

a seriousfun camp

BARRETSTOWN

Celebrating 20 Years

ANNUAL
REVIEW

2013



Introduction by Dee Ahearn

A Record Breaking Year

Dear Friends,

Welcome to our annual review for 2013. In this report we try to summarise all of the great work being carried out here in our camps and in our hospital outreach programme and wow what an exciting year 2013 has been!



I'm delighted to report that 2013 was a record breaking year. We served the highest number of campers to date, almost 2,700, and hosted a record 24 camp sessions in the Spring, Summer and Autumn.

Our hospital outreach programme, which we launched in 2011, has served over 911 campers. This crucial programme enables us to bring Barretstown into hospitals, giving children and families the opportunity to experience the Barretstown magic. And all of this was made possible by the great team we have here at Barretstown and also the army of 976 camp volunteers.

The positive impact that the camp, and most importantly its staff and volunteers, have had on each camper's life is incredible and I'd like to thank each and everyone involved for making a huge difference to the children and families who come to Barretstown.

One of our strategic objectives is to broaden our services beyond our existing oncology focus and I'm delighted to report that the 2013 pilot of six new illness groups has been a huge success and we will continue to grow the numbers served in these new illness groups for 2014.

During 2013 we also made significant progress in developing our infrastructure, we completed two new residential cottages, added bathroom extensions to nine of our cottages and refurbished some existing buildings to develop a Lego Room and a Crèche.

Looking forward to next year, a very special year for us as we celebrate our 20th anniversary, our aim will be to continue to increase our record numbers and to share the magic of Barretstown with as many seriously ill children as we can. Our aim is to extend camps to cater for even more illness groups, to expand the camp calendar right through the winter months, and most importantly reduce our waiting lists.

Key to achieving this is raising €4.5 million to fund our programmes annually and I'm very grateful to our kind supporters and committed fund raisers who contribute so generously each year. On behalf of the children, families and the Barretstown team thank you all for your unwavering support and I look forward to a memorable 20th anniversary year in 2014.

Warmest regards,

Dee Ahearn
CEO

2013 at a Glance

2,698
Campers served

976
Camp Volunteers

911
Campers served through
hospital outreach

24
Camps

12
Monthly programmes in
Cork and Alder Hey in
the UK.

6
Piloted six new
illness groups

2
New residential
cottages

2
Year investment
programme

9
Bathroom
extensions

1
Lego Room

1
Crèche

2
Hosted 2 conferences
from the Serious Fun
Children's Network

Achievements and Performance

- Served 2,698 campers
- Served 911 campers through hospital outreach
- 976 camp volunteers
- 24 camps
- Piloted the introduction of six new illness groups to broaden our services beyond our existing oncology focus. This proved a huge success and we will continue to grow the numbers served in these new illness groups for 2014.
- Following the pilot of our Outreach Programme in 2012, the team delivered monthly programmes in Cork and Alder Hey in the UK. The programme was also expanded to siblings in the Laura Lynn Hospice and we held our first session in Crumlin Children's Hospital.
- Partnered with other charities to provide our programmes to a wider reach of children and families affected by serious illness.
- Successfully implemented year two of our three year Strategic Plan.
- Developed a cost reduction programme to reduce our expenditure and implemented phase II of our organisational restructure to ensure organisation is fit for purpose moving forward.
- Completed two new residential cottages for campers bringing our total to 15 and refurbished the remaining 13 upgrading our heating and insulation amongst other improvements. We also added bathroom extensions to nine of our cottages thereby increasing the number of families we are able to serve more comfortably at any given time.
- Refurbished some existing buildings and developed a fantastic 'Lego Room' and Creche to support the needs of smaller children.
- Introduced new activities as part of programme development with orienteering being a huge hit with teens.
- Commenced a two year investment programme in fundraising to grow our number of committed givers and to change our funding mix to one which is more sustainable thereby allowing for a greater degree of future predictability and planning.
- Hosted two conferences from the Serious Fun Children's conference welcoming the SFCN Board, Camp Directors and Medical Directors from around the world to share ideas and strategies for the future.

“ My visit to Barretstown opened up my eyes to how other people have coped with their experiences of serious illnesses. It was one of the best things that could teach me I am still a normal teenager, ill or not. Many thanks for giving me a fantastic time. ”

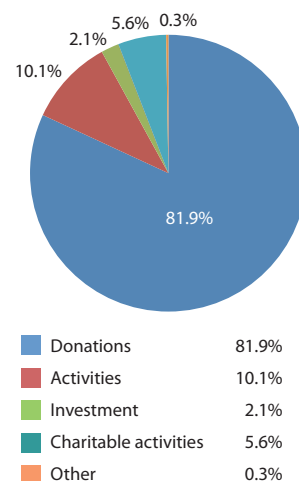
– Camper, UK



Children's Village

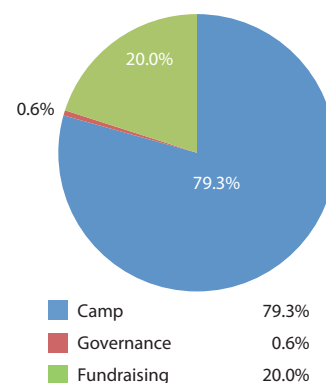
Where the money came from

	2013 €	2012 €
Generated Funds:		
Donations	3,732,245	12,214,413
Activities	460,918	541,709
Investment income	95,892	125,867
Charitable Activities		
Grants & site rental	256,058	210,257
Other income	12,023	29,434
	€4,557,136	€13,121,680



How we spent our money to operate services

	2013 €	2012 €
Camp and facility	3,591,250	3,719,662
Governance costs	27,500	27,300
Cost of generating funds	907,238	1,033,666
Total operating resources spent	€4,525,988	€4,780,628
Cost of generating funds - investment in Individual Giving *	696,777	
Total resources spent	5,222,765	4,780,628
Total net incoming resources for the year	(€665,629)	€8,341,052



Summary Balance Sheet

	2013 €	2012 €
Financial Assets	9,300,741	2,611,807
Tangible Assets	8,505,436	7,104,880
	17,806,177	9,716,687
Current Assets	3,134,439	11,556,600
Creditors - amounts falling due within one year	(365,374)	(221,348)
Net Current Assets	2,769,065	11,335,252
Net Assets	€20,575,242	€21,051,939
Unrestricted funds	9,541,888	10,110,557
Restricted reserve	210,532	203,678
Restricted operating	10,145,868	10,060,750
Restricted capital	675,520	675,520
Restricted endowment	1,434	1,434
	20,575,242	21,051,939

During 2006, Barretstown implemented the revised Statement of Recommended Practice 2005 from the UK Charity Commission.

The information above has been extracted from the group financial statements of Barretstown for the year ended 31 December 2013. The auditors have reported without qualification on those financial statements which are available upon request from Barretstown.

*Barretstown received a significant legacy in 2012. To support our strategy of growing long term sustainable funding a two year investment programme in door to door and direct marketing fundraising commenced during 2013.

What our families say...

“ It brought us together as a family, at home its all go, here we have time to ourselves and doing thing as a family, excellent. ”

“ A sense of gratefulness that we have Barretstown in our lives, a special place for Madelene, where she let go 10 months ago and continues to benefit. ”

“ Takes the stress of appointments and hospital visits away and the family reconnect with daily life, and very happy smiling children. ”

“ Thank you so much for all the help and support. We had a great time. We have recharged our batteries here at Barretstown and now we have a great outlook on life again. We can now take on any challenge that life again will face us in the future { bring it on }. ”

Auditors

PricewaterhouseCoopers
Chartered Accountants & Statutory Auditors
One Spencer Dock
Dublin 1

Bankers

Bank of Ireland
Ballsbridge
Dublin 4

Ulster Bank
44 Sth Main St
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