

Impact Report & Financial Statements 2024



DRINKAWARE

Company Information

Directors

Directors Sean Quigley (Chair)
Maria Cryan
Peter Dennehy (resigned 5th December 2024)
Sean Gill
Garrett Harte
Paul Bailey
Betty English McLaughlin
Grainne Wafer (appointed 13th March 2024)

Secretary

Jennifer Bergin

Company number

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Registered charity number

20204601

Registered office

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Auditor

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Chartered Accountants and
Statutory Audit Firm
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Bankers

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Dublin 2.

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Chair Statement

As the national independent charity dedicated to reducing alcohol-related harm, Drinkaware's work is grounded in evidence, research, and evaluation. The Drinkaware 2024 Barometer once again highlights the complex and evolving relationship Ireland has with alcohol. As a nation, we are still grappling with the effects of low mental wellbeing, which has yet to recover to pre-pandemic levels. This is concerning, as research continues to show a clear link between poor mental health and harmful drinking patterns.

In 2024, Ireland continued to face a range of significant challenges, including ongoing economic pressures, housing shortages and the strain on healthcare services. Additionally, the shift towards hybrid working models and the rise of at-home alcohol consumption, remain a defining feature of our societal landscape. These challenges are shaping the way we live, work, and interact.

In 2024, we have observed a continuation of both positive and worrying trends in relation to alcohol consumption. While per capita alcohol consumption in Ireland has reduced in the past number of years, harmful drinking patterns, particularly binge drinking among certain vulnerable groups, remain concerning. These trends underline the importance of our work and the focus of our efforts in tackling alcohol misuse. The Government's regulatory framework, particularly the Public Health Alcohol Act of 2018, remains a critical tool, but evidence-led information and information campaigns that inspire changed behaviour are central to our efforts.

In 2024, the demand for credible, evidence-based information on alcohol has never been greater. Despite the ongoing economic and mental health challenges, Drinkaware's commitment to positively impacting society remains steadfast. We have adapted and innovated to ensure that our programs and services remain relevant and relatable to the various cohorts and changing needs of the public.

In 2024, our campaigns, online tools, resource distribution, and well-being events continued to reach and engage a broad audience, promoting mindful drinking, drink driving awareness, and the all-important low risk weekly guidelines. I would like to take this opportunity to thank the Drinkaware team for their unwavering dedication and excellent work throughout the year. Their dedication to our mission is at the heart of everything we do. I would also like to express my gratitude to the Drinkaware Board members who contribute so generously on an entirely voluntary basis.

In 2024, Drinkaware welcomed Ms. Grainne Wafer to our board whilst we also said farewell to Mr. Peter Dennehy who resigned on 5th December.

Financially, Drinkaware remains a resilient and robust organisation. Despite ongoing economic challenges, we have managed to maintain our funding levels and also managed our resources responsibly, ensuring that our work continues to be effective and sustainable. We are pleased to report that our income and expenditure have remained in line with the budget, and we have achieved a surplus for the year which ensures we have sufficient reserves in place for future contingencies.

Looking forward, we remain fully committed to our mission of fostering positive change and contributing to a healthier society. The challenges ahead will undoubtedly require continued innovation and collaboration, but I am confident that with the support of our partners, stakeholders, and the public, we will continue to make a meaningful difference in the lives of those we serve.

Most importantly, I would like to extend my sincere thanks to our funders without whom we could not provide our vital public service such as our renowned research and engaging public campaigns.

Your support, whether as partners, supporters, or funders - helps us provide individuals, families, and communities with the tools and knowledge needed to make informed decisions about alcohol and its effects.

Together, we are helping to reduce the harm caused by alcohol in Ireland.



Sean Quigley
Chairman

Tackling harmful alcohol consumption patterns requires a holistic and multi-faceted approach. Information and education remain key to the prevention of alcohol misuse.



CEO Foreword

2024 was an impactful year for Drinkaware and one in which the foundations for our new strategy 2025-2028 were laid. It was a year of evolution as we chartered a new course for the organisation, moving beyond our role as a trusted source of information to become a dynamic force for social impact, dedicated to driving behavioural and cultural change. 2024 saw new approaches in how we connected with the public through our use of storytelling, bringing research and science to life.

And this connection with the public remained as strong as ever in 2024, reflected in the 82%* brand awareness Drinkaware has gained with the public as the trusted source of impartial information. This is a social contract we take very seriously.

Research

Every initiative and campaign undertaken by Drinkaware is founded in science and data, with our highly regarded “Drinkaware Barometer” 2024 continuing to inform and provide valuable insights into Ireland’s drinking culture.

In 2024, our research was showcased at two international conferences: **“The European Society for Prevention Research”** and **The European Social Marketing Conference**. In addition to our signature body of research Barometer 2024 Drinkaware published a summary research paper entitled ***Interplay between Alcohol and Adults’ Mental Health and Well-being in Ireland: An Overview of Findings from the 2023 Barometer.***

Our **Research Briefing Series**, now in its 11th iteration, continues to serve as a vital platform

for knowledge exchange, bringing together over 300 stakeholders since its inception. These briefings are attended by health professionals, academia, bodies interested in road safety and mental well being amongst others. We look forward to continuing to share this data and the insights of experts with wider society in serving the public interest.

In 2024 Drinkaware commissioned its first ethnographic research with Ipsos B&A, a first of its kind for the organisation. This meant we went beyond statistics to explore the real life experiences behind the data, utilising video diaries of young adults (18-34) to share how alcohol really fits into their lives. This qualitative research will be issued in 2025 and makes for fascinating insights which will form the basis of future campaigns.

Outreach and Communication

Our public media efforts achieved new heights this year, with over **31.2 million** adults reached via our media messaging on a national, local and community basis across TV, Radio, Press and online fora. This figure reflected a **37% increase** on the previous year.

Increase in weekly drinkers registered last year has persisted in 2024, with almost **6 in 10 Irish adults** classifying as **drinking on at least a weekly basis**. While similar to last year, one in four drinkers report typically binge drinking while drinking in the past 30 days in 2024, the same figure was 1 in 5 adult drinkers doing so just four years ago. On the other hand, **2024** also saw the **highest number of adults** to date (37%) wanting to **drink less**.

2024 saw the first use of video storytelling reflecting the benefits of cutting back told from the perspective of a relatable peer. Our thanks to hip hop artist Nealo who lead the way with our **“Here’s to Change”** campaign which showcased the tangible benefits of mindful drinking. This campaign has given us a solid template for reaching additional vulnerable cohorts in a relatable manner.

Our free on-line tools like the **Drinks Calculator on our website** remain as popular as ever and continue to empower individuals to make informed decisions.

Strategic Direction for the Future

In 2024 we began the process of developing a new **Strategic Plan for 2025–2028** to reposition the organisation for the future. To assist us in this endeavour, we engaged an independent third party, **Reputation Inc.**, to guide the development of this plan. Extensive stakeholder engagement commenced in December 2024, ensuring that our strategic direction is informed by not just extensive quantitative research amongst the public but that it also captured the voices and needs of a wider society.

As we look ahead, we will continue to address knowledge gaps and misconceptions surrounding alcohol misuse while building on the positive trends we’ve observed. Our focus on educational outreach, community engagement, and partnerships will be crucial as we adapt to an evolving landscape.

The data tells us there is still much work to be done, but it also highlights a growing appetite for change amongst the public. This momentum inspires us to innovate and adapt, ensuring our initiatives remain impactful and relevant.

Gratitude and Acknowledgements

Drinkaware operates as a small, specialist team who consistently deliver significant impact, reaching millions of people with trustworthy, evidence-based information, tools, and supports.

None of this would be possible without the unwavering support of our funders, partners, and stakeholders. Your trust empowers us to serve as the independent voice in alcohol education and harm prevention. Thanks to the dedicated Drinkaware team and board members, your passion and commitment are the driving force behind our achievements. Together, we are making a difference - empowering individuals, families, and communities to make informed decisions about alcohol and its effects. As we continue on this journey, I am confident that, with your support, we will further our vision of an Ireland where alcohol is not misused, and its harms are significantly reduced.

Sincerely,

Dearbhla O’Brien

CEO, Drinkaware



The main object for which [Drinkaware] is established is to benefit the community by preserving, protecting and promoting public health and socially-responsible behaviour by reducing alcohol misuse and related harm.

- Drinkaware Constitution

About Drinkaware

Our Vision

An Ireland where Alcohol is not misused.

Our Mission

To prevent and reduce the misuse of alcohol in Ireland.

Our Values

Achieving this mission requires ambition, trust, credibility, collaboration and value for money. These are our values. They act as our guiding principles and our ethical pillars, and they have underpinned Drinkaware's work since the charity's inception in 2016.

- ▶ **Ambition:** In a society where 58% of adults drink on a weekly basis (Behaviour & Attitudes 2024), 1 in 4 typically binge drink when they do consume alcohol, in a society where low mental well being prevails with 32% of adults scoring as low mental well being, our vision is certainly ambitious, but we believe Ireland can write a different story and we are singularly focused on supporting it.
- ▶ **Trust:** 82% of the general public are aware of Drinkaware as a provider of trusted information on alcohol (Behaviour & Attitudes, 2024). We take that trust very seriously as the basis of our social contract to deliver on our vision.
- ▶ **Credibility:** Our campaigns and programmes are shaped by evidence and grounded in rigorous evaluation. We deal in facts, not conjecture or myths. Our programmes are delivered by experienced professionals in the fields of research, health promotion and communication. And our credibility is fortified by our independence – our unequivocal governance that separates our Executive from our funding.
- ▶ **Collaboration:** No societal issue can be solved in isolation. Positive change can only happen through persistent and continuous collective efforts, so at Drinkaware collaboration is not a destination but a journey. We seek to partner, share, and confer on everything we do because only then can we contribute to the change we seek.
- ▶ **Value for Money:** To be effective as a charity, Drinkaware must be efficient and must be sustainable. The rigour we apply to our programmes therefore is the same that we apply to our finances so that we can demonstrate value for money in terms of the cost benefit i.e., impact.

Our Strategy in Summary

Drinkaware's strategic focus for the 2022-2024 strategic plan is to maintain our relevancy, reach and reputation and to "be" the lead alcohol education and awareness charity in Ireland.

In 2024, the critical question remained the same - what was the change we wanted to see? For Drinkaware this is, as it always was, an Ireland where alcohol is not misused. Our vision and mission are our driving force, continually prompting us to reflect on how we can use our resources and expertise to meaningfully contribute to this ambitious societal change.

Through our Strategic Plan 2022-2024, our contribution to change is focused on delivering four identified Levers of Change:

1: Improved Knowledge

Ensuring that people are aware of what constitutes alcohol misuse. The aim of this lever is for people to know and understand what misuse is, and how it can affect their health, relationships and lives overall. If people are not aware of what constitutes alcohol misuse, they cannot know that they are drinking to a level that may cause harm to their health. Our research tells us that knowledge of the HSE low-risk weekly guidelines among adults in Ireland remains critically low (3% of adults can correctly identify the guidelines, B&A 2023). There is much work to do to improve this understanding but without this baseline knowledge, unintentional alcohol related harm in Ireland will continue.

2: Increased Motivation

Drinkaware will continue to facilitate an inclusive movement that can bring people along the journey towards change together, informed by our data which in 2023 shows the highest number of adults (36%) want to drink less and with some 41% having made positive changes to their drinking habits, the highest such incidence in the Barometer to date. Drinkaware are committed to empowering the adult population in Ireland to make the changes they desire in reducing their alcohol intake.

3: Improved capacity and capability to make a change

Change must also be accessible. The language we use is relatable and personable, not scaremongering or didactic. The practical, evidence-informed tools we produce are easy to use and free to access to individuals, organisations and communities nationwide. We constantly strive to work collaboratively and share our information, research and tools to support wider reach, access and engagement.

4: The incentive (reward) to change

Shifting the cultural expectations around alcohol use and misuse in Ireland is critical for Drinkaware. We want to build on the desire and motivation of more and more adults seeking to reduce their alcohol intake, to transform the cultural narrative of Ireland as a nation of excessive alcohol consumption. This begins with a change in attitude and behaviours particularly amongst our youth who need alternatives, positive options and to be shown a healthier way forward. Socialising without alcohol needs to be embraced and to become the norm.

We are encouraged to see that 54% of 18-24 year olds want to drink less . We must do all possible to help them do so.

Stakeholder Map

Education & Research

- Academic institutions
- Research bodies
- Universities
- Academic & Research media
- Behavioural / Social Science professionals

Health & Social Care

- Health/social care professionals
- Clinics & GP surgeries
- Health & wellbeing platforms
- Alcohol & drug taskforces
- Health providers

General Public

Not-for-profit Sector

- Associations
- Civil Society organisations
- Community groups
- UK Drinkaware Trust

Private Sector

- Trade associations
- Health clubs
- Alcohol distributors
- Alcohol producers
- Retailers & off trade
- Media
- Employers

Public Sector

- Local authorities
- Government
- Public health institutions

► **Our Core
Activities
in 2024**

Our Research

Overview

Research plays a critical strategic role in Drinkaware and is viewed as an organisational asset. The charity is committed to ongoing investment in relevant and timely research that informs all our public outreach and engagement campaigns. This research is shared with stakeholders to progress collaborative efforts to improve the nation's health. This ensures each programme we deliver and every resource we produce is evidence-informed and subject to robust independent evaluation to achieve the organisation's public health goals.

Drinkaware's research is overseen by a highly competent, experienced and professional team, and is both rigorously analysed and cross-referenced against other available national and international data to deliver significant and constructive reports and studies.

Objective

To use our research to encourage a greater and deeper understanding of alcohol consumption and its impact on a national level, which in turn serves three purposes:

- ensures the validity, relevance and efficacy of our other work and programmes
- supports our stakeholder engagement with other civil society and health organisations
- increases our national and EU collaborative and shared learning opportunities.

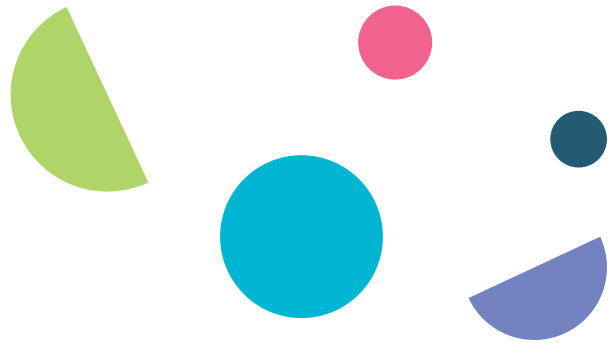
Goal

For Drinkaware's research and its implications for health promotion and alcohol harm reduction to be recognised as making a valuable and valued contribution to the issue of alcohol misuse and harm.

Our research explores, questions, analyses, measures and **actively seeks the evidence** that is needed to shape and scope our work to enable positive behaviour change and **help prevent and reduce alcohol misuse.**

- Dr Ann Stokes, Research & Impacts Manager, Drinkaware

Key Outputs in 2024



Published research and papers

In 2024, Drinkaware commissioned, analysed and reported on one statistical study and published two research papers. A comprehensive overview of each is detailed in this section of the report.

Barometer 2023

Overview

The Barometer has been conducted by Ipsos B&A on behalf of Drinkaware on eight different occasions over the last seven years, namely January 2017, June 2017, January 2018, April 2019, April 2020, May 2021, June 2022 and July 2023. We also conducted a Drinkaware Index in conjunction with Ipsos B&A during 2018 that comprehensively analysed hazardous drinking in Ireland and was published in May 2019. Pre-COVID-19 data is important in highlighting factors that precede changes in drinking patterns. Collectively, extensive data gathered since the commencement of the Drinkaware Barometer series in 2017 allows for an annual examination of drinking practices over time and how they relate to other practices within daily life.

A quota-controlled sampling procedure is utilised to deliver a nationally representative sample of 1,000 adults aged 18+ with online surveys being conducted at a specific point each year. Questionnaire design incorporates internationally recognised question models including the AUDIT-C, Drinking Motive Questionnaire: Revised Short Form and Short Warwick-Edinburgh Mental Wellbeing Scale. This delivers greater knowledge on the use and misuse of alcohol that in turn helps shape more effective interventions and preventions, including Drinkaware's public information, engagement and education programmes. The research serves an additional critical purpose, to flag evolving patterns of attitudes, behaviours and culture regarding alcohol and lifestyle in Ireland, which signposts potential forward projections based on past and current behaviours.

Objective

The objective of this specific study was to examine Irish adults' behaviour and attitudes towards alcohol in the unique context of post COVID-19 pandemic and the current cost of living crisis during 2023.

This study also sought to examine some of the key determinants of the public's attitudes and behaviours regarding alcohol, and the 'wider picture' of adults' experiences in Ireland e.g., stress/tension, mental health, economic impact, household dynamic as well as the behaviour of other adults. Ultimately, the main objectives of this research were to understand the who, what, where, when, how and why of drinking among adults in Ireland in 2023.

Now in our eighth iteration of the Barometer, it was essential that we took care to repeat the core questions that need repeating. However, we were also conscious of in so doing, building or creating more avenues for exploration that run the risk of us not having the capacity to do justice to all the findings in this ever-expanding data set.



A detailed overview of the Drinkaware Barometer 2023 Findings: Barometer Research Paper Series

In April 2024, we launched the third in our series of Barometer Research Papers: A detailed overview of the Drinkaware Barometer 2023 Findings: Barometer Research Paper Series.

The focus of this paper was to provide a comprehensive overview of 2023 Barometer findings while also referring to previous Barometer findings as relevant in helping to demonstrate how Irish adults are currently drinking and if/how their behaviours have changed. Key findings were presented in this paper across eight key themes namely:

- Patterns of alcohol consumption
- Prevalence of Binge and hazardous drinking
- Motivations for drinking
- Occasions for drinking
- Mental wellbeing
- Behavioural change - positive steps and challenges
- Support for moderating drinking

National attitudes to drinking practices

The extensive data gathered since the Drinkaware Barometer series began in 2017 offers a nuanced perspective on alcohol consumption trends and their broader societal implications. The report highlights significant shifts in drinking behaviours, particularly in binge drinking, mental well-being, and intentions around personal alcohol consumption reduction, particularly since the onset of the COVID-19 pandemic.

This report found that 59% of Irish adults are now drinking alcohol on at least a weekly basis and that there has also been a notable rise in binge drinking from 20% of respondents in 2020 to 26% in 2023. Binge drinking is defined as consuming six or more standard drinks in one sitting, or faster than your liver's ability to process alcohol. With 26% of respondents reporting binge drinking as a typical pattern for them, this represents a concerning trend. Binge drinking can have short and long-term health implications, and incidents of binge drinking can be reduced by following HSE Low-Risk Weekly Guidelines for alcohol consumption.



Interplay between Alcohol and Adults' Mental Health and Wellbeing in Ireland: An Overview of Findings from the 2023 Barometer

We also published a Summary Research Paper in May 2024 during Mental Health Awareness Week 2024 that provided an outline of specific findings relating to adults' mental health and wellbeing that was identified in the 2023 Barometer.

This summary paper outlined the risks associated with harmful alcohol consumption and mental well-being. Long-term trends show mental wellbeing plummeted when COVID-19 hit in 2020, with over 1 in 3 (37%) adults reporting low mental wellbeing at that time. This compares with just 11% in 2018. The mental well-being scale then stabilised since the dramatic shift that occurred albeit at very poor levels' (35% in 2021 and 30% in 2022). However, prevalence of low mental well-being again increased in 2023 to 34% of adults. The Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS) (Stewart-Brown et al. 2009) tool with 7 items was used to allow for analysis of any difference in response patterns according to mental wellbeing. The mental well-being research highlights the intrinsic link between harmful alcohol consumption and low mental well-being with 39% of adults who reported binge drinking as having low mental well-being. Research shows that 44% of adults who reported increased consumption in the past 12 months also had a low mental well-being score.

The report also underscores the complex relationship between alcohol consumption and low mental well-being. 34% of adults reported low mental well-being in 2023 versus just 30% in 2022. The prevalence of low mental well-being has remained persistent over the past number of years, particularly among 25–34-year-olds and those who have increased their alcohol consumption since the onset of the COVID-19 pandemic. In our pre-COVID-19 research in 2018, 11% of Irish adults indicated low mental well-being, with our current data highlighting that mental well-being has not returned to pre-pandemic levels. Interestingly, 39% of adults who reported any binge drinking in the past 30 days reported low mental well-being in 2023. And 44% of adults who reported increased alcohol consumption in the past 12 months also had a low mental well-being score.

Amidst these challenges, the year-on-year research identifies positive intentions among Irish adults to enact positive behavioural change. Increasing numbers of individuals have expressed a desire to drink alcohol less frequently, with 36% in 2023 indicating that they would like to reduce their alcohol consumption. This compares to 24% wishing to do so in 2020 and 30% intending to do so in both 2021 and 2022. Additionally, 41% of respondents reported making small positive changes to their drinking habits in the previous 30 days.



Conference presentations

Conference presentations provide Drinkaware with an opportunity to disseminate our research work, facilitate networking among peers, as well as creating opportunities for future collaborations. The Drinkaware team made 3 successful submissions to two acclaimed international conferences during 2024 and was delighted to present both remotely and in-person to these acclaimed international conferences during 2024.

European Social Marketing Conference (ESMC) 2024, Ljubljana, Slovenia

Following review, both submissions that we made in 2024 to the ESMC were accepted.

The Research team was thrilled to have the opportunity to travel in person to this international conference and network with fellow attendees from across the world. Over the course of three days, we presented two in-person PowerPoint presentations and two posters that were on display for all attendees at the conference focusing on our 2023 Barometer and 2022 Parents' qualitative research that we both conducted in collaboration with Ipsos B&A.

Presentation and Poster Title: An examination of Irish adults' behaviour and attitudes towards alcohol in the context of the legacy of the COVID-19 pandemic

Presentation and Poster Title: Drinking at home: a qualitative exploration of parental drinking practices in the context of the COVID-19 pandemic

15th European Society for Prevention Research (EUSPR) Conference, 2024, Cremona Italy

Following successful submission of an abstract, in September 2024 the Research team was thrilled to have the opportunity to present findings from our Barometer Research at this conference remotely at a Hybrid poster session via PowerPoint presentation as well as an E-poster available for all in-person attendees to access.

Presentation Title: An examination of Irish adults' behaviour and attitudes towards alcohol in the context of the legacy of the COVID-19 pandemic

► Looking Forward

Looking forward the Drinkaware Research team will continue to make submissions to relevant national and international conferences in 2025.

Active & additional research projects

Barometer 2024

In June 2024, following careful consultation regarding specific questions for the 2024 Barometer, the team commissioned Ipsos B&A to undertake the latest in a series of Drinkaware Barometers examining Irish adults' behaviour and attitudes towards alcohol. Data collection took place during July and August 2024.

Key findings for 2024

Weekly Drinking Patterns:

- 59% of adults classify themselves as weekly drinkers, a figure that has remained consistent since 2023
- Weekly drinking is higher among men (67%) and adults aged 50 and over

Binge Drinking Trends:

- One in four drinkers (25%) typically engaged in binge drinking, consuming six or more standard drinks when they drank alcohol in the past 30 days
- 58% of drinkers consumed six or more standard drinks in one sitting in the past 30 days—up from 49% since 2021
- The incidence of recent binge drinking continues to be particularly pronounced among younger adults, with 70% of drinkers aged 18-24 years old engaging in binge drinking at least once in the past 30 days
- Binge drinking is defined as consuming six or more standard drinks in one sitting.

Occasions for drinking:

- “Drinking at home alone” is now the most common drinking occasion, with 32% of adults reporting doing so at least once a week for the second year in a row, increasing from 15% in 2018

Public Awareness and Health Messaging:

- While spontaneous awareness of the health risks associated with excessive drinking remains high for liver disease (57%), spontaneous awareness of the links to heart disease, stroke and cancer remains low at 15% – highlighting

the urgent need for increased awareness about the health risks of excessive drinking

- About 1 in 4 adults feel they will likely increase their health problems in the future if they continue their current pattern of drinking; this dramatically rises to 48% among those who have increased drinking in the past 12 months
- Notably, 89% of adults acknowledge that any amount of alcohol can impair driving abilities

Desire to Drink Less:

- A record 37% of adults indicate that they wish to drink less often, reflecting a growing awareness of alcohol's effects on health and well-being
- The same percentage of adults state they have made small positive changes to their drinking habits in the past 30 days (i.e. drinking less)

Following the release of key findings from the latest 2024 Barometer in November 2024, the Drinkaware research team commenced development of several summary Barometer Research Papers.

Due to the large volume of data, we took the decision to publish three future summary papers in 2025 focusing further on several topics and issues identified in the 2024 Barometer and Barometer series to date. A deeper examination of these specific issues using data from recent Barometer surveys as well as relevant national and international research was also initiated during Winter 2024. It is envisaged that this work will continue in 2025 and be published as a series of summary papers through Spring 2025, thus providing important evidence for future campaigns. The specific focus of the three papers will be on the following:

1. Public knowledge of facts regarding the HSE Low-Risk Weekly Guidelines
2. Positive shifts in drinking behaviours and attitudes among adults in Ireland
3. The place and centrality of home drinking

In line with previous years, it is envisaged that the full data table and library of Barometer data since COVID-19 will be available to those wishing to view further details. We welcome secondary analysis of this data following permission and completion of a declaration. Please contact research@drinkaware.ie for more information.

Young adults next steps: qualitative research project

As highlighted in the recommendations of the Young Adults' position paper published in summer 2023, Young Adults in Ireland: an insight into 18- 34 year olds' alcohol use and wellbeing, qualitative research is required that captures young adults' voices and supports tenable intervention ideation and co-creation.

The Drinkaware Research Team previously prepared a research proposal to undertake a body of research during 2024. This qualitative research project commenced in 2024 following board approval and securing a research partner to assist with fieldwork and analysis. Ipsos B&A were commissioned to undertake this research project with data collection due to commence in early 2025. The overall aim of this research project is to explore the views and experiences of drinking alcohol among young adults' lives in Ireland.

Inequalities & Inequities

An initial scoping exercise and review of literature on inequalities, inequities and the alcohol harm paradox was previously undertaken during 2023. It had been envisaged that Drinkaware would facilitate a Research Internship for an Early Career Researcher during 2024, in order to expand in scope this project with an extensive review of the relevant literature finalising the overall hypothesis and the commissioning of field research.

Following inclusion of an optional question on sexual orientation in our 2024 Barometer, the Drinkaware Research Team took the decision to prepare a paper focusing on patterns of alcohol use across LGBTQ+ adult communities to increase understanding of an under-researched area.

It is envisaged that findings from this piece will be shared via a research blog in early 2025.

Consumption

The Drinkaware research bank development was initiated in 2020 and throughout 2021, 2022 and 2023 we built upon the work that took place in 2020. The aim of the research bank is to provide the latest national and international data relating the alcohol consumption in Ireland. Providing an understanding and trust in the importance of continued research on alcohol consumption,

misuse, and harm, and on related areas of positive behaviour change. During 2024, the consumption sections of the website were updated to reflect the most up to date data/publications and we will continue to do so next year.

2025 Barometer planning

As the national charity working to prevent and reduce the misuse of alcohol in Ireland, it is imperative that we continue to gather and analyse evidence- informed research on the experiences for Irish adults in relation to their attitudes and behaviours around alcohol consumption.

Carmichael National Training Fund Impact Management Programme

Drinkaware enrolled on this programme in December 2023 and was delighted to be chosen to participate in the National Training Fund Impact Management Support 2024 Programme.

As part of this programme, an independent facilitator worked with our organisation on a 1-1 basis offering a customised support package with a view to Drinkaware improve in this very important area – the management of social impact. Over the course of several sessions with our facilitator during 2024, the Drinkaware team came together to focus on reviewing our Theory of Change to clarify the challenge our organisation is seeking to address and the social change process that underpins our work.

Research Briefings

In 2024, we were pleased to continue our Research Briefing series, designed to engage stakeholders and foster a community of active researchers in the fields of health and behaviour change. Since its launch in 2019, the series has served as a valuable platform for researchers and stakeholders to explore relevant topics, exchange ideas, and strengthen the collaborative efforts needed to address alcohol misuse and harm. We actively encourage collaboration by creating opportunities for collective dialogue on alcohol-related issues in Ireland. These engagements foster the exchange of knowledge and insights, supporting shared learning and more effective responses to alcohol-related harm.

We hosted our 11th Research Briefing event during 2024 which was attended by 18 stakeholders from diverse backgrounds across the wider health promotion space including NGOs, semi-states and academics including early career researchers. Since its initiation in 2019, over 300 stakeholders have attended a mix of virtual and in person briefings.

Winter 2024

Research Topic: An examination of patterns of alcohol consumption among adults in Ireland in 2024

Speaker: John O'Mahony, Director, Ipsos B&A

Read the Key Takeaways here: <https://drinkaware.ie/drinkaware-research-reveals-new-trends-in-alcohol-consumption-highlighting-the-need-for-increased-public-awareness>

► Looking Forward

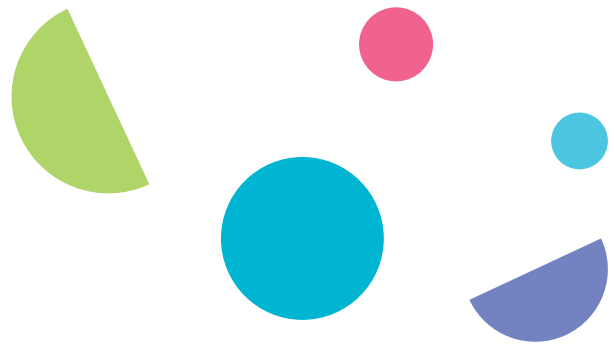
The research briefing series is reviewed on an ongoing basis in order to assess the future direction and format of the series. With over 300 participants in the briefing series to date, the programme provides a significant sharing of learning between stakeholders.

Key Outcomes in 2024

Listed below are the key outcomes that resulted from our Research work in 2024 as detailed in this report.

1. Current, multi-disciplinary and relevant data regarding behaviour, attitudes towards and motivational drivers of alcohol consumption among adults in Ireland. This includes data in the context of COVID-19, post COVID-19 and how its legacy impact on people's behaviour and attitudes towards alcohol.
2. Improved efficacy and integrity of all Drinkaware work arising from core research principles embedded into our research studies. As reflected in our success rate at the submissions to international conferences.
3. Ability to cross-analyse Irish data with international counterparts through the utilisation of standardised question models. Examples of this include; AUDIT-C; Drinking Motive Questionnaire: Revised Short Form (DMQ-R SF); Short Warwick-Edinburgh Mental Wellbeing Scale.
4. Set of benchmarks on the Irish adult drinking population's attitudes and behaviours towards alcohol that allow for progress and trends to be identified and tracked.
5. A rounded and grounded perspective about alcohol in Ireland from correlated own, national and international data. This data is accommodated by the breadth of the lifestyle and attitudinal as well as consumption data gathered, analysed and regularly updated.
6. Data, insight and ideation opportunities created through research-initiated dialogue.
7. Public debate has been stimulated, and informed, by Drinkaware's research. Drinkaware data is regularly included in media coverage on related topics.
8. Open access to Drinkaware data sets for use by other mission-aligned organisations and academic institutions.
9. Further development and leveraging of the research arm as an organisational asset for Drinkaware. The growing depth and credibility of our research supports and expands the reputation and integrity of Drinkaware's public health work.

Key Impacts in 2024



Listed below are the key impacts of our Research Work in 2024

1. Unique and current data that depicts the true extent of alcohol misuse and harm among the adult population in Ireland. This data allows Drinkaware to understand the demographic groups most at-risk of experiencing alcohol harm and informs the ongoing development of targeted behaviour change interventions.
2. Signposted emerging trends that merit further research to add to the existing knowledge base of drinking patterns, including but not limited to, further exploration of young adults, and inequities and inequalities.
3. Good practice in research regarding behaviour and attitudes regarding alcohol has been established and shared as indicated in our successful submissions on the Barometer Series and our Parents Qualitative Research that were made to international conferences and which we presented at that took place during 2024.
4. Useful and important knowledge regarding alcohol in Ireland is utilised by Drinkaware to increase our work's resonance with the desired audience and especially its efficacy. For example, our digital and social media messaging referencing shifts in behaviour, awareness of harms and barriers identified in the research has improved our engagement figures. This knowledge can also be utilised by other stakeholders engaged in health and wellbeing education and promotion.
5. The establishment of Drinkaware's reputation for credible and valuable research, that delivers evidence-informed interventions, as indicated by Drinkaware's extensive coverage of our research, in particular the 2024 Barometer key findings. The research briefing series has attracted over 300 people from various industries/professions.
6. Increasing knowledge exchange in order to address alcohol misuse and related harm. This evidenced through our engagement with stakeholders from diverse backgrounds across wider health promotion space including NGOs, semi-states, political stakeholders and academics including early researchers.
7. Our research gives Drinkaware a legitimate and compelling reason to communicate with all stakeholders with the shared objective to reduce and prevent the misuse of alcohol, to further collaboration and co-operation in the longer term.

Outreach & Engagement

Overview

Drinkaware delivers regular media and digital campaigns alongside a suite of evidence-informed tools and resources designed for the general public. These materials are widely adopted by organisations across the community, health, young adults, and education sectors. This work is driven by our experienced team, leveraging Drinkaware's deep expertise in social marketing and strategic communications.

Objective

To support greater awareness and understanding of alcohol misuse and harm and to provide practical supports to empower and enable people to drink less or cut out alcohol.

Goal

To protect, promote and improve public health and wellbeing in Irish society by preventing and reducing alcohol misuse and harm.

Key Outputs in 2024

Public information media campaigns

Throughout the year, Drinkaware played a key role in shaping public discourse on alcohol misuse and related harms in Irish society. This was primarily achieved through sustained media campaigns that shared current national data on the behaviours, attitudes, and motivations influencing alcohol consumption. In 2024, Drinkaware secured 366 pieces of media coverage across national and regional platforms, reaching a cumulative audience of over 31.2 million - a 37% increase compared to 2023.

Media Highlights

Here's to Change

Ahead of St. Patrick's weekend, we launched our Here's to Change campaign, with the aim of encouraging young adults (aged 18-24) to make positive changes in their alcohol consumption and join in the mindful drinking movement. Findings from the Drinkaware Barometer 2023 along with a commissioned spoken word piece by Dublin-based hip-hop artist Nealo were highlighted in a press release and issued to all national media across print, broadcast and online as well as regional news outlets. The campaign was hugely successful, securing nationwide coverage across print, broadcast and online media including prominent national radio stations such as Newstalk, Today FM, FM104 and Q102, resulting in a total campaign Reach of over 4.7million.

Mindful Drinking

Increasing awareness and understanding of mindful drinking was a priority topic for Drinkaware in 2024 and featured heavily throughout our media outreach for the year.

Measure, Don't Guess'

Our December 2024 'Measure, Don't Guess' campaign was particularly impactful, generating 23 pieces of media coverage and achieving a reach of



over 4.8 million. Featured across news organisations such as FM104, Q102, and the Irish Daily Mail, the campaign promoted moderation when socialising at home during the festive season.

Further sustained coverage on mindful drinking throughout the year consisted of regional and national print, broadcast and online, bringing the conversation of a more mindful approach to drinking to the forefront of the national narrative on alcohol.



Barometer 2023 Launch

In April 2024, Drinkaware launched the 2023 Annual Barometer report. There were 21 pieces of coverage and over 1.3 million in reach for this release alone.

In November, the Barometer Key Findings were released, generating 11 media mentions and over 695,400 in reach.

Drink Driving

Throughout the year and particularly ahead of Bank Holiday weekends, Drinkaware continued to speak to the public about the dangers of driving the morning after drinking, debunking many of the common misconceptions around 'sobering up' the morning after drinking. Our messaging was consistent and promoted the use of the Drinkaware Drinks Calculator, a free and accessible tool available on Drinkaware.ie.

HSE Low-Risk Weekly Guidelines and Standard Drinks

Throughout 2024 Drinkaware provided further information and awareness of the HSE low-risk weekly guidelines and what is a standard drink. Understanding, awareness and compliance of the guidelines is a key driver in achieving our mission of an Ireland where alcohol is not misused. Information on the HSE low-risk weekly guidelines and on what is a standard drink featured regularly throughout all our channels of communication, both digitally and through our media coverage. To drive further awareness 'Know the Low' - a public awareness

campaign was initiated - aimed at adults, to educate on what the Low-Risk Weekly Guidelines are and what constitutes as a standard drink. Through a partnership with Irish Influencer, Niamh O'Sullivan, we engaged a new audience. Media highlights included an interview on Virgin Media that was run on the 12.30, 17.30 and 19:00 show which contributed to the overall campaign Reach of over 1.5 million.

Research

The Interplay between Alcohol and Adults' Mental Health and Wellbeing in Ireland: An Overview of Findings from the 2023 Barometer (Position paper)

In May, Drinkaware published a position paper which examines the 'wider picture' in which adults experienced 2023 e.g., stress/tension, mental health, household dynamics, as well as behaviour of other adults.

Barometer 2024

The 2024 Drinkaware Barometer saw its key findings released to the media in November, generating significant interest and conversation thanks to its unique insights and significant data. A highlight of this included an opportunity on Newstalk to discuss the key findings. The Barometer received extensive nationwide coverage across print, online and broadcast platforms, including syndicated segments on Spin 1038, Radio Nova and Q102. This release resulted in reach of over 695.4k for the Barometer in late 2024, with many more opportunities to share its findings planned for 2025.

Digital Health Promotion

Drinkaware leverages targeted digital campaigns throughout the year to promote public health by raising awareness of alcohol-related harms and drinking behaviours. Through engaging, accessible content, these campaigns offer practical tools, guidance, and support—empowering individuals to make healthier, more informed choices about their alcohol consumption.

The Drinks Calculator remained our most popular tool on Drinkaware’s website with over 235,650 uses throughout 2024, a 5% decrease on the previous year. In addition to this, our Standard Drink Calculator drove 21,042 conversions compared to 23,905 in 2023.



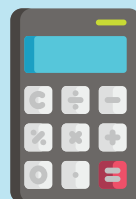
269,139

People visited
drinkaware.ie



771,556

Pages viewed



235,650

Drinks calculator
conversions



21,042

Standard Drinks
calculator conversions

Our digital strategy for 2024 saw us move away from solely driving visitors to our website, to a more long-term goal of optimising the website through organic search, while using social media for engagement and reach. Our key performance indicators for 2024 included improved quality metrics on the website, improved search engine rankings, conversions and engagement. It was key for us to drive increased engagement for those who visited the website via increased conversions on our tools, particularly the Drinks Calculators. The results of this shift in strategy are clear as we reported a significant increase in conversions to our two key online tools.



Irish Influencer, Niamh O'Sullivan

Social Media

Our goal for social media was to focus on user engagement. We know that social media platforms increasingly try to keep users on the platform, so we concentrated on meeting people where they are, with the information they need. This was achieved by posting regular content on popular themes including: Drink Driving, The Drinks Calculator, and the HSE Low-Risk Weekly Guidelines while also running social, paid advertisements throughout the year. For the first time, we partnered with Irish influencers for two separate campaigns.

Here's to Change campaign

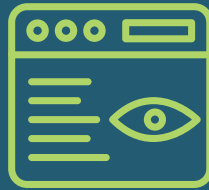
For our Here's to Change campaign in March 2024 we partnered with Irish hip-hop artist and spoken word artist, Nealo. The aim of the campaign was to promote positive changes in alcohol consumption for adults aged 18-24 and the general adult public. This campaign generated incredibly positive results:

Know the Low campaign

From July – early September 2024, we ran the Know the Low campaign featuring Irish influencer, Niamh O'Sullivan. The aim was to educate adults on what the HSE Low-Risk Weekly Guidelines are. We targeted adults aged 18-55+ through influencer reels, vox pop videos, TikTok and Meta ads. This campaign generated positive results:

5.5M

Impressions



8.3M

Impressions

421K

Social
Engagements



421K

Engagements
(including video views)



285K

Views

1.6M

Reach



1.7M

Users reached



13K

Link Clicks



63

Pieces of
coverage

4.7M

PR Reach



1.5M

PR Reach

It is not unusual for there to be apparent discrepancies in user related data between Google Analytics 4 and Universal Analytics. User and session related discrepancies of up to 20% can be expected and are not a cause for concern. Discrepancies arise, even if both products have similar, fair, and comparable environments set up, because they use metrics with slightly different definitions, and which can vary from business to business depending on several factors.

Online presence

Social media activity in 2024 focused primarily on Facebook and Instagram, both of which achieved strong reach and engagement. YouTube also remained a valuable platform. This year, we expanded our efforts to include TikTok and Snapchat, which quickly gained impressive traction and broadened our audience reach even further.



2,210,287

Reach
(+105%)



766,610

Reach
(+101%)



323,889

Views
(+18%)



342,831

Reach

(Data for previous years not available as usage began in 2024)



2,447,664

Reach

(Data for previous years not available as usage began in 2024)

Website updates/New pages

As part of our strategy to improve user experience and performance, the Drinkaware website had several updates throughout the year. In June, our Safe Summer Socialising hub was launched to provide useful tips and information to the public over the summer period.

Blogs

Drinkaware published 11 blogs in 2024, as part of our new strategy to improve website performance and user experience. While in previous years there was a heavy focus on publishing blogs every 1-2 weeks, our website audit revealed that many of these blogs were going unnoticed, and adding layers to our website that ultimately did little to improve its interest for users. The decision was made to focus on more quality blogs with 1-2 max blogs per month, shorter in length, but boosted for better results in organic search channels via the inclusion of hyperlinks and key search terms, and with each blog's SEO ranking verified to ensure maximum results.

This approach still enabled us to share a number of engaging and relevant blogs on a wide range of topics throughout the year including Sober October, Make Your New Year's Resolutions Stick and How Do You Celebrate St. Patrick's Day.

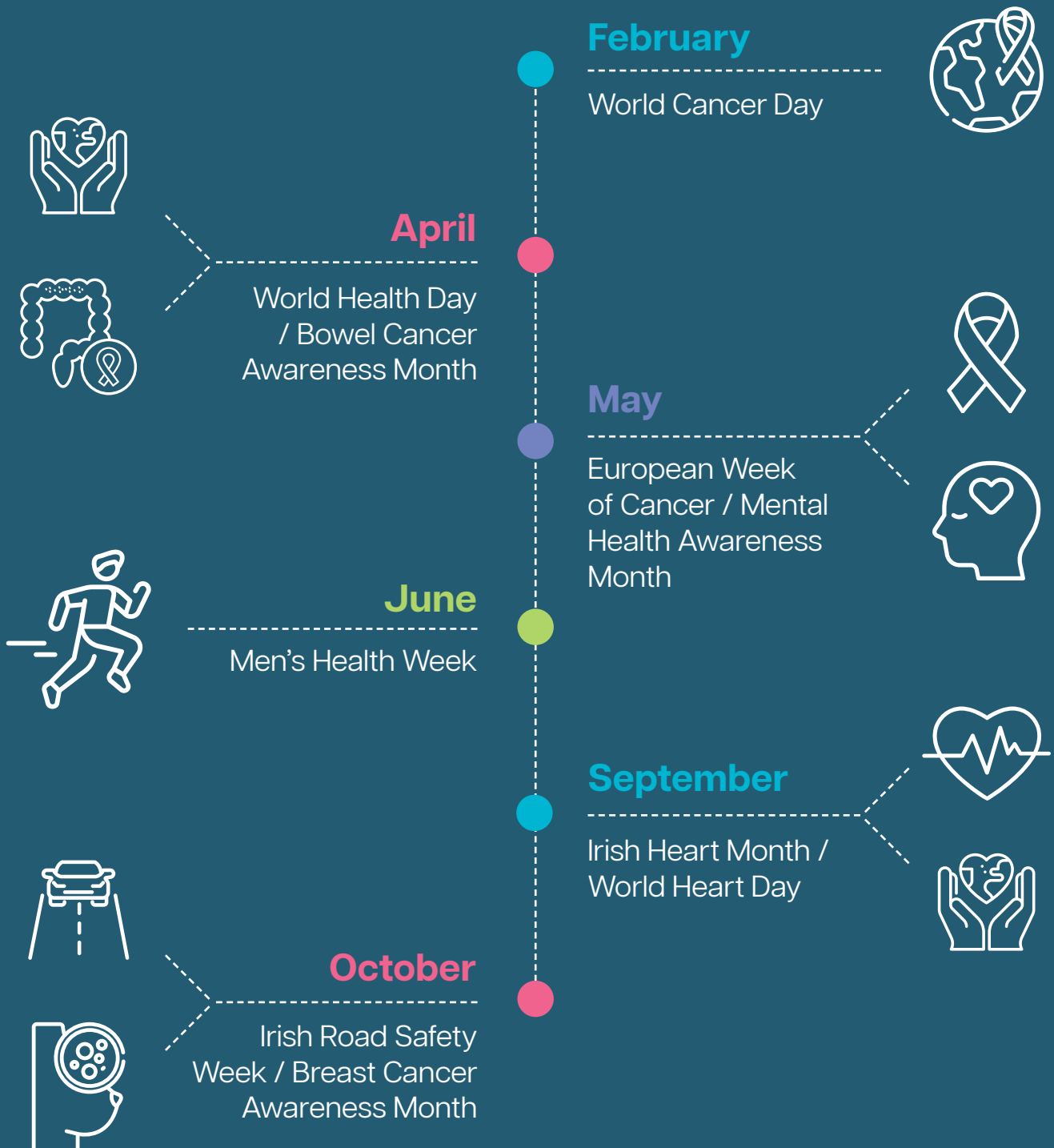
Newsletters

As per the stated targets, 12 General Newsletters were sent out in 2024, which meant a monthly newsletter to all our followers throughout the year. The average open rate was 24%. Our click through rate of 2.7% was on target with industry benchmarks of 2.7% highlighting how useful our subscribers found the newsletters. Drinkaware subscribers remained steady at approximately 46,000. Our newsletter provides subscribers with information about our campaigns, research and resources, as well as events and public health reminders. In 2025, we will continue with our monthly newsletters.

Public health awareness support

Drinkaware recognises the links between alcohol misuse, public health and wellbeing. This is why we proudly support national and international health awareness campaigns. By working together to raise awareness of these campaigns, the Irish public is made aware of the link between alcohol and various health problems, such as mental health and world health day. Additionally, Drinkaware uses these campaigns to direct the public to resources that empower people to make healthier choices.

In 2024, we participated in:





Collaborations and co-operative activity

Drinkaware Drip Mats at Galway Races

We partnered with the Vintners Federation of Ireland (VFI) for distribution of Drinkaware drip mats across Ireland. The mats included three different tips to drink less: 'Try alcohol free', 'Alternate your drinks with water' and 'Stay out of rounds'. The mats included a QR code directing people to the Drinkaware drinks calculator for more information. In 2024, 2,000 were provided to the Galway races.

Coca Cola Hellenic & RSA – Designated Driver campaign

Continuing a long tradition of support, Drinkaware was invited alongside Minister of State at the Department of Transport Jack Chambers, Sam Waide Chief Executive of the Road Safety Authority and representatives from An Garda Síochána, the VFI, RAI, HFI and LVA, to attend the press launch of the annual Christmas campaign that rewards those who stay sober on nights out to ensure their friends and family members get home safely.

On-the-ground public engagement

2024 saw continued engagement from Drinkaware at public events the length and breadth of Ireland. The Drinkaware team were delighted to once again return to the National Ploughing Championships and engage with the public through other events during the year, from major sporting fixtures to leading exhibitions.



The National Ploughing Championships

The National Ploughing Championships are a wonderful opportunity for the Drinkaware team to meet with and speak directly to the public they serve. Over 244,000 people attended the Ploughing Championships across the three days in 2024 and the demand for conversations and resources was seen throughout the three-day event. Almost 6,900 resources were handed out, with countless conversations taking place covering topics of concern to the public, for example, drink driving, talking to young people, alcohol's impact on mental health, and the low-risk weekly guidelines.

Aviva Stadium

Drinkaware prompt cards with a QR directing to our online calculator were directly handed to members of the public at one of the international rugby warm-up matches. Overall, 200 prompt cards were handed out to the public. The public reception to the cards was very positive.

Ideal Home Show

The Ideal Home Show takes place in Dublin's RDS twice a year in both April and October, with over 460 exhibitors speaking to over 53,000 attendees across both shows. Drinkaware made the decision to attend the Autumn shows in 2024 and our attendance was a resounding success with over 4,800 resources shared with the public during the Autumn event.



Health promotion resources

Drinkaware’s extensive range of evidence-informed tools and resources offer practical ways to drink less or cut out alcohol to protect health and wellbeing. In 2024 the Drinkaware measuring cup continued to be the most popular resource, followed by the ‘Alcohol & You’ booklet and the Drinkaware Calculator Wheel. The Drinkaware public health resources are popular with the general public, healthcare professionals, parents and educators.

Our resource orders in 2024



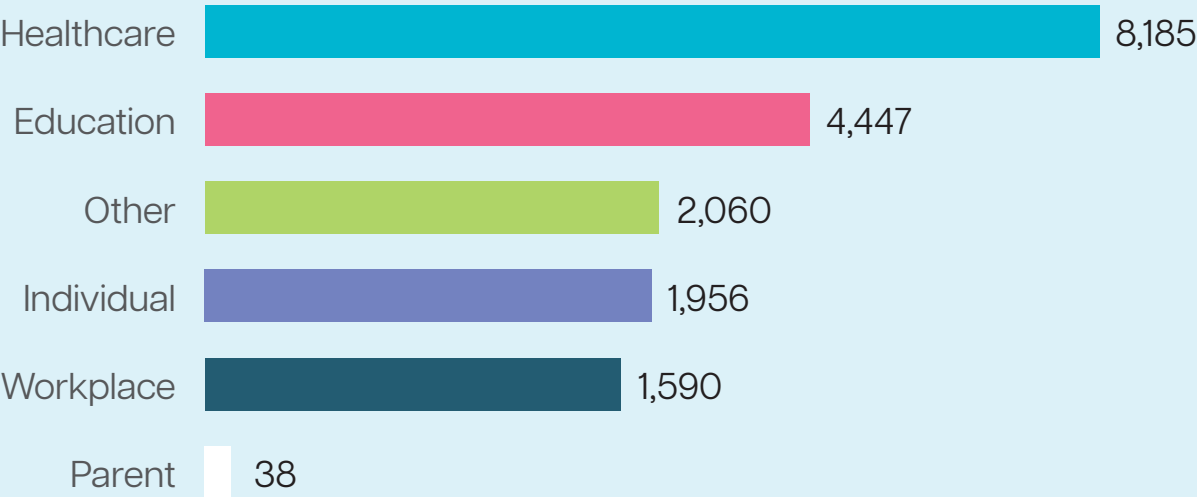
491

orders were placed for our resources



18,276

measuring cups, booklets, calculators and posters were distributed nationwide





Workplace Wellness Programme 2024

To prevent and reduce the misuse of alcohol by providing education and support to workplaces. The anticipated outcomes include increased awareness of what alcohol misuse is, and a willingness/intent to change behaviour.

In keeping with our health and wellbeing remit, guided by a logic model (Kellogg Foundation 2006), Drinkaware's Workplace Wellness Programme is an evidence-informed intervention that aims to reduce alcohol harms and misuse.

A number of options are available to employers, including in person workshops, online live webinars and pre-recorded webinars. Each of which covers general information, alcohol and its impact on health and alcohol, stress and sleep and alcohol awareness for parents. Bespoke options are also available for companies with a specific request.

In 2024 we engaged with eight companies, held seven webinars/workshops with over 90 attendees and hosted one information stand.

Benefits to the workplace



Healthier
employees



More **engaged**
workforce



Positive wider
social **benefits**



Reduced incidence
of **accidents/injury**.



Reduced
absenteeism



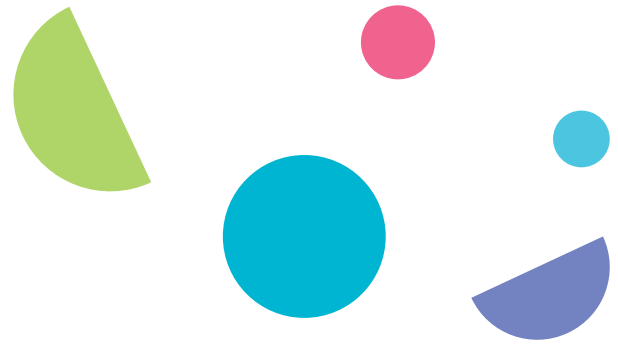
Increased
productivity

Key Outcomes in 2024

Listed below are the key outcomes that resulted from our Outreach & Engagement activity in 2024 detailed in this report:

1. Increasingly challenged the widely accepted stereotype regarding Irish society and alcohol, and the complacent and complicit attitudes towards alcohol misuse. Providing key data on the cultural shifts taking place regarding alcohol.
2. Increased our unrivalled reach and public engagement through traditional and digital media channels both owned and earned.
3. Provided easy to access and pragmatic information to the general public on how to cut down or cut out alcohol. Emphasising the low awareness of the HSE low-risk weekly guidelines, what constitutes harm, myths around alcohol use and the importance of awareness and understanding of what constitutes a standard drink.
4. Increased stimulating public discourse on alcohol use, misuse, binge drinking, alcohol harms, specifically alcohol's impact on mental health.
5. Increased public engagement and advocacy of behaviour change best practice regarding alcohol.
6. Highlighted key information needs for the public, be it, drink driving, sober curiosity, safe socialising or what binge drinking is.
7. Increased collaborations and interest from a wide pool of stakeholders in collaborative opportunities to deliver change.
8. Sustained public interest and discourse on alcohol misuse, harm and positive behaviour change, stimulated by our research evidence and campaigns.
9. Told the evolving story of alcohol use in Ireland, providing the public with an alternative narrative regarding alcohol consumption in Ireland.
10. Maintained trust of Drinkaware as the leading provider of information on alcohol among adults in Ireland.

Key Impacts in 2024



Listed below are the key impacts of our Outreach & Engagement Work in 2024

Increased:

1. The breadth of the national conversation telling the evolving story of alcohol use in Ireland and its complexities, challenging alcohol's place in Irish culture and speaking to the growing demand for a positive alternative. Our pragmatic tone, high quality research and empowering supports which provide relatable and practical advice and information to the public increased our reach with specific population groups in need of support in 2024.
2. A user-friendly and helpful narrative on alcohol that provides the facts and tangible actions to put behaviour change into practice. Through our public webinars, digital activities, safe summer socialising and collaborations, Drinkaware is widely recognised as a credible authority on alcohol consumption and behaviour change, making the organisation a trusted contributor to media discussions on alcohol-related issues. Our research and messaging are regularly cited across a broad range of platforms, reinforcing our role as a leading voice in this space.
3. Increased our unrivalled reach and engagements with the public, through both media coverage and digital activities as seen with a reach of over 31.2 million, appearances on flagship programmes such as RTE News, online and broadcast (national and regional), demonstrates the evolving work of Drinkaware as the leading charity on alcohol use, misuse and empowerment for change.
4. Increased direct face-to-face public engagement with the public through events such as the National Ploughing Championships, sporting fixtures and the Ideal Home Show throughout 2024.
5. Increased use of critical tools in the fight against drink driving with 235,650 conversions on our online Drinks Calculator tool in 2024.
6. Increased interest/intent and also capacity to change as indicated by the 2024 Barometer, where both positive changes that have already taken place and intent to make positive changes are now at the highest level ever, Drinkaware is acutely aware of the demand for our work, resources and support.

Maintained/ Established

1. Listened and responded proactively to the changing needs of the public. With various content targeting the specific needs of the public, the Drinkaware team responded to the continuously changing landscape of 2024, providing information the public needed throughout pinnacle points of the year.
2. High levels of interest in the Drinkaware Workplace Wellness programme, delivering to the needs of employers through online webinars and public health resources.



Directors' Report - Organisation, Governance and Financial Statements

Structure

Alcohol Awareness Foundation Ireland (AAFI) is incorporated as a company limited by guarantee (Company Number 578361), without share capital and trades as Drinkaware, with third party licensing rights to the name and logo in the Republic of Ireland.

The company has received charitable status from the Charities Regulator (20204601) and operates out of its registered address in central Dublin.

The organisational structure of the charity is set out in the chart below.



HR and Staffing

At any given time in 2024, Drinkaware had four full-time and one part-time staff with expertise specific to the delivery of Drinkaware’s strategy. 2024 staffing was as follows:

- CEO
- Head of Communications
- Research and Impacts Manager (part-time)
- Finance and Office Manager
- Communications/Digital Media Officer.

Remuneration is considered from a sector perspective, utilising the Community Foundation of Ireland’s National Pay & Benefits Survey for Community, Voluntary and Charitable Organisations. Employee’s pay scale and package are reviewed at the annual performance appraisal.

Staff performance is reviewed and managed on an annual basis through a formal process. Drinkaware

is committed to supporting every employee to reach their potential and achieve their personal goals, which in turn will assist the organisation to achieve its objectives.

The Staff Handbook outlines the performance appraisal policy which applies to all employees who have successfully passed their probationary period. The appraisal is a formal process centered on an annual meeting of each employee and their line manager to discuss his/her/their work.

The purpose of the meeting is to review the previous year’s achievements and to set objectives for the following year. These should align individual employee goals and objectives with organisational goals and objectives.

Drinkaware does not employ any volunteers.

Staff costs & employer pension scheme

Wages and salaries	€	286,259
Employers PRSI	€	29,179
Retirement benefit	€	15,405
	€	330,843

Retirement benefit costs include employer contributions and operating costs for the defined contribution scheme of €15,405 (2023 contribution was €7,826) Drinkaware contributes up to 5% of the employee’s pensionable pay to the scheme. All staff can opt to make personal contributions once they have passed their probation.

Staff policies

In keeping with HR best practice guidelines, Drinkaware has a suite of appropriate HR procedures and policies that include but are not limited to: Health & Safety; Internal Financial Procedures, Employment Policy/ Contract; Data Protection; Equal Opportunities; Working from Home; Political Activities; Bullying & Harassment; and Disciplinary & Grievance Procedure; amongst other topics.

Governance

Drinkaware is a national charity governed by an independent voluntary Board of Directors and regulated by the Charities Regulator. Drinkaware is committed to maintaining the highest governance and transparency standards, as outlined in the Strategic Plan 2022-2024. We comply with the Governance Code for Community, Voluntary and Charitable Organisations. We review and report on this compliance annually.

Drinkaware’s financial statements are prepared in keeping with the Charities Statement of Recommended Practice (SORP) in accordance with FRS 102 (effective January 2015) and the requirements of the Companies Act 2014.

Board of Directors

Drinkaware is governed by a voluntary Board of seven Directors from the education, business, finance, communications, health, sociology, legal and behaviour change communities who oversee our operations and strategic progress.

Our Board Members do not receive remuneration. Each member of Drinkaware’s Board is required

to agree and adhere to the charity’s Governance Terms of Reference. Individual commitment to upholding these terms is recorded during the on-boarding process.

Board make-up

Board Directors are appointed by the members of the company under the provisions of its Constitution.

They are recruited in line with a competency framework that takes account of the company’s mission and values. The person holding the title of Chief Executive Officer is not a Board Member.

The Board consists of a maximum of nine board members (including the chair and eight ordinary Board Members) appointed by co-option. Board Members are the members of the company as per the Articles of Association. The term of office is typically three years and Board Members are eligible for re-appointment to the Board.

In 2024, the Directors of the company were:

Name	Appointment	Resigned	Attendance
Sean Quigley (Chair)	March 2020		6/6
Maria Cryan	11th December 2018		6/6
Sean Gill	4th March 2022		3/6
Peter Dennehy	21st March 2022	5th December 2024	0/6
Paul Bailey	May 2023		4/6
Garrett Harte	May 2023		5/6
Betty McLaughlin	May 2023		3/6
Grainne Wafer	13th March 2024		4/4

Full biographical information of company directors is published at drinkaware.ie/about/meet-our-teamand-board/

Board reporting & decision making

The Board delegates operational responsibility for the day-to-day running of Drinkaware to the Chief Executive Officer.

As per the Board Terms of Reference, the Board is responsible for reviewing and approving the following:

1. Strategic plan
2. Governance framework
3. Monitoring of performance
4. Adoption of the Annual Financial Statements
5. Adoption of the Annual Report
6. Approval of the annual budget
7. Approval of acquisitions of land and property
8. Approval of disposals of land and property
9. Approval of acquisitions and disposals of land and property which are below market value
10. Approval of contracts and expenditure in excess of €10,000
11. Approval of expenditure exceeding that previously approved by the Board
12. Appointment and removal of the Chief Executive Officer
13. Delegation of Board functions
14. Creation and dissolution of Board Committees
15. Appointment and removal of members of Board Committees
16. Approval of changes to the corporate structure of Drinkaware
17. Approval of bank arrangements, including the opening of all new bank accounts
18. Appointment of External Auditors.

Six Board meetings took place in 2024. The Chair, supported by the Secretary, is responsible for setting the agenda of the Board and the standing Board agenda includes:

- Approval of minutes from the previous meeting
- Conflicts of interest
- Consideration of matters arising/unresolved items from the previous meeting

- Written operational report from the Chief Executive Officer
- Budget and Finance reports
- Governance and Risk reports
- Board recruitment and induction

The Board annually conducts a review, which includes Drinkaware's Board Competency Framework, an expertise/competency mapping exercise, to identify any gaps in expertise that would enhance organisational oversight.

With Board-Approval, the CEO and Chair initiate recruitment drives as required, to fulfil specific and identified roles. Previously this included engaging the services of Boardmatch and attending Charity Trustee Speed-Dating events. Other avenues open to and considered by Drinkaware are advertising the role on Activelink, the Wheel, CII and LinkedIn as well as considering suggestions from Board members, in keeping with the specific identified requirements.

On appointment of new Directors, Drinkaware provides a comprehensive, formal and tailored induction – virtually or in-person as appropriate. At this the CEO presents Drinkaware's 3-year Strategic Plan, the organisational structure and background, an overview of current and key operations, finances, governance and the Risk & Resilience Register.

A comprehensive Board Pack is provided that includes:

- Formal letter of appointment
- Copies of Drinkaware's Governance Framework and Board Terms of Reference for the Governance of Drinkaware
- Drinkaware's Constitution / Memorandum of Association
- Job Description – Board Member
- Code of Conduct
- Copy of the Charity Regulator's document - 'Governance for Charity Trustees'
- Most recent and relevant Board papers and CEO Report
- Latest Drinkaware Risk Register
- AAFI accounts
- Board-approved budget
- Funding model
- New Director form

Board trustee-specific training is also made available to all Board Members on a regular basis.

Guiding principles

The Drinkaware Board is responsible for the direction and oversight of Drinkaware on behalf of the company. The Drinkaware Board believes that good governance involves clarity of roles and responsibilities, and the proper utilisation of distinct skills and processes. The Board therefore focuses on activities that enable it to promote the objectives of the organisation, such as the active consideration of long-term strategy, the monitoring of management action, and ongoing Board and executive management succession.

The Board believes that the governance of Drinkaware is best achieved by the delegation of its authority for the management to the Chief Executive, subject to defined limits and monitoring by the Board.

Standards of governance should be underpinned by a set of key principles which promote transparency, efficiency and effectiveness, are consistent with the regulatory environment, and clearly articulate the division of roles and responsibilities within the organisation.

To reflect this approach and position, the Drinkaware Board deploys Governance Guiding Principles designed to enable the Board and management to operate within a clear governance framework.

Governance standards

The Board is committed to high quality and governance standards. In addition to the principles and guides referred to above, the Board applies rigorous oversight of the financial procedures and controls. Drinkaware's Annual Accounts and Financial Statements are published annually on the website (drinkaware.ie) to ensure transparency with the public and stakeholders.

Drinkaware is an active member of several umbrella organisations for the community and voluntary sector in Ireland specifically The Wheel and Charities Institute Ireland. These memberships further demonstrate the charity's commitment to collaboration, shared learning and keeping abreast of sector developments.

Drinkaware is not a lobby group. However, the very nature of our work, and in particular our research and our programmes demonstrable impact, means that relevant government departments, ministers and committees are briefed on Drinkaware's

evidence-informed behaviour change programmes and research that are informing and addressing alcohol misuse and harm in Ireland. In the interests of transparency Drinkaware is registered with the Register of Lobbyists. The AAFI made four nil returns to the Lobbying Register in 2024 which are available on www.lobbying.ie.

Conflict of interest / Code of conduct

The Board of Directors offers guidance, support, challenge, expertise and an objective perspective on the key matters of strategy, risk management, people/human resources, operational management, organisational structure and development and financial matters.

To support and sustain this, the objectives of the Drinkaware Board's Code of Conduct are to allow for:

- the adoption of an agreed set of ethical principles
- the promotion and maintenance of confidence and trust in Drinkaware including the protection of the good name of the charity; and
- the prevention of the development or acceptance of unethical practices.

Clearly stated in the Code of Conduct are a lengthy set of conditions including guiding principles, policy approach, duty of care, proprietary and copyright information, communicating information to the public, gifts and entertainment, standards of behaviour, and conflict of interest.

Specifically with regard to the Conflicts of Interest or of Loyalty, Register of Interests, Board members will declare any private, voluntary, charitable or political interest that might be material or relevant to the business of Drinkaware.

On appointment to the Board, each furnishes to the Secretary details relating to his/her/their employment and all other business interests including shareholdings, professional relationships etc., which could involve a conflict of interest or could materially influence the member in relation to the performance of his/her functions as a member of the Board. These interests extend to those of a member's family also.

"Conflict of Interest" is also a regular agenda item at Board meetings.

Where necessary, each Board member will maintain an entry on a Register of Interests and the definitions of same are clearly stated in this section of the Code of Conduct.

The Code outlines the required steps to be taken should a conflict of interest arise. No conflicts of interest were noted in 2024.

Sub Committees

Drinkaware’s Governance Framework allows for the creation of committees, as specified in section 2:10. Board Committees, which states: the Board may from time to time, establish such committees of the board as are necessary to assist it in the performance of its duties.

Risk Management:

The Drinkaware Risk Register is updated regularly and is a standing agenda item and reviewed at every board meeting. The environment in which Drinkaware operates is constantly under review. Where an update to the plan is made based on identified shift in the environment, any changes to the level of risk is brought to the Chair of the Board’s attention to agree a plan of action. The plan identifies the key risks to Drinkaware and scores these risks by how likely they are to happen, the impact they would have and the risk score (low, medium, high). The plan also outlines the mitigating steps that should/could be taken against each risk, alongside actions already underway to reduce the level of risk further.

Two key identified risks in 2024 are detailed below:

Area of risk	Counter measures being taken
Financial sustainability	Despite continued rise in cost of living in 2024, Drinkaware is pleased to confirm that it retained the majority of its license funding, reflecting licensees continued commitment to the charity. Other avenues of funding through research grants & growth of the workplace wellness programme will need to be explored in greater detail throughout 2025 to ensure financial sustainability alongside maintained or increased license agreements. Drinkaware will continue to update and review our funding model to ensure the optimum structure is in place particularly given the competing demands for CSR budgets amongst our license holders. Engagement with funders is a key priority, as is onboarding new funders and income streams.
Operations and HR	There was a change in staffing with the retirement of our education manager in April 2024, and turnover in our communications department. In 2025 turnover will be monitored and staff recruitment will be swift to counter any difficulties that arise from a fluid employee marketplace.

Financial review

Funding

Drinkaware is funded predominantly by voluntary donations from the private sector including retailers, producers, and distributors.

The current funding model has seven categories:

Category	Description
Tier 1 Core funders	Companies with significant (>5%) market share and global footprint
Tier 2 Large producer & distributor funders	Companies whose (ABFI/ Nielsen) market share is more than 2% and less than 5%
Tier 3 Producer & distributor funders	Companies whose (ABFI/ Nielsen) market share is less than 2%
Tier 4 Retailers	2 levels, for those with 15%+ market share and those under this share
Tier 5 Smaller/ one product distributors	Large organisations who are distributors of a single alcohol brand, or small distributors of niche/low volume alcohol brands.
Tier 6 Associations	Business associations e.g. off-licences, hotel groups, restaurants
Tier 7 Distilleries	Small local distilleries

Organisations that donate to Drinkaware are allowed use of the Drinkaware logo under license with specific guidelines on its usage and the context of its usage. Organisations are asked to adhere to these guidelines with approval needed for any deviations.

Organisations must formally agree to a set of strict standards within our Constitution that exists to safeguard the integrity, efficacy and impact of our work to contribute to the achievement of our mission and vision. This includes:

Drinkaware is governed by an independent voluntary board of directors who are appointed by the Chairman and CEO with all necessary due diligence.

Drinkaware is an autonomous charity with operational oversight by its voluntary board of directors. Drinkaware will not tolerate attempts to influence our work, policies or operations and any effort to do so will be referred to the board of directors for intervention and resolution.

Drinkaware retains control, with board oversight, to spend unrestricted funding to develop mission-aligned programmes, messaging and resources without any regard for opposing positions from donors. Drinkaware's charitable object is for public benefit and all activity must be undertaken solely for the betterment of society.

Drinkaware, like all charities in Ireland, takes seriously its responsibility to be accountable and transparent in operations, finance and governance and is committed to adhering to the Charities Regulator's Governance Code.

Donations were received through 32 license agreements in 2024.

- | | |
|--|--|
| ▶ Ahascraugh Distillers Ltd (McAllister) | ▶ Lambay Irish Whiskey Company |
| ▶ ALDI Ireland | ▶ Lidl Ireland GmbH |
| ▶ Britvic Ireland Limited | ▶ Molson Coors Brewing Company Ireland Ltd |
| ▶ Bulmers Ireland | ▶ Muff Liquor Company |
| ▶ Circle K* | ▶ OUTCAST Brands Limited |
| ▶ Clonakilty Distillery | ▶ Pearse Lyons Distillery |
| ▶ Coca Cola Hellenic | ▶ Powerscourt Distillery Ltd |
| ▶ Coops Cocktails* | ▶ Proximo Spirits |
| ▶ Diageo Ireland | ▶ Richmond Marketing |
| ▶ E & J Gallo Winery Europe | ▶ Rí-Rá Brewing Company |
| ▶ Edward Dillon & Co. Ltd | ▶ Rye River Brewing Company |
| ▶ First Ireland Spirits | ▶ Sliabh Liag Distillers |
| ▶ Heineken Ireland Sales Limited | ▶ The Dublin Liberties Whiskey Co |
| ▶ Hi-Spirits Ireland | ▶ Walsh Whiskey |
| ▶ Irish Distillers Ltd | ▶ William Grant & Sons Irish Brands Ltd |
| ▶ Kinsale Spirit Company | ▶ Zingibeer Ltd |

**New license holders in 2024*

Income

Income

In 2024, Drinkaware received €738,361 total charitable income (compared with €770,903 in 2023) of which €15,000 was restricted charitable income (grant).

Drinkaware received no restricted charitable income in 2023.

Drinkaware's Workplace Wellness Programme, which delivers alcohol education workshops, webinars and resources (cups and booklets) to organisations for a small fee, made an 'earned income' in 2024 of €3,827.

Expenditure

Total expenditure in 2024 was €636,843, which is down down from €757,790 in 2023).

Details can be found in the Schedule of Administrative Expenses and Project Costs sections.

Reserves

It is the intention of the Board to maintain sufficient reserves to ensure the ongoing viability of the charity, notwithstanding the impact of any significant shortfall in funding or other unexpected events. An appropriate level of reserves is required to ensure adequate cash flow to support our activities. Our reserves policy stipulates that general reserves should represent approximately three months operating expenditure together with any wind down costs. The Board keeps the reserves policy under regular review.

The Reserves Policy was activated in 2024, whereby it was agreed to transfer €100,000 to a ringfenced account. The balance on the Reserves Account at the end of 2024 was €101,518.

Drinkaware does not currently have the need for an investment policy.

Financial sustainability

Drinkaware's financial stability and sustainability depends on its license funding and therefore relies on corporate organisations' commitment to Drinkaware's mission. Drinkaware retained the majority of its license funding in 2024, reflecting licensees continued commitment to the charity. In

2024 we welcomed two new licensee's and four workplace wellness clients which is indicative of Drinkaware's positive reputation and trust amongst the consuming public and license stakeholders.

Drinkaware expects to obtain similar financial support for 2025 but recognises that due to competing demands for corporate social responsibility programmes, coupled with a changing legislative landscape, funding beyond 2024 may require additional and diversified sources of income.

The efficacy and resilience of Drinkaware's small team has been proven over the last few years and should act as further assurance of Drinkaware's financial and operational sustainability. Drinkaware funding continues to be structured so that the license monies paid occur on an annual or biannual basis, which allows Drinkaware to plan a year's activities in advance, and to manage a viable cashflow.

Drinkaware is grateful to all its licensees and donators. Their continued support enables our team to deliver on our social contract to prevent and reduce alcohol misuse and harm. Every donation and license fee we receive helps more people in Ireland to access facts, evidence-informed resources and practical tools to support positive behaviour change regarding alcohol.

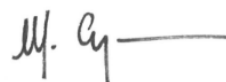
Post-balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

On behalf of the board



Sean Quigley
Director



Maria Cryan
Director

Directors' Responsibilities Statement

For The Year Ended 31 December 2024

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.

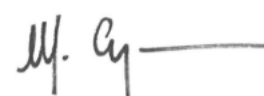
In so far as the directors are aware:

- there is no relevant audit information (information needed by the company's auditor in connection with preparing the auditor's 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



Sean Quigley
Director



Maria Cryan
Director

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 2024 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 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS 102.

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 2024 and of its net movement in funds 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", as applied in accordance with the provisions of the Companies Act 2014 and having regard to the Charities SORP; 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.

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.
- 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

Dains Ireland

Chartered Accountants and Statutory Audit Firm

38 Main Street,
Swords,
Co. Dublin.

Date:.....

Alcohol Awareness Foundation Ireland T/A Drinkaware

Statement of Financial Activities

For the Year Ended 31 December 2024

	31 December 2024	31 December 2024	31 December 2024
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
Incoming Resources			
Earned Income	3,827	-	3,827
Charitable donations - normal	719,534	15,000	734,534
Total Incoming Resources	723,361	15,000	738,361
Resources Expended			
Project Costs	(238,938)	(15,000)	(253,938)
Administrative Expenses	(382,905)	-	(382,905)
Total Resources Expended	(621,843)	(15,000)	(636,843)
Net Movement in funds in the period	101,518	-	101,518
	31 December 2023	31 December 2023	31 December 2023
	Unrestricted Funds	Restricted Funds	Total
	€	€	€
Incoming Resources			
Earned Income	875	-	875
Charitable donations - normal	770,028	-	770,028
Total Incoming Resources	770,903	-	770,903
Resources Expended			
Project Costs	(269,195)	-	(269,195)
Administrative Expenses	(488,595)	-	(488,595)
Total Resources Expended	(757,790)	-	(757,790)
Net Movement in funds in the period	13,113	-	13,113

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

Sean Quigley

Sean Quigley
Director

M. Cryan

Maria Cryan
Director

Alcohol Awareness Foundation Ireland T/A Drinkaware

Balance Sheet

For the Year Ended 31 December 2024

		2024		2023
		€	€	€
	Notes			
Current Assets				
Debtors	5	29,922		27,683
Cash at bank in hand		439,230		261,240
		<u>469,152</u>		<u>288,923</u>
Creditors: amounts falling due within one year				
	6	(119,254)		(40,543)
Net current assets		<u>349,898</u>		<u>248,380</u>
Funds				
Unrestricted funds		<u>349,898</u>		<u>248,380</u>

Approved by then board of directors on and are signed on its behalf by:

Sean Quigley

Sean Quigley
Director

M. Cryan

Maria Cryan
Director

Alcohol Awareness Foundation Ireland T/A Drinkaware

Cash Flows

For the Year Ended 31 December 2024

	2024	2023
	€	€
Notes		
Cash flows from operating activities		
Cash generated from/(absorbed by) operations	101,518	13,113
Movement in Debtors	(2,239)	228,848
Movement in Creditors	78,711	(26,870)
Net cash inflow from operating activities	<u>177,990</u>	<u>215,091</u>
Net cash used in investing activities	-	-
Net cash used in financing activities	<u>-</u>	<u>-</u>
Net increase/(decrease) in cash and cash equivalents	177,990	215,091
Cash and equivalents at beginning of year	<u>261,240</u>	<u>46,149</u>
Cash and cash equivalents at end of year	<u><u>439,230</u></u>	<u><u>261,240</u></u>

Alcohol Awareness Foundation Ireland T/A Drinkaware

Notes to the Financial Statements

For the Year Ended 31 December 2024

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 Adelaide Road, Dublin 2 and its company registration number is 578361. The registered charity number is 20204601.

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

1.2 Fund accounting

Restricted funds

Restricted funds represent income received which can only be used for particular purposes, as specified by the donors. Such purposes are within the overall objectives of the company.

Unrestricted funds

Unrestricted funds consist of General and Designated funds.

- General funds represent amounts which are expendable at the discretion of the board, in furtherance of the objectives of the company.
- Designated funds comprise unrestricted funds that the board has, at its discretion, set aside for particular purposes. These designations have an administrative purpose only, and do not legally restrict the board’s discretion to apply the fund.

Income

Income is recognised by inclusion in the Statement of Financial Activities only when the company is legally entitled to the income, performance conditions attached to the item(s) of income have been met, the amounts involved can be measured with sufficient reliability and it is probable that the income will be received by the company.

Income from charitable activities

Income from charitable activities include income earned from the supply of services under contractual arrangements and from performance related grants which have conditions that specify the provision of particular services to be provided by the company. Income from government and other co-funders is recognised when the company is legally entitled to the income because it is fulfilling the conditions contained in the related funding agreements. Where a grant is received in advance, its recognition is deferred and included in creditors. Where entitlement occurs before income is received, it is accrued in debtors.

Alcohol Awareness Foundation Ireland T/A Drinkaware

Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2024

1 Accounting policies (Continued)

Grants from governments and other co-funders typically include one of the following types of conditions:

- Performance-based conditions: whereby the company is contractually entitled to funding only to the extent that the core objectives of the grant agreement are achieved. Where the company is meeting the core objectives of a grant agreement, it recognises the related expenditure, to the extent that it is reimbursable by the donor, as income.
- Time-based conditions: whereby the company is contractually entitled to funding on the condition that it is utilised in a particular period. In these cases, the company recognises the income to the extent it is utilised within the period specified in the agreement.

In the absence of such conditions, assuming that receipt is probable, and the amount can be reliably measured, grant income is recognised once the company is notified of entitlement.

Grants received towards capital expenditure are credited to the Statement of Financial Activities when received or receivable, whichever is earlier.

Expenditure

Expenditure is analysed between costs of charitable activities and raising funds. The costs of each activity are separately accumulated and disclosed, and analysed according to their major components. Expenditure is recognised when a legal or constructive obligation exists as a result of a past event, a transfer of economic benefits is required in settlement and the amount of the obligation can be reliably measured. Support costs are those functions that assist the work of the company but cannot be attributed to one activity. Such costs are allocated to activities in proportion to staff time spent or other suitable measure for each activity.

1.3 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.

Alcohol Awareness Foundation Ireland T/A Drinkaware

Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2024

1.3 Financial instruments (continued)

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 an 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.

1.4 Taxation

No current or deferred taxation arises as the company has been granted charitable exemption.

1.5 Reserves policy

While the company is a charitable body, not trading for profit, any surplus arising will be spent on the charitable objects of the company as soon as possible, unless designated or restricted to a future planned project in accordance with the charitable objects of the company. The company is managed prudently and always wishes to ensure that it provides for any unforeseen contingencies by maintaining sufficient reserves for that purpose.

2 Incoming resources

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

Alcohol Awareness Foundation Ireland T/A Drinkaware

Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2024

3 Employees

No directors' remuneration was paid during the period.

The average monthly number of persons employed by the company during the year was:

	2024 Number	2023 Number
Administration	5	6
	5	6
Their aggregate remuneration comprised:	2024	2023
	€	€
Wages and salaries	286,259	321,864
Remote working allowance	2,806	2,432
Employers PRSI	29,179	29,683
Pension costs	15,405	7,826
	333,649	361,805
Breakdown of wages and salaries:	€	€
General and finance	109,696	90,106
Out-Reach and Engagement	130,697	151,642
Education	24,578	67,585
Research and Impacts	62,675	47,252
Workplace Wellness	6,003	5,220
	333,649	361,805

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

	2024	2023
	No.	No.
€50,000 - €60,000	1	2
€60,000 - €70,000	0	0
>€70,000	1	0

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

Alcohol Awareness Foundation Ireland T/A Drinkaware

Notes to the Financial Statements (Continued)

For the Year Ended 31 December 2024

4 Taxation

No current or deferred taxation arises as the company has been granted charitable exemption.

5 Debtors

	2024	2023
Amounts falling due within one year:	€	€
Contributions due	12,220	10,754
VAT	9,012	6,239
Prepayments and accrued income	8,690	10,690
	<u>29,922</u>	<u>27,683</u>

6 Creditors

	2024	2023
Amounts falling due within one year:	€	€
Amounts received on account	3,438	-
Trade creditors	87,418	15,634
PAYE and social security	7,006	8,944
Accruals	21,392	15,965
	<u>119,254</u>	<u>40,543</u>

7 Retirement contribution schemes

	2024	2023
Defined contribution schemes	€	€
Charge to profit or loss in respect of defined contribution schemes	<u>15,405</u>	<u>7,826</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.

8 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 Post balance sheet events

There have been no significant events affecting the company since the financial year-end which would require disclosure in the financial statements.

11 Approval of financial statements

The directors approved the financial statements on the 19th June 2025.

Notes

[illegible]

[illegible]

DRINKAWARE