

ANNUAL REPORT 2022



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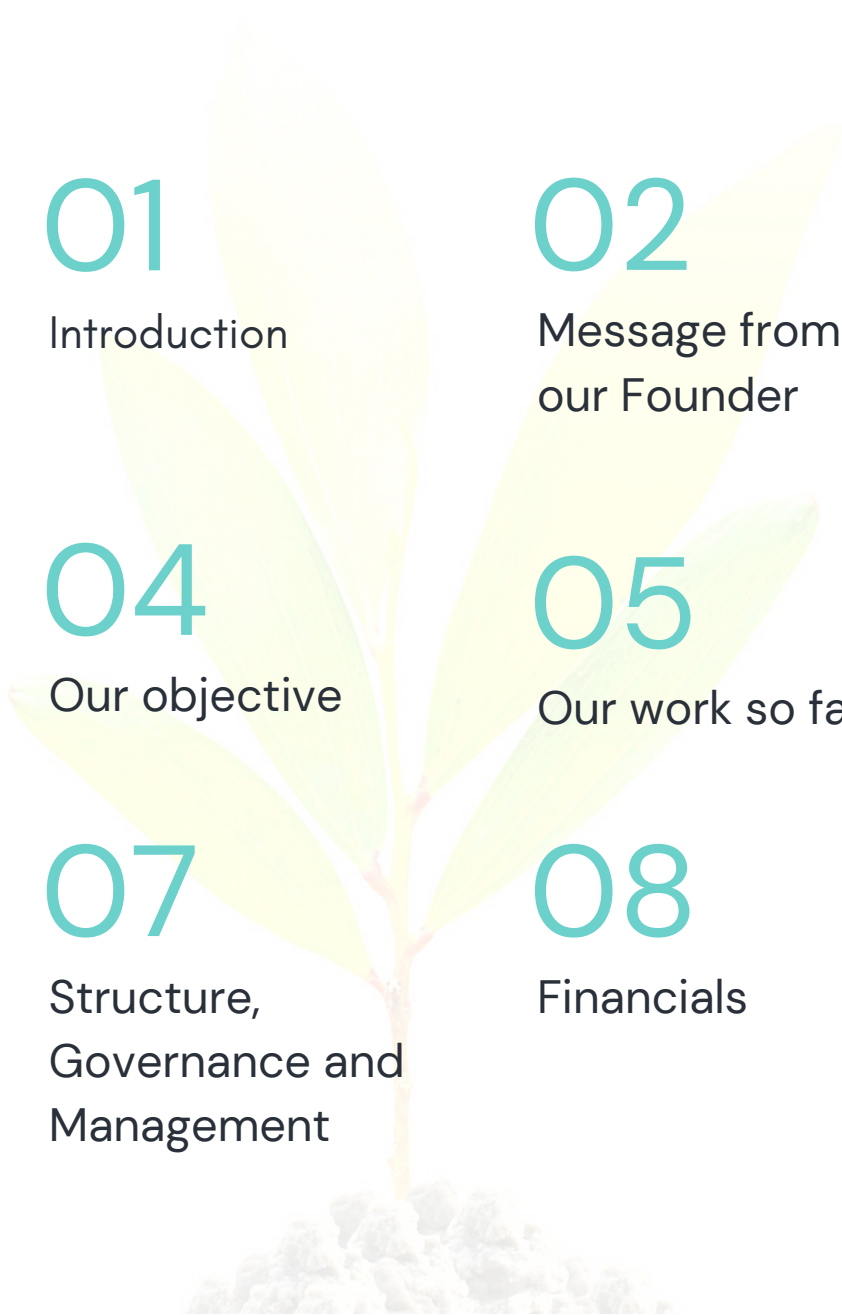
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1. Introduction

Gerri's Place is a new, first of its kind non-profit wellbeing company (awaiting charity status) that aims to bridge an existing gap in our mental health services, by providing early intervention, holistic preventative support to people who are struggling with their emotional or mental wellbeing.

Through the provision of AFFORDABLE wellbeing breaks, we want to reach people at the early stage of their mental wellbeing struggle; by providing them with the time and space to focus on their emotional and mental wellbeing. More importantly, over the course of the break, the workshops will equip them with the take-home tools to self-manage.

We cater for people experiencing mild depression, anxiety, stress or burnout by providing access to a range of holistic therapies in a safe and supportive environment. Participants can explore a range of wellness tools that can be used in their everyday lives, connect with others, reconnect with themselves and begin to heal.



If you are feeling low, depressed or anxious this is the place to go.

I came back feeling so much better in myself. I didn't realise how depressed I was or how disconnected I had become from everything.

This is probably one of the best things I have done for myself in years."

Gerri's Place participant | March 2022



2. Message from our Founder



Rebecca Sheridan
Founder
Gerri's Place

On behalf of the Board of Directors of Gerri's Place, I am delighted to present the Annual report for 2021-2022.

It has been a very successful first year for Gerri's Place, we packed in so much on a very tight budget. We got to pilot our wellbeing break in March 2022 and then delivered another two successful weekends gaining confidence as we went. With additional funding we would have delivered many more.

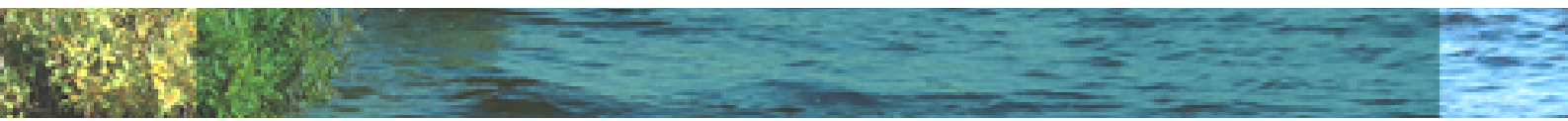
The success of these weekends is down to a number of people including our dedicated board and sub committee members, our generous partner practitioners, our willing participants and our generous funders.

Our board, committees and advisors are all volunteers and they have worked tirelessly to bring Gerri's Place to where it is now. From a small idea to a working non profit organisation finding its place and already supporting and inspiring many people.

Our partner practitioners have been the backbone of our wellbeing weekends. So generous with both their time and their wisdom, we just couldn't have done it without them. Our participants, who took a chance and attended our wellbeing weekends. When you are struggling with your wellbeing it can be hard to try something new but they bravely faced the unknown. Their overwhelmingly positive testimonials show they were glad that they did.

And finally our family, friends and colleagues, our funders, who made generous contributions to Gerri's Place in 2022 and without whom none of this could have happened. Our mission at Gerri's Place is to empower, guide and support people in their emotional and mental wellbeing through the provision of affordable, holistic, person- centred wellbeing breaks and a supportive and connected online community. With the successful piloting of our wellbeing breaks and the introduction of our online workshops in 2022 we believe we are well on our way to achieving that mission. We are so excited to see what 2023 will bring and how many more people we can support.

Thank you so much to everyone who has supported us in 2022. We are only just beginning.



3. Who we are

Gerri's Place is a non-profit, social enterprise that provides wellbeing breaks for people who need time and space to focus on their emotional and mental wellbeing.

Our aim is to provide inclusive support to those with mild depression, anxiety, stress or burnout and provide access to a range of affordable and holistic therapies.

Our Mission

To empower, guide and support people in their emotional and mental wellbeing through the provision of affordable, holistic, person-centred wellbeing breaks and a supportive and connected online community.

Our Vision

Our vision is that people who are struggling with their mental wellbeing have access to early intervention and holistic preventive support.

Our Values



Holistic

Considering different strategies that can work together to help the individual



Affordable

Ensuring that cost is not a barrier to accessing holistic preventative support



Empowerment

Giving people the time and space to develop tools to support and help themselves.



Person Centred

Focusing on the needs of the individuals, being respectful of their preferences and being responsive to them



Preventative

Providing support early and enabling people to take control and stay well.

3 x fully funded wellness breaks in 2022

100%

4. Our Objective

To reach people experiencing mild depression, anxiety, stress and burnout earlier and giving them the tools to support themselves.

Our aim is to:



Reduce referrals to community mental health teams



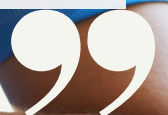
Reduce waiting lists for services that are struggling to meet the current demand



Give people choice and a holistic approach to mental wellbeing

At just the right time I was offered a free place at Gerri's Place, a retreat for people just like me. There I met six ladies, total strangers, and we began a journey together that would transform us into kindred spirits. A tough journey, but such a rewarding journey. We shared laughter and tears and held each other as the light came through the cracks in our armour and allowed our wounds to begin healing

Gerri's Place participant | March 2022





5. Our Work so Far

Our Core Service: Wellbeing Weekends

As part of our core offering, we arranged three wellbeing weekends in 2022. The pilot weekend was in March and the following weekends were September and October. In total 22 participants benefited from a wellbeing weekend and the testimonials are evidence that we accomplished what we set out to achieve.

The interest was high and a waiting list was opened. The plan was to run additional weekends in 2022, but funds did not allow it. These additional weekends, including specialist weekends are now being planned for March 2023.

3 Wellbeing
Breaks

22
Participants

Excellent
Feedback





Our Work so Far

Research and Evaluation

To support the ongoing development of Gerri's Place as a viable complimentary service for those experiencing life challenges, a research team led by our board member Michael John Norton was formed in 2022 to undertake an internal evaluation of Gerri's Place.

A mixed method evaluation, including a pre and post-test design, was deemed most suitable. Additionally, a qualitative element will be utilised to gather the experiences of individuals regarding the retreat.

The evaluation received ethical approval in February 2023. It is envisioned that the study will begin in April 2023 and last for approximately six months. Once completed, a report will be written up and submitted to the board of Gerri's Place. After which, the results will also be used to inform peer-reviewed publications in high-impact academic journals.

As such, the outcome of this research aims to show how valuable Gerri's Place will be to positively maintaining someone's mental health. We can then use the results and outcomes of this research to further highlight the demand for this type of service in Ireland. The research will also be used by the Board of Directors for future discussions and presentations with potential investors and to help gain more sponsorship.

Ongoing research will also help us refine, redevelop, and grow the organisation in a positive direction. The research is timely and will be linked to current healthcare policy, particularly 'Sharing the Vision' which supports the growth of primary care initiatives that can potentially ease the pressure on secondary care services.

Ethical Approval
Feb 2023

6 Month
Project

Highlights
Current Need





Our Work so Far

Supportive Online Workshops

"Reconnect and Relaxation"



Alicia O'Keeffe



Angela Keegan

Our secondary service that was planned for 2023 was our supportive online workshops.

A community that will give those who want to stay connected to Gerri's Place an option of doing so and a place to build on the tools developed over the course of a Gerri's Place weekend.

Combining zoom chats with peers, wellness workshops or webinars and an information section outlining additional community-based supports.

When it was deemed necessary to pause the wellbeing breaks due to funding a decision was made to accelerate the plans for the online community as this had less overheads and could start small and grow. On the 22nd of December 2022 the first online workshop was held "Reconnect and Relaxation" by Angela Keegan and Alicia O'Keeffe. It was well received and a two part workshop with Aisling Plunkett was confirmed for January 2023.

New Online
Workshops

Follow-on
Support

Excellent
Feedback





Our Work so Far

Set Up of Sub Committees

Gerri's Place is governed by a board of directors with extensive and varied experience in both the corporate and non-profit sector.

The day-to-day operations are managed and supported by a voluntary operations manager, volunteers, and an advisory committee. We envisage that as the business grows some roles will be paid.

In order to achieve its mission the following sub committees were set up to date:

Board Sub-Committees

- Finance
- Fundraising
- Marketing and Website
- Governance (set up in 2023)

Operations

- Online Community
- Wellbeing Breaks



Alicia O'Keeffe,
Mindfulness Teacher

“Having had experience facilitating two weekends in Gerri's Place I have directly witnessed the benefits, comfort & support it provided for people. Both weekends provided a safe space where people felt held - where they could share, connect and also sample different modalities.

A Gerri's place wellness break is a journey of exploration - an experience in which people have a chance to unwind & reflect, and where they learn & embody tools to help them during challenging times”.



Our Work so Far

Marketing

Gerri's Place aims to bridge the gap in the existing pathway of services, by working alongside and supporting established primary care services.

We have identified a genuine need for more community-based support, for people at the early stages of mental wellbeing challenges. We believe that Gerri's Place can address this gap by providing support at an early stage and offer ongoing support in accessing tools to enable people to better manage their mental wellbeing.

This will ultimately reduce the pressure on existing primary and secondary services that are already under-resourced.

Our Brand

We developed a simple brand that reflected themes of nature, self-empowerment, and change using limited text and powerful visuals. It represents a powerful link between the opportunity for personal growth and change through the support and connection to Gerri's Place. We now have clear brand guidelines that feed into our future marketing material and website.

Bridging a gap in the current mental health system

BUSINESS

tools.

CREATIVE CAMPAIGNS

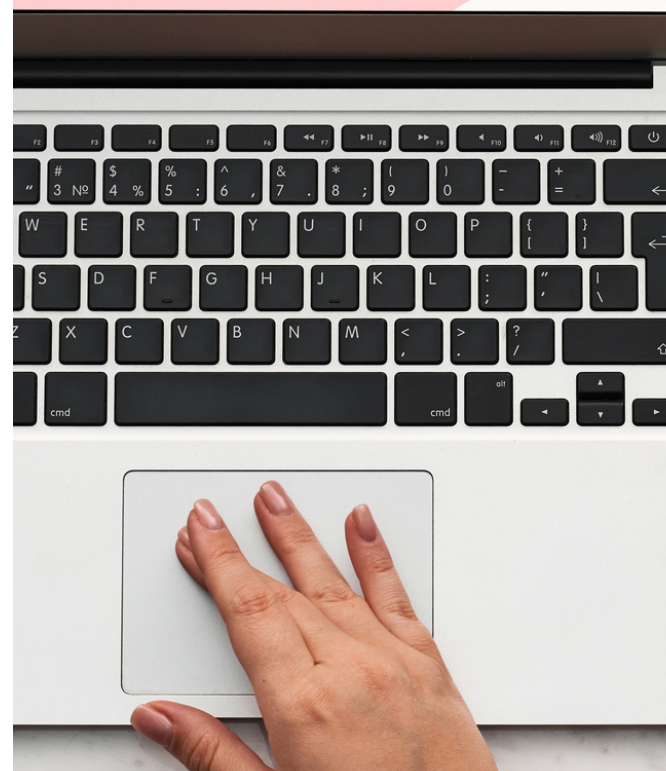
Presentations are tools.

RESEARCH

tools.

UNIQUE CONCEPTS

Presentations are tools.





Our Work so Far

Our Website

The marketing team developed a clear strategy to develop a website that reflected the ethos and Brand of Gerrisplace.

We use our brand guideline to ensure that we developed a website that provided the following:

- Simple, clear navigation.
- A reflection of our story.
- Impact statements.
- Testimonials
- Clear calls-to-action
- Indicators and imagery that give a safe, secure and positive feel

The website was launched in August 2022.

Page Views: 3,262

Unique Visits: 1,174



What is Gerri's Place?

Gerri's Place is a non-profit, social enterprise organisation designed to support people with mental health issues and those who care for them. We provide a safe space for people to share their experiences and learn from others. Our aim is to provide a safe space for people to share their experiences and learn from others. Our aim is to provide a safe space for people to share their experiences and learn from others.

Our Wellbeing Breaks



Community Wellbeing Breaks

For people who want to connect with others and share their experiences, we offer a range of wellbeing breaks. These are designed to provide a safe space for people to share their experiences and learn from others.



Corporate Wellbeing Breaks

For people who want to connect with others and share their experiences, we offer a range of wellbeing breaks. These are designed to provide a safe space for people to share their experiences and learn from others.



Corporate Wellbeing Breaks

For people who want to connect with others and share their experiences, we offer a range of wellbeing breaks. These are designed to provide a safe space for people to share their experiences and learn from others.

Why we do it.

Mental health challenges cost the Irish economy over €10.2 billion a year.

One in four people experience mental health issues at some point in their lives. This is a significant proportion of the population. We want to support people who experience mental health issues and help them to live their lives to the full.



Mental health issues are the leading cause of disability in Ireland. This is a significant proportion of the population. We want to support people who experience mental health issues and help them to live their lives to the full.

Become a Corporate Partner



Support your community's mental well-being



Partner with Gerri's Place to create and deliver a mental health programme



Share your support of Gerri's Place through social media

Work with us

Help us make Change.

Our aim is to provide a safe space for people to share their experiences and learn from others. We want to support people who experience mental health issues and help them to live their lives to the full.

Donate



"From the moment I arrived I felt extremely comfortable. I learned lots of new ways to deal with stress and life's challenges. A lot of these I now can do on my own."

gerri's place

Gerri's Place aims to bridge the gap in the current pathway of services, by working alongside and supporting existing primary care services



About Us

Our vision is to provide a safe space for people to share their experiences and learn from others. We want to support people who experience mental health issues and help them to live their lives to the full.

Our mission is to provide a safe space for people to share their experiences and learn from others. We want to support people who experience mental health issues and help them to live their lives to the full.

Our values are to provide a safe space for people to share their experiences and learn from others. We want to support people who experience mental health issues and help them to live their lives to the full.

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Our Work so Far

Digital Strategy

Our initial digital media strategy was to create initial awareness of our services and brand by using two main platforms – LinkedIn and Instagram.

Our messaging initially created awareness around the set up and facilitation of our weekend breaks – with several testimonials following their success.

We also shared information and messaging that highlighted the current gaps in the system, focussing on the importance of empowering people to equip themselves with the right tools to support their mental wellbeing.



Our Work so Far



Collaboration

Integrating with the Community

To date, each wellbeing break was based in Sheepwalk House in Arklow.

We decided to try and integrate ourselves into the local community by linking in with local practitioners and service providers.

This in turn led to local people being referred to the service and a sense of giving back to the community.

We plan to build on this local collaboration in 2023 and recreate this process in all new areas we provide wellbeing breaks in.



“

ARKLOW
CANCER SUPPORT

Mary O'Brien
Director of Services
Arklow Cancer Support

Our first referral said the weekend was life-changing for her after coming through a difficult and uncertain time on her cancer journey.

The other referrals were also amazed by the amount of various supports they received in just one short weekend. It was thoroughly enjoyable and they also made amazing friendships.”

”

Our Work so Far



Referral Pathways

Integrating with the Community

In a short space of time Gerri's Place developed referral pathways with social prescribers, a practice nurse manager, a GP based in Wicklow and Arklow Cancer Support all through word of mouth and networking.

We have plans to build on our referral pathways in 2023, strengthen our links with other organisations and build on the goodwill that we have developed in 2022.

“

“I have been in the nursing profession for 30 years & while I have seen huge advances made in a lot of medical areas, the area of mental health has not progressed at the same pace. The facilities offered are very lacking and there are huge waiting lists for people to be seen by psychologists, psychiatrists etc.

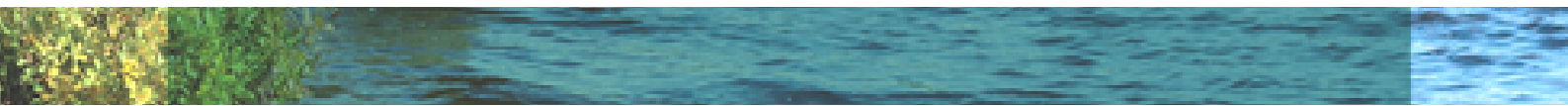
It is here that I think Gerri's Place has a huge input into helping a certain cohort of people, whether alongside prescribed meditation or as a stand alone treatment.”

“I most certainly think that there is a 100% necessity for places like this in a holistic approach to mental health.

One that is not medically driven but where people learn the skills to recognise areas in their life that are lacking and to have the tools to then deal with it.”

Maggie Wilkile (Nurse) March 2022

”



Our Work so Far



Contributors & Volunteers

smartimaging
designers + printers

MM | **Manzor**
MARKETING



CHARISSE VAN KAN
Food Stylist, Photographer

THALGO
LA BEAUTÉ MARINE

Volunteers: Weekend Breaks

Shirley Kiernan
Lisa Conneally
Deirdre Ruane
Kate Carbery
Margaret Wilkie
Charisse Van Kan (Catering)
Andrew Court (Catering)

Participant Volunteers

Val Tracey (Participant)
Patricia Foley (Participant)

Special Advisors

Kirsty Kirkwood
Margaret Wilkie
Paul Browne
Angela Keegan
Mary Maher (Counsellor)

Practitioners

Aisling Plunkett	Lorraine Mooney
Angela Keegan	Rachel Tyrell
Alicia O'Keeffe	Aisling Nolan
Denise Hill	Liam Oragh
Aoife McManus	
Michelle Whelan	

General Volunteers

Deirdre Ruane	Cristina de Leon
Michael Dillon	Douthwaite
Shelley Farrell	Marie Lynch
Owen Flynn	Angela Chambers
Ava Gordon	

Research Volunteers

Lisa O'Connor	Aisling Keane
Bridin Carroll	Shannon Lanz
Barry Prendergastand	Fintan Condron.

Local Support

Counsellor Peir Leonard

7. PRIORITIES 2023

Gerri's Place has big plans to develop and grow as a service in 2023. Building on the strong foundations that were laid and work towards building a strong sustainable organisation.

Alongside these singular goals Gerri's Place wants to continue connecting and collaborating with other organisations in the mental wellbeing/health space.

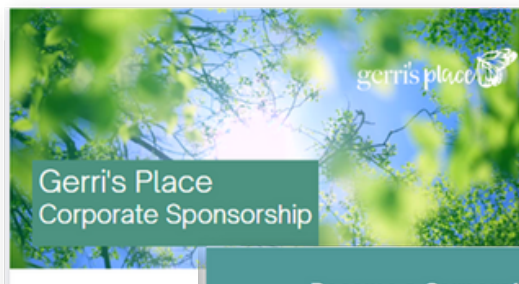
It is only through joined up thinking and strong communication between services that real change can happen. Services must work together holistically.

"Gerri's Place does exactly what it sets out to do in providing us with support and tools to help deal with stress and anxiety. My personal experience was that from my time at arrival to departure I felt so safe and supported by the fellow users and organisers of the weekend."

Gerri's Place participant | September 2022

The following are the priorities for 2023:

- Launch corporate workshops
- Complete Registration with the Charities Regulator
- Employ first employee
- Complete Research and Evaluation
- Establish new weekend locations/Increase number of breaks
- Further development of online community
- Build referral pathways
- Secure regular funding
- Recruit new Board members including Chairperson
- Develop all remaining policies
- Begin Governance Code journey
- Plan fundraising calendar pre-registration





7. Structure, Governance and Management

Company Structure

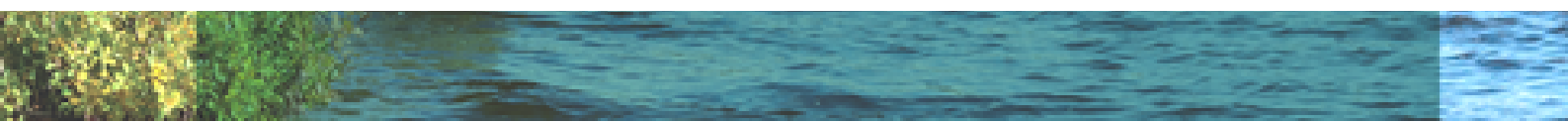
Gerri's Place is a company limited by guarantee and not having a share capital, registered under Part 18 of the Companies Act, 2014. Its Companies Registration (CRO) number is 702907. Gerri's Place currently operates as a non-profit social enterprise that is actively progressing towards becoming a registered charity. An application for charity status was submitted in 2022 to the Charities Regulatory and the application is in-progress as of the writing of this report.

The governance and responsibility for the strategy and performance in realising Gerri's Place objectives sits with its board of directors. The board is primarily guided by the organisation's Constitution in respect to its governance responsibilities. As the organisation is actively pursuing charity status, the board also takes guidance from and aligning with the Charities Regulator's Governance Code. The board meets at a regular cadence to review the organisation's governance and performance. Board meetings were held 8 times in 2022.

The board's main governance focus in 2022 was to prepare the organisation to apply for charity status but also undertook other projects to build out our governance.

The main governance activities in 2022:

- Initial charity status application with the Charities Regulator
- Created a Conflict of Interest policy and enacting processes to align with the policy
- Expanding the bandwidth, skillset and experience of the board of directors
 - Recruited four new members with experience across charity governance, medical health services, audit & risk and marketing





Structure, Governance and Management

Board of Directors

The board as of the end of 2022:



Rebecca Sheridan
(on incorporation)



Shirley Kiernan
(on incorporation)



Louise Cornally
(on incorporation)



John Brogan
(appointed 16th
September 2022)



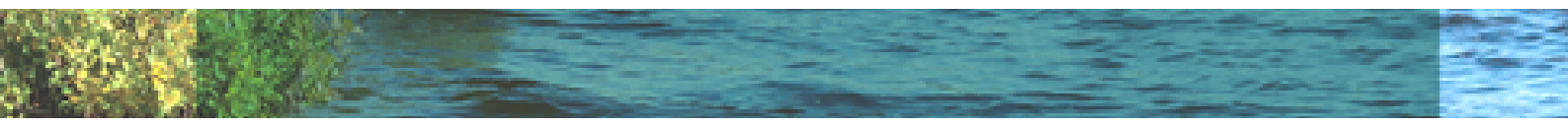
Michael John Norton
(appointed 15th
August 2022)



Áine Crotty (Appointed
18th January 2023)

The board's main governance focus will be on:

- Obtaining charity status
- Continuing to align the organisation and its processes with the Governance Code
- Developing a governance framework that will enable the operationalisation of all our policies and alignment with regulatory requirements
- Establishing and operationalising new policies:
 - Beneficiary selection policy – to ensure the fair selection of clients to receive our services
 - Safeguarding – to ensure the safety of potentially vulnerable clients
 - Data protection – to ensure the security and privacy of client, volunteer and staff personal data





Structure, Governance and Management

Our People

Gerri's Place currently doesn't employ any staff but is a fully volunteer driven organisation. Recruitment of new volunteers is pursued actively as new skill sets and help is required.

An overview of our people in 2022:



Gerri's Place Company Limited by Guarantee

Unaudited and Abridged financial statements

For the period from the date of incorporation
(1st September 2021) to 31 December 2022

Registered number: 702907



Gerri's Place Company Limited by Guarantee

Directors' report and financial statements

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1. Directors Report

Directors and Financial Statements

Directors	Rebecca Sheridan (on incorporation) Shirley Kiernan (on incorporation) Louise Cornally (on incorporation) John Brogan (appointed 16th September 2022) Michael John Norton (appointed 15th August 2022)
Secretary	John Brogan (appointed 16/09/2022)
Registered office	31 Rugby Road, Ranelagh, Dublin 6
Legal form of Company	Company Limited by Guarantee
Bankers	Allied Irish Bank Ranelagh Dublin 6
Company number	702907

Directors Report

Directors and Financial Statements

Balance sheet
as at 31 December 2022

Note 2022
€

Current assets	
Prepayments	39
Cash at bank and in hand	4376
	<hr/>
	4,415
Creditors: amounts falling due within one year	-
	<hr/>
Net current Assets	4,415
	<hr/>
Net Assets	4,415
	<hr/>
Capital and reserves	
Profit and loss account	4,415
	<hr/>
Capital Employed	4,415
	<hr/>

We the directors of GERRI'S PLACE COMPANY LIMITED BY GUARANTEE state that;

- (a) These financial statements have been prepared in accordance with the small companies regime.
- (b) the company is availing itself of the exemption provided for by Chapter 15 of Part 6 of the Companies Act 2014"
- (c) the company is availing itself of the exemption on the grounds that the conditions specified in section 358 are satisfied
- (d) the shareholders of the company have not served a notice on the company under section 334(1) in accordance with section 334(2) of the Companies Act 2014
- (e) We acknowledge the company's obligations under the Companies Act 2014, to keep adequate accounting records and prepare Financial Statements which give a true and fair view of the assets, liabilities and financial position of the company at the end of its financial year and of its profit or loss for such a year and to otherwise comply with the provisions of the Companies Act 2014 relating to Financial Statements so far as they are applicable to the company
- (f) The company has relied on the specified exemption contained in section 352; We have done so on the ground that the company is entitled to the benefit of that exemption as a small company and the abridged Financial Statements have been properly prepared in accordance with section 353.

On behalf of the board

Rebecca Sheridan
Director
Date:

Shirley Kiernan
Director
Date

Directors Report

Notes

forming part of the financial statements

1. ACCOUNTING POLICIES

Basis of preparation

These financial statements were prepared in accordance with Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland ("FRS 102"). The presentation currency of these financial statements is Euro.

Income

Income represents amounts receivable in the period

Measurement convention

The financial statements are prepared under the historical cost convention, presented in euro.

Trade and other debtors/creditors

Trade and other debtors are recognised initially at transaction price plus attributable transaction costs. Trade and other creditors are recognised initially at transaction price less attributable transaction costs. Subsequent to initial recognition they are measured at amortised cost using the effective interest method, less any impairment losses in the case of trade debtors.

Investments in preference and ordinary shares

As a Company Limited by Guarantee there is no share capital

Cash and cash equivalents

Cash and cash equivalents comprise cash balances and deposits. Bank overdrafts that are repayable on demand and form an integral part of the company's cash management are included as a component of cash and cash equivalents for the purpose only of the cash flow statement.

Going concern

The directors have a reasonable expectation that the company 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.

Provisions

A provision is recognised in the balance sheet when the entity has a present legal or constructive obligation as a result of a past event, that can be reliably measured and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are recognised at the best estimate of the amount required to settle the obligation at the reporting date.

Taxation

Tax is recognised in the profit and loss account except to the extent that it relates to items recognised directly in equity or other comprehensive income, in which case it is recognised directly in equity or other comprehensive income.

Directors Report

Notes (Cont)

forming part of the financial statements

Foreign Currencies

Monetary assets and liabilities denominated in foreign currencies are translated into Euro at the rate of exchange prevailing at the accounting date. Transactions in foreign currencies are recorded at the date of the date of all transactions. All foreign currency differences are taken to the profit and loss account.

2. STAFF COSTS

The company employed no individuals during the year.

3. DIRECTOR'S REMUNERATION/ INTERESTS

There was no director's emoluments charged during the period

There are no arrangements and transactions in which the directors and/or other officers of the company have a material interest.



gerris' place 

info@gerrisplace.ie
www.gerrisplace.ie