



support | advocacy | education
for mental illness

Annual Report 2024



Shine supports and educates individuals, family members and communities impacted by mental illness and stigma.



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Organisation Information

Title: Annual Report for 01/01/2024 to 31/12/2024

Schizophrenia Association of Ireland
t/a Shine

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Social Media: @ShineOnlineIE

Company number: CRO 70462

Charity Registration Number: 20011512

CHY No. 6380

Independent Auditors: Azets Audit
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Bankers: Bank of Ireland, Lower
Drumcondra Road, Dublin 9

Solicitors: Gore & Grimes, Cavendish
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Shine's Story

Our Purpose

Shine, legally incorporated as the Schizophrenia Association of Ireland, is a company limited by guarantee, operating under the Companies Act 2014 and a Registered Charity working within the framework of the Charities Regulator.

The organisation, established in April 1979, is dedicated to upholding the rights and addressing the needs of individuals affected by mental illness through the provision of high-quality services and the continuous improvement of their quality of life.

Shine's constitution outlines several core objectives, including:

- Providing and maintaining day centres, workshops, and other facilities for people affected by mental illness
- Conducting research, educating the public, and influencing public opinion on mental health
- Supporting and training individuals involved in the care and treatment of those experiencing mental health challenges
- Raising funds through lawful means to support its activities
- Collaborating with governmental and non-governmental bodies with aligned objectives.

Shine is governed by a Board of Directors, which can include both elected and co-opted members. Directors serve terms of up to three years, with a maximum of two consecutive terms before a break is required.

Shine works on a membership model set out in our constitution.

Originally established to provide advocacy and support for people living with schizophrenia, the organisation has since broadened its scope to address a wide range of mental health conditions. Since the 1970s, the work has continuously evolved to meet the changing needs of the community, ensuring its services remain relevant and impactful.

Shine has expanded its reach by developing innovative programmes, increasing public awareness, and advocating for systemic change in mental health care. The organisation has played a crucial role in reducing stigma, enhancing service accessibility, and empowering individuals with lived experience to have a voice in shaping policy and practice.

Schizophrenia Association of Ireland rebranded as Shine in 2009. The name change aimed to reflect the organisation's broader focus beyond schizophrenia, encompassing support for people affected by all mental health conditions, including their families and supporters.

Shine's commitment to destigmatising mental illness has been a driving force behind initiatives such as the Green Ribbon campaign (estd. 2010) and our Workplace Programme (estd. 2012), which have grown over the years, increasing its impact. Similarly, Shine's media programme (estd. 2007), has played a critical role in promoting responsible and informed reporting on mental health and suicide. Shine remains committed in its mission to provide support, reduce stigma, and drive meaningful change in mental health care across Ireland.

Mission, Vision and Values

Our Mission

We specialise in supporting and educating individuals, family members and communities impacted by mental illness and stigma.

Our Vision

A more compassionate Ireland where those affected by mental illness and stigma are supported and included in all aspects of society.

Our Values

Courage

Amplify the voice of lived experience, influence and embrace change, and ensure diversity of thought and inclusivity.

Compassion

Act with passion and care using a non-judgemental, empathetic, and respectful approach.

Collaboration

Encourage and include all voices, from our service users and supporters through to our colleagues.

Integrity

Foster an environment of trust by doing what we say we will do, in an inclusive, respectful, and transparent way.

Innovation

Create an environment that encourages best practice and reflective thought that culminates in new ways of thinking and acting regarding mental illness.

Delivering on our key objectives

Shine delivers on its mandate through three main approaches: support, education and advocacy. We do this by providing access to mental health support for people with lived experience of mental illness, their family members and supporters; delivering on stigma reduction through evidence-based approaches, and advocacy and research.

Our services

Support

For lived experience, family and supporters:

- Information and support
- One to one
- Groups
- Media clinics
- Carter Journalism Fellowships

Advocacy

- Green Ribbon stigma reduction campaign
- Ambassador Programme
- Media monitoring
- The Voice Platform
- The Reference Group
- Mental Health Media Awards

Education

- Media training
- Workplace training
- Recovery Education
- Research



Chairperson's Statement



Our annual report 2024 is an important milestone in our work at Shine. It highlights the commitment, dedication, and support of our staff, Board of Directors, beneficiaries, stakeholders, members, funders, donors, supporters, and the wider community.

It allows us the opportunity to talk about our great achievements to deliver on Shine's mission but also to address the challenges that impacted delivery.

I am proud of the significant achievements that we delivered on in 2024. Year on year, we can see that the work done on a daily basis is reflective, considered and serves to ensure that we can meet increasing demand by using our resources as effectively and efficiently as possible.

At the heart of this work is a commitment to those that experience mental illness, and their families and supporters. They inspire us to keep working to deliver quality frontline services and at the same time work to educate people on this issue in order to remove stigma in workplaces, the media, in our communities and in Irish society. Of course, at the heart of delivering on this work is our focus upon good governance and an informed strategic view. We have a strong Board and leadership team that work hard to ensure that Shine is run well. Their commitment to this is to be commended.

2024 was the second year of delivering on our strategic plan 'Empowering Voices, Driving Change Strategic Plan 2023-2025'. This plan committed to delivering under three strategic pillars: (1) One Shine: A Strong National Identity; (2) A People-Centred Approach, and (3) Quality Services, Research and Advocacy. This year, the fruits of our labour became more evident.

As part of our 'One Shine' pillar of our strategy, we undertook a significant rebranding project, with the new identity being gradually unveiled in late 2024.

We continued to evolve our work to ensure a people-centred approach, and our frontline services adapted to increased demand. We grew our opportunities to put the voice of people with lived experience and their family members at the heart of policy, research and national or local conversations. Many projects were rolled out this year that improved both the internal and external experiences of our services. This work all serves to deliver on our agreement to live by our values of courage, compassion, collaboration, integrity and innovation.

We are very lucky with the calibre of staff that work in Shine. Their passion for this important work is key. We are attracting highly skilled and talented candidates to work with us. However, we are challenged by the limitations of the salaries that our main funder, the HSE, places upon us and this is impacting retention.

We had staff leave us this year for employment in organisations that include the HSE, and the demands associated with replacement and the impact on capacity due to this, is notable.

There are many factors that impact our ability to deliver services, but key to this is the challenge in securing additional funding. We are focusing on what we do well, and opportunities to grow this. However, many grants or funds require the development of pilots or novel services. We want to offer a consistent quality of services across Ireland, and we are struggling to access funding to do this. It is important that we do not have a postcode lottery when it comes to accessing mental health services. We have used our own reserves to fill gaps, but this is not sustainable. Our staff are our resource and funding for posts is key to enabling service delivery.

This, coupled with the fact that many of the issues associated with stigma remain, means that there is significant demand for our work. Our work to reduce stigma through the media, workplaces and communities is key to ensuring that people seek support earlier and thus recover quicker. It also means that by ensuring good understanding of mental illness, people will have better and more informed conversations and reach out for help and support.

For 2025, the team at Shine are looking forward to building on all that has been achieved in recent years by improving infrastructure, updating models to ensure best practice, and continuing to deliver high quality mental health services.

In line with good governance practices, the Board regularly reviews skill mix and the needs of the organisation. As part of this process we were delighted to welcome Nicola Teevan, Marian Dowling and Valerie Shaw to the Board of Shine in 2024.

It is an honour to act as Chair of Shine and work with staff and volunteers in such an important organisation.

I believe Shine is in a strong position to continue to have a significant impact on those affected by mental illness for many more years to come.

I am grateful to all those who have supported Shine in the past year. Your contributions have made a real difference to the lives of numerous individuals struggling with mental health challenges.



Joe Houghton
Chairperson

CEO Statement

2024 was a year of resilience, transformation, and strategic progress for Shine. As demand for our services continued to rise, we adapted and innovated to meet the needs of individuals and families affected by mental illness.



However, this has not been without challenges. The complexity of the cases we support has deepened, requiring enhanced service delivery while working within the constraints of existing resources.

One of the most pressing challenges this year is the fact that our service funding remains dependent on local agreements with the HSE, leading to inequitable access to mental health supports across Ireland. We continue to advocate for a more consistent funding model to ensure that all individuals, regardless of location, can receive the support they need. Recognising our limited internal fundraising capacity, we prioritised the recruitment of a dedicated fundraising specialist who will join us in early 2025 to diversify and strengthen our income streams.

Despite these challenges, 2024 was a year of significant achievements, particularly in advancing Shine's strategic priorities and ensuring that we continue to deliver high-quality, person-centred mental health supports. I am immensely proud of our dedicated and passionate team, whose commitment has been instrumental in navigating this period of transformation.

Key Achievements in 2024

1. Strengthening our stigma reduction work

- Green Ribbon Campaign: We undertook a comprehensive review and restructure, leading to broader public engagement and stronger advocacy messaging
- Workplace Programme: Initiated a full review of the 6-Step Programme to ensure it meets the evolving needs of employers and employees
- Ambassador Programme: Expanded and restructured, ensuring a balance of experienced and new voices to strengthen our mental health advocacy efforts.

2. Driving Change in Media Representation

Mental Health Media Programme: Grew significantly through:

- A revamped monitoring model to improve effectiveness
- Expanded training and education for journalists
- Continued success of the Mental Health Media Awards and Carter Foundation Fellowships.

These initiatives have led to more responsible reporting on mental illness and suicide, contributing to a broader cultural shift.

3. Frontline Services

- Increased demand for services prompted a focus on development and review of our education and support groups
- Support Group Facilitator Framework updated, improving quality and consistency in peer support
- Shine's Recovery Teams strengthened their community engagement and standardised best practices, ensuring high-quality, safe, and accessible services
- Established ongoing service quality improvement processes to ensure fidelity, consistency, and value for money.

4. Amplifying the Voice of Lived Experience

- The Voice Platform, Ambassadors, and Reference Group continue to shape policy, research, and service development
- We remain committed to ensuring that this work is done ethically, authentically, and with lasting impact.

Internal Developments and Organisational Growth

- Infrastructure and Staff Capacity: Shine's biggest internal challenge remains staffing constraints in central functions, affecting our ability to scale operations
- ICT and Change Management: While we have made substantial ICT improvements, implementing these changes requires significant staff input, which can be challenging alongside increased service demand
- Rebranding and Communications: Successfully completed and began the roll out of Shine's new branding, strengthening our visibility and engagement
- Strengthening Internal Operations: Enhanced finance and administrative processes to ensure effective service delivery.

Looking Ahead to 2025

As Shine moves forward, we remain focused on:

- Securing sustainable funding to expand our reach and standardise services nationwide
- Enhancing staff capacity in key areas, including fundraising and ICT infrastructure

Despite ongoing challenges, Shine continues to evolve and innovate, and our mission remains clear—to empower and support those with lived experience and their relatives/supporters, challenge stigma, and drive meaningful systemic change.

I extend my deepest gratitude to our staff, partners, stakeholders, and supporters for their unwavering commitment to Shine's work. Together, we can create a more compassionate Ireland for all those affected by mental illness.



Nicola Byrne
CEO

Treasurer's Report

Shine is committed to strong governance and financial transparency. Implementing a robust governance framework to ensure compliance with all necessary regulations, including the preparation of externally audited financial accounts and adherence to best practices in financial management.



Shine's 2024 income was generated through a combination of HSE funding, philanthropic contributions, fundraising initiatives, and grant support. The majority of our funding still comes from the HSE and we have identified the need to diversify our funding supports.

We successfully increased our total income in 2024, and key investments were made in frontline service provision, technology improvements, and the continued expansion of our stigma reduction initiatives.

There was a net deficit of €42,473 (2023 deficit: €149,392). Income of €2,582,818 (2023: €2,535,535) shows an increase of €47,283. It relates mainly to the increase in HSE income in line with the Workplace Relations Commission (WRC) pay agreements. Expenditure of €2,625,291 represents a decrease of €59,636 over 2023 mainly due to staff vacancies. The balance sheet at year-end shows net assets of €2,415,827 (2023: €2,458,300), a reduction of €42,473.

The results for the financial year and position of the company are set out in the statement of financial activities and the balance sheet from pages 48 to 63.

Sincere thanks to all our funders and donors. A special thank you to those who provided pro bono support, goods at reduced costs, and professional expertise, which has been invaluable in helping us maximise our resources.

A handwritten signature in black ink that reads 'S Sweeney'.

Suzanne Sweeney
Treasurer

Our 2024 Achievements

Shine's 2024 Impact: Key Numbers & Achievements

Community Recovery Services:
Supporting Individuals & Families

963
people accessed Shine's Information & Support service (+41.2% increase)

574
people with lived experience sought support (+48.3%)

389
family members & supporters accessed services (+31.9%)

193
individuals received one-to-one recovery support (+48.5%)

1,156
total people availed of Shine recovery supports (+42.4%)

Peer & Social Support

654
peer support group sessions held (+17.4%)

359
individuals enrolled in peer support groups (+97.3%)

212
family members attended relative support groups (+96.3%)

138
social group sessions held in North Dublin (+600%)

Digital & Communications Reach

1,357
social media posts (vs. 413 in 2023)

536,513
social media impressions (+119,513)

24,638
website visitors

Community Engagement & Stigma Reduction

237

community events hosted
(+263%)

10,834

people reached at community
events (31x increase)

600,000+

Green Ribbons distributed for
stigma reduction

100+

corporate Green Ribbon
partners

274,888

social media impressions
during Green Ribbon
campaign



Media & Advocacy Impact

3,107

media items monitored for suicide-
related reporting standards

200

entries received for the Mental Health
Media Awards (+2 new categories)

45+

initiatives influenced by
The Voice Platform

12

media clinics held for journalists

4

Sharing the Vision
Reference Group
workshops held



Education & Workplace Programme

339

individuals trained in media
reporting on mental health

41

workplace
workshops delivered



36

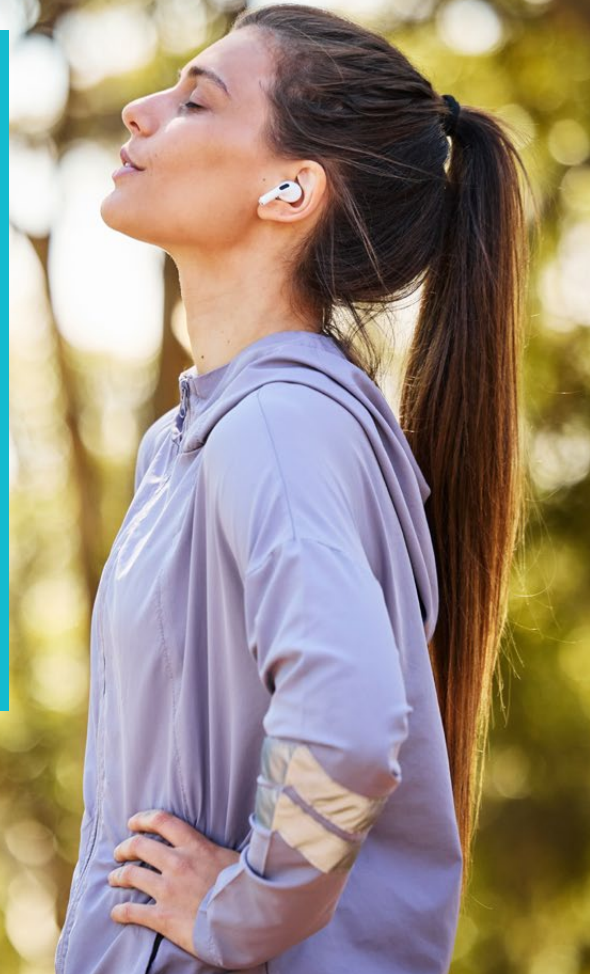
recovery education courses
run (+400%)

414

people attended
recovery courses



Shine's impact in 2024 reflects its growing reach, commitment to mental health advocacy, and dedication to reducing stigma across Ireland."



Making a Lasting Impact

Shine is committed to delivering sustainable change in mental health advocacy, support and education. By focusing on long-term service improvements and stronger partnerships, we continue to build an organisation that not only addresses immediate needs but also contributes to systemic change in mental health awareness and care.

Our journey continues in 2025, as we work to ensure a stronger, more inclusive approach to mental health support in Ireland.

We Support

Our Community Recovery Services Support

In 2024 we experienced significant growth in the number of people availing of our Information and Support and our One to One Recovery Planning appointments. The largest increase is from people with lived experience. Overall, we have seen an increase in demand of 42%.

Category	2023	2024	% Change
Total Clients through Information & Support	682	963	+41.2%
People with Self-Experience	387	574	+48.3%
Family Members/supporters	295	389	+31.9%
One to One service	130	193	+48.5%
Total people availing of Information and Support or One to One	812	1156	+42.4%

Information and Support

Our Information and Support service offers timely assistance to individuals and family members and supporters of those affected by mental illness. We provide accessible information and support from experienced team members who understand the complexities of mental health.

Our goal is to enhance knowledge and understanding in mental health recovery, local mental health and community resources, and individual rights under relevant policies and legislation.

Those in need can access our service via phone on 01 8601610, text 086 0407701 or email info@shine.ie, Monday to Friday, 9am–5pm.

This service signposts both internally and to partner providers in the statutory and voluntary sector as appropriate. It can also support people over several sessions to ensure the issues are resolved.

Increases in demand in 2024 meant we were able to deliver less capacity internally and so we signposted more to partner organisations. In 2024, 963 people availed of this service. This resulted in an average of 3 per person (2.8) sessions availed of. This increase from 682 to 963 is concerning (+41.2%) as we have not had an increase in funding from the HSE to match the demand.

We are also noticing an increase in complexity of issues arising and these are taking more time per session compared to last year. We have seen an increase in our signposting to other agencies compared to last year. However, most people availing of our services either had their issue resolved or were referred internally for more support (466, 17%).

Who contacted us for Information and Support services?

Although demand increased overall, there was a slightly more increased demand for services from people with lived experience. However, the split remains in the arena that two-thirds of people accessing our service have lived experience and one-third are family members/supporters.

Category	2023	2024	% Change
People with Self-Experience	387 (57%)	574 (60%)	+48.3%
Family Members/supporters	295 (43%)	389 (40%)	+31.9%
Total people	682	963	



One to One Supports: Individual Recovery Planning Support (IRPS)

Shine delivers an evidence-based, strengths model approach to recovery key working support, assisting individuals in reclaiming and transforming their lives. It involves identifying, securing, and sustaining the necessary personal and environmental resources for independent living in the community.

This type of support is appointment-based and tailored to the individual's needs, offering assistance in planning, navigating, and taking action on their recovery journey. This support is available to people with personal experience of mental illness and relatives or people who support them (supporters).

We work with people affected by a variety of mental illnesses who report that they have received diagnoses that include schizophrenia, psychosis, personality disorder, anxiety, obsessive compulsive disorder, depression and bipolar disorder. We often work with those that experience severe and enduring mental illness. The delivery of recovery key working support is flexible, accommodating the unique experiences and needs of people accessing the service. We have experienced significant growth in new clients and recovery appointments (+48.5%).

Category	2023	2024	% Change
People Accessing 1:1 Planning	130	193	+48.5%

Peer Led Support Groups

Shine offers safe and recovery-oriented community-based peer support groups for individuals living with mental illness and separate groups for family members and supporters.

These groups support recovery, combat isolation, reduce stigma, and enhance feelings of connectedness, hope, identity, meaning, and empowerment. They are facilitated by paid external peer facilitators who have personal lived experience or staff and are trained in recovery and our groupwork models. Investment in this work has meant higher engagement across all groups.

Category	2023 (Enrolled/ Sessions)	2024 (Enrolled/ Sessions)	% Change
Peer Support Groups	182	359	+97.3%
Relative Support Groups	108 / 55	212 / 111	+96.3% /+101.8%

In North Dublin our funding is slightly different to the rest of the country and as part of this agreement we offer social groups. Demand for this service has also increased significantly in 2024.

Category	2023 (Enrolled/ Sessions)	2024 (Enrolled/ Sessions)	% Change
Social Groups (Dublin)	15/23	79 / 138	+526%/ +600%

Community Engagement

We work continuously with our colleagues in the voluntary and statutory sectors with the aim of providing care to the individual with self-experience of a mental health difficulty and family members, supporting them in their own person-centred recovery journey.

This can involve referrals from one agency to another, or working in collaboration with another agency or committee on a project that is focused on raising awareness of mental health issues and supports in the community. As part of our community engagement, Mental Health Recovery Support Workers are involved in:

- Liaison with all agencies to refer and receive referrals
- Engagement with these and other agencies within the Statutory, Community and Voluntary sectors, to continue to grow an agreed understanding of recovery and the rights of people with mental health difficulties and their families
- Awareness raising and education on recovery orientated services
- Advocacy for both the family and individuals with self-experience of mental illness
- Identification and capacity-building for families and individuals with self-experience.

With the presence of our Mental Health Recovery Support Workers (MHRSWs) on the ground, engaging with our partners in the HSE Mental Health Services and community and voluntary sector, we saw an increase in awareness of Shine's services in the community and a corresponding increase in engagement with those services.

In 2024 our MHRSWs engaged with regional mental health units and forums, ROSPS, Family Resource Centres, Recovery Colleges, Traveller group initiatives, Local Authority Integration Teams local branches of the National Learning Network, Adult Education Network, Tusla, Simon, Alone, Mental Health Ireland's 'Hello How Are You' campaign, Mental Health Alliance, Connecting for Life, Social Prescribers, Hearing Voices Network Ireland and Sports and other local Partnerships, as well as hospitals, care centres and clinics.

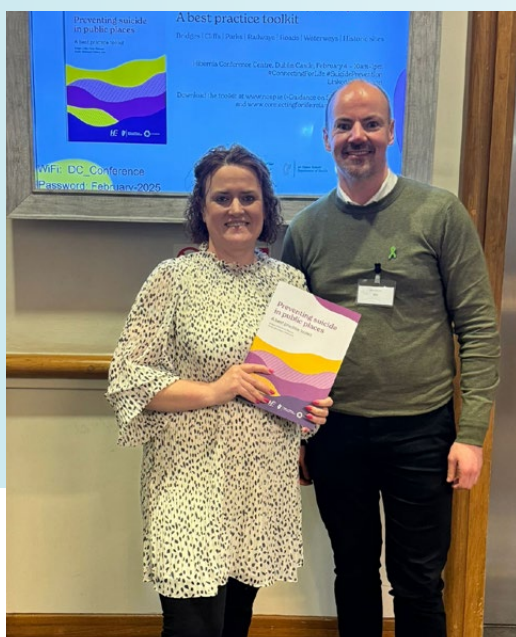
In addition, Shine's MHRSWs organised events and participated in others specifically for the Green Ribbon Campaign last year.

We experienced significant growth in participation in community events. This is aligned to the strategic development of the organisation towards "One Shine". All staff got behind green ribbon events across the country and throughout the year.

Social media activity

In support of, and to raise awareness of our Peer Support Groups, Shine's Communications division produced and disseminated 119 targeted posts about the groups by year end.

These generated over 35,581 impressions, reaffirming commitment to supporting those affected by mental illness and stigma.



Supporting Media

Addressing stigma in the media

In order to bring about change in how mental illness is perceived by the public and society, it is necessary to foster and promote an ethos of responsible reporting and representation of mental illness in media.

Our media programme, formerly known as Headline, but transitioning under our rebrand in late 2024 to become known as the Shine Media Programme, is a specially designated national programme managed and operated by Shine with a focused team that works to encourage, support and assist the media in achieving this.

Shine's Media Programme works collaboratively with the media, and through media monitoring, education, research and support, aims to:

- Reduce the media's effect of suicide contagion in Ireland
- Improve representations of mental health experiences in the media
- Improve Irish audiences' understanding of mental health experiences
- Reduce the stigma and discrimination associated with mental health challenges
- Promote accurate and responsible coverage of mental health-related issues, including suicide and mental illness, in accordance with international media guidelines.

We do so by identifying challenges faced by journalists and producers in writing, reporting and commenting on stories of mental illness, and aim to provide useful resources and workable solutions.

Media Clinics

Our Drop-in Media Clinics provide journalists and media professionals with expert guidance on responsible and accurate mental health reporting. These sessions offer a confidential space where media professionals can seek advice on language use, ethical considerations, and best practices when covering mental health stories.

In 2024, the clinics continued to support journalists in navigating complex topics with sensitivity and accuracy.

By offering tailored feedback and resources, Shine helps ensure that mental health reporting contributes to reducing stigma and misinformation while promoting informed public discourse. The initiative strengthens collaboration between the media and mental health sector, fostering a culture of responsible storytelling that upholds the dignity of those with lived experience.

12

No. of Drop-In sessions
& consultations



The Rosalynn Carter Fellowship for Mental Health Journalism in Ireland

In 2023, Shine's Media Programme, formerly known as Headline, partnered with The Carter Center in the US to deliver Ireland's first ever fellowship in Mental Health Journalism.

The annual fellowship offers Irish media professionals an outstanding opportunity to produce a unique and funded mental health project and to join a community of international fellows, experts, and like-minded professionals.

Fellows receive a generous stipend, US based training, networking opportunities, and access to top experts and resources in mental health and journalism. These are the crucial resources needed to produce challenging, underrepresented and much needed mental health stories.

Our partnership with The Rosalynn Carter Fellowship for Mental Health Journalism continued in 2024. Outgoing fellows, Órla Ryan (The Journal) and Shauna Bowers (Irish Times) both completed their mental health reporting projects in 2024 with articles drawing particular attention to psychosis services.

In June 2024, new fellows, Brian O Connell (RTÉ Radio 1) and Claire Darmody (Newstalk) were announced. Fellowship projects continue to cover important mental health topics. Brian's work is focusing on dual diagnosis and the difficulties with mental health and addiction. Claire is exploring the impact of parental suicide on children through a series of sensitive reports.



Brian O'Connell
RTÉ - Multimedia Reporter

Through his project, Brian will explore the links between mental illness and addiction.

He aims to learn if services are adequately equipped to deal with changes in presentation of dual-diagnosis cases and how they could potentially reposition themselves to better handle such cases.

THE CARTER CENTER
Rosalynn Carter Fellowships for
MENTAL HEALTH JOURNALISM

Shine H



Claire Darmody
Newstalk - Senior Producer

“
Sadly there is still a lot of stigma attached to suicide. We know that primary school age children are more impacted by the loss, rather than how a death happened; at this age, they struggle to even understand death, let alone suicide.
”

THE CARTER CENTER
Rosalynn Carter Fellowships for
MENTAL HEALTH JOURNALISM

Shine H

Both outgoing and incoming Irish fellows, along with CEO Nicola Byrne and Shine Media Programme Lead Áine O'Meara, travelled to The Carter Center in Atlanta, Georgia, to present their work.

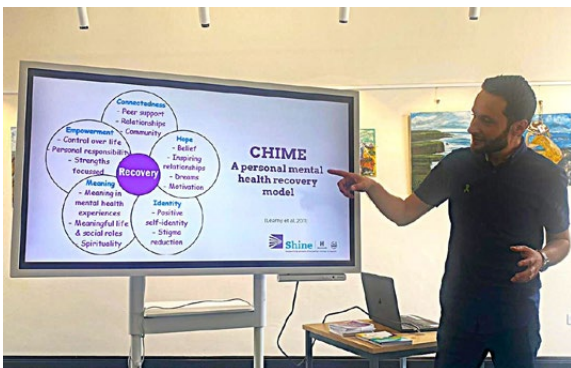


We Advocate

Shine continues to promote a human rights-based approach to mental health guided by the principles enshrined in the UN Convention on the Rights of Persons Living with Disability including a Person-Centred approach, Participation, Mental Health care based on Recovery and strong Community presence.

Our advocacy work focuses on amplifying the voices of lived experience to influence key debates, outcomes, and decision-making processes. This includes promoting influential participation in key initiatives and engaging in other relevant national advocacy efforts. Shine advocates for better services and national changes that will make a difference in the lives of people living with mental illness, their relatives/ supporters and the wider community. We know that this work will deliver better outcomes in key areas such as improving recovery rates and reducing suicide rates. We do this through our:

- National Green Ribbon Stigma Reduction campaign
- Ambassador Programme
- Voice Platform
- Hosting the Reference Group for the National Implementation Monitoring Group (NIMC)
- Mental Health Media Awards



National Green Ribbon Stigma Reduction Campaign



Shine has managed Ireland's National Stigma Reduction Programme since 2010. Known previously as See Change, following our rebrand which began in late 2024, it has now moved under the Shine identity.

Our annual Green Ribbon Campaign is an important part of our stigma reduction work. We know that mental health stigma remains a significant barrier to treatment and recovery for individuals and their families with mental illness. Stigma leads to discrimination, social exclusion, and a lack of support, exacerbating mental health problems and increasing the risk of loss to suicide.

We are dedicated to ending mental health stigma in Ireland, aiming to:

- Reduce stigma associated with mental illness and challenge discrimination
- Create an environment where people are more open and positive in their attitudes and behaviour towards mental health.

- Promote greater understanding and acceptance of, and support for, people with mental health problems, and
- Build communities where people with experience of mental health challenges are empowered to gain equality, respect, and rights.

While the campaign runs throughout the year, we have made September the focus month for most of our awareness-raising events and activities to drive conversations and actions that challenge societal norms and promote mental wellbeing. We promote the wearing of the green ribbon, a symbol of solidarity, encouraging us all to engage in open conversations and break down the barriers surrounding mental illness.



The Green Ribbon Campaign is Shine's largest and most high-profile annual campaign. It is a key opportunity for us to lead the way on stigma reduction around mental illness in Ireland. More than a campaign, we want it to become a social movement that highlights our shared responsibility to destigmatise mental health and foster a more compassionate and supportive society."

Nicola Byrne, CEO



Support for the Green Ribbon Campaign

The lead funder for the Green Ribbon Campaign is the National Office for Suicide Prevention (NOSP). We are also supported by donations from the St. John of Gods and the public.

Connecting for Life is Ireland's national strategy to prevent suicide. It is a cross sectoral strategy with 69 actions under seven strategic goals. The Green Ribbon Campaign strongly aligns to Connecting for Life Goal's 1 and 3.

- Connecting for Life Goal 1: To improve the nation's understanding of and attitudes to suicidal behaviour, mental health and wellbeing
- Connecting for Life Goal 3: To improve the implementation of effective approaches to reducing suicidal behaviour among priority groups

Our 2024 call to action was:

- Support inclusion by wearing a green ribbon
- Challenge stereotypes with knowledge
- Encourage others to join the movement.

Each year we seek to expand our Green Ribbon Campaign activity and elevate the campaign in the public consciousness. The level of ambition for the Green Ribbon Campaign 2024 was such that, for the first time, we required additional resources outside of our small Green Ribbon Campaign team, and so we enlisted staff from across the organisation to assist in organising and managing events and campaign activity. The contribution they made was invaluable in helping us to make our Green Ribbon Campaign 2024 Shine's most successful to date and made it a fully inclusive experience.

Green Ribbon Campaign 2024

We achieved a substantial uplift in activity for the 2024 campaign, with:



600,000+
Green Ribbons distributed



100,000+
wristbands delivered



3,000+
temporary tattoos placed



18,000+
Time to Talk Tea Packs distributed


- By Boots 3,000
- To community groups and partners 15,000+




Over 100
corporate Green Ribbon partners



165
Charity partners



83
Government, Semi State and local government partners



Daily Ambassador events



Endorsement from all political parties



Video from An Taoiseach



Our biggest campaign launch to date, hosted by Miriam O'Callaghan



Significant reach at large capacity events including Electric Picnic, the National Ploughing Championships and 3rd level freshers' weeks across Ireland



Key partner supporters included Irish Rail, Boots, AIB, Certá, Aldi, Revenue Commissioners, Barrys Tea and the Union of Students of Ireland (USI)



RTE broadcaster Miriam O'Callaghan at the launch of the 2024 Green Ribbon Campaign

Highlights were:



The Light Up Green campaign awareness raising initiative – with participation from Heuston Station, Athlone railway bridge, Dublin Airport and over 25 OPW sites and many businesses and local government building across Ireland



41

Corporate Green Ribbon Workshops delivered



63

Ambassador Green Ribbon talks delivered



15

CEO speaking at events/conferences on the Green Ribbon Campaign



Numerous events held in workplaces and community based events held in support of our aim to raise awareness of the campaign and encourage people to have open conversations around their mental health

For a full report on the 2024 Green Ribbon Campaign see [here](#)



View our Green Ribbon Campaign Launch 2024 video [here](#)





**Green Ribbon Campaign
social media activity**

Social media activity for Shine’s flagship campaign was substantially increased, driving impactful conversations around mental health and stigma. With 482 posts generating 274,888 impressions, 18,286 engagements, and 785 shares, the campaign successfully reached and mobilised a wide audience, reinforcing the importance of open dialogue and support.



Ambassador Programme

Shine's Ambassadors are people with lived experience of mental health difficulties, who volunteer and share their stories to foster a national conversation and help show the reality of living with mental illness.

Throughout 2024 Ambassadors continued to demonstrate leadership by sharing their stories of lived experience of mental illness and recovery; contributing through media engagement, actively participating in events and playing a pivotal role in the Green Ribbon Campaign and the Workplace Programme.

Our Ambassadors actively promote their work with Shine on social media and in local and national media as a means of working to reduce mental health stigma.

Interested in learning more about how to become a Shine Ambassador? Click here for information: [Ambassador Programme | Lived Experience | Shine](#)



The Voice Platform

At Shine, advocacy and research are central to our mission.

The Voice Platform is a key initiative that brings together individuals with lived experience, family members, and supporters to inform and influence mental health policy, services, and research.

Through participation in online policy discussions, media engagement and public events, members contribute valuable insights that shape national mental health strategies. We facilitate opportunities for members to take part in research projects, surveys, and advocacy efforts, ensuring their voices are heard at all levels.

Since its launch at the Shine Conference in May 2023, up to December 2024, Voice Platform members have participated in over 45 initiatives including:

- National Consultation Surveys:** Disability Payment, EIP National Survey, National Disability Strategy, Coimisiún na Meán Online video safety survey, National consultation on the Mental Health Act
- Pre-Budget campaign 2025:** We developed our prebudget submission using an animation artist to record a visual representation of the issues agreed by members of our Voice Platform. This was delivered to over 40 key stakeholders on 8th July, including Taoiseach, Tánaiste, relevant Ministers, Senators, TDs, Party Leaders and Members of the European Parliament
- Research initiatives:** European Federation of Associations of Families of People with Mental Illness (EUFAMI) – Oxford University research on psychosis, UCD Bipolar disorder and the use of money, Dialectical Behavioural Therapy with Limerick University, Gamian – EU research on speech based AI monitoring system for the prediction of relapse in individuals with schizophrenia
- Collaboration:** Green Ribbon, NOSP materials on suicide prevention, panelist in Mental Health Media Awards, Mental Health Reform Up-lift Campaign

- **Media engagement:** The Examiner, The Journal, The Irish Times. Furthermore, in February 2024, 10 members of The Voice Platform were trained in media skills by Narrate PR. Training included: media relations, key messages and talking points, maintaining confidentiality, social media etiquette, engaging with journalists
- Six members of The Voice Platform joined the Shine panel for our UCC Conference 'First, do Good' presentation in November 2024
- Leaders in Lived Experience conference MHR/ LinkedIn event (29th February) via Reference Group Chair and an Ambassador speaking on the programme
- We responded to consultations and requests for insights or opinions, ensuring the voice of people with lived experience was central, for example the National Disability Strategy and Adult Safeguarding Strategy.



My MHRSW was always kind and supportive, helping me to deal with the turmoil and distress of my son's illness, to help him on his journey as best as I could, to acceptance and hope for better days. I am so grateful for the help Shine gave me and my family during the past year. Thank you."

Reference Group for Sharing the Vision

Shine continues to host and act as the Secretariat for the Reference Group for Sharing the Vision, Ireland's national mental health policy. This group ensures that the principles of Sharing the Vision are implemented with the active participation of those with lived experience. By convening key stakeholders, we provide a structured and influential platform for dialogue between policymakers, service providers, and people directly affected by mental health challenges.

The National Implementation Monitoring Committee (NIMC) for Sharing the Vision Reference Group was set up in April 2022. We continued to host and coordinate the work of the Reference Group throughout 2024.

- We recruited for additional and diverse members to ensure greater presence of priority groups. 5 new members joined the group, bringing the total number of members to 19
- We coordinated 2 bi-annual Sharing the Vision monitoring reports
- We organised and hosted 4 Enhanced Communication and Sharing and Learning information workshops in collaboration with NMIC, the Department of Health (DoH) and relevant officials
- Reference Group members attended the first DoH conference on Sharing the Vision in Dublin Castle in January.

Shine Media Programme

Media Monitoring

Shine conducts comprehensive media monitoring of the portrayal of mental health and suicide in Irish media. This initiative aims to collaborate with media professionals across print, broadcast, and online platforms to reduce stigma and promote responsible reporting and accurate representation. We strive to foster more informed and compassionate public discourse around mental health.

During 2024 we developed an updated media monitoring model to allow for the creation of in-depth quarterly bulletins. This new model will enable more detailed analysis and categorisation of media monitoring.

Editorial Engagement

We track how responsive editors are to our requests to remove harmful content. We request removal only for the most concerning content, such as suicide methods, as building supportive relationships with media organisations is key to our approach.

Monitoring in 2024

2024 was our first year piloting a new media monitoring model designed to create efficiencies and capacity for deeper dives into the data. We changed from 24/7 monitoring to 3-weeks per quarter. Gaps in staffing slowed our progress across Q2 and Q3. New staff were trained in media monitoring by early Q4.

- In 2024, 3,107 suicide-related media items across print, online, radio and television were coded against the suicide reporting guidelines. One report was produced comparing 2023 Q1 data (713 items) with 2024 Q1 (718 items).
- It found 83.6% of 2024 Q1 items followed the suicide reporting guidelines. This compares to 85.1% in 2023 Q1 representing a proportional decrease in guideline adherence of 1% from 2023 Q1 to 2024 Q1.
- The most concerning trend in 2024 was the lack of helplines in content where it was needed. If helplines had been included, over 90% of suicide-related content would have adhered to the guidelines.

- There were 12 requests made to editors for the removal or amendment of harmful content. In each case, the content contained excessive details of a suicide method which could be used by readers for imitative purposes.
- 7 out of 12 requests were accepted and amended, 5 were ignored. 8 out of 12 requests related to post-judicial reporting (usually, inquests). 50% of these were accepted.
- 7 out of 12 requests related to a high-profile suicide. 4 out of 7 were accepted.
- 10 of the 12 requests were to different publications, meaning requests were made to a wide spread of outlets.
- Changes to the Press Council Code of Practice on suicide reporting in mid-2024 impacted how and if we contacted publications. Between June and October 2024, Shine made only one amendment request to a publisher.



Very helpful positive experience. Trusted my worker and the process. Wish I had known about this service much sooner."



Media Mental Health Awards

Our annual Media Mental Health Awards recognise excellence in media coverage of mental health difficulties, celebrating those whose work brings to light challenging stories of mental illness.

Expanded to include an additional category in 2024, the Refugee Mental Health Award, the awards highlight work from all media platforms across local and national media. The event also offers an opportunity for media and mental health professionals to see the value in working together, all for the benefit of Irish audiences and their improved understanding of mental health.

In 2024, we secured funding from Coimisiún na Meán to support this event. This increase in funding allowed us to increase capacity at the event, thereby increasing our stakeholder engagement. In late 2024, Coimisiún na Meán also confirmed additional funding for our 2025 Mental Health Media Awards.

We had a record number of entries for both the regional print and student categories. We attribute this to directly engaging with Local Ireland, a representative body for regional publications, and a poster campaign at third level colleges. For the first time, Griffith College, The Irish Sun, and Dublin Inquirer were featured among the winners.

This was also the first year of a new partnership with the UNHCR and the Irish Red Cross for the new Refugee Mental Health Reporting category. This partnership opened new audiences to us, highlighting the need for nuanced mental health reporting. This partnership will continue in 2025.

A full list of the 2024 shortlist and winners can be found [here](#).

The Awards in Numbers

- No. Of entries: **200** across 11 categories
- No. Of attendees: **175**
- No. Of Judges: **19**
- No. Of Sponsors/ Funders: **4**
- No. Of contractors used: **7**
- No. Of Shine staff working on event: **19**
- Key themes: Traveller mental health, rural isolation, online harm, refugee mental health.



A group of winning entrants at the 2024 Mental Health Media Awards. Back row from left to right: Shine CEO Nicola Byrne, Kate McDonald, RTE, Malachy Clerkin, Irish Times, Madeleine Masoudi, student winner from Griffith College, Dublin, Stephen Fernane, The Kerryman, Áine O'Meara, Shine Media Programme Lead, and Shine Awards MC Anton Savage. Front row, left to right: Eilish O'Regan, Irish Independent, Alan Bradley, documentary director, Michael Doyle, Irish Sun and Fiona Wynne, Irish Sun.



Social media activity for our Media Programme

133 impactful posts were created and distributed across our social media platforms. The campaign garnered 39,767 impressions positioning Shine as a key support for mental health journalism in Ireland.

Enabling Advocacy

In order to advance this work and advocate on behalf of Shine and the sector, our CEO Nicola Byrne continued her active membership of the National Clinical Programme for Early Intervention in Psychosis Implementation Advisory Group and in 2024 became a member of:

- The governmental cross departmental Steering Group for Connecting for Life Strategy
- The board of MHR (Mental Health Reform)
- The [National Dialogue Forum](#), representing the mental health Non- Governmental Organisation (NGO) sector.

In 2024 our CEO's speaking engagements at conferences, seminars and workshops included:

- The College of Psychiatry's Spring Conference on Equality, Diversity and Inclusion
- Irish Human Rights and Equality Commission (IHREC) Conference on Equality at Work: Promoting Socio-Economic Equality in Employment, 9th May 2024 in Dublin Castle
- Panellist in September at national Whole Family Mental Health and Recovery conference
- Panellist on Mental Health Reform webinar on Understanding the Proposed Changes to Mental Health Law
- ICSW Europe 2024 Scientific Seminar named "Mental Health – Human Rights and Participation" in Stockholm, Sweden.

To ensure that we are advocating for cohesive improvements in the sector, are up to date with national and international best practice and to learn from similar organisations, Shine is an active member of a number of key organisations, including:

- Charities Institute of Ireland (from whom we obtained triple-lock status in 2023)
- Global Anti-stigma Alliance (GASA)
- International Council on Social Welfare (ICSW)
- EUFAMI
- The Wheel
- Mental Health Reform

We Educate

Media training

We have developed training and workshops, aimed at both media professionals and students. An example is our freely accessible 'Reporting on Suicide and other Mental Health Challenges Workshop' and our new 'Working with Vulnerable Contributors Workshop'. These workshops aim to provide the confidence and skills necessary to report responsibly on mental health experiences.

The Media Programme is tasked with building an understanding of mental health reporting best practice among Irish media. We look at this from all angles – that of the media professionals themselves, the contributor who shares their story, and the audience.

Our Reporting on Suicide and Mental Health Workshop is delivered free of charge to media professionals and students of journalism or media and covers the guidelines for responsible reporting of suicide.

Our Working with the Media workshop is also delivered free of charge and supports contributors and mental health ambassadors to tell their stories in a safe way.

Our Working with Contributors workshop trains media professionals to work in a trauma-informed way with contributors who have experience of mental illness or trauma.

Our Workshops in numbers

- Total number of attendees: **339**
- Total number of workshops: **25**
- Student workshop: **23**
- Professional workshops: **4**
- Ambassador workshops: **2**
- Total number of universities: **13**
- CHO areas covered: Areas 2, 3, 4, 5, 6, 7, 8, and 9 (in-person workshops only)

Feedback & Evaluation

Student workshop:

"I understand the suicide reporting guidelines."

Number of students who disagreed:

- Before workshop: **155**
- After workshop: **1**
- Increase in understanding of **99%**

"I feel confident reporting on topics containing themes of suicide"

Number of students who disagreed:

- Before workshop: **91**
- After workshop: **1**
- Increase in confidence of **99%**

"I feel confident reporting on topics containing themes of mental illness"

Number of students who disagreed:

- Before workshop: **53**
- After workshop: **2**
- Increase in confidence of **96%**

"I am confident in identifying appropriate services that audiences at risk could be referred to"

Number of students who disagreed:

- Before workshop: **61**
- After workshop: **1**
- Increase in confidence of **98%**

Professional workshop:

Of those who completed the feedback form:

- 100% would recommend this training to a colleague
- 100% stated that the training was relevant to their work
- 100% felt confident in their ability to report on stories containing suicide themes

Mental Health Ambassadors:

Of those who completed the feedback form:

- All respondents reported feeling more informed on what to expect in the interview process
- 100% agreed the information was clear and easy to understand
- 100% said they had a better understanding of how to share their stories responsibly with the media

Two presentations were also delivered to the 2024 Carter Fellowship group which included journalists from around the world. One incorporated aspects of our Working with Contributors workshop, while the other was on journalists' own mental health.



Workplace Programme

The workplace is a key setting for social change to take place around attitudes to mental health challenges and since 2012 we have been delivering a six-step workplace programme across Ireland. The workplace programme helps facilitate a cultural shift in workplaces, supporting employers and employees to feel comfortable and secure in starting discussions about how mental health can affect each one of us.

Shine's 6-Step Workplace Programme is a structured initiative designed to support organisations in fostering a mentally healthy and stigma-free workplace. Previously known as the See Change Workplace Programme, this evidence-based framework helps employers create environments where employees feel safe, valued, and empowered to discuss mental health.

The programme guides workplaces through six key steps: commitment, assessment, action planning, implementation, monitoring, and sustainability. Organisations receive practical tools, training, and resources to embed positive mental health practices and reduce stigma at all levels. By engaging staff, leadership, and key stakeholders, Shine ensures that workplaces not only meet best practice standards but also cultivate lasting cultural change.

In 2024, Shine increased the programme's reach, working with diverse industries across Ireland to promote meaningful conversations and proactive mental health support.

Feedback from participating organisations highlights the programme's impact in improving workplace well-being, fostering inclusion, and strengthening policies around mental health.

- **47** workshops booked
- **41** workshops delivered
- **517** attendees
- Number of leads or engagements for workshops: **208**
- **40** leads worked up for workplace programme
- **20** new companies engaged in talks about stigma reduction in the workplace
- Attended **2** national workplace conferences to give presentations on the workplace programme.



Nicola Byrne, CEO of Shine, presenting a completion certificate from Shine's Workplace Programme to An Post's Commercial Director of Retail, Jason Byrne, alongside Heather Lowry, Head of Talent & Organisation Development at An Post

Recovery Education

Shine has several recovery education programmes tailored specifically for people affected by mental health difficulties and family members. These programmes are co-produced with experts with lived experience, either as an individual or family affected by mental illness. Courses offered are:

- **Taking Control:** A workshop designed for individuals to explore practical ways of facing life’s challenges while maintaining physical and mental well-being.
- **Finding My Way:** An 8-session, co-produced course by Shine and individuals with self-experience, focused on enhancing personal recovery through experiential learning, peer support, and self-advocacy.
- **Exploring My Way:** A 10-session, co-produced course developed by Shine staff and family members, aimed at supporting relatives in their own recovery journey while navigating the challenges of supporting a loved one.

We continue to deliver our recovery education programmes. We will need additional resources to be able to meet demand. Each course had an average attendance of 11 participants in 2024.

Courses Delivered	2023	2024
Taking Control	3	30
Finding My Way	3	3
Exploring My Way	2	2
Total	9	36
Attendees	100	414

Research

Research, Policy, and Innovation in the Media

We have developed as a global leader in media and mental health practices, leading innovative research and developing evidence-based methods for improved representation and reporting of mental health experiences. We also contribute to national and international policy development relevant to our work.



I would highly recommend Shine to others.”

Media Research & Policy

Our Media Programme made two key national policy submissions related to mental health in the media.

Online Safety Code

Following initial submissions in 2023 on Coimisiún na Meán’s planned Online Safety Code, the Media Programme in 2024 raised serious concerns with the proposed Code. Shine’s response to the Draft Code was highly critical of the ‘light-touch’ regulation proposed and made recommendations for improvements. We also signed a joint letter with a coalition of other relevant NGOs expressing our concern.

The two key concerns were:

- The exclusion of adults in the protections against online harms related to suicide and other mental health challenges
- Social media users' rights to protect themselves against content pushed through the recommender feed feature, which they deemed harmful to their mental health recovery.

The first recommendation was met in full in the final Online Safety Code, the second recommendation was somewhat met, through the provision of the new Digital Services Act (DSA).

Code of Programme Standards

Following initial submissions in 2023 on Coimisiún na Meán's planned Code of Programme Standards, the 2024 Draft Code included many of Shine's recommendations. The recommendations were borne out of observations made from our media monitoring, namely gaps in current practices and concerning developing trends.

Following a resubmission in 2024 of our remaining observations and recommendations, all but one recommendation were included in the final published Code.

Our recommendations related to:

The broadening of suicide represented in programming to include 'suicide behaviours'

- The explicit direction to include immediate access to a helpline number (rather than a weblink)
- The inclusion of content causing 'harm' in the context of live programming
- The adoption of Article 21 of the Charter of Fundamental Rights of the European Union or the Equal Status Act 2000 as the basis for determining serious offense to individuals or groups and the basis for determining incitement to violence or hatred directed against groups or individuals

Roundtable and Conference on Media Reporting of Suicide

Shine partnered with the Department of Health, the National Office for Suicide Prevention, The World Health Organisation, and Samaritans on a special 2-day roundtable and conference on media reporting of suicide.

An overview of the current practices was presented by Media Programme Lead, Áine O'Meara, to stakeholders at the roundtable with detailed discussion on problematic elements of court reporting. International delegates unfamiliar with Shine's work were very interested in our programme model and other proactive initiatives we manage.

The conference highlighted key issues around lived experience contributions and ethical conflicts in suicide reporting. Delegates saw former Mental Health Media Award winners present on their work practices, as well as Shine staff and ambassadors.

Partnerships and Collaborations

We believe that collaboration is essential to achieving meaningful and lasting change. Shine partners with leading organisations in the mental health sector, academia, and advocacy groups to drive impactful research, produce influential publications, and deliver public events that foster dialogue and awareness. Our partnerships allow us to amplify the voice of lived experience in shaping mental health policy and practice.

In 2024 we:

- Led the annual national psychosis survey in partnership with Mental Health Reform and the HSE Early Intervention in Psychosis (EIP)
- Developed policy submissions and attended meetings with key parties in advance of the European and General elections
- Hosted a networking lunch and showcase event in conjunction with our Shine AGM. A presentation by Dr. Karen O'Connor focused on Shine's research partnerships
- Collaborated with PSI-STAR, DETECT, Dr. Brian O'Donoghue, UCD (University College Dublin) and other stakeholders to develop research. The study is currently called The Empathy Study: EEG-enhanced Precision Assessment of Youth Mental Health. (Dr. Keith Gaynor). Shine is the PPI (Public and Patient Involvement) partners in a number of important research programmes
- Partnership opportunities with RCSI explored in 2024 with a view to focusing on identified areas of need and/or using our information to improve services

Communicating our message in 2024

Shine's move in 2024 to a stronger digital emphasis in our marketing and communications enhanced our online presence across multiple platforms, conveying our key messages to a wider audience, expanding our reach.

Communications activity more generally also increased in 2024 to provide cross organisational support of all of Shine's programmes and services to advance our strategy and its aims. Major aims were to create a more cohesive brand and increase awareness of Shine's identity and our work. This included the creation of a new website under the Shine brand, the creation of a full suite of new assets and communicating the rebrand to all external stakeholders.

Internal Communications

We strengthened our internal communications to foster a positive, inclusive and cohesive workplace culture. Measures implemented to do this were:

- The compilation and content management of a monthly newsletter that encourages contributions from across the organisation
- Introduced and managed topics for monthly Town Hall meetings.

Communications achievements in 2024

- Social media posts: **1,357** (vs 413 in 2023)
- New social media subscribers: **1,964**
- Social media impressions: **536,513** (vs 417,000 in 2023)
- Website visitors: **24,638**
- Website engaged sessions: **14,773**
- Stakeholder engagement: **42**
- Pieces of individual media coverage: **7**

General Shine Content

Shine's digital presence remained strong throughout the year, with 272 posts generating 81,328 impressions. Through engaging and informative content, Shine continued to raise awareness, provide support, and foster conversations around mental health, ensuring our message reached and resonated with a wide audience.

Mental Health Awareness Days

Communications curated and disseminated 105 posts across digital platforms, resulting in 31,395 impressions.



MHRSW was excellent, very helpful, she has great personal skills, empathy and problem solving skills."

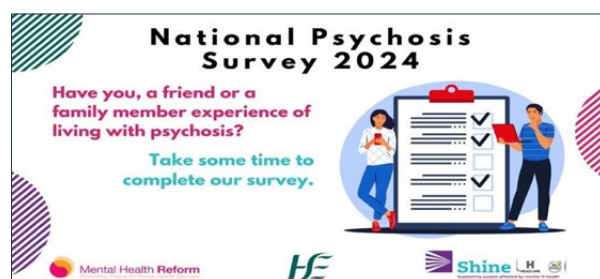


Early Intervention in Psychosis Survey 2024

Shine led on the compilation and distribution of the press release on behalf of Shine-Mental Health Reform-HSE EIP Programme for the launch of the 2024 EIP survey, which carried details of the 2023 survey results.

This was released to national media to mark World Schizophrenia Day on May 24th. It resulted in an interview on RTE's Drivetime programme with our CEO and Dr. Karen O'Connor on the subject of psychosis, why early intervention is so important, to speak about the survey and the 2023 findings and our CEO also highlighted Shine's broader services. See here, link to the interview: <https://www.rte.ie/radio/radio1/clips/22400583/>

We amplified messaging with a strong, combined Shine-MHR-HSE-EIP social media campaign, which continued at regular intervals up until the survey closed in early July. We supported this activity with additional Shine-led posts.



I find meeting with my MHRSW very beneficial in dealing with family member mental health issues."

An Overview of 2024 key achievements

A year of impact, growth, and advocacy for mental health

What Went Well

Expanded Reach & Impact

- +42.4% increase in people availing of frontline services
- +48.3% rise in demand from people with lived experience
- +48.5% growth in one-to-one recovery support uptake
- Peer support groups doubled, with relative support group attendance up 101.8%
- 400% increase in recovery education courses (from 9 to 36), reaching 414 attendees

Greater Community Engagement

- 600,000+ Green Ribbons distributed in Shine's largest stigma reduction campaign
- Community event attendance surged 3,095%, engaging 10,834 people
- 482 social media posts, generating 274,888 impressions and 18,286 engagements

Stronger Advocacy & Research

- Successfully influenced national policy, driving key changes in the Online Safety Code & Code of Programme Standards
- The Voice Platform engaged in 45+ advocacy initiatives, shaping mental health policies
- Hosted national & international conferences and roundtables, amplifying mental health dialogue

Enhanced Media & Public Education

- 339 journalists & students trained, with a 99% boost in guideline understanding
- 3,107 suicide-related media items monitored, with 12 amendment requests (7 accepted)
- Highest-ever Mental Health Media Awards entries, launching a new Refugee Mental Health Reporting category

What We Delivered

- 42.4% increase in service demand met, despite resource constraints
- 400% rise in recovery education courses, quadrupling attendance
- Stronger public awareness through major Green Ribbon & media engagement campaigns
- Policy & research impact at national & EU levels, influencing mental health legislation

Challenges Faced

- Resource Strain & Service Capacity: +42% increase in demand without additional funding
- More complex cases, requiring longer support sessions
- Capacity limitations impacted direct support outputs
- Media Monitoring Gaps: Staffing constraints slowed progress prior to the introduction of a new model

Looking Ahead – Our Next Steps

- Advocating for sustainable funding to meet service demand
- Expanding recovery support services to meet growing demand
- Strengthening policy influence to protect those with lived experience
- Building a stronger Shine community – Support us in making a difference!



I have only had 2 sessions with MHRSW to date but so far, find her excellent and just the connection I need right now."

Shine's governance

Governance

How we are governed

Our Constitution

A public company, Shine adheres to the regulatory requirements set forth by the Companies Act 2014 ensuring transparency and accountability in its operations. This structure enables Shine to effectively pursue its mission of supporting individuals affected by mental illness and their families across Ireland.

Our governance framework is anchored in the Shine Constitution, which outlines the principles, objectives, and governance structure of the organisation. The Constitution is periodically reviewed to ensure its alignment with regulatory requirements and best practices in governance.

To promote board renewal and diversity of perspectives, Shine adheres to a policy of limited board member tenure, as outlined above. We recognise the importance of fresh ideas and perspectives in driving organisational growth and sustainability.

In accordance with our Constitution, our Board directors serve terms of up to three years, with a maximum of two consecutive terms before a break is required. Membership is open to all, and the election process is designed to attract individuals who bring the diverse skills and perspectives essential for advancing our mission.

The Board's Strategic Role

The Board is entrusted with the strategic oversight of Shine, setting organisational direction, and ensuring the alignment of our activities with our mission, vision, and core values. Attendance at board meetings is a fundamental aspect of governance effectiveness. We maintain a robust system to monitor and track board member attendance, ensuring active participation and contribution to board deliberations and decision-making processes. As part of a thorough induction programme, each new board member receives an induction pack that includes a board manual and can access training to support their roles. In 2024 we updated the board manual and induction pack. Additional external training and support is offered on an ongoing basis.

The Board works closely with the CEO and senior leadership team to assess organisational needs, prioritise resources, and adapt to emerging challenges in the mental health sector. Through its subcommittees, (the Audit & Risk Committee and the Quality & Safety Committee) the Board ensures financial sustainability, operational excellence, and adherence to best governance practices.

Challenges in 2024

In 2024, Shine's Board navigated several strategic and operational challenges, reflecting both the organisation's growth and the increasing demand for services. A key governance challenge was ensuring continuity and stability as several long-serving Board members reached their maximum term and transitioned out, making way for newly appointed directors. While this transition brought fresh perspectives and expertise, it also required strong succession planning and knowledge transfer to maintain strategic momentum.

Governance Standards

Despite these challenges, the Board remained focused on upholding Shine's governance standards, ensuring financial sustainability, and driving forward the objectives of the strategic plan to expand services, enhance advocacy, and strengthen Shine's national impact. The Board used Charity Regulator guidance to review succession planning and assessed skills, diversity and sector demand to plan for recruitment. We benefitted from the support of organisations such as Board Match in carrying out this process successfully.

Succession planning discussions occur regularly at board meetings. Recognising the importance of leadership continuity, the Board instituted a robust succession planning process in 2024. We prioritised succession planning for key roles in order to mitigate risks associated with leadership changes and to sustain organisational resilience and long-term effectiveness. This process was instrumental in the seamless transition of key leadership roles, ensuring sustained organisational resilience and effectiveness.

Shine is committed to upholding the highest standards of governance in all of our operations to ensure transparency, accountability, and effectiveness.

The Board in 2024

In the fiscal year 2024, the Board convened ten times, addressing key challenges such as expanding service reach and enhancing funding strategies. Attendance is recorded in a table in the Board Section hereunder. Attendance records substantiate a high level of commitment, with attendance levels at 83%.

Our board members adhere to a strict code of conduct that requires disclosure of any potential conflicts of interest and recusal from related decision-making processes. This policy is regularly reviewed and was updated in 2023.

Shine's clear governance structures include specific governance subcommittees, including the Audit & Risk Committee and the Quality & Safety Committee, who provide additional oversight on financial sustainability, risk management, and service quality.

The Board oversees remuneration policies, ensuring that salary structures are equitable, compliant with governance standards, and reflective of Shine's financial position.

Executive and senior management remuneration is reviewed periodically to ensure it remains appropriate and aligned with sector norms, with all relevant details disclosed in our annual financial statements.

Risk Management

We have transitioned to a more targeted and structured approach to risk management, focusing on key organisational risks while ensuring greater clarity and responsiveness.

Our Audit & Risk Committee, chaired by Suzanne Sweeney, is a subcommittee to whom the Board delegates the crucial role of overseeing financial reporting, risk management, and internal controls within Shine.

Comprising directors and one external non-director with expertise in finance and risk management, the committee provides valuable guidance to the Board.

In 2024 Shine refined its approach to risk management to ensure a more effective and streamlined system. Our risk policies were reviewed and updated, providing a stronger governance framework to support proactive risk identification, assessment, and mitigation. This revised approach allows for a more accurate, considered, and strategic response to emerging risks.

Quality and Safety

In recent years, Shine also introduced the Quality and Safety Committee, chaired by Maurice Farnan, to ensure high standards of care and operational excellence. This committee oversees policy development, incident monitoring, risk management, staff training, and stakeholder engagement. Recent initiatives include safety audits and enhanced incident reporting systems.

Compliance

Shine is pleased to declare full compliance with the Charities Governance Code, through which the Charities Regulator sets out best practice standards for governance in the charitable sector. We are committed to continuous improvement and adherence to regulatory requirements to uphold public trust and confidence in our organisation.

We were pleased to receive Charities Institute Ireland Triple Lock status in 2024 which validates our ethical and transparent fundraising practices.

Digital Investment

Supporting our services through digital investment and support is important to progressing our work. On the IT front, significant work took place throughout the year on the development of our CRM and broader information architecture.

This included migration to an enhanced security management platform, and the deployment of new centrally managed hardware and software to all Shine staff which enables greater efficiency and effectiveness across all information management systems.

Shine Board of Directors



Joe Houghton – Chairman (Joined: 2023)

Chair of the Shine Board and a member of the NIMC (National Implementation and Monitoring Committee) Reference Group for the Govt. Mental Health Strategy. He is a past Chair of the Pieta House Board and has also served on the Board for The Wheel and Photo Ireland. Joe was a Samaritan for many years in the UK and also sits on the UCD Staff Mental Health Peer Support Panel. Outside of mental health, Joe is Programme Director for the Master's in Project Management at UCD Smurfit Graduate School of Business and runs a consultancy business delivering training on artificial intelligence, project management, and business communications. He has written 7 books on AI, photography, and project management.



Maurice Farnan – Vice Chairman (Joined: 2023)

Maurice joined the Shine Board in 2023, he has extensive experience working in Health Services in both the statutory and N.G.O. /Voluntary sectors. Maurice has a deep knowledge of both strategic and operational planning. Maurice has broad experience in delivering social inclusion services including addiction, services for victims of human trafficking, and for a wide range of services for marginalised groups. Maurice also has extensive experience in Mental Health having worked at regional and national levels in Mental Health Services. Maurice has a strong interest in digital health care and has delivered a range of digital and telehealth initiatives including the development of online mental health services, video-enabled care technologies, and remote patient monitoring.

Maurice holds an M.B.A. from University College Dublin, an M.Sc. in Management of Information Systems from Trinity College Dublin, and an M.Sc. in Digital Innovation from the Smurfit Business School, he also has legal training and holds several Graduate Legal Diplomas from the Honourable Society of the King's Inns.



Miriam Donohoe – Secretary (Joined: 2023)

Miriam has almost four decades of experience in media and communications and uses her skills to support building the profile of Shine. A journalist for 27 years, she has worked across many of the Irish newspaper titles including ten years on the staff of the Irish Times. Miriam moved into communications in 2009, establishing a PR agency MD Media before following her passion for international development by moving to work in the humanitarian aid sector. She is currently Head of Communications with Trócaire. Miriam is a graduate of the TUI journalism course and holds a Diploma in Newspaper Management from Scandinavian International Management Institute (SIMI).



Suzanne Sweeney – Treasurer (Joined: 2023)

Suzanne Sweeney is an experienced financial services professional with over 25 years' experience in the financial services industry and public sector in Ireland, she is currently Head of Strategy, Finance and Operations with the Strategic Banking Corporation of Ireland. Suzanne is a graduate of UCC and UCD and has a Master's in International Business Studies and a Master's in Digital Business.

Suzanne uses her financial skills to help our Board manage our finances and improve the efficiency of our services.



Gary Seery (Joined: 2023)

A Board member since 2023, Gary has over 24 years of experience working in technology. He has held IT leadership roles in manufacturing, distribution, telecoms, and software companies. Gary has led IT teams in Global companies, working with teams in Europe, the US, China, and India.

Gary has been heavily involved in many charitable initiatives for mental health charities in Ireland, including being an ambassador, fundraiser, and stigma fighter. He has completed many endurance events to raise much-needed awareness and funds for various Mental health charities, these charitable initiatives have seen him complete a run from Dublin to Belfast, 24-hour cycles, completing "The Race" Ireland's toughest endurance event, and traveling to the North Pole to complete a marathon there.



Nicola Teevan (Joined: 2024)

Nicola Teevan is a Chartered Director and experienced Independent Non-Executive & Executive Board Member. Nicola has held over 20 Board Positions on regulated and unregulated Boards, for profit and not for profit companies. She has extensive experience in Formulating Strategy, Finance, Risk Management, Investment Evaluation and ensures the highest standards of Corporate Governance and Compliance.

Nicola is an experienced COO in the Investment and Real Estate Industry, she has experience across all aspects of Corporate Operations including Acquisitions, Finance, Legal, Risk Management, Human Resources, Asset/Fund Management and Tax. An experienced leader, Nicola has a passion for helping and developing people to be the best they can be.

Nicola holds a Degree in Economics from Trinity College Dublin and is a qualified Chartered Director with the Institute of Directors.



Marian Dowling (Joined: 2024)

Marian Dowling is a Senior HR professional bringing over 20 years of domestic and international experience across Public and Private sectors. As an experienced leader, she has a notable track record of success across strategic and transformation agendas and is passionate about enabling people to achieve their full potential.

As a graduate of UCD and the Michael Smurfit School of Business, Marian holds a Bachelor of Arts, Higher Diploma in Business Studies and an MBA. She has also completed a Diploma in Corporate Governance with The Corporate Governance Institute.



Valerie Shaw (Joined: 2024)

Valerie Shaw is a qualified solicitor with over 25 years' experience as a trusted legal adviser. Valerie trained in Matheson, one of Ireland's leading law firms, where she worked for 17 years before moving in-house to the National Asset Management Agency.

Valerie's current role is Head of Dispute Resolution, where she advises on litigation and other legal issues as well as identifying and managing legal risks.

Valerie holds a Bachelor of Civil Law (UCD) and an LLM in Commercial Law (UCD), as well as a Diploma in Corporate Governance, a Diploma in Judicial Skills and Decision-Making and Certificates in Commercial Contracts and Technology Law.

Board attendance 2024

Board of Directors	Feb	April	June	August	Oct 5th	Oct 25th	Nov
Joe Houghton (Chairperson)	✓	✓	✓	✓	✓	✓	✓
Suzanne Sweeney (Treasurer)	✓	✓	✓	x	✓	✓	x
Maurice Farnan (Vice Chairperson)	✓	✓	x	✓	✓	✓	✓
Gary Seery	✓	x	x	x	✓	✓	✓
Miriam Donohue (Secretary)	x	✓	✓	x	x	x	✓
Nicola Teevan (appointed June 24)			✓	✓	✓	✓	✓
Marian Dowling (appointed Oct 24)					✓	✓	✓
Valerie Shaw (appointed Oct 24)						✓	✓
Mark Synott (resigned March 24)	✓						
Total	5	4	4	3	6	7	7

Audit & Risk Committee attendance 2024

ARC Members	Jan	April	July	Oct	Nov
Suzanne Sweeney	✓	✓	✓	✓	✓
Maurice Farnan	✓	✓	✓	✓	✓
Joe Houghton (attended for quorum)			✓		
Nicola Teevan (joined Oct 24)				✓	✓
Dan Roche (joined June 24)				✓	✓
Total	2	2	3	4	4

Dan Roche is currently the only non-executive member of a Shine committee.

Quality and Safety committee

Q&S Members	May 10th	May 31st	July	Sep
Maurice Farnan	x	✓	✓	✓
Nicola Teevan	✓	✓	✓	✓
Total	1	2	2	2

Volunteers

Volunteers are integral to Shine’s mission and their dedication enhances our capacity to deliver impactful programmes and extend our reach within the community.

Volunteer Roles and Contributions

Our volunteers engage in various capacities, including:

- 1. Ambassadors in our Stigma Reduction work: These volunteers actively work to challenge and change negative perceptions surrounding mental health through public speaking, workshops, and community engagement. They are very important as we know that when people with lived experience tell their story, it has a significant impact in reducing stigma.
- 2. Members of the Reference Group and the Voice Platform: Serving as advisors, these individuals provide valuable insights and feedback on our services and initiatives, ensuring they align with the needs of those we support and the public.
- 3. Event Support Volunteers: By assisting at events like Electric Picnic, volunteers help increase our outreach and capacity, facilitating broader community interaction and awareness.

To ensure our volunteers are well-equipped and supported, Shine provides comprehensive training, clear policies and guidelines and regular communication.

Our volunteer recruitment strategy is driven by identified organisational needs, focusing on attracting individuals whose skills and passions align with our mission.

We value retention highly, recognising that experienced volunteers bring depth and continuity to our work. To foster long-term commitment, we offer opportunities for growth such as training to support the role and to cultivate a supportive community environment.

Join our Volunteer Team

As we continue to expand our efforts, the need for dedicated volunteers grows. We invite individuals passionate about making a difference in mental health to join us, contribute their unique talents, and become part of a community striving for positive change. We are grateful for the commitment of our volunteers and look forward to welcoming new members to our team. To learn more about becoming a volunteer, go to: [Become a Volunteer](#).

Volunteer Engagement Overview

Volunteer engagement in 2024:

Volunteer Role	Number of Volunteers	Key Activities
Ambassadors in Stigma Reduction	25	Public speaking, workshops, community engagement
Reference Group Members	14	Providing feedback, advising on services and initiatives
Voice Platform Members	50+	Putting the voice of lived experience at the heart of research, service planning and conversations
Event Support Volunteers	26	Assisting at events, increasing outreach and capacity

Note: The numbers above reflect active volunteers as of December 2024.

Our Staff

The work of Shine was conducted by 34 staff in 2024 and was supported by the services of 51 external contractors, 48 of whom provided professional facilitation services to Shine support and education groups.

The make-up of employees includes a staffing establishment of 29.8 whole time equivalent staff, comprised of 11 part-time staff and 22 full-time staff.

Throughout the year, we said farewell to 11 leavers, welcomed back 4 staff who returned from maternity leave and conducted 25 recruitment campaigns, which produced 15 new engagements in 2024, three of which were external contractors supporting time-bound projects.

Six of the recruitment campaigns of 2024 related to the hiring of 6 staff who started at the beginning of January 2025.

Additional HR activity included the procurement and configuration of a new HRIS platform, roll-out of staff engagement surveys, delivery of organisational and departmental-level training, and a reconfiguration of our policy and procedure framework, including a comprehensive refurbishment of risk management and health and safety policies and procedures.

Shine's Leadership Team



Nicola Byrne, CEO: ceo@shine.ie

Nicola has a strong background in the statutory and voluntary sector. With almost 30 years of experience in the field, Nicola has a proven track record of delivering successful projects and programmes that positively impact communities.

Nicola's expertise lies in programme and portfolio management, as well as change management, social research, mental health, and training and continuing education. As CEO of Shine, Nicola is responsible for the overall management, control, and operation of the organisation.

Prior to this role, Nicola held several senior positions in the HSE and other charitable organisations. She was also a member of the Mental Health Commission and is a registered Social Worker. She has degree in Social Studies, a Masters in Applied Social Research and a Masters in CBT.



Caitríona Fitzpatrick, Head of Programmes and Services: cfitzpatrick@shine.ie

Caitríona is with Shine since 2023. Prior to joining Shine, she worked in the private sector as Managing Director in a public affairs consultancy and before that, was a Special Advisor in Government for over a decade. She is currently undertaking a Doctorate in Social Policy in Maynooth University, is on the Board of NISIG and volunteers with a number of other organisations.

Caitríona is a keen outdoor enthusiast as a runner, hiker, and walker, CrossFit and reformer Pilates. She is an Irish speaker with a keen interest in the language and music.



Elaine Curtis, Finance Manager: ecurtis@shine.ie

Elaine is a highly skilled Finance Manager with over 25 years' experience working in both the NGO sector and private practice. She qualified as a member for Certified Public Accountants in 1998. Working in Shine since 2007, she oversees the financial operations and strategic budgeting processes to support the organisation's mission of promoting mental health. She works closely with leadership and other departments to ensure efficient allocation of resources, financial transparency, and sustainability, enabling the organisation to provide vital mental health services to individuals and communities.

Passionate about the intersection of finance and social impact, Elaine uses her expertise to strengthen the organisation's ability to achieve its goals while maintaining financial health.

In addition to financial management, she is committed to helping Shine navigate financial challenges and opportunities, ensuring the long-term success of its vital work in mental health support, advocacy and education.

In addition, Elaine received a Diploma in Human Resource Management with the Institute of Public Administration in 2013. She is passionate about staff welfare and fostering a positive working culture at Shine.

Outside of her busy work schedule she is a member of Waterstown Warriors running club and enjoys running on a weekly basis with her biggest achievement to date been the completion of the Dublin City Marathon in 2019.



Mark O'Brien, Head of Operations: mobrien@shine.ie

Subsequent to a career in the commercial sector, Mark has since spent many years in the charity sector, working with a wide variety of organisations in roles relating to project management, strategic development and operational scaling.

Having initially joined Shine in 2023 as Head of Systems and Infrastructure, he subsequently moved into the Head of Operations role, which includes oversight of HR, IT, Administration, Facilities, Risk and Security functions.

Outside of work, Mark has a love of the great outdoors, as well as live music. (which he tries to combine wherever possible!) As an active member of his community, Mark enjoys volunteering with both local and international charities, and is also a strong advocate of continuous learning, having recently graduated with post-graduate certificates in Healthcare Innovation, as well as Change Management and Leadership.



Ellen Lynch, Communications and Engagement Manager: elynch@shine.ie

Ellen joined Shine in 2024. After a long career in print and broadcast media, she worked in Communications in IDA Ireland for over ten years; in the roles of Regional Communications, Press and PR Executive and Press and PR Manager. She has also worked as a senior Communications Consultant.

Ellen has a degree in journalism and further qualifications in Public Relations and Crisis Communications.

Outside of work her interests include current affairs, cinema and theatre, reading and creative writing.

Challenges and Future Plans

In 2024, Shine experienced unprecedented growth in demand for our services, highlighting both the critical need for mental health support and the limitations of existing resources. Key challenges included:

- **Increased demand without matching funding:** A 42% rise in people accessing our services was not accompanied by an equivalent increase in external funding, straining our ability to meet needs effectively
- **Greater Complexity of Cases:** Service users presented with more complex mental health challenges, requiring longer and more intensive support, impacting overall service capacity
- **Resource Constraints Affecting Direct Support Outputs:** Despite the surge in demand, the number of support sessions, follow-up appointments, and internal referrals declined, reflecting capacity limitations rather than reduced need
- **Media Monitoring & Advocacy Challenges:** Staffing gaps and a transition to a new monitoring model delayed media analysis, though improvements were made later in the year
- **Stigma & Public Awareness Barriers:** While Shine made significant strides in raising awareness, challenges persist in ensuring sustained engagement, particularly within workplaces and underserved communities.
- **Strengthening Policy & Research Impact:** Building on our advocacy successes, we will continue working with national and EU policymakers to influence mental health legislation and service provision
- **Enhancing Media Monitoring & Public Awareness:** We will refine our media monitoring approach, advocating for responsible reporting and launching new campaigns to further destigmatise mental illness.

By addressing these challenges and advancing our strategic priorities, Shine remains dedicated to ensuring that everyone affected by mental health challenges receives the support, respect, and services that they deserve.

Shine's services reached a record number of individuals in 2024, reflecting the growing demand for mental health support and the trust placed in our organisation. This year, we provided assistance to 1,156 people through our frontline services, a 42% increase from 2023. Additionally, through our advocacy, media training, and public awareness initiatives, Shine has positively impacted thousands more across Ireland.

Looking ahead, Shine is committed to strengthening our impact by addressing these challenges through targeted actions:

- **Advocating for increased funding:** We will actively engage with policymakers and funders to secure sustainable financial support that reflects the rising demand for services
- **Expanding service capacity:** By recruiting additional staff and enhancing training, we aim to reduce wait times and ensure that individuals receive timely, high-quality support
- **Scaling Recovery Education & Peer Support:** With the success of our recovery education programmes and peer groups, we plan to expand access nationally to reach more people in need of these services



I am ever so grateful and cannot express how helpful, supportive my MHRSW has been to me on this journey."

Finances

Income and Expenditure



Statement of Financial Activities

(incorporating an income and expenditure account)
for the year ended 31 December 2024

	Note	2024 Restricted Funds €	2024 Unrestricted Funds €	2024 Total €	2023 Restricted Funds €	2023 Unrestricted Funds €	2023 Total €
Income From:							
Donations and legacies	3	-	34,045	34,045	34,769	163,338	198,107
Charitable activities	4	2,548,773	-	2,548,773	2,337,428	-	2,337,428
Total		2,548,773	34,045	2,582,818	2,372,197	163,338	2,535,535
Expenditure On:							
Charitable activities	5	2,567,372	-	2,567,372	2,601,778	-	2,601,778
Other	7	-	57,919	57,919	83,149	-	83,149
Total		2,567,372	57,919	2,625,291	2,684,927	-	2,684,927
Net income/ (expenditure)		(18,599)	(23,874)	(42,473)	(312,730)	163,338	(149,392)
Taxation	10	-	-	-	-	-	-
		(18,599)	(23,874)	(42,473)	(312,730)	163,338	(149,392)
Transfers	14	129,249	(129,249)	-	254,919	(254,919)	-
Net movement in funds		110,650	(153,123)	(42,473)	(57,811)	(91,581)	(149,392)
Reconciliation of funds							
Total funds brought forward	14	895,861	1,562,439	2,458,300	949,220	1,658,475	2,607,695
Total funds carried forward	14	956,008	1,459,819	2,415,827	895,861	1,562,439	2,458,300

There were no recognised gains and losses for 2024 or 2023 other than those included in the statement of comprehensive income.

All income and expenditure derive from continuing activities.

Balance Sheet

as at 31 December 2024

	Notes	2024 €'000	2023 €'000
Tangible Fixed Assets	11	-	-
Current Assets			
Debtors	12	101,603	305,749
Cash at bank and in hand		2,404,089	2,230,377
		2,505,692	2,536,126
Creditors Amounts falling due within one year	13	(89,864)	(77,826)
Net Current Assets		2,415,827	2,458,300
NET ASSETS	14/15	2,415,827	2,458,300
FUNDS OF THE CHARITY			
Restricted funds	14	956,008	895,861
Designated funds	14	1,388,202	1,501,764
Unrestricted funds	14	71,617	60,675
Total Funds		2,415,827	2,458,300

The financial statements were approved and authorised for issue by the Board of Directors on Friday 30th March 2025 and signed on its behalf by:



Joseph Houghton
Director



Suzanne Sweeney
Director

Statement of Cash Flows

as at 31 December 2024

	Notes	2024 €'000	2023 €'000
Cash flows from operating activities			
Net cash from operating activities	23	173,712	(329,784)
Cash flows from investing activities			
Net cash from investing activities		-	-
Cash flows from financing activities			
Net cash from financing activities		-	327,071
(Decrease) / Increase in cash and cash equivalents		173,712	(2,713)
Cash and cash equivalents at beginning of year		2,230,377	2,233,090
Cash and cash equivalents at end of year		2,404,089	2,230,377

Notes to Financial Statements

for the year ended 31 December 2024

1. ACCOUNTING POLICIES

The significant accounting policies and measurement bases adopted are summarised below. They have all been applied consistently throughout the financial year and to the preceding year.

General Information and Basis of Accounting

In accordance with Section 1180(8) of the Companies Act 2014, the company is exempt from including the word "Limited" in its name. The company is limited by guarantee and has no share capital whose registration number is 70462. The address of the registered office is Block B, Maynooth Business Campus, Maynooth, Co. Kildare. The nature of the company's principal activities is set out in the Directors' report.

The financial statements have been prepared in accordance with 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2014.

Schizophrenia Association of Ireland T/A Shine – Supporting People Affected By Mental Ill Health has prepared its financial statements in accordance with the formats provided for in the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" in accordance with the Financial Reporting Standard applicable in the UK (which has been recognised as best practice for financial reporting by charities in Ireland) and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), issued by the Financial Reporting Council, and the Companies Act 2014.

The functional currency of Schizophrenia Association of Ireland T/A Shine – Supporting People Affected by Mental Ill Health is Euro because that is the currency of the primary economic environment in which the company operates.

Going Concern

The Company's forecasts and projections, taking account of reasonable possible changes in performance, show that the organisation will be able to operate within the level of its current cash and investment resources. The Board have a reasonable expectation that the organisation has adequate resources to continue in operational existence for the foreseeable future. Thus, they continue to adopt the going concern basis of accounting in preparing the annual financial statements.

Incoming Resources – Donations and Legacies

Donations and Legacies is represented by donations, gifts and legacies and are included in full when received

Incoming Resources – Charitable Activities

Grants receivables are recorded as income on receipt, in addition to any agreed funding from the HSE for the current year as per the service level agreement.

All income is recognised once the Charity is entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

To the extent that income is received in advance, it is deferred and recognised in the relevant financial year for which services for these subscriptions or fees are given.

Notes to Financial Statements

for the year ended 31 December 2024

1. ACCOUNTING POLICIES (continued)

Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably.

The salaries of staff involved in charitable activities, fundraising activities, management, and administration are apportioned across those three expenditure categories on a reasonable, justified, and consistent basis.

Governance costs are defined as costs related to the general running of the organisation as an entity as opposed to the direct management functions inherent in generating funds and include audit and accountancy, legal and professional fees.

Funds Accounting

Restricted Funds

Restricted funds represent donations, legacies, grants, and other income received, which can only be used for those purposes that have been specified by the donor or grant making institutions.

Designated Funds

Designated funds represent donations which have been designated by the Board for specific purposes.

Unrestricted General Funds

Unrestricted funds represent amounts which are expendable at the discretion of the Board in furtherance of the objectives of the charity. Such funds may be held in order to finance working capital or capital investment.

Taxation

The Company is exempt from corporation tax due to its charitable status.

Fixed Assets and Depreciation

Fixed assets are recorded at cost.

Depreciation is provided to write off the cost of the assets to their residual value of nil, over their estimated useful lives. The rates of depreciation are as follows:

Fixtures and fittings	10% straight line
Equipment	10% straight line
Computers	25% straight line

The assets' residual values, useful lives and depreciation methods are reviewed, and adjusted prospectively if appropriate, or if there is an indication of a significant change since the last reporting date.

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount and are recognised in profit or loss.

Retirement benefits

Pension benefits for employees are met by payments to a defined contribution pension fund. Contributions are charged to the Statement of Financial Activities (incorporating an Income and Expenditure Account) in the financial year in which they fall due.

Notes to Financial Statements

for the year ended 31 December 2024

1. ACCOUNTING POLICIES (continued)

Operating Lease

Operating lease rentals are charged to the Statement of Financial Activities (incorporating an Income and Expenditure Account) in the financial years which they are paid.

Financial Instruments

Financial assets and financial liabilities are recognised when the company becomes a party to the contractual provisions of the instrument.

Financial liabilities are classified according to the substance of the contractual arrangements entered into.

(i) Financial assets and liabilities

All financial assets and liabilities are initially measured at transaction price (including transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a finance transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the company transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the company, despite having retained some significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled, or expires.

Balances that are classified as payable or receivable within one year on initial recognition are measured at the undiscounted amount of the cash or other consideration expected to be paid or received, net of impairment.

Cash and cash equivalents

Cash and cash equivalents in the balance sheet comprise cash at bank and in hand and short-term current asset investments.

Current asset investments comprise cash deposits and are measured initially at the cash amount on deposit and subsequently at the cash amount expected to be received.

Impairment of assets

Where there is objective evidence that recoverable amounts of an asset are less than its carrying value the carrying amount of the asset is reduced to its recoverable amount resulting in an impairment loss. Impairment losses are recognised immediately in the Statement of Financial Activities, with the exception of losses on previously revalued tangible fixed assets, which are recognised in other comprehensive income to the extent of any previously recognised revaluation increase accumulated in reserves, in respect of that asset.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be reliably measured or estimated reliably. Creditors and provisions are normally measured after allowing for any trade discounts.

Notes to Financial Statements

for the year ended 31 December 2024

2. INCOME

Income represents funding grants received and receivable from the HSE, National Lottery donations, ESF funding, FÁS, fund-raising events, membership fees, charitable donations, bequests, interest receivable and other income. All income wholly arises in the Republic of Ireland.

There are no unfulfilled conditions and other contingencies attached to grants that have been recognised in income. There have been no other forms of government assistance from which the charity has directly benefited.

3. DONATIONS AND LEGACIES

	Restricted €	Unrestricted €	2024 Total €	2023 Total €
Donations, corporate donations and regular giving	-	34,045	34,045	198,107
Legacies and bequests	-	-	-	-
	-	34,045	34,045	198,107

In 2023, of the total income from donations and legacies, €163,338 was to unrestricted funds and €34,769 was to restricted funds.

4. ANALYSIS OF INCOME FROM CHARITABLE ACTIVITIES

	Restricted €	Unrestricted €	2023 Total €	2022 Total €
HSE projects and grants	2,364,777	-	2,364,777	2,286,278
Other projects and grants	183,996	-	183,996	51,150
	2,548,773	-	2,548,773	2,337,428

Income of €2,548,773 (2023: €2,337,428) shows an increase of €211,345 relating mainly to the increase in HSE income in line with Workplace Relations Commission (WRC pay agreements).

In 2023, of the total income from charitable activities, €NIL was to unrestricted funds and €2,337,428 was to restricted funds.

5. EXPENDITURE ON CHARITABLE ACTIVITIES

Activity	Programme Costs €	Direct Salary Costs €	Support Costs (Note 6) €	Total 2024 €	Total 2023 €
Direct provision of self-help groups	102,938	667,515	575,473	1,345,926	1,170,137
Specific informal training and education	14,680	177,046	152,633	344,359	358,324
General awareness raising	333,349	291,999	251,737	877,085	1,073,317
	450,967	1,136,560	979,843	2,567,370	2,601,778

In 2023, of the total expenditure on charitable activities incurred, €NIL was to unrestricted funds and €2,601,778 was to restricted funds.

Notes to Financial Statements

for the year ended 31 December 2024

6. ANALYSIS OF SUPPORT COSTS

	2024 €	2023 €
Charitable activities:		
Staff and related costs	625,041	721,498
Rent and premises costs	188,870	184,478
Other costs	165,932	139,927
Depreciation	-	4,426
Total	979,843	1,050,329

7. OTHER EXPENDITURE

	Restricted €	Unrestricted €	2024 Total €	2023 Total €
Governance	-	57,918	57,918	83,149

In 2023, of the total other expenditure incurred, €Nil was to unrestricted funds and €83,149 was to restricted funds.

8. EMPLOYEES AND REMUNERATION

The average monthly number of persons employed by the company during the financial year was 33 (2023: 33) and is analysed into the following categories:

	2024	2023
Management	5	4
Administration and support	3	2
Charitable activities	25	27
	33	33

	2024 €	2023 €
The aggregate remuneration comprised of:		
Wages and salaries	1,461,440	1,439,856
Social insurance costs	153,057	156,191
Other retirement benefit costs	44,850	43,690
Life assurance	7,490	6,248
Life assurance	-	10,687
External Contractor	49,016	-
	1,715,853	1,656,672

The directors serve on the board in a voluntary capacity and received no fees or remuneration for their time spent carrying out these duties.

Notes to Financial Statements

for the year ended 31 December 2024

8. EMPLOYEES AND REMUNERATION (continued)

The number of employees whose salaries (excluding employer pension contributions) were greater than €60,000 were as follows:

	2024 Number	2023 Number
€60,001 – €70,000	1	1
€70,001 – €80,000	3	2
€80,001 – €90,000	-	-
€90,001 – €100,000	-	-
€100,001 – €110,000	1	1
€110,001 – €120,000	-	-

Key management compensation

During 2024, total management remuneration costs (Gross plus Employers PRSI and pension) of our key personnel, Chief Executive Officer was €118,010 (2023: €111,408) the remaining key personnel Finance Manager, Head of Human Resources & Governance, Head of Operations, Head of Programmes and Services were €315,043 (2023: €284,168) The decrease relates to change of personnel throughout the year.

9. NET INCOME/ EXPENDITURE

	2024 €	2023 €
Net expenditure is stated after charging:		
Directors' remuneration	-	-
Depreciation	-	4,426
Operating lease rentals – premises	172,200	158,001

10. TAXATION

The Association is exempt from Corporation Tax due to its charitable status.

Notes to Financial Statements

for the year ended 31 December 2024

11. TANGIBLE FIXED ASSETS

	Waterford Premises €	Fixture and Fittings €	Equipment €	Computers €	Total €
Cost:					
At 1 January 2024	-	10,318	2,398	6,710	19,426
Disposals	-	(10,318)	(2,398)	(6,710)	(19,426)
At 31 December 2024	-	-	-	-	-
Accumulated depreciation:					
At 1 January 2024	-	10,318	2,398	6,710	19,426
Charge for the financial year	-	-	-	-	-
Disposals	-	(10,318)	(2,398)	(6,710)	(19,426)
At 31 December 2024	-	-	-	-	-
Net Book Value:					
At 31 December 2024	-	-	-	-	-
At 31 December 2023	-	-	-	-	-

12. DEBTORS: Amounts falling due within one year

	2024 €	2023 €
Grant debtors (Note 19)	62,991	263,790
Sundry debtors (Note 19)	19,420	19,140
Prepayments and other debtors	19,192	22,819
	101,603	305,749

13. CREDITORS: Amounts falling due within one year

	2024 €	2023 €
Trade creditors (Note 19)	23,060	16,268
Other creditors (Note 19)	12,201	15,614
Accruals	17,670	18,145
Taxation - PAYE/PRSI	36,933	27,799
	89,864	77,826

Notes to Financial Statements

for the year ended 31 December 2024

14. FUNDS OF THE CHARITY

	Balance 01/01/2024 €	Income €	Expenditure €	Funds Transfer €	Balance 31/12/2024 €
Restricted Funds					
Regional Programmes	613,745	1,763,408	1,800,626	27,338	603,865
Donations	-	500	500	-	-
Other Income	-	-	-	-	-
National Lottery	22,834	-	5,935	-	16,899
National Programmes	79,426	601,369	511,709	-	169,086
Other Projects	179,856	183,496	299,105	101,911	166,158
	895,861	2,548,773	2,617,875	129,249	956,008
Designated Funds					
Operating Reserves	850,000	-	-	-	850,000
Shine Recovery	4,173	-	-	(4,173)	-
Strategic Research	-	-	-	-	-
Advocacy Support	75,000	-	-	-	75,000
Increase staff capacity	547,681	-	-	(101,973)	445,708
Headline training course	24,910	-	7,416	-	17,494
	1,501,764	-	7,416	(106,146)	1,388,202
General Funds	60,675	34,045	-	(23,103)	71,617
Total Funds	2,458,300	2,582,818	2,625,291	-	2,415,827

The organisation's designated funds are in respect of commitments approved by the Board of Directors. The transfer of reserves amounting to €129,249 is outlined as follows:

Due to a funding shortfall from HSE for CHO 9 (DNCC) and CHO 3, Shine allocated €27,338 from general reserves to address this deficit. In previous years, Shine designated funds for specific roles in Communications and Administration. The allocation of €101,911 covers the actual costs for these positions in 2024, with the remaining balance carried over to 2025.

Restricted funds of €956,008 represent HSE funding for specific HSE CHO areas, National lottery grants for specific regions and donations received with specific requests that the fund remains within the relevant region.

The trustees have established a reserves policy to ensure the charity can continue to operate effectively and meet its obligations in the event of unforeseen circumstances. The target level of operating reserves has been set at €850,000. This level is considered sufficient to cover potential risks and uncertainties, including fluctuations in income and unexpected costs. As of the yearend, within our reserves of €2,415,827, the charity holds an operating reserve of €850,000. This amount is in line with our targeted level. The trustees regularly review the reserves policy to ensure it remains appropriate and reflects the charity's financial position and future needs.

Notes to Financial Statements

for the year ended 31 December 2024

14. FUNDS OF THE CHARITY (continued)

	Balance 01/01/2023 €'000	Income €'000	Expenditure €'000	Funds Transfer €'000	Balance 31/12/2023 €'000
Restricted Funds					
Regional Programmes	591,273	1,628,553	(1,619,018)	12,937	613,745
Donations	-	2,520	(2,520)	-	-
Other Income	-	60,029	(60,029)	-	-
National Lottery	55,201	-	(32,367)	-	22,834
National Programmes	154,527	556,736	(631,837)	-	79,426
Other Projects	148,218	124,359	(334,703)	241,982	179,856
	949,219	2,372,197	(2,680,474)	254,919	895,861
Designated Funds					
Operating Reserves	850,000	-	-	-	850,000
Shine Recovery	8,538	-	(4,365)	-	4,173
Strategic Research	67,782	-	-	(67,782)	-
Advocacy Support	75,000	-	-	-	75,000
Increase staff capacity	335,381	-	-	212,300	547,681
Headline training course	-	-	(90)	25,000	24,910
	1,336,701	-	(4,455)	169,518	1,501,764
General Funds	321,774	163,338	-	(424,437)	60,675
Total Funds	2,607,694	2,535,535	(2,684,929)	-	2,458,300

The organisation's designated funds are in respect of commitments approved by the Board of Directors.

Due to a deficit in HSE funding, Shine allocated €12,937 from general reserves to cover this deficit within HSE CHO 9 (DNCC). Following an organisational review process, Shine recognised the need to continue to invest in additional staff to support areas such as Fundraising, IT, HR and recovery services, the amounts of €241,952 and €212,300 represent the board allocation to cover these costs.

Restricted funds of €895,861 represent HSE funding for specific HSE CHO areas, National lottery grants for specific regions and donations received with specific requests that the fund remains within the relevant region.

Notes to Financial Statements

for the year ended 31 December 2024

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Restricted Funds €	Designated Funds €	General Funds €	Total 2024 €	Total 2023 €
Tangible fixed assets	-	-	-	-	-
Current assets	956,008	1,388,202	161,481	2,505,691	2,536,126
Current liabilities	-	-	(89,864)	(89,864)	(77,826)
	956,008	1,388,202	71,617	2,415,827	2,458,300

16. LEASE COMMITMENTS

Operating lease commitments:

Total future minimum lease payments under non-cancellable operating leases are as follows:

	2024 €'000	2023 €'000
<i>Leasehold premises expiring:</i>		
Within one year	-	6,300
Between two and five years	-	-
	-	6,300

17. VOLUNTARY SUPPORT GROUPS

The Association provides general support to a number of voluntary support groups throughout the country which are independent of the Association. The activities of these voluntary support groups are not reflected in the financial statements of the Association.

18. RELATED PARTY TRANSACTIONS

There were no related party transactions during the financial year (2023: None). The Directors have not incurred any expenses during the current financial year. (2023: None).

Notes to Financial Statements

for the year ended 31 December 2024

19. FINANCIAL INSTRUMENTS

	2024 €'000	2023 €'000
Financial assets		
Measured at undiscounted amounts receivable.		
Grant and sundry debtors (Note 12)	82,411	282,930
Financial liabilities		
Measured at undiscounted amounts payable.		
Trade and other creditors (Note 13)	35,261	31,882

20. CONSTITUTION

The Association is a company limited by guarantee, not having a share capital. Under the guarantee each member has undertaken to contribute in the event of a winding up, an amount not exceeding the sum of €1 (2023: €1). There were 52 (2023: 53) members at the balance sheet date.

The Association is prohibited by its constitution from the distribution of any of its reserves by way of a dividend or otherwise to its members.

Under the provisions of the Companies Act 2014, the company is exempt from including the word "Limited" in its name.

21. RETIREMENT BENEFITS

	2024 €'000	2023 €'000
Retirement benefit costs	44,850	43,691

The company operates a defined contribution pension scheme for its employees. The assets of the scheme are held separately from those of the company in an independent administered fund. Retirement benefit costs paid during the financial year amounted to €44,850 (2023: €43,691). Balance outstanding as at the financial year end was €12,201 (2023: €15,614).

22. AUDITOR REMUNERATION

The analysis of the auditor's remuneration is as follows:

	2024 €'000	2023 €'000
Fees payable to the company's auditor and its associates for the audit of the company's annual accounts	9,633	9,840
Total audit fees	9,633	9,840

Notes to Financial Statements

for the year ended 31 December 2024

23. RECONCILIATION OF PROFIT/ (LOSS) BEFORE INCOME TAX TO CASH GENERATED FROM OPERATIONS

	2024 €'000	2023 €'000
Profit/(loss) before income tax	(42,473)	(149,392)
Depreciation	-	4,426
(Increase)/decrease in debtors	204,147	(162,168)
(Decrease)/increase in creditors	12,038	(22,650)
Cash generated from operations	173,712	(329,784)

24. POST BALANCE SHEET EVENTS

There have been no significant events since the balance sheet date.

Plans for the coming years

Shine is committed to building on and improving what we do well. We will continue to evolve and adapt to meet the changing needs of our community, ensuring that Shine remains a leading advocate and support provider for those affected by mental illness.

By working collaboratively with our partners, funders, and supporters, we will build a stronger, more resilient organisation that continues to drive positive change for years to come.





support | advocacy | education
for mental illness

Visit www.shine.ie | ☎ 01 860 1610 / 086 040 7701 | ✉ info@shine.ie

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