomson, Chief Executive, for their personal resilience, dedication and professionalism. It's our people who make the service a success - never more true than in a year like no other. I'm exceedingly proud of what has been achieved.

The quality of our befriending relationships is paramount and why we invest time and effort in getting the right person for the job and in the continuous training and development of our team.

Yes, the next few years will be a challenge like never before 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.

Steve Maule
Chair



Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

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 2021. 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 2019).

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.

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Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

Review of the Business and Future Developments

The Trustees are satisfied with the performance of the organisation during the year. The Charity made over 52,000 Good Morning Call befriending sessions in the year providing support to 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.

Befriending sessions were provided seven mornings a week, 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, on public holidays - and indeed halted completely during the current global pandemic crisis.

A total of 421 people enjoyed building both peer and inter-generational relationships with telephone befriending staff. The friendships built are warm, caring and one-to-one whilst remaining professional. Telephone befrienders have a wide range of backgrounds and range in age from 21 to 62 years. Clients had been referred from health, social care, third sector partners, the housing sector and some self referred.

The Charity continued to provide a wide range of supplementary services, including advice on how to avoid becoming a victim of phone, email, post, social media scams (eg to not pay for a Covid vaccine), and partnered Trading Standards Scotland to distribute call-blocking devices to vulnerable people; made referrals on to agencies still operating including the local authority's Shielding List; provided food/gift hampers to those who wouldn't see anyone else throughout the Christmas and New Year festive period in partnership with Celtic FC Foundation, including on Christmas Day itself. The monthly group befriending service visiting places of interest was temporarily suspended due to the on going pandemic.

The Charity employed an average of 18 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' especially in a unique year of a global pandemic are 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 not least because of the global pandemic. Our greatest challenge is in attracting funding to meet the existing need for people supported by our service whilst demand for Good Morning Calls 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).

When local authorities suspended home care services to vulnerable people in March 2020 they left vulnerable people with the contact details of Good Morning Service, as one of the few support services still in operation. A new pandemic cannot be ruled out.

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.

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

REPORT OF THE TRUSTEES

For The Year Ended 31 March 2021

The Good Morning® Service

The Good Morning Service is a multi-award winning charity, providing over 52,000 Good Morning Calls to over 421 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. 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

Setting aside lock-down and the need for shielding, 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% 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 (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: 81 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).

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

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.

3. Summary of the Year

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

Good Morning Service improved the quality of life of 421 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, never mind halting during the pandemic. Good Morning Calls were provided between 08.00am and 15.30pm on weekdays, 08.00am and 12.30pm on weekends and public holidays. Additionally, Good Night Calls provided extra support on two nights per week, from November to February to 70 clients.

The average age of a client was 74 years. Glasgow City Council asked us to support adults of any age who were struggling with their mental health so our average age fell from 82 to 74 years. Three quarters were female which mirrors the wider public and third sector ratio experience.

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

In the past year approx. 52,000 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. CR221, 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 (ASIST) and Scotland's Mental Health First Aid (SMHFA). 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 qualified as an ASIST and 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.

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

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

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.

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.

"My carers from the council stopped coming in then I got a letter with your details so I phoned, not really sure about it. But I'm glad I did because you've kept me going when I've not felt like it. I don't get out the house. I felt like giving in, but, I get out of bed because I look forward to you phoning." Client, 71 years

In a year dominated by a global pandemic clients were forced to learn to cope with the suspension of health and care services, shielding and lock-down alongside significant life changes e.g., the loss of a loved one and a deterioration in their long-term health conditions. These are all situations which would be challenging for someone of any age, but older people have less access to a support network in general than younger people, e.g. most of our clients are not online.

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 that makes our support work.

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. 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 400+ times and made 147 emergency alerts to Nominated Contacts and 3 to Police Scotland. Very sadly, one person had completed suicide. Another two people were found unconscious and taken to hospital by ambulance.

When Mrs B, 93, failed to answer her phone we alerted her nominated contact person, her neighbour. On arrival she found Mrs B on her armchair and had been there all through the night. Mrs B was extremely anxious, agitated and confused and an ambulance was called.

Mrs B was severely de-hydrated and returned home after 12 days in hospital. Our conversations since included a gentle (and collaborative) check on her cups of water or bowls of soup consumed to help keep her awareness high.

Sadly, it's not always a positive outcome. There are occasions when the nominated contact person will visit the person's home to find that their parent had passed away during the night. Our telephone befrienders take time to listen, offering support and understanding to family and friends in emotional distress.

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

E. Supporting People With Mental Ill Health

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

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

"The Calls in the morning gives me something to wake up for. I no longer feel the need to call the Samaritans when I wake up because I know Good Morning Service will be calling." Client, 65 years

"I am opening up to people now. I don't feel judged when I speak with the GMS team, that has helped me during the crisis. You do great. You have helped me a lot with my confidence." Client, 64 years

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.

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. Never more needed in a year when many older people felt that they were a burden to a government, a local authority and society in general.

F. 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. Scam Awareness and Fraud Prevention

During the pandemic the number of door-to-door and rogue trader scams reduced to almost nil, but telephone and on-line scams increased significantly. Commonly scammers were attempting to dupe people into revealing their pin number or transfer money to a new account. We alerted clients to common scams by email or phone (inc. paying for the Covid vaccine), and passed on scam prevention info. We partnered Trading Standards Scotland to distribute call-blocking devices to vulnerable people who were being targeted with nuisance calls.

In the year our members were educated in scam awareness and fraud prevention in our Good Morning Calls and monthly newsletters - but it is in the quality of relationships built that mean safety 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,

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

- 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.

.2 Nuisance Calls and Call Blocking Equipment

When Mr A complained about receiving nuisance calls, he 'felt like ripping the phone line out the wall' we worked with Trading Standards Scotland for a True Call call-blocking unit for him.

As we had installed 13 units in client's homes (wrote our own standard operating procedures) and then evaluated the units, Trading Standards invited us to present our procedures and findings at a webinar. Gratefully, we successfully applied to receive 10 mobile SIM cards with call-blocking capability to trial with clients in 2021.

As Mr A says, "There's way more to Good Morning Service than meets the eye.", and we like that.

We follow up scam awareness and fraud prevention information with key learning points on Good Morning Calls tailored the person's circumstances and abilities so that can relate it to themselves and (hopefully) modify their behaviour to become a hard target for scammers. Other key safety messages included Fire & Rescue Scotland's fire safety at home info especially relevant in the months of shielding and lock-down.

G. 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 - where the service was still in operation during the pandemic.

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. We do this to strengthen individuals, services and thus local communities through increasing participation rates.

H. Impact

We asked how has the Good Morning Service made a difference in such a challenging year? Postal questionnaires were returned by 156 clients. Scale: Strongly disagree, disagree, Don't know, Agree and Strongly Agree with an open section for comments.

We're very much humbled by what people said:

a. 91% have reduced feelings of isolation and loneliness

"After all my injuries I felt useless but Good Morning helped me through this, helps me live independently. The befrienders made sure I didn't give up hope when I was feeling down. They listen to my problems, likes and dislikes because they care." Hugh, 60 years

"That phone call makes me feel wanted. It's great to have a conversation and get a different perspective on things. They make me feel important because they encourage me to say what I think. I'm a lot more confident now." Client, 84 years

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

"I have a sense of belonging to a group of people who care about me and would act on my behalf to make sure things were okay with me. It helps to relieve my anxiety, I can talk about my feelings." Patricia, 80 years

b. 91% feel better informed (especially on government guidelines).
Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

"I'm better informed, as an older person who isn't on the internet or social media, and don't want to be, I get my information from the TV or from Good Morning Service." Mary, 86 years

"Thankfully, you enlighten us on things that are useful and keep us up to date on what we need to know. I don't know what a smart phone is." Client, 73 years

"You care about how I'm feeling when we chat. On the back of the advice of the GMS I am now going a daily walk round my housing area after staying in since March (2020)." Client, 93 years

c. 91% boosted confidence and self-esteem

"At one point I had no self confidence at all, but with after talking to the befrienders I won't let anyone tread on my toes." Jeanette, 74 years

"I haven't had a lonesome thought since...I can speak and stick up for myself, give my opinion now. You've given me a voice, and I use it all the time now." Client, 71 years

"Good Morning has kept me calm during the crisis, keeps me feeling strong and independent." Catherine, 89

"It's really difficult not getting out the house and having nowhere to go to but this has given me a new lease of life. You've given me a sense of purpose and I feel like I've got some sort of control of my life now. The whole world is going to pot but GMS is always there, phoning every morning, being cheerful and caring, so that people like me get out of bed every day. You all do an amazing job and I wonder if you really know just how amazing you are?" Client, 68 years

d. 97% feel cared about

"I am opening up to people now. I don't feel judged when I speak with the GMS team, that has helped me during the crisis. You do great. You have helped me a lot with my confidence and to get talking with other people." Linda, 64 years

"...amazing, they're the best friends I've ever had." Client, 62 years

"Being a member makes me feel cared about because I live alone and the calls are something for me to look forward to every morning. The calls are a pick-me-up. Talking to the befrienders makes me feel younger. Makes me think that I am lucky to be as well as I am, and well looked after by Good Morning Service. During the crisis they've been someone to lean on, and they have given me a lot of information. Three words to describe them: wonderful, necessary and kind." Jessie, 95 years

"...gives me something to wake up for." Frances, 65 years

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

e. 98% are and feel safer at home

"I was in bad hypo. I know myself I wouldn't be here today if you didn't tell my daughter. She was really very frightened when she couldn't wake me up. I can't say 'thank you' enough. Make sure you thank everyone for me." Client, 80 years

"I feel safer as some mornings I cannot speak clearly and need help to call for a doctor's appointment. People do care for you and that makes it easier to get up and moving instead of just lying helpless. I'm encouraged to do things for myself. I don't feel useless any more." Eleanor, 66 years

"When I fell they knew to phone my daughter...being looked after means I can be independent." Client, 93

I. 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.

J. 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 365days a year.

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

ACHIEVEMENT AND PERFORMANCE

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Connected-----Safer-----Valued

Good Morning Project Limited

REPORT OF THE TRUSTEES For The Year Ended 31 March 2021

FINANCIAL REVIEW

Financial Review and Reserves Policy

The Charity's activities resulted in a net unrestricted expenditure of £4,155 for the year. At the year end the Charity held £160,150 in cash at bank and in hand, of which £41,500 as 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 £280,328 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 2021 has a balance of £140,125. The Trustees aim to retain at least 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.

We know that in an uncertain funding environment whereby funding is only confirmed on an annual basis - and worse, quarterly - is detrimental to the organisation because uncertainty creates instability.

By not funding in 5 year cycles organisations must continually seeking new funding to protect the existing service provision. This is very resource intensive. It diverts resources away from organisational development and future-proof planning which, in turn, creates uncertainty and instability, which costs money - and the cycle continues.

The uncertainty shown by local authorities by restricting funding cycles to 6 month and one year creates difficulty in attracting other funders. Similarly, giving indicative 3 year awards which can be cancelled on a yearly basis is effectively the same as giving an annual award.

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 become reticent (understandably).

We never assume continuation of funding based on a long history of winning funding awards; it's public money which needs to be spent with best value in mind.

The Trustees would like to thank sincerely: Barbour Paton Charitable Trust, Christina Mary Hendrie Charitable Trust, Corra, Edward Gostling Foundation, Glasgow City Council, Glasgow Council for the Voluntary Sector, Glasgow Socila Enterprise Network, Henry Smith Charity, Impact Funding Partners, James Wood Bequest Fund, J & JR Wilson Trust, Kiltwalk, Martin Charitable Trust, MEB Charitable Trust, Miss EC Hendry Charitable Trust, Mr & Mrs William Donald Memorial Fund, Robertson Trust, Schroder Charity Trust, Sir Iain Stewart Foundation, Tennant Southpark Charitable Trust, The 29th May Charitable Trust, The Grace Trust, The JHT Charitable Trust, The Kells Trust, The Tudor Trust, WA Cargill Fund, WM Mann Foundation, Yaldi Community Lottery 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 2021

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.

In light of the global pandemic the Charity moved quickly to facilitate on-line and working from home both operationally and governmentally at Board level.

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 2021

Trustees

A Dickson (appointed 21.5.20)
Ms M Healy (resigned 29.10.20)
A Dickie
S Gordon Treasurer
S Maule Chair
Mrs S Wilson (resigned 19.2.21)
B Wilson (appointed 29.10.20)
A Cameron (resigned 29.10.20)
Ms J McBreaty (resigned 29.10.20)
H Wynne
Mrs D Wilson (appointed 29.10.20)

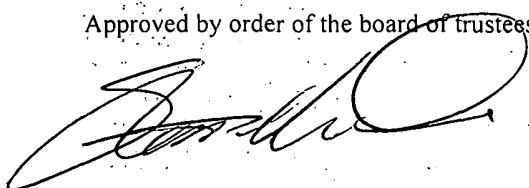
Company Secretary

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 23 June 2021 and signed on its behalf by:

A handwritten signature in black ink, appearing to be 'S Maule', written over a horizontal line.

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 2021 set out on pages sixteen to twenty six.

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. 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. 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.

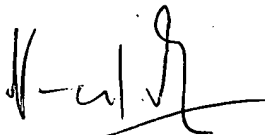
Independent examiner's statement

In connection with 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

23 June 2021

Good Morning Project Limited

STATEMENT OF FINANCIAL ACTIVITIES For The Year Ended 31 March 2021

	Notes	Unrestricted fund £	Restricted fund £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	44,227	223,979	268,206	257,142
Other trading activities	3	12,038	1	12,039	10,200
Investment income	4	<u>83</u>	<u>-</u>	<u>83</u>	<u>87</u>
Total		56,348	223,980	280,328	267,429
EXPENDITURE ON					
Charitable activities		<u>77,003</u>	<u>207,480</u>	<u>284,483</u>	<u>254,470</u>
NET INCOME/(EXPENDITURE)		(20,655)	16,500	(4,155)	12,959
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>144,280</u>	<u>-</u>	<u>144,280</u>	<u>131,321</u>
TOTAL FUNDS CARRIED FORWARD		<u>123,625</u>	<u>16,500</u>	<u>140,125</u>	<u>144,280</u>

The notes form part of these financial statements

Good Morning Project Limited

STATEMENT OF FINANCIAL POSITION 31 March 2021

	Notes	Unrestricted fund £	Restricted fund £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Tangible assets	9	6,400	-	6,400	2,215
CURRENT ASSETS					
Debtors	10	11,921	3,154	15,075	23,863
Cash at bank and in hand		<u>106,255</u>	<u>53,895</u>	<u>160,150</u>	<u>156,598</u>
		118,176	57,049	175,225	180,461
CREDITORS					
Amounts falling due within one year	11	(951)	(40,549)	(41,500)	(38,396)
NET CURRENT ASSETS		<u>117,225</u>	<u>16,500</u>	<u>133,725</u>	<u>142,065</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>123,625</u>	<u>16,500</u>	<u>140,125</u>	<u>144,280</u>
NET ASSETS		<u>123,625</u>	<u>16,500</u>	<u>140,125</u>	<u>144,280</u>
FUNDS	12				
Unrestricted funds				123,625	144,280
Restricted funds				<u>16,500</u>	-
TOTAL FUNDS				<u>140,125</u>	<u>144,280</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- 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.

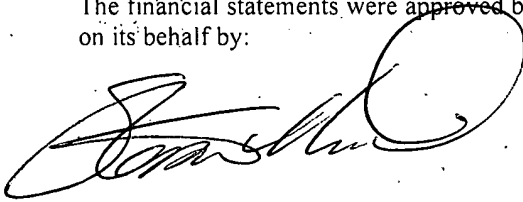
The notes form part of these financial statements

Good Morning Project Limited

STATEMENT OF FINANCIAL POSITION - continued
31 March 2021

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 23 June 2021 and were signed on its behalf by:

A handwritten signature in black ink, appearing to read 'S Maule', with a large circular flourish at the end.

S Maule - Trustee

The notes form part of these financial statements

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS For The Year Ended 31 March 2021

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 2019)', 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 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 2021

2. DONATIONS AND LEGACIES

	2021	2020
	£	£
Grants	<u>268,206</u>	<u>257,142</u>

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - continued For The Year Ended 31 March 2021

2. DONATIONS AND LEGACIES - continued

Grants received, included in the above, are as follows:

	2021	2020
	£	£
Glasgow City Council-Integrated Grant Fund	44,302	88,604
Glasgow City Council-Communities Fund	19,577	-
Glasgow City Council-Scot. Govmt.Addressing Future Need	7,500	-
Hugh Fraser Foundation	-	5,000
The Tudor Trust	32,000	-
Glasgow City Council-COVID Grant Funding	3,600	-
GCVS-Supporting Communities	20,000	-
Robertson Trust	20,000	-
Henry Smith Charity	33,000	33,000
Other grants	-	-
	7,568	2,940
Bellahouston Bequest Fund	-	3,000
Lord Provost of Glasgow Fund	-	300
Pears Foundation	-	10,000
Charles Hayward Foundation	-	5,000
Christa Mary Hendrie Trust	500	3,000
Garfield Weston Foundation	-	15,000
Endrick Trust	-	3,000
Souter Charitable Trust	-	2,000
Albert Hunt Trust	-	2,000
Trades House of Glasgow	-	5,000
Kitwalk	560	5,045
Winter Social Wellbeing Fund	4,000	500
Corra Henry Duncan	-	5,000
Dallas McMillan	-	8,253
February Foundation	-	5,000
J & JR Wilson Trust	2,000	2,000
W A Cargill	2,000	2,000
Mickel Trust	-	2,000
MEB Charitable Trust	1,000	1,000
Miss I F Harvey Trust	-	2,000
Mr & Mrs William Donald	2,000	2,000
Gordon Fraser Charitable Trust	-	1,000
Swire Trust	-	2,500
Nimar Charitable Trust	-	1,000
Wellbeing for Longer Fund	40,000	40,000
Corra Wellbeing	4,000	-
E Gosling Trust	5,000	-
Schroder Trust	5,000	-
The Kells Trust	3,000	-
The 29th May Charitable Trust	3,000	-
Fondation Scotland Covid 19	8,599	-
	<u>268,206</u>	<u>257,142</u>

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - continued For The Year Ended 31 March 2021

3. OTHER TRADING ACTIVITIES

	2021	2020
	£	£
Fund raising & donations	<u>12,039</u>	<u>10,200</u>

4. INVESTMENT INCOME

	2021	2020
	£	£
Deposit account interest	<u>83</u>	<u>87</u>

5. NET INCOME/(EXPENDITURE)

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

	2021	2020
	£	£
Depreciation - owned assets	6,342	3,305
Other operating leases	<u>14,238</u>	<u>14,028</u>

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 31 March 2021 nor for the year ended 31 March 2020.

7. STAFF COSTS

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

	2021	2020
	18	17
Management and staff	<u>18</u>	<u>17</u>

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

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - continued For The Year Ended 31 March 2021

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	90,538	166,604	257,142
Other trading activities	10,201	(1)	10,200
Investment income	87	-	87
Total	100,826	166,603	267,429
EXPENDITURE ON			
Charitable activities			
Charitable activities	87,867	166,603	254,470
NET INCOME	12,959	-	12,959
RECONCILIATION OF FUNDS			
Total funds brought forward	131,321	-	131,321
TOTAL FUNDS CARRIED FORWARD	144,280	-	144,280

9. TANGIBLE FIXED ASSETS

	Fixtures and fittings £	Computer equipment £	Totals £
COST			
At 1 April 2020	3,128	16,158	19,286
Additions	-	10,527	10,527
At 31 March 2021	3,128	26,685	29,813
DEPRECIATION			
At 1 April 2020	2,888	14,183	17,071
Charge for year	240	6,102	6,342
At 31 March 2021	3,128	20,285	23,413
NET BOOK VALUE			
At 31 March 2021	-	6,400	6,400
At 31 March 2020	240	1,975	2,215

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - continued For The Year Ended 31 March 2021

10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Other debtors	11,483	21,011
Prepayments and accrued income	3,592	2,852
	<u>15,075</u>	<u>23,863</u>

11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	1	-
Accruals and deferred income	15,000	16,500
Accrued expenses	26,499	21,896
	<u>41,500</u>	<u>38,396</u>

12. MOVEMENT IN FUNDS

	At 1.4.20 £	Net movement in funds £	At 31.3.21 £
Unrestricted funds			
General fund	144,280	(20,655)	123,625
Restricted funds			
Restricted	-	16,500	16,500
TOTAL FUNDS	<u>144,280</u>	<u>(4,155)</u>	<u>140,125</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	56,348	(77,003)	(20,655)
Restricted funds			
Restricted	223,980	(207,480)	16,500
TOTAL FUNDS	<u>280,328</u>	<u>(284,483)</u>	<u>(4,155)</u>

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - continued For The Year Ended 31 March 2021

12. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.4.19 £	Net movement in funds £	At 31.3.20 £
Unrestricted funds			
General fund	131,321	12,959	144,280
TOTAL FUNDS	<u>131,321</u>	<u>12,959</u>	<u>144,280</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	100,826	(87,867)	12,959
Restricted funds			
Restricted	166,603	(166,603)	-
TOTAL FUNDS	<u>267,429</u>	<u>(254,470)</u>	<u>12,959</u>

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

	At 1.4.19 £	Net movement in funds £	At 31.3.21 £
Unrestricted funds			
General fund	131,321	(7,696)	123,625
Restricted funds			
Restricted	-	16,500	16,500
TOTAL FUNDS	<u>131,321</u>	<u>8,804</u>	<u>140,125</u>

Good Morning Project Limited

NOTES TO THE FINANCIAL STATEMENTS - continued For The Year Ended 31 March 2021

12. MOVEMENT IN FUNDS - continued

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	157,174	(164,870)	(7,696)
Restricted funds			
Restricted	390,583	(374,083)	16,500
TOTAL FUNDS	<u>547,757</u>	<u>(538,953)</u>	<u>8,804</u>

13. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2021.