

**ANNUAL REPORT AND  
FINANCIAL STATEMENTS**  
FOR THE PERIOD ENDED 31 DECEMBER 2018

**DRINKAWARE**

ALCOHOL AWARENESS FOUNDATION IRELAND T/A DRINKAWARE  
(A COMPANY LIMITED BY GUARANTEE WITHOUT SHARE CAPITAL)

Company Registration No. 578361 (Ireland)

## < COMPANY INFORMATION

Directors	PJ Timmins Múirne Laffan Billy Brophy Niamh Brennan (Resigned 29 August 2018) Anne Carigy (Resigned 29 August 2018) Barney Whelan (Resigned 29 August 2018) Dr Kenneth McKenzie (Appointed 10 January 2018) Dr Treasa Leahy (Appointed 11 December 2018) Maria Cryan (Appointed 11 December 2018)
Secretary	Sheena Horgan
Company number	578361
Registered office	13 Merrion Square North Dublin 2
Auditor	McInerney Saunders, Chartered Accountants and Statutory Audit Firm 38 Main Street, Swords, Co. Dublin
Bankers	Allied Irish Bank 100/101 Grafton Street Dublin 2.

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# ◀ CHAIRMAN'S STATEMENT

FOR THE PERIOD ENDED 31 DECEMBER 2018

I am very pleased to report that in 2018 Drinkaware has made significant inroads to achieving our mission - to change attitudes and behaviours so that drinking to excess and drinking underage becomes unacceptable.

Our three work streams - tackling underage drinking, reducing alcohol misuse and supporting alcohol education - all grew in both reach and stature over the 12 months: Drinkaware continued to deliver on its social contract, being cited as the leading source of trusted alcohol information in Ireland, with 76% awareness of the organisation amongst Irish adults - as reported in the Drinkaware Barometer 2018 (Behaviour and Attitudes).

This sustained trust that the public places in the organisation I believe, is down to the ongoing high level and positive engagement between Drinkaware and those interested in understanding and/or reducing their alcohol consumption.

The growing popularity of our enabling resources – standard drink measure cup, drinks calculator wheel and suite of information booklets - are central to this. Drinkaware doesn't just promote behavioural change, we *empower* positive change, reaching people through our social media channels, website, media and face-to-face campaigns. The distribution of over 60,000 resources, and Drinkaware's website reach of 403,389, with 187,781 visitors using the online calculator, are testament to this.

In 2018 our reach was amplified via a number of new Drinkaware initiatives that we invested in and implemented with great success: the Workplace Wellness Programme gathered apace from mid-2018, injecting alcohol into the employee wellbeing conversation, and finding resonance with employers seeking to support their workforce with factual and helpful advice regarding alcohol; a number of parenting workshops were also delivered and their popularity has meant an increased focus on them going forward; and the first year of a longitudinal evaluation of the Alcohol Education Programme was conducted with very positive findings.

Data collated by Drinkaware in 2018, indicates that only 2% of people can correctly identify the HSE low-risk guidelines and standard drink measures. This research demonstrates the continuing need for good signposting and engagement to bring Irish society on this journey. Drinkaware's programmes going into the new strategic cycle starting next year, will therefore build on the factual information, education and awareness campaigns of 2018.

2018 also saw Drinkaware announce its landmark research, the Drinkaware Index, as a ground-breaking research project that not only captures the attitudes and behaviours of the Irish adult population, but also and significantly, their profiles with regard to alcohol. Its top-line findings on the cultural complacency around excessive alcohol consumption, and the identification and profiling of two specific categories of at-risk drinkers, were launched in December 2018. The full report will be published and available in 2019. The implications of this data in terms of identifying critical barriers to, and demographic insights relating to, reducing alcohol misuse are currently being applied to the 2019-2021 programme.

The Public Health (Alcohol) Bill, was ratified in 2018 and with its common vision, was supported by Drinkaware. Going forward, Drinkaware will continue our important work delivering our mission as an independently governed organisation. We will continue to seek and secure collaborations with mission-aligned organisations. We will continue our commitment to and implementation of robust and Governance Code-compliant systems that enable this support but at arm's length and explicitly separate to our operations, executive and Board. We will also continue our strategy to broaden our supporter and funder base.

In addition to the three new Directors brought onto the Board in 2017/2018 – Billy Brophy, Múirne Laffan and Dr Kenneth McKenzie – two new Directors joined in December 2018. Maria Cryan and Dr Treasa Leahy bring significant and valued experience in the education, communication and public affairs sectors and are welcome additions to the Drinkaware Board. My thanks also go to the valuable and appreciated contributions of Barney Whelan, Professor Niamh Brennan and Anne Carrigy who stepped down from the Board in 2018 having overseen the setup and initial term of The Alcohol Awareness Foundation Ireland.

## < CHAIRMAN'S STATEMENT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

The executive team has demonstrated superb focus and resilience in 2018. The Outreach and Education Programmes in particular have gone from strength to strength under Communication Manager, Miriam Taber and Education Programme Manager, Martha Sweeney. I congratulate Marie Quinn on her successful launch and progress of the Workplace Wellbeing Programme, and the continued expansion and utilisation of the Research Programme in 2018 is a credit to the team.

Significant success by way of continued awareness, trust and engagement in 2018, brings the 2016-2018 Strategic Cycle to a close and paves the way for a new and ambitious strategy. My thanks on behalf of the Drinkaware Board are extended to the outgoing CEO, Niamh Gallagher. Niamh has been a wonderful support to me in my role as Chairman, to the Board of Directors and the executive. We wish her every success in the future, as I warmly welcome the newly appointed CEO, Sheena Horgan (as of October 2018). Her broad expertise in the areas of strategy, advocacy, behavioural change and media, have already made an impact in the closing months of 2018 and in the ambitious Strategic Plan 2019-2021. I look forward to its implementation through Drinkaware's programmes as we continue to progress towards our vision of an Ireland where alcohol is not misused.



PJ Timmins  
Chairman

# < DIRECTORS' REPORT

FOR THE PERIOD ENDED 31 DECEMBER 2018

The Alcohol Awareness Foundation Ireland was established in March 2016. Upon its establishment it acquired under license, from The UK Drinkaware Trust, the rights to operate as Drinkaware in Ireland.

While we are separate entities, we collaborate closely with our UK counterparts to share research, insights and best practices. The latter in particular is beneficial to Drinkaware Ireland given The UK Drinkaware Trust's long and established credibility in delivering a similar mission through collaboration with governmental, public and commercial bodies. The organisation has also benefited greatly from leveraging The UK Drinkaware Trust's research experience and applying its learnings to shape our own strategic position regarding research.

Drinkaware is a health promotion organisation with a vision of an Ireland where alcohol is not misused. Its mission is to fundamentally and permanently change attitudes and behaviours so that drinking to excess and drinking underage become unacceptable.

Drinkaware works towards achieving this mission by creating understanding and supporting behaviour change through evidence-led education and effective awareness and information communications.

Underpinning its work are two core goals:

- Reducing the number of adults who drink more than the HSE low-risk guidelines for alcohol consumption,
- Delaying the age at which young people in Ireland have their first drink.

## PRINCIPAL ACTIVITIES

2018 is the final year in the Board-approved three year strategic cycle, started in March 2016. Based on comprehensive research and stakeholder analysis, the plan from the outset focused on three core areas of activity:

**Reducing alcohol misuse:** Educating consumers on standard drinks measures, the HSE low-risk guidelines and the effects of alcohol on health and wellbeing to support informed decisions, with a view to reducing alcohol consumption and alcohol misuse.

**Supporting alcohol education:** Supporting teachers in the delivery of classroom-based alcohol education through dedicated evidence-led lesson plans and practical tools, based on national and international best practice.

**Tackling underage drinking:** Providing research and practical tools to support parents to have informed, timely conversations about alcohol with their children, while encouraging them, as role models, to consider their own drinking habits.

These areas, have remained a core focus throughout the Plan's three years, and have also evolved in line with the organisation's resource and capacity.

# < DIRECTORS' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## REVIEW OF 2018

2018 built on the success of the previous year. Testament to this is the significant proof point, that 76 % of adults cite Drinkaware as the leading source of trusted alcohol information in Ireland (Drinkaware Barometer 2017) – thereby not just maintaining the organisation's awareness and trust levels, but increasing them from 2017's 73% figure.

As Drinkaware has progressed through the Strategic Cycle 2016-2018, its resources and capacity have also developed, and in 2018 each of the three programme areas experienced significant growth in tandem with new opportunities to evaluate, refine and improve campaigns evolved. 2018 highlights from the three core programme areas are detailed in this section.

### 1. REDUCING ALCOHOL MISUSE

Positive behaviour change requires several elements – correct and relevant information, awareness, motivation and enablers. Drinkaware's work reflects these:

- We provide the facts about alcohol in an accessible and intelligible way, and we do so by utilising the most appreciate channels for the audience we want to reach.
- We conduct unique and dynamic research that explores the behaviour and attitudes of the Irish population towards alcohol, and employ this to inform and shape our programmes to ensure their efficacy in inducing real behavioural change.
- We produce enabling resources – such as the Wheel and Cup – that pragmatically facilitate this behavioural change.

Reflecting our purpose, the content and messaging delivered in 2018 focused in particular on defining a standard drink measure; the HSE low-risk guidelines; health, wellbeing and the financial effects of alcohol and the benefits of reducing alcohol consumption or abstinence; and also clarification on updated drink driving legislation and driving the morning after drinking.

The importance of shaping and delivering evidence-based programmes is at the strategic heart of all Drinkaware activity. In 2018, the organisation's investment in research was significantly furthered to ensure Drinkaware direction, content and campaigns were all strategically robust and grounded in fact and evidence. This research is included in our key achievements below.

#### Key achievements in 2018

- Commissioning of the third cycle of the Drinkaware Barometer research, with 1,000 adults aged 18 years and over. It aimed to establish national attitudes towards alcohol, health and wellbeing; provide a benchmark for knowledge of standard drinks and the HSE low-risk guidelines; and assess the level of brand awareness of Drinkaware and our work. The Drinkaware Barometer was conducted by Behaviour & Attitudes in January 2018.
- The Behavioural Insights Team in London were commissioned to undertake to pieces of research on behalf of Drinkaware. The first was a literature review of behavioural change theories relevant to alcohol and our work. The purpose of the second research phase was to assess the effectiveness of and make recommendations to embed behavioural science concepts in Drinkaware's most popular the health promotion resources: Alcohol & You booklet, Standard Drink measure cup, Drinks, Calorie & Sugar Calculator wheel and online Drinks Calculator. The findings and recommendations will be used to improve the efficacy and impact of our resources to facilitate positive behaviour change around alcohol.
- Commissioning of the first Drinkaware Index, a landmark study that provides a critical up-to-date picture of Ireland's drinking habits. Its overarching aim was to a conduct a deeper dive to provide detailed profiles of different types of drinkers to better understand their specific behaviour and attitudes, with a view to tailoring messaging, campaigns and interventions to encourage positive behavioural change.
- 403,389 (+120% on 2017) people visited the Drinkaware website ([drinkaware.ie](http://drinkaware.ie)), to access evidence-informed facts about alcohol, its impact on overall health and wellbeing and proactive, practical strategies to reduce alcohol misuse. In December 2018 alone, over 110,000 people visited our website (+300% on 2017).

# < DIRECTORS' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## REVIEW OF 2018 (CONTINUED)

- 187,781 (+350% on 2017) people used the online Drinkaware Drinks Calculator to find out the true impact of their drinking habits on their health, wellbeing and bank balance in one interactive tool. Users input the number of drinks consumed and the location, with results clearly shown in standard drinks, calorie and sugar content, financial cost and the estimated hours it will take for the body to process the alcohol consumed.
- Increased roll out of our health promotion resources - the Drinks, Calorie & Sugar Calculator wheel and Standard Drink measure cup - developed in 2017 and continued in 2018. More than 60,000 (35,000 in 2017) individual resources were ordered and distributed through targeted channels. Their purpose is to promote and enable greater understanding of and adherence to standard drinks and HSE low-risk guidelines. The calculator wheel offers a quick way for people to see the number of standard drinks and grams of alcohol consumed, in addition to the calorie and sugar content of many different types of drinks.
- Drinkaware's face-to-face engagement increased in 2018, with our team hosting information stands and distributing our range of health promotion resources at conferences and events nationwide. These included the National Ploughing Championships, IBEC Keep Well Summit, Diabetes Ireland conference, Tullamore Show, Mental Health and Wellbeing Summit and Education and Training Boards Ireland conference.
- Our new Workplace Wellness Programme continued to grow in 2018 with a dedicated team member offering companies alcohol education including workshops, information stands, health promotion resources and intranet content. 18 events across the country, reaching over 1,200 employees, were delivered to employers that included Aer Lingus, Irish Rail, Aldi, Irish Distillers Pernod Ricard.
- Proactively securing roughly 200 individual media pieces, reaching an audience of over 10,000,000 nationwide. Specific highlights include:
  - Irish Examiner, 20 Oct: Almost half of Irish drinkers consuming alcohol at high-risk level
  - Irish Daily Mirror, 28 Nov: Drink driving law warning for motorists
  - Sunday Independent, 23 Dec: Tiplers worry more about calories than cost

### What people say

People who used our health promotion resources:

- 92% of people find them helpful or very helpful
- 73% intend to make positive changes to their drinking habits as a result of the information in these resources
- 91% would recommend them to others

*"Very easy to use and understand, consumer friendly."*

*"They are excellent, informative, easy to use and I have learned a huge amount about alcohol and the appropriate amounts from them. Thank you!"*

*"They were fabulous and educated both adults and teenagers in my house."*

# < DIRECTORS' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## 2. SUPPORTING ALCOHOL EDUCATION

Drinkaware's Alcohol Education Programme (AEP) was developed in consultation with a steering group with representatives from NAPD, ETBI, Sligo (NUIG), St Angela's College and three principals from post primary schools.

It is developed in the context of health and wellbeing in line with the new Junior Cycle Framework and informed by the Social, Personal and Health Education (SPHE) short course with a strong focus on wellbeing. Over the course of three years, the AEP aims to promote awareness among students at Junior Cycle Post Primary level of the effects of alcohol and to support the development of personal and social skills, which promote independent decision making about alcohol. The programme consists of twenty-seven lessons in total.

In keeping with education best practice, the Programme embraces spiral learning, a wide array of interactive teaching methodologies, and in 2018 began a Whole School Approach pilot.

In line with Drinkaware's commitment to evaluation and evidence, an independent longitudinal evaluation by NUI Maynooth was commissioned, to be undertaken by Professor Sinead Mc Gilloway, Director of the Centre for Mental Health and Community Research at Maynooth University Department of Psychology. The first year of the evaluation was conducted in 2018 with feedback being incorporated into the Programme to improve its efficacy. The second year evaluation began in early 2019.

### Key achievements in 2018

- 54 teachers from across Ireland have been trained in 2018 to deliver the Drinkaware Alcohol Education Programme.
- Since its inception in 2016, a total of 176 teachers have been trained across four separate training days, and approximately 8,000 junior cycle students have participated in the Programme.
- Initial findings from the first year's evaluation by NUI Maynooth are very positive with learnings incorporated into an update to the Programme.
- Continuous and widespread engagement with schools across the country, including bespoke workshops and provision of information stands at national education conferences nationwide continued in 2018. Such as the Education Training Boards Ireland (ETBI) conference
- Continued engagement with the Drinkaware Education Steering Group to advise on the development of materials and events.

### What teachers say

- 81% of teachers felt there is a strong need in schools for a programme such as the Drinkaware AEP
- 84% of teachers thought the training provided was 'very good' or 'good'
- 88% of teachers thought the programme content was 'very good' or 'good'
- Two-thirds of teachers believed that the AEP had a positive impact on the attitudes of their students' towards alcohol

*"Students were engaged throughout each lesson/task. They willingly participated and seemed to have many questions answered for them."*

*"The AEP will definitely have an impact and hopefully change the culture of alcohol which shapes so much of our young people's social lives and identity."*

# < DIRECTORS' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## 3. TACKLING UNDERAGE DRINKING

In recognition that the efficacy of alcohol education to young people relies on it being delivered by adults whom they trust and with whom they have a relationship and rapport, parents are an important audience of Drinkaware campaigns.

Drinkaware provides research and practical tools to support parents to have timely, informed conversations about alcohol with their children, encouraging and explaining the value of good role modeling with regard to alcohol consumption and abstinence. Interactive parents' workshops are also part of the organisation's education of and engagement with parents.

### Key achievements in 2018

- 41,729 (12,050 in 2017) parents visited our dedicated parent hub – [drinkaware.ie/parents](http://drinkaware.ie/parents) – to access evidence-informed, clear and practical information about young people and alcohol and supports to start and guide the conversation about alcohol.
- We engaged 613,621 (650,000 in 2017) parents through our Facebook page and saw an increase in parents using our posts to share their experiences in relation to their children and alcohol with other parents.
- Delivery of seven parent workshops in counties across the country, providing the opportunity to directly engage with parents and gain insights into their needs in this area.
- Orders for our Parents Pack accounted for 29% of all resource orders in 2018. Each pack includes copies of our two parent booklets – *Your Children & Alcohol* and *Young People, Alcohol & Mental Health* – plus our measure cup, calculator wheel and *Alcohol & You* booklet. The information in this pack supports parents to have timely, informed conversations about alcohol with their children, while simultaneously understanding their own drinking habits.
- We achieved an audience reach of over 8,698,759 (5,723,802 in 2017) through our media campaigns to highlight the importance of accurate, up-to-date and evidence-based information on alcohol and young people and practical advice for parents. Specific highlights include:
  - Irish Independent, 12 Sept: Alcohol has no place in Junior Cert celebrations
  - The Irish Times, Sheila Wayman, 11 Dec: Parents role in preventing underage drinking

### What parents say

Parents who attended our workshops provided the following feedback:

*"As parents, we can give hidden messages about alcohol without realising."*

*"Essential information for parents, delivered in a non-patronising way."*

# < DIRECTORS' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## STAKEHOLDER ENGAGEMENT

### UK Drinkaware Trust

Drinkaware has a formal brand collaboration agreement with the UK Drinkaware Trust, from whom the Drinkaware brand is licensed as a trademark. The AAFI, trading as Drinkaware, has the legal right to licence the logo to its funders in Ireland, subject to a license agreement. In addition, Drinkaware and the UK Drinkaware Trust engage in ongoing sharing of information and bi-annual formal meetings of the agreements' Oversight Committee, made up of the CEOs and Chairs from the UK and Ireland.

### Drinkaware funders

Drinkaware broadened its funder base in 2018 to 23 companies that include retailers, distributors and manufacturers. A full list of our funders is as follows :

- Aldi
- Bushmills
- Counterpoint
- Deliveroo
- Diageo
- Edward Dillon
- Findlater Wines
- Galway Craft Beers
- Grace O'Malley Whisky
- Heineken
- Hi-Spirits
- Irish Distillers Pernod Ricard
- Lambay Irish Whiskey
- Lidl
- MacIvors Cider Co.
- Marks and Spencer (Ireland)
- Molson Coors
- Pearse Lyons Distillery
- Proximo Spirits
- Quintessential Brands
- Richmond Marketing
- Teeling Whiskey Co.
- William Grant

### Future strategy

2018 was Drinkaware's second full year in operation under the Governance of the AAFI. During the year, the programmes and their reach evolved, engaging directly with the public through newly developed tools and resources that focused on Drinkaware's mission to prevent and reduce alcohol misuse.

It was also the final year of the 2016-2018 Strategic Plan. As the year drew to an end the Drinkaware team reviewed the efficacy and impact of the strategy over its three-year period, and scoped out a new strategy for the period 2019-2021.

This new strategy seeks to bank and build on the clear success of the organisation to date. It will streamline Drinkaware's focus by re-configuring its core activities and most critically, by articulating and calibrating these activities' delivery through impact measurement.

The 2019-2021 Strategic Plan will also provide a diversified resource plan, to include innovative collaboration and funding opportunities identified in 2018 and to be pursued under the new strategic cycle.

Drinkaware's target audiences will remain as in 2018 but with a distinct focus on groups identified in its research and in particular The Drinkaware Index.

# < DIRECTORS' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## Company and governance information

The Alcohol Awareness Foundation Ireland (AAFI) is incorporated as a company limited by guarantee without share capital. It operates as a not-for-profit organisation and has submitted its application to the Charities Regulatory Authority to seek Charitable status. The AAFI operates out of its registered address in central Dublin.

Its directors are appointed by the members of the company under the provisions of its Constitution. Directors' service on the board is voluntary (unpaid). The Company Secretary is the newly appointed CEO Sheena Horgan who will be receiving certified training in the role in 2019.

Directors of the AAFI are recruited in line with a competency framework that takes account of the company's mission and values. In 2017 two new Directors were appointed, Múirne Laffan and Billy Brophy. During 2018 one new Director has been appointed, Dr Kenneth McKenzie and three Directors resigned. In December 2018 two new Directors were appointed.

The current directors of the Company are:

- PJ Timmins (Chairman), appointed 6 March 2016
- Múirne Laffan, appointed 2 November 2017
- Billy Brophy, appointed 2 November 2017
- Dr. Kenneth McKenzie, appointed 10 January 2018
- Dr Treasa Leahy, appointed 11 December 2018
- Maria Cryan, appointed 11 December 2018

Biographical information of company directors is published on the website, [drinkaware.ie](http://drinkaware.ie)

## Governance standards

The AAFI has signed up to the Code of Governance for Voluntary Sector Organisations as a Type C organisation. As part of its obligations under the Code it will review and report on compliance with the Code on an annual basis.

In addition, the board has agreed an internal Governance Terms of Reference document for directors.

The AAFI is not a lobby group. However, in the interests of transparency it has registered with the Register of Lobbyists. The AAFI made three returns to the Register in 2017, all were nil returns. In 2018 three returns were made to the Lobbying Register and are available on [www.lobbying.ie](http://www.lobbying.ie).

## Staffing

During 2018, Drinkaware had four full-time and two part-time staff, with expertise specific to the delivery of Drinkaware's strategy. 2018 staffing was as follows:

- \* CEO
- Communications and Marketing Manager
- Research and Campaigns Manager (up to September 2018)
- Education Programme Manager
- Workplace Wellness Co-ordinator (Started June 2018, part-time)
- Finance and Office Administrator (part-time)

\* In May 2018 then CEO Niamh Gallagher resigned, and was replaced by a new CEO Sheena Horgan on 1st October 2018.

Staff performance is reviewed and managed through a formal process.

# < DIRECTORS' REPORT (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## Stakeholding interests

Drinkaware is funded on a voluntary basis by organisations who want to be part of a collective effort to address alcohol misuse in Ireland.

While Drinkaware is reliant on funding from organisations in the alcohol and grocery retail industries, it operates completely independently and autonomously of its funders on an arm's length basis. Funders engage with Drinkaware through multi-annual funding agreements, which acknowledge that the board of directors has full power and discretion over the assets and operation of Drinkaware and that funders have no right to intervene in decisions of the board or the policies of Drinkaware.

## Supplier payment policy

The directors acknowledge their responsibility for ensuring compliance, in all material respects, with the provisions of the European Communities (Late Payment in Commercial Transactions) Regulations 2012. Procedures have been implemented to identify the dates upon which invoices fall due for payment and to ensure that payments are made by such dates. Such procedures provide reasonable assurance against material noncompliance with the Regulations. The payment policy during the year under review was to comply with the requirements of the Regulations.

## Accounting records

The company's directors are aware of their responsibilities, under sections 281 to 285 of the Companies Act 2014 as to whether in their opinion, the accounting records of the company are sufficient to permit the financial statements to be readily and properly audited and are discharging their responsibility by employing qualified experienced staff, ensuring that sufficient company resources are available for the task, and liaising with the company's auditors & accountants.

The accounting records are held at the company's registered office, 13 Merrion Square North, Dublin 2.

## Auditor

McInerney Saunders (Chartered Accountants and Statutory Audit Firm) have expressed their willingness to continue in office in accordance with the provisions of section 383(2) of the Companies Act 2014.

## Statement of disclosure to auditor

Each of the directors in office at the date of approval of this annual report confirms that:

- so far as the director is aware, there is no relevant audit information of which the company's auditor is unaware, and
- the director has taken all the steps that he / she ought to have taken as a director in order to make himself / herself aware of any relevant audit information and to establish that the company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of section 330 of the Companies Act 2014.

## Post balance sheet events

There are no events since the period end date which would require disclosure in the financial statements.

On behalf of the board



PJ Timmins  
Director  
11 June 2019



Billy Brophy  
Director  
11 June 2019

# < DIRECTORS' RESPONSIBILITIES STATEMENT

FOR THE PERIOD ENDED 31 DECEMBER 2018

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with Irish law and regulations.

Irish company law requires the directors to prepare financial statements for each financial year. Under that law, the directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council. Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the surplus or deficit of the company for that financial year and otherwise comply with the Companies Act 2014.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies for the company financial statements and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether the financial statements have been prepared in accordance with applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and surplus or deficit of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and Directors' Report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the directors are aware:

- there is no relevant audit information (information needed by the company's auditor in connection with preparing the auditors report) of which the company's auditor is unaware, and
- the directors have taken all the steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the company's auditor is aware of the information.

On behalf of the board



PJ Timmins  
Director  
11 June 2019



Billy Brophy  
Director  
11 June 2019

# ◀ INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF ALCOHOL AWARENESS FOUNDATION IRELAND T/A DRINKAWARE

## Opinion

We have audited the financial statements of Alcohol Awareness Foundation Ireland T/A Drinkaware ('the company') for the year ended 31 December 2018 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes to the financial statements, including a summary of significant accounting policies set out in note 1. The financial reporting framework that has been applied in their preparation is Irish Law and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard.

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2018 and of its deficit for the year then ended;
- have been properly prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying Section 1A of that Standard; and
- have been properly prepared in accordance with the requirements of the Companies Act 2014.

## Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## Other information

The directors are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our Auditor's Report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

# ◀ INDEPENDENT AUDITOR'S REPORT (CONTINUED)

TO THE MEMBERS OF ALCOHOL AWARENESS FOUNDATION IRELAND T/A DRINKAWARE

## Opinions on other matters prescribed by the Companies Act 2014

Based solely on the work undertaken in the course of the audit, we report that:

- the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- in our opinion, the Directors' Report has been prepared in accordance with the Companies Act 2014.

We have obtained all the information and explanations which we consider necessary for the purposes of our audit. In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited. The financial statements are in agreement with the accounting records.

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

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified any material misstatements in the Directors' Report. The Companies Act 2014 requires us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

## RESPECTIVE RESPONSIBILITIES

### Responsibilities of directors for the financial statements

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to the going concern and using the going concern basis of accounting unless management either intends to liquidate the company or to cease operation, or has no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

### Further information regarding the scope of our responsibilities as auditor

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

# < INDEPENDENT AUDITOR'S REPORT (CONTINUED)

## TO THE MEMBERS OF ALCOHOL AWARENESS FOUNDATION IRELAND T/A DRINKAWARE

- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as going concerns. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the company to cease to continue as going concerns.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### The purpose of our audit work and to whom we owe our responsibilities

Our report is made solely to the company's members, as a body, in accordance with section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditor's Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume any responsibility to anyone other than the company and the company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



**Donagh Waters**  
for and on behalf of  
**MCINERNEY SAUNDERS**

Chartered Accountants and Statutory Audit Firm  
38 Main Street,  
Swords,  
Co. Dublin

Date: 24 June 2019

# STATEMENT OF FINANCIAL ACTIVITIES

FOR THE PERIOD ENDED 31 DECEMBER 2018

	31 December 2018	31 December 2018	31 December 2018
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
<b>Incoming Resources</b>			
Earned income	7,562	-	7,562
Charitable donations - normal	637,801	45,833	683,634
<b>Total Incoming Resources</b>	<b>645,363</b>	<b>45,833</b>	<b>691,196</b>
<b>Resources expended</b>			
Project costs	(361,707)	-	(361,707)
Administrative expenses	(418,698)	-	(418,698)
Corporation tax prior year adjustment	(50,243)	-	(50,243)
<b>Total resources expended</b>	<b>(780,405)</b>	<b>-</b>	<b>(780,405)</b>
<b>Net movement in funds in the period</b>	<b>(135,042)</b>	<b>45,833</b>	<b>(89,209)</b>
	31 December 2017	31 December 2017	31 December 2017
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
<b>Incoming Resources</b>			
Charitable donations - normal	642,130	-	642,130
<b>Total Incoming Resources</b>	<b>642,130</b>	<b>-</b>	<b>642,130</b>
<b>Resources expended</b>			
Project costs	(230,066)	-	(230,066)
Administrative expenses	(417,597)	-	(417,597)
Corporation tax prior year adjustment	(50,243)	-	(50,243)
<b>Total resources expended</b>	<b>(697,906)</b>	<b>-</b>	<b>(697,906)</b>
<b>Net movement in funds in the period</b>	<b>(55,776)</b>	<b>-</b>	<b>(55,776)</b>

Approved by the board of directors on 11 June 2019 and are signed on its behalf by:



PJ Timmins  
Director



Billy Brophy  
Director

# < BALANCE SHEET

AS AT 31 DECEMBER 2018

		2018		2017	
		€	€	€	€
	Notes				
<b>Current assets</b>					
Stocks	5	14,950		-	
Debtors	6	38,166		222,757	
Cash at bank and in hand		226,316		206,862	
		<u>279,432</u>		<u>429,619</u>	
<b>Creditors: amounts falling due within one year</b>	7	<u>(59,015)</u>		<u>(119,993)</u>	
<b>Net current assets</b>			<u>220,417</u>		<u>309,626</u>
<b>Funds</b>					
General funds			<u>220,417</u>		<u>309,626</u>

Approved by the board of directors on 11 June 2019 and are signed on its behalf by:



PJ Timmins  
Director



Billy Brophy  
Director

# < STATEMENT OF CASH FLOWS

FOR THE PERIOD ENDED 31 DECEMBER 2018

	2018	2017
	€	€
Notes		
<b>Cash flows from operating activities</b>		
Cash absorbed by operations	(89,209)	(55,776)
Movement in Debtors	184,591	(23,066)
Movement in Creditors	(60,978)	(39,562)
Movement in Stock	(14,950)	-
	<hr/>	<hr/>
<b>Net cash (outflow) / inflow from operating activities</b>	19,454	(118,404)
<b>Net cash used in investing activities</b>	-	-
<b>Net cash used in financing activities</b>	-	-
	<hr/>	<hr/>
<b>Net (decrease)/increase in cash and cash equivalents</b>	19,454	(118,404)
Cash and cash equivalents at beginning of period	206,862	325,266
	<hr/>	<hr/>
<b>Cash and cash equivalents at end of period</b>	<u>226,316</u>	<u>206,862</u>

# ◀ NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 31 DECEMBER 2018

## 1. ACCOUNTING POLICIES

### Company information

Alcohol Awareness Foundation Ireland T/A Drinkaware is a limited company domiciled and incorporated in Ireland. The registered office is 13 Merrion Square North, Dublin 2 and its company registration number is 578361.

### 1.1 Accounting convention

These financial statements have been prepared in accordance with the charities Statement of Recommended Practice (SORP) in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland", applying section 1A, effective January 2015, and the requirements of the Companies Act 2014.

The financial statements are prepared in euros, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest €.

### 1.2 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

### 1.3 Incoming resources

Income is included in the statement of financial activities when the company is legally entitled to it, its financial value can be quantified with reasonable certainty and there is reasonable certainty of its ultimate receipt.

Income received in advance of due performance under a contract is accounted for as deferred income until earned. Grants for activities are recognised as income when the related conditions for legal entitlement have been met. All other income is accounted for on accruals basis.

### 1.4 Resources expended

All resources expended are accounted for on an accruals basis. Charitable activities include costs of services and grants, support costs and depreciation on related assets.

### 1.5 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition.

Stocks held for distribution at no or nominal consideration are measured at the lower of replacement cost and cost, adjusted where applicable for any loss of service potential.

At each reporting date, an assessment is made for impairment. Any excess of the carrying amount of stocks over its estimated selling price less costs to complete and sell is recognised as an impairment loss in profit or loss. Reversals of impairment losses are also recognised in profit or loss.

### 1.6 Cash and cash equivalents

Cash at bank and in hand are basic financial assets and include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

# < NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 31 DECEMBER 2018

## 1. ACCOUNTING POLICIES (CONTINUED)

### 1.7 Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's balance sheet when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### *Basic financial assets*

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

#### *Basic financial liabilities*

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method. Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

### 1.8 Taxation

The tax expense represents the sum of the tax currently payable and deferred tax.

#### *Current tax*

The tax currently payable is based on taxable profit for the year. Taxable profit differs from net profit as reported in the profit and loss account because it excludes items of income or expense that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The company's liability for current tax is calculated using tax rates that have been enacted or substantively enacted by the reporting end date.

# < NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD ENDED 31 DECEMBER 2018

## 1. ACCOUNTING POLICIES (CONTINUED)

### *Deferred tax*

Deferred tax liabilities are generally recognised for all timing differences and deferred tax assets are recognised to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Such assets and liabilities are not recognised if the timing difference arises from goodwill or from the initial recognition of other assets and liabilities in a transaction that affects neither the tax profit nor the accounting profit.

The carrying amount of deferred tax assets is reviewed at each reporting end date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered. Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the profit and loss account, except when it relates to items charged or credited directly to equity, in which case the deferred tax is also dealt with in equity. Deferred tax assets and liabilities are offset when the company has a legally enforceable right to offset current tax assets and liabilities and the deferred tax assets and liabilities relate to taxes levied by the same tax authority.

### 1.9 Employee benefits

The costs of short-term employee benefits are recognised as a liability and an expense, unless those costs are required to be recognised as part of the cost of stock or fixed assets.

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the company is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

### 1.10 Retirement contributions

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

### 1.11 Leases

Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

## 2. INCOMING RESOURCES

The total incoming resources of the company for the year has been derived from its principal activity wholly undertaken in Ireland.

# < NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## 3. EMPLOYEES

No directors' remuneration was paid during the period.

The average monthly number of persons (including directors) employed by the company during the year was:

	2018 Number	2017 Number
Adminstration	5	5
	<u>5</u>	<u>5</u>
Their aggregate remuneration comprised:	2018	2017
	€	€
Wages and salaries	242,895	263,416
Employers PRSI	26,053	26,934
Pension costs	10,829	9,576
	<u>279,777</u>	<u>299,926</u>
Breakdown of wages and salaries:		
General and finance	52,603	117,974
Outreach and Engagement	81,333	55,728
Education	87,996	68,787
Research and Impact	36,959	29,315
Wellness	20,886	28,122
	<u>279,777</u>	<u>299,926</u>

The number of employees with remuneration in the following brackets are set out below;

	2018	2017
€60,000 - €70,000	0	0
>€70,000	0	1

Remuneration of key management personnel, which includes two people, total €81,782.

The remuneration of key management personnel is set by the board of directors.

# < NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

## 4. TAXATION

The company has applied to the Charities Regulatory Authority to be granted Charitable status and then intends to apply to the Revenue Commissioners for tax exempt status on the grounds that it is a registered charity. Since 31 December 2017 the company has paid the Corporation Tax liability for 2016 amounting to €50,243 and refund will be sought if Charitable status is granted retrospectively.

## 5. STOCKS

	2018	2017
	€	€
Stock of resource materials	14,950	-

## 6. DEBTORS

	2018	2017
	€	€
<b>Amounts falling due within one year:</b>		
Contributions due	2,400	216,507
Other debtors	14,010	6,250
Prepayments and accrued income	21,756	-
	<u>38,166</u>	<u>222,757</u>

## 7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	€	€
Amounts received on account	9,167	-
Trade creditors	27,181	24,290
Corporation tax	-	50,243
PAYE and social security	9,155	8,000
Accruals	13,512	14,012
	<u>59,015</u>	<u>119,993</u>

## 8. RETIREMENT CONTRIBUTION SCHEMES

	2018	2017
	€	€
<b>Defined contribution schemes</b>		
Charge to profit or loss in respect of defined contribution schemes	<u>10,829</u>	<u>9,576</u>

The company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the company in an independently administered fund.

## < NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2018

### 9. MEMBERS' LIABILITY

The company is limited by guarantee, not having a share capital and consequently the liability of members is limited, subject to an undertaking by each member to contribute to the net assets or liabilities of the company on winding up such amounts as may be required not exceeding €1.

### 10. APPROVAL OF FINANCIAL STATEMENTS

The directors approved the financial statements on 11 June 2019.

This report was approved by the board and signed on its behalf by:



PJ Timmins  
Director



Billy Brophy  
Director

# DRINKAWARE

Web: [www.drinkaware.ie](http://www.drinkaware.ie) Email: [info@drinkaware.ie](mailto:info@drinkaware.ie)