

BODYWHYS

The Eating Disorders Association of Ireland

Annual Report

2014

“our vision is that people affected by eating disorders will have their needs met through the provision of appropriate integrated, quality service being delivered by a range of statutory, private and voluntary agencies”

Contents

Page No.

Chairman's & CEO's Report	2
Overview of Services	4
Helpline	5
Support Groups	7
Online Services	8
Communications	10
Youth Development	12
Other Activities	14
Statement of Financial Activities	16
Balance Sheet.....	17
Acknowledgements	18
Company Information	19

Chairman's & CEO's Report



Siobhan Bereen
Chairman

Welcome to our Annual Report 2014

I am pleased to welcome you to Think Bodywhys Ltd. annual report for 2014. It has been another busy year for our organisation in supporting people affected by eating disorders.

As well as sustaining our support and outreach services, during the year, Bodywhys continued to increase service provision in innovative ways. We developed a four week parents/family programme designed to educate and support family and friends of those with an eating disorder. In conjunction with the HSE mental health services, the PiLaR (Peer Led Resilience) programme was delivered to parents and family members in Sligo, Limerick and Cork. In total 73 family members were supported across the three initial sites. We acknowledge the support of Genio and the National Office for Suicide Prevention (NOSP) for supporting this important innovation and we welcome the opportunity to expand the programme in the future to meet our strategic goals.

In February we again supported a very successful Eating Disorders Awareness Week (EDAW). While we are very conscious of ensuring the issue of eating disorders remains high on the policy agenda throughout the year, a dedicated week such as this, affords the opportunity to complement our work and focus on particular areas of concern to be highlighted. We firmly believe that activities surrounding EDAW should be driven from an expert by experience perspective and reflect our ethos of a recovery focus to achieve the best possible momentum.

Coverage of EDAW was driven by the findings of a research report by Dr. Niamh McNamara which found that stigma and a lack of understanding were significant factors that affected how individuals with eating disorders accessed support. From these findings, we are aware of the ongoing need to increase our commitment and advance our work in challenging all aspects of stigma to ensure equitable and timely access to healthcare.

With so many challenges facing our sector – including how we are funded and regulated – it is essential that we all have a clear understanding of the evolving nature of these changes.

Chairman's & CEO's Report

In that regard, Bodywhys continues to improve organisational governance in order to strive towards best practice and compliance with The Governance Code and in anticipation of full implementation of the Charities Act (2009). We have a responsibility to provide and follow a code of good practice when it comes to how our organisation is run. It is the responsibility of the board of directors to ensure this happens. This Code of Practice for Good Governance gives us access to a range of management tools which allows us to demonstrate the high standards of governance we observe to our stakeholders. We will continue to strive for good governance and take seriously our accountability to our members and funders.

I would like to take this opportunity to acknowledge the performance and cohesive work of our Bodywhys team of Mary Crean, Harriet Parsons, Fiona Flynn and Barry Murphy, led by Jacinta Hastings. As you will see from this report, their output is truly commendable. As Chairman, it has been a privilege to be associated with this outstanding contribution to those affected by eating disorders and I want to congratulate and thank everyone involved.

On a personal note, I now take my leave of Bodywhys after eight years of being a Director and Chairman. It has been an extremely satisfying experience and one from which I have gained considerably. I wish you all well and continued success as you all strive to progress the strategic objectives of Bodywhys. I extend my sincere welcome and best wishes to Jane O'Riordan as a Director and we look forward to gaining from her considerable expertise.

Finally, my sincere thanks go to our CEO Jacinta Hastings for her assiduous support and the Board of Directors for their continued commitment and guidance; and also to all of our members and supporters for their contributions to our work. Thank you to the management and order of St. John of God; to our statutory funders and individual donors. I would also like to extend a simple but sincere thanks to all of our volunteers who attend events, share their personal journeys, connect with us on social media and give so generously of their time in order to deliver our support services. You make the difference to those affected by eating disorders - without your selfless support, our voice would not be so strong.

Siobhan Bereen, Chairman



Jacinta Hastings, CEO

Welcome

Overview of Services



Harriet Parsons

2014 has been a busy year for our support services. In particular, we have seen an increase in people using our support services in the first 6 months of 2014. When we reflect on the reasons for this it would seem there are many, but in particular a growing awareness that an eating disorder is not a condition that a person has to live with in silence, it is possible to recover, and the first step to trying to recover is reaching out to talk to someone. Part of what makes this reaching out feasible is the growing public awareness that the stigma attached to mental health issues is something that we all need to challenge. We hope that the trend we see in the 2014 support service statistics is a reflection of this and that this will continue in the years to come.

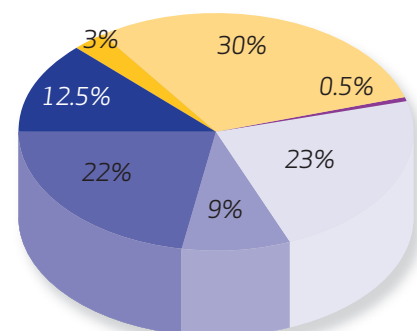
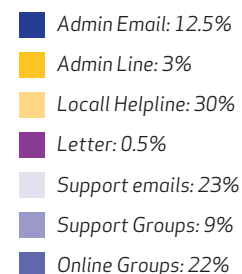
Bodywhys support services strive to listen first and foremost, and in doing so help people to think about the situation they are in, consider the options they have open to them and how to proceed and move towards recovery. The ethos upon which all of our support services operate is that:

- *We recognise that an eating disorder is not about food or weight but underlying issues and feelings.*
- *We recognise that everyone has a different experience.*
- *To ensure that our support space is safe for everyone we focus on how you are feeling and not what you are doing – our focus is how you are feeling about what you are doing.*

During the year, new volunteers were trained to deliver support across services. It is with much gratitude that Bodywhys recognises the immense work and commitment that our volunteers provide to people affected by eating disorders through our support services. Their dedication continues to ensure that the support and information we provide is done so in a respectful, non-judgemental and open way.

Looking at the overall picture, and all of the ways in which Bodywhys provides support and information to people affected by eating disorders we can see in *Figure 1*, the breakdown of ways in which people contacted us for support and information. It is also important to remember that these were individuals who contacted us directly, and does not reflect those who we came into contact with us through our school's programme, our SPHE resource, the many and varied events we have attended and presented at, and the training we have delivered with interested groups.

Figure 1: How people contacted us for support



Helpline – 1890 200 444

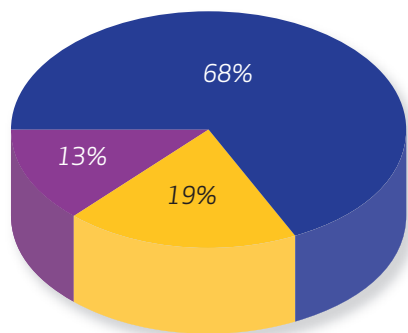
Helpline

The Bodywhys helpline is a 'listening ear' service and all our volunteers are trained to deliver a safe, non-judgemental, non-directive, listening, support and information service to people affected by eating disorders. During 2014 our helpline operated for 2 hours per day, 6 days per week. In 2014, 70% of callers were calling for the first time, and 30% were repeat callers.

Looking at *Figure 2*, we can see that the majority of callers contacted us for a 'listening ear', rather than for basic information.

Figure 2: Reason contacted

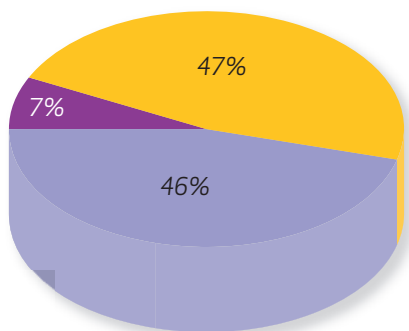
- Listening Ear: 68%
- Crisis: 19%
- Information: 13%



When we look at who called our helpline during 2014 in *Figure 3*, we can see the repetition of a trend from previous years. Calls are approximately evenly divided between callers who have an eating disorder, and calls from family and friends of those with an eating disorder.

Figure 3: Who contacted

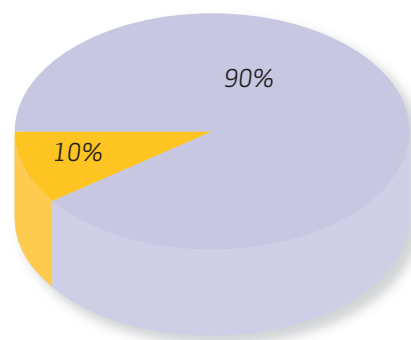
- Self: 47%
- Family and Friends: 46%
- Other: 7%



In *Figure 4* we can see that 90% of calls concerned a female with an eating disorder, and 10% of calls concerned males.

Figure 4: Helpline gender

- Female 90%
- Male 10%



Helpline (continued)

In *Figure 5*, we can see the breakdown of the age of people with eating disorders. It is interesting to note that the majority of calls, 27% concerned a person with an eating disorder in the age group 25-35yrs, highlighting again in 2014, as in 2013, that eating disorders are not just a teenage issue.

When we look at the different eating disorders in *Figure 6*, when an eating disorder was specified in a call, 60% concerned Anorexia Nervosa, 17% concerned Bulimia Nervosa, 18% concerned Binge Eating Disorder, and 5% concerned OSFED (Other Specified Feeding or Eating Disorder).

Another important aspect to look at in relation to calls to the helpline, is where callers have mentioned the duration of the eating disorder that they are calling about. In this case, the majority of callers, 30% concerned a person who has had an eating disorder for over 10 years, see *Figure 7*.

Callers do not always disclose whether they are in any form of treatment. Where this is mentioned, in 2014, 50% were not in any form of treatment. The breakdown of treatment type can be seen in *Figure 8*.

Figure 5: PWED age

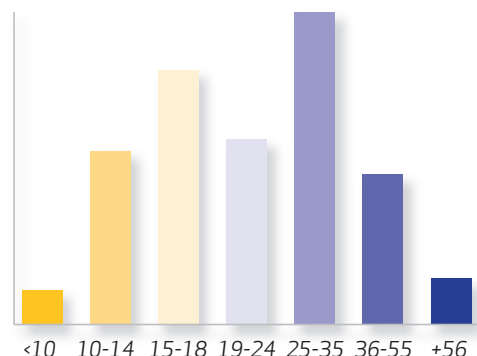
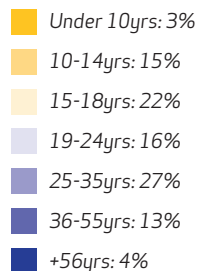


Figure 6: Eating disorder type

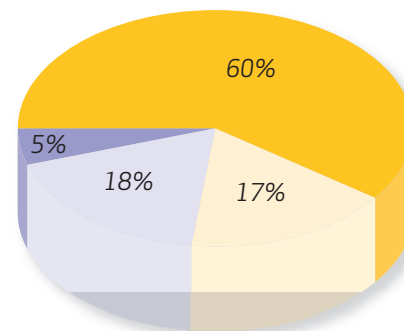
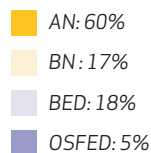


Figure 7: Duration of eating disorder

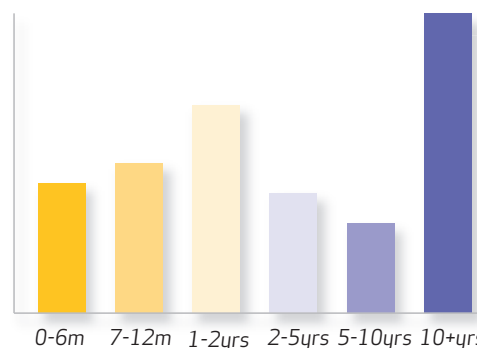
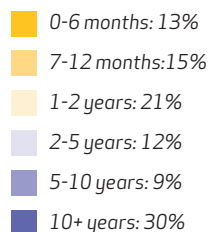
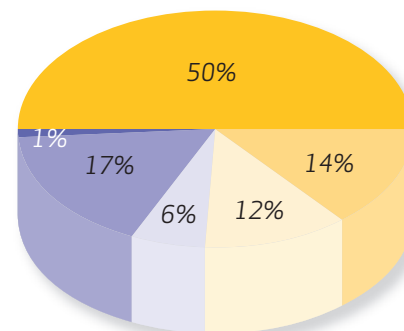
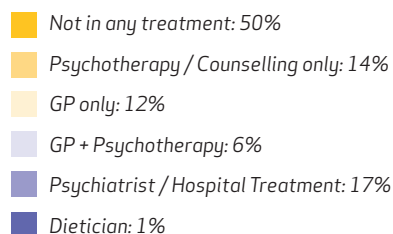


Figure 8: Type of current treatment

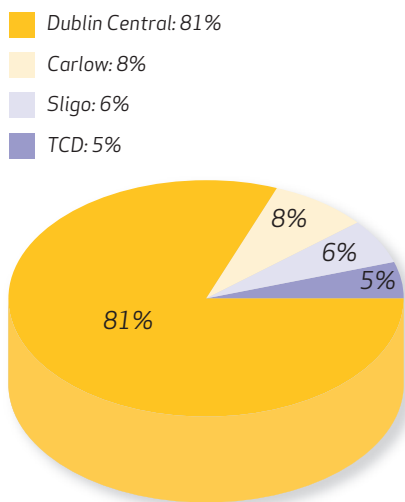


Support Groups

Bodywhys runs two types of support groups, one for people with eating disorders, and one for family and friends. Our groups in Carlow and Dublin have continued to run in 2014, and we have also started up a family and friends group in Sligo.

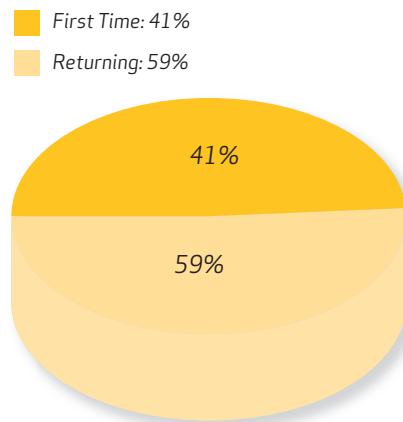
We have two groups operating in Dublin, our longest running group, in Temple bar, and our support group for TCD students in TCD. There have been peaks and troughs with attendance at our TCD groups, but this is expected on a college campus with the timetable that students engage in. We would like to thank the Trinity student counselling service for their ongoing support.

Figure 9: Attendance at face to face support groups



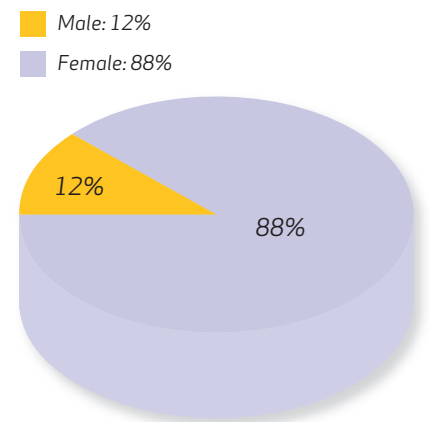
It is worth noting that in *Figure 10*, when we look at attendance of our support groups, 41% of people attending groups were there for the first time, and 59% of people attending had been to the groups before, and were returning. With this level of people returning to our groups for support, we are encouraged that the way we run our groups and the support ethos that underpins all of our services, makes the group a safe place for people to articulate their experiences and get and give support to one another.

Figure 10: Support groups attendance



In *Figure 11*, we can see that 88% of people attending our groups in 2014 were female, and 12% were male.

Figure 11: Support Groups Gender



Support Groups

Online Services

Online Support Groups

Bodywhys runs two types of online support groups, one for adults and one for teens. Our adult online support group operates every week, either on a Monday or a Wednesday evening, and our group for teens operates every Sunday evening.

Teens Online Support Group

In 2014, a total of 197 teens accessed our teen online support group. We had an 84% increase in overall attendance at the groups, while new registrations for the group decreased by 12% compared with 2013. This indicates that although in 2014 not as many people signed up to use the group, those that have signed up are using it more frequently for support. We held 52 groups in 2014, with 80% of teens attending the group as repeat users, and 20% new users. The majority of users are aged between 16-18yrs, rather than 13-15yrs. 99% of users are female.

Adult Online Support Group

We ran 52 groups throughout 2014. A total of 325 people used our groups for support, averaging 6 people per group per week. 75% of people were repeat users, and 25% were there for the first time. This again indicates that the type of support that is provided by this safe online space is very important to people trying to recover from an eating disorder. The highest proportion of people registering for the group identified themselves with binge eating disorder. This is in sharp contrast to the helpline information detailed above, where the highest proportion of calls concerned anorexia. This shows us the benefit of having support offered in different modalities, because there is no 'one size fits all' when it comes to support, or treatment.

Email Support

In 2014, our email support service dealt with 536 emails. As you can see in *Figure 12*, there was a high percentage of people who have an eating disorder (Self contacts) using the email service as a way of getting support and information. This is a much higher percentage than on our helpline service.

People who email us do not always tell us if they are in any form of treatment. Where we are told this, *Figure 13* shows the percentage breakdown of this information. Significantly, 58% of people who have emailed our email support service in 2014 are not currently in any form of treatment.

Figure 12: Type of contact person

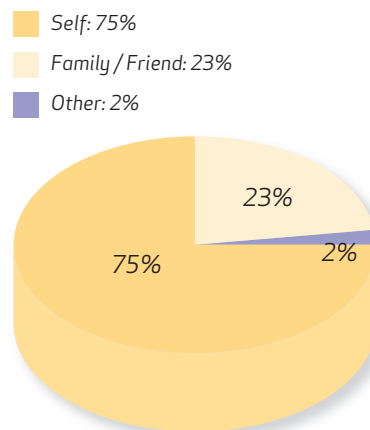
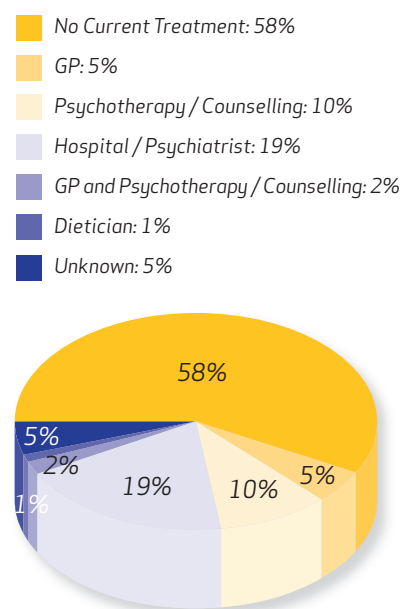


Figure 13: Type of current treatment



Online Services (continued)

SeeMySelf - Online psycho-education programme for people aged 15-24yrs.



In 2014 Bodywhys, has continued to offer this online psycho-education programme to those aged 15-24yrs. The online programme covers topics including self-esteem, body-image, food and mood, understanding the media and how it influences our self image, and thoughts-feelings-behaviours cycles. The aim of the programme is to help young people gain a broader understanding of those core features that are part of their sense of self.

PiLaR Programme

In 2014 Bodywhys developed a four week parents / family programme designed to educate and support family and friends of those with an eating disorder. Based on the concept of Peer Led Resilience, this four week programme has proved to be of vital importance to those who attend, and the feedback has been excellent.

The four week programme covers numerous topics, and is flexible so that there is time and space to address each groups specific needs, as well as each family's particular struggle. In 2014 the PiLaR programme was delivered to parents and family specifically in Sligo, Limerick and Cork, although all of these programmes included family members who travelled the length and breadth of the country to get the support and help they so much need. In total 73 parents were supported in the course of the three programmes.

Based on feedback that was provided from the parents the key reasons for attending the course included:

- To develop a deeper understanding of eating disorders
- To seek personal support
- To learn coping skills
- To meet others in similar circumstances

Benefits of the course as identified by the parents included:

- Gaining insight into the mindset of someone with an eating disorder
- Discussing problems in a supportive environment
- Learning coping strategies such as remaining calm in stressful situations

General Quotes:

"Fantastic content. Excellent course, very insightful. Enjoyed all 4 meetings"

"This course has helped my whole family. I feel closer to my daughter. Learned to listen, talk to my child better"

"The depth of topics have been hugely beneficial"

"First time I've really learned what an eating disorder is"

AND FINALLY...

Bodywhys would like to acknowledge that it is only with the generous gift of our volunteer's time, energy and enthusiasm that our support services continue to be the cornerstone of our organisation. We would like to thank each and every one of you for this.



Bodywhys PiLaR Poster for Cork

Online Services

Communications



Barry Murphy

Traditional Media

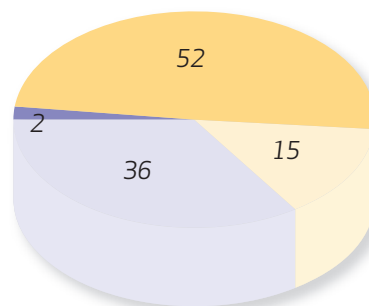
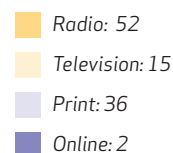
During the year, Bodywhys received 105 media queries. This represented a significant increase in contrast to 2013, up by 62% in total. The nature of the requests included topics such as diets, self-esteem, young girls and their appearance, obesity, body image, research about boys, men, stigma, eating disorders and mental health, the PiLaR course in Sligo, 'An Trek Fada', awareness week and support services statistics from Bodywhys. A number of journalists requested input from individuals with personal experience of an eating disorder. Bodywhys remains grateful to the members of the organisation's Media Panel and their willingness to share their experiences with the media. In keeping with previous years, print media and radio queries were the most common form of request. The busiest period for queries was February and September.

Media reporting of eating disorders and related issues continued steadily throughout 2014. In January, the Bodywhys PiLaR course for the Sligo region was referenced in the local media, whilst the national media gave coverage to extreme exercise and a mobile application aimed at children. The risks of young people using smartphones and social media, admissions for anorexia and the stigma attached to eating disorders were key topics in February. Later in the Spring, the print media focused on the risks associated with eating disorders, personal stories, including men. The 'Let's Be Positive' programme received some attention in Louth based media in April. During to the Summer, Wexford newspapers covered 'An Trek Fada', a fundraising walk for Bodywhys which was undertaken by Bettie-Marie Burger-Smit. In June, Bodywhys responded to a request from the *Irish Farmers Journal* for a piece titled 'Anorexia - how to help a loved one'. Other topics centred on hospital admissions for anorexia, body image, social pressure around weight and appearance, bullying, binge eating, bulimia and suicide.

During the Autumn, significant coverage was given to the statistics from Bodywhys support services. In September, Limerick newspapers drew attention to the PiLaR course for parents, whilst thinspiration, the impact of models and dieting were of interest to the national media. In October, Bodywhys engaged with a piece titled 'Achievements are the

measure of success, not waistlines' for the *Irish Independent*. During the Winter, girl guides and body image were discussed in the Kildare local media. In November, Bodywhys engaged with *Woman's Way* for an article called 'Is your healthy diet an eating disorder in disguise?' Fitness blogging, personal stories of eating disorders and struggling at Christmas were covered in national publications. Other topics discussed throughout the year included court cases concerning anorexia, letters to columnists seeking help and advice about eating disorders, an eating disorder storyline in the television soap opera *Emmerdale* and finally, the school talks provided by Bodywhys.

Media Queries for 2014



Communications (continued)

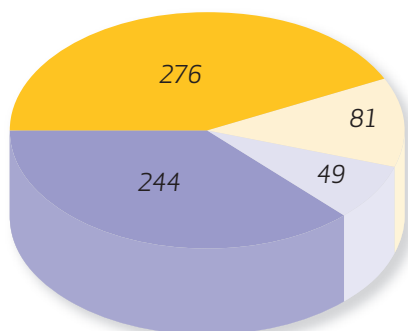
Print Media Coverage

Approximately 650 articles discussed or referenced eating disorders during 2014. Eating disorders in general and anorexia generated the largest amount of coverage.

The *Irish Sun*, *Irish Daily Mail*, *Irish Daily Mirror* and *Irish Independent* generated most of the eating disorders related articles throughout the year. As with previous years, national newspapers provided significantly more coverage to eating disorder issues compared to regional publications. Bodywhys was mentioned in 129 articles across 2014, bringing a potential readership of approximately 5.5 million (distributed edition). Bodywhys was most frequently referenced in the *Irish Sun*, *Irish Independent*, *Irish Daily Mirror* and *Anglo Celt*. The references ranged from a mention of the Bodywhys website or helpline, to an interview with a staff member, or those with past experience of an eating disorder.

Articles discussing eating disorders

- Anorexia Nervosa: 276
- Bullimia: 81
- Binge Eatig Disorders: 49
- General Eating Disorders: 244



EDAW 2014 Media Coverage

The media coverage of Eating Disorders Awareness Week 2014 was driven by a press release that highlighted the findings of a research report by Dr. Niamh McNamara. The report found that stigma and a lack of understanding were significant factors that affected how individuals with eating disorders accessed support. In response, Bodywhys engaged with TV3's *Ireland AM*, *Midday Show*, *News at 5:30*, RTE's *Morning Edition* and *News2Day*. On the radio, Bodywhys spoke to *Ros FM*, *Flirt FM*, *Near FM*, *KFM*, *West Limerick FM*, *Tipp FM*, *Dublin City FM*, the *Pat Kenny Show* and *Global Village* on *Newstalk FM*. 20 print media articles referenced awareness week bringing a potential readership of approximately 986,873 (distributed edition), a 23% increase on 2013's equivalent coverage.

Online

Bodywhys eBulletin

6 issues of the Bodywhys eBulletin were sent during 2014 – with subscriber numbers up by approximately 4.6% compared to the previous year. An archive of eBulletins can be found the Bodywhys website: www.bodywhys.ie

Bodywhys Website

The Bodywhys website www.bodywhys.ie continued as a vital resource with traffic steady throughout 2014. 71% of all visitors originated from Ireland. February and March were the months with the highest level of activity on the website. Overall, 61,707 unique visitors logged on to the website during 2014. An increase of 28% compared to figures from 2013.

Social Media

The organisation's presence on social media grew strongly through 2014 surpassing 2,800 followers on *Twitter*, and reaching 2,221 'likes' on *Facebook* by the end of the year. In addition to posting about its own work and activities, Bodywhys supported the Green Ribbon campaign, the Health Service Executive's (HSE) *#littletings* campaign and calls for attendance at public consultation meetings. Social networking sites were a source of positive feedback about Bodywhys.

"The demonstration video that shows how your online support groups work is great - very easy to follow!"



Communications

Youth Development



Fiona Flynn Dăscălescu

Contribution to Education

A continued focus for the Youth Development Officer in 2014 was meeting the requests from schools and youth groups nationwide to speak with students about eating disorders and body image through our 'Be Body Positive' programme. Over 4,000 young people received the programme in 2014 even though our Youth Development Officer was on maternity leave for 6 months. We also worked with schools to provide awareness talks for parents on the area of eating disorders and talks or information stands at school and youth events as requested.

At third level, Bodywhys continued to provide an input to training on relevant courses including social studies, nursing and teacher training through lectures to promote awareness and understanding on the area of eating disorders. We were involved in the UCD annual fashion show where we spoke to all students involved in the fashion show on the area of eating disorders and provided materials at the event. We were also involved in Mental Health Awareness and Positive Body Image events at Universities and Colleges nationwide throughout 2014.

We met the ongoing demands for input to continued professional development at in-service days and events nationwide – including SPHE Training, training for youth workers in various settings including through Youth Work Ireland. We provided training for teachers and Guidance Counsellors at in-service days on eating disorders, body image and promoting positive body image in students. We also provided talks on eating disorders and promoting awareness in the college setting with medical teams and counselling services in Universities and colleges.

In November, Bodywhys provided workshops at the NYCI (National Youth Council of Ireland) conference in Dublin Castle. The workshops looked at the relationship between body image and mental health with a particular focus on what could be done to help promote positive body image in young people. There was full attendance at both workshops (20 participants in each) and over 40% of participants contacted Bodywhys following the event to request additional training for youth workers, additional information for their work and for workshops on body image and eating disorders for young people in various youth settings.



Bodywhys stand during Body Image Awareness Week at Trinity College March 2014

Youth Development *(continued)*

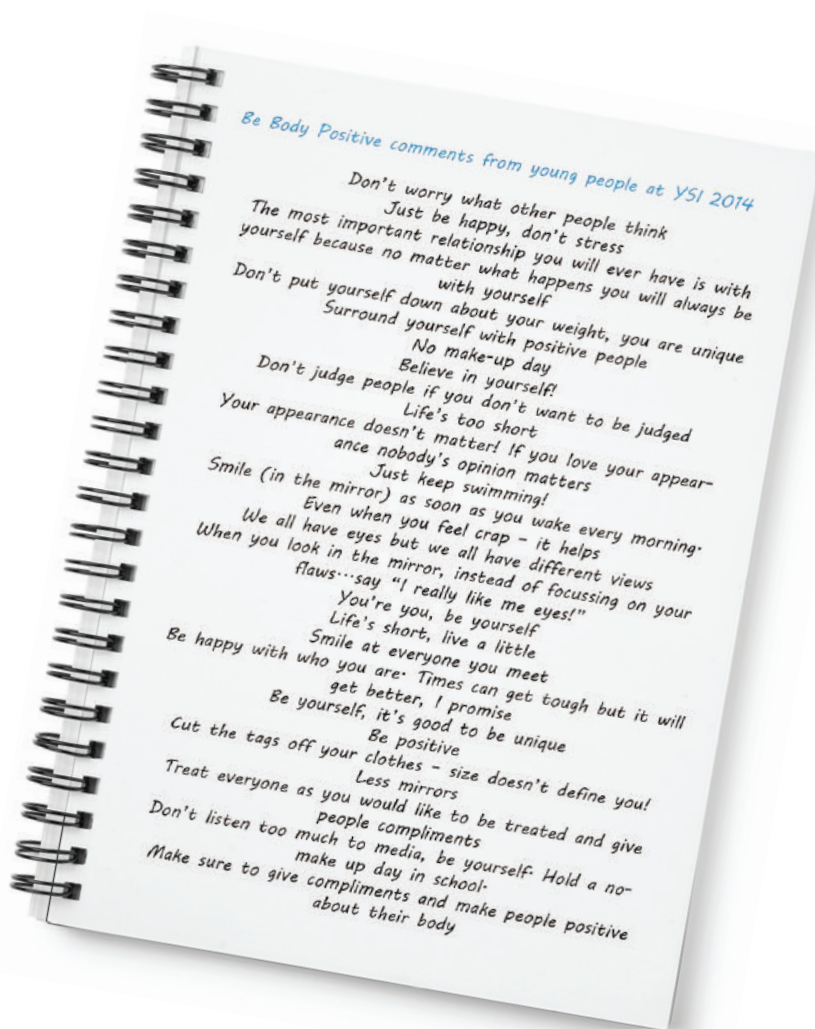
Youth Panel & Events

In January 2014 the Bodywhys youth panel was involved in the 'linking our thinking' event which brought together young people from various youth organisations including Headstrong, Reachout, BelongTo and See Change. The event encouraged young people to discuss shared goals, to consider how the youth panels could work together, how they could learn from each other and plan for working towards their shared goals. There were follow up meetings with the young people after this event and one of the Bodywhys youth panel also did some work with the Headstrong youth advisory panel as a result of this collaboration.

In 2014 Bodywhys spoke to a further 300 young people through talks and workshops at these youth events nationwide.

During the year the youth panel were involved in a range of different activities. In early 2014 they reviewed the existing Powerpoint presentations used in the 'Be Body Positive' programme and reduced the content to provide more discussion time on body image and media literacy. They also updated the graphics used in the presentation.

The youth panel thought it was important to have more of a presence online to help spread the 'Be Body Positive' message. They developed quotes, videos and images conveying this message which were posted on the Bodywhys Facebook page monthly during the summer of 2014.



Be Body Positive comments from young people at YSI 2014

In May we had an information stand at the Young Social Innovators showcase in Citywest. This is one of the largest youth events of the year with over 3,000 young people nationwide attending. As always there was a lot of interest in the Bodywhys stand. Young people were asked to post their ideas on our 'Be Body Positive' comment board and we subsequently put these ideas on our website and Facebook page.

The Youth Development Officer, Fiona was on maternity leave for 6 months of 2014. Communication with the youth panel continued during this time.

Other Activities



Mary Crean

During the year, we also responded to many training requests from relevant health professionals who deal with the issue of eating disorders as part of their work. Our training module, 'Understanding Eating Disorders' provided these professionals with an understanding of eating disorders, and the recovery process with a view to increasing the knowledge base for these professionals. This training module was delivered to the staff of the Coolmine Services, Churchtown Psychotherapy students, staff of the Dublin Rape Crisis Centre, UCD students, Vergemont Social Care Workers and therapists working in private practice.

Training/Education

In 2014 Bodywhys was asked to participate in the following Conference:

- **St. Vincent's University Hospital Eating Disorders Conference.** Harriet Parsons from Bodywhys gave a presentation on 'Understanding Eating Disorders from a Psychoanalytic Perspective' to the hospital's clinical staff. This was part of a four part lecture series.

Annual Awareness Campaign



Eating Disorders Awareness Week (EDAW) ran from February 24th – March 2nd, 2014.

Throughout awareness week, a variety of information and awareness events took place across the country, including:

- *Bodywhys PiLaR (Peer Led Resilience) parents course in Sligo.*
- *Bodywhys Service Coordinator responded to queries on ReachOut.com's 'Ask the Expert'.*
- *Bodywhys hosted information stands at an Eating Disorders Information Evening held in St. Patrick's Hospital, and also at the Eating Disorders: Some Practical Steps to Recovery seminar that was held in St. John of God Hospital, Dublin.*
- *A fundraising event on behalf of Bodywhys Celebrating the Body in Dance was held by Resham-ka Tribal in Dublin.*

BODYWHYS
The Eating Disorders Association of Ireland

Sligo/Leitrim Mental Health Services

Are you supporting a family member with an eating disorder?

If so, this course is for you

Bodywhys and Sligo/Leitrim Mental Health Services invite you to attend

PiLaR : Peer Led Resilience 6-week programme : Sligo 2014
supported by the Genio Trust

A 6-week programme for families and friends
Commencing on Wednesday 15th January, 2014
at 7.30 p.m.
Markievicz House, Sligo

Places are limited. Attendance is FREE but booking is essential.

Contact **Mary Harron**, Sligo/Leitrim Mental Health Services,
Markievicz House, Sligo **071 91 55100**

Bodywhys PiLaR Poster for Sligo

Other Activities

Bodywhys Literature and Information Stands

During 2014, Bodywhys distributed over 10,000 information packs, leaflets and resources via our support services. This represents a 43% increase from 2013. In addition to this it is approximated that a further 8,100 resources were distributed through school talks and information stands. Bodywhys hosted an information stand at the following events: *Annual Guidance Counsellors Conference, the Young Social Innovators Event, Tallaght Health Fair* and the *Let's Talk Seminar* in conjunction with Dun Laoghaire Rathdown Social Inclusion Week.



Bettie-Marie Burger-Smit embarking on An Trek Fada

Fundraising Activities

In May 2014 Wexford hotel manager Bettie-Marie Burger-Smit undertook the incredible *An Trek Fada* (The Long Walk) to raise funds for Bodywhys. This was a 364km walk from Belfast to New Ross, Wexford over 2 grueling weeks. Motivated by her own struggles with food and body image Bettie-Marie wanted to raise awareness and highlight these issues that she feels affect so many. Bettie-Marie raised an amazing €2,300 through the walk and we would like to extend our sincerest thanks to her for taking on such a huge and inspiring challenge on our behalf.

We would also like extend our most sincere thanks to Aisling O'Loughlin and her Dad, John, who completed a sky dive on behalf Bodywhys in 2014. They raised an incredible €1,000. The Ladies K Club in Killeshandra, Co. Cavan ran a number of fundraising events including a sponsored walk/run on behalf of Bodywhys and raised a fantastic €800. We are extremely grateful for your efforts and support.

Once again Bodywhys participated in the Flora Women's Mini-Marathon in 2014. We had approx 13 people who participated on behalf of Bodywhys last June and we would like to say a huge thank you to them for their generosity and support.



Book contribution

In 2014, Bodywhys was delighted to contribute to a piece for the inspirational book, *You, Me & Everyone We Know* compiled by Reachout.com. This is a collection of personal stories from the worlds of journalism, broadcasting, professional sport and everyday life. These stories are from men, women, boys and girls, exploring how they faced and ultimately overcame a range of day-to-day challenges to their wellbeing. Harriet Parsons, Bodywhys Services Coordinator, provided a day in the life piece for the book which was launched on the 4th December.



Statement of Financial Activities

for the year ended 31 December 2014

	Notes	2014 €	2013 €
INCOME			
Donations & Other Income		-	-
Activities in furtherance of the charity's objects	2	296,721	296,031
Investment Income		4,610	10,503
Total Income		<u>301,331</u>	<u>306,534</u>
Charitable Expenditure			
Operating Overheads	4	39,631	42,601
Costs of Charity's Activities	4	237,563	281,398
Management Costs		3,690	3,690
Total Expenditure		<u>280,884</u>	<u>327,689</u>
Operating Deficit for the year		<u>20,447</u>	<u>(21,155)</u>

There are no other recognised gains or losses and all activities relate to continuing operations.
Approved by the trustees on 26 May 2015 and signed on their behalf by:

Henry Blake **Parvez Butt**
Trustee Trustee

Balance Sheet

as at 31 December 2014

	Notes	2014	2014	2013	2013
		€	€	€	€
CURRENT ASSETS					
Cash at bank and in hand		336,169		299,485	
		336,169		299,485	
Creditors: amounts falling due within one year	6	<u>(37,227)</u>		<u>(20,990)</u>	
Net current assets			<u>298,942</u>		<u>278,495</u>
Total assets less current liabilities			<u>298,942</u>		<u>278,495</u>
FUNDS					
Unrestricted Funds					
General Funds			40,092		39,065
Designated Funds	9		<u>226,730</u>		<u>226,730</u>
			266,822		265,795
Restricted Income Funds			<u>32,120</u>		<u>12,700</u>
Total Funds			<u>298,942</u>		<u>278,495</u>

The financial statements were approved by the trustees on 26 May 2015 and signed on its behalf by:

Henry Blake
Trustee

Parvez Butt
Trustee

Acknowledgements

The Chairman, Board of Directors and Staff wish to record their sincere thanks to all those who volunteered or donated to Bodywhys in 2014. Your interest in and support of our work is much appreciated.

Bettie-Marie Burger-Smit

Double Dutch Design – Gabie Devaney

ESB Electric Aid

Genio

Health Service Executive

Irish College of General Practitioners – Dr. Pearse Finnegan & Dr. Sinead O’Dea

Kielty Oberlin BAPhD

National Office for Suicide Prevention & Staff

Niamh McNamara BAPhD

St. John of God Brothers - Management Team & Order

Company Information

Company Information as of
31st December 2014

Directors

Henry Blake
Parvez Butt
Marie Devine
Siobhan Bereen
Kirsty Kirkwood
Breda Naddy
Jane O'Riordan

Secretary

Henry Blake

Registered office

18 Upper Mount Street
Dublin 2

Auditors

Dillon Kelly Cregan & Co
18 Upper Mount Street
Dublin 2

Registered Charity No

11961

BODYWHYS

The Eating Disorders Association of Ireland

P.O. Box 105, Blackrock, Co. Dublin

T +353 1 283 4963

E info@bodywhys.ie

www.bodywhys.ie

LoCall Helpline: 1890 200 444

Support Email: alex@bodywhys.ie