



Annual Report 2024

CEO Report: Reflections on 2024.

Dear Board Directors, Members & Stakeholders,

As we reflect on the extraordinary journey of 2024, we are proud to share that the Service has experienced significant success, growth, and increased reach. Through these strides, we have not only enhanced the support we offer to our community but have also made a tangible impact, creating new and meaningful ways to engage with the creative community we serve. Our progress has been driven by a shared heart for our creative community, and the results are warmly reflected in a doubling of funding in the past year—a beautiful testament to the value we are creating together.

2024 has been a landmark year for MCM, as we expanded our support pillars, welcoming two new ones, which brings us to a total of four main service pillars. This thoughtful expansion has positioned us to serve our creative clients in more impactful, caring ways, while also reinforcing the growth and success of our stakeholders. The increasing demand for our services across our sectors signals that together, we are making a real, meaningful difference in people's lives.

This rapid growth has naturally placed a strain on our resources, particularly for our Senior Leadership Team and staff who have given an absolutely incredible, heartfelt effort in these early stages of expansion. With so much happening so quickly, we recognise that 2025 will be a gentle year for consolidation and operational strengthening. Our focus will carefully shift to ensuring that we have the right supportive practices in place to sustain and look after what we've built, with a professional emphasis on regular regulatory improvements, strengthening our business administration capabilities, and genuinely enhancing staff capacity.

With integrity and dedication, we will continue to prioritise the ongoing care and development of our existing services, and we're excited to launch our app facility to provide easier, more open access to our offerings. A significant part of our strategy in 2025 will be nurturing our funding relationships and continuing to solidify our position as a sustainable, trusted partner in the industry.

Looking ahead, while we wisely recommend scaling back on the launch of new services for now, our dedication to consistency, quality, and empathetic support for our community remains completely steadfast. We are profoundly committed to maintaining a strong, professional foundation that allows us to continue offering exceptional value and care to our creatives, live events crews, clients, staff, and funding partners.

Thank you for your continued kindness, support, and deep belief in our mission. Together, we look forward to a year of steady growth and operational excellence.

Warm regards,

Dave Reid

Chief Executive Officer

Key Areas of Focus 2024

- Launch of our Creative Arts Therapies Service, with 38 clients supported through November 2024 and the pilot continuing into 2025.
- Launch of the Specialist Advisory Service in May 2024 (following informal operation since August 2023), expanding support for nuanced HR, legal and financial issues in the creative sector.
- Quality assurance was strengthened through closer collaboration with Spectrum Life, clearer service user agreements, and more robust feedback and complaints procedures.
- MCM expanded its team, strengthened leadership capability, and managed growing demand from the community, highlighting the importance of stronger operational processes, organisational structures and funding capacity.
- 2024 laid the foundation for MCM's future, including the start of its governance roadmap, reflective practice, and new training opportunities for staff and Board members.

Governance Roadmap & Compliance Audit Overview

Guided by our core values of integrity and professionalism, the year 2024 laid a strong foundation for our future. It marked the formal beginning of our governance roadmap and served as a crucial window for reflective practice, empathetic review, and new training opportunities for our team and our Board. A comprehensive compliance audit was carried out with deep integrity, resulting in thoughtful advancements across our core operational categories:

- **Internal Procedures & Staff Guidelines:** Created and implemented structured operational resources including the *Right to Disconnect Policy* (introduced November 9, 2024), *Staff Professional Boundaries Policy*, and *Exit Interview Guidelines* to elevate and protect the standard employee experience with professional care.
- **Board Governance:** Developed the comprehensive *MCM Governance Handbook* alongside updated governance orientation and training slides for the Board of Directors, ensuring systematic tracking for Registers of Interest and objective conflict mitigation procedures with complete transparency.
- **Data Protection & Privacy Framework:** Assured full and safe adherence to obligations under the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Out of deep respect for our community's privacy, personal data is managed safely via a standardised summary integrated into the new Employee Handbook, a strict *Record Retention Policy and Schedule*, and rigorous security awareness protocols.
- **Digitalisation & System Optimisation:** Supported our distributed workforce with empathy through the implementation of the *Employee Wellbeing Guide for Remote Working*, advanced core technical architecture for the upcoming custom mobile application layer, and secured digital feedback collection modules.
- **Accessibility & EDI Alignment:** Formally ratified the *MCM Equality, Diversity, and Inclusion (EDI) Policy* in June 2024, deploying specialised EDI toolkits alongside the *Employers for Change Inclusive Recruitment Toolkit* to establish kind and inclusive operational baselines for all.
- **Third-Party Process Management & Quality Assurance:** Built optimised operational loops and clear communications with our preferred primary services supplier, Spectrum Life, deploying unified mechanisms to make service user agreements fully transparent and clear under formalised feedback and performance tracking structures.
- **Safeguarding & E-Vetting Infrastructure:** Successfully executed the registration framework for acceptance by the Garda Bureau for electronic vetting (e-vetting), reducing security risks and adding essential safeguards to look after our personnel and service consumers with integrity.



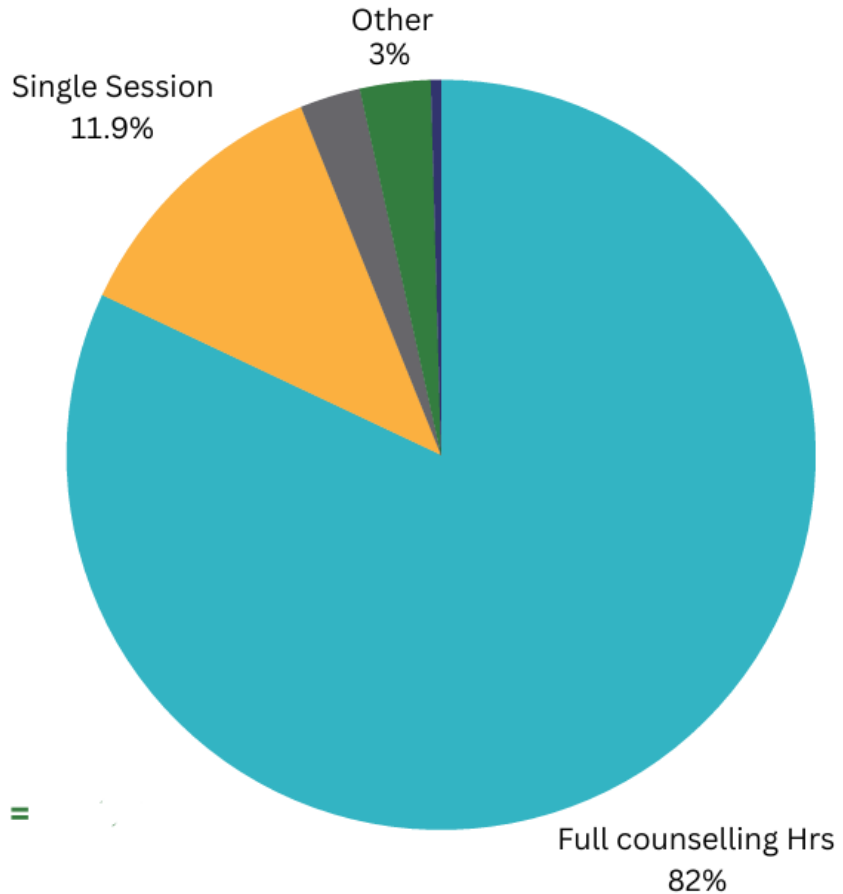
Services Activity Summary 2024

Core Counselling & Mental Health Services

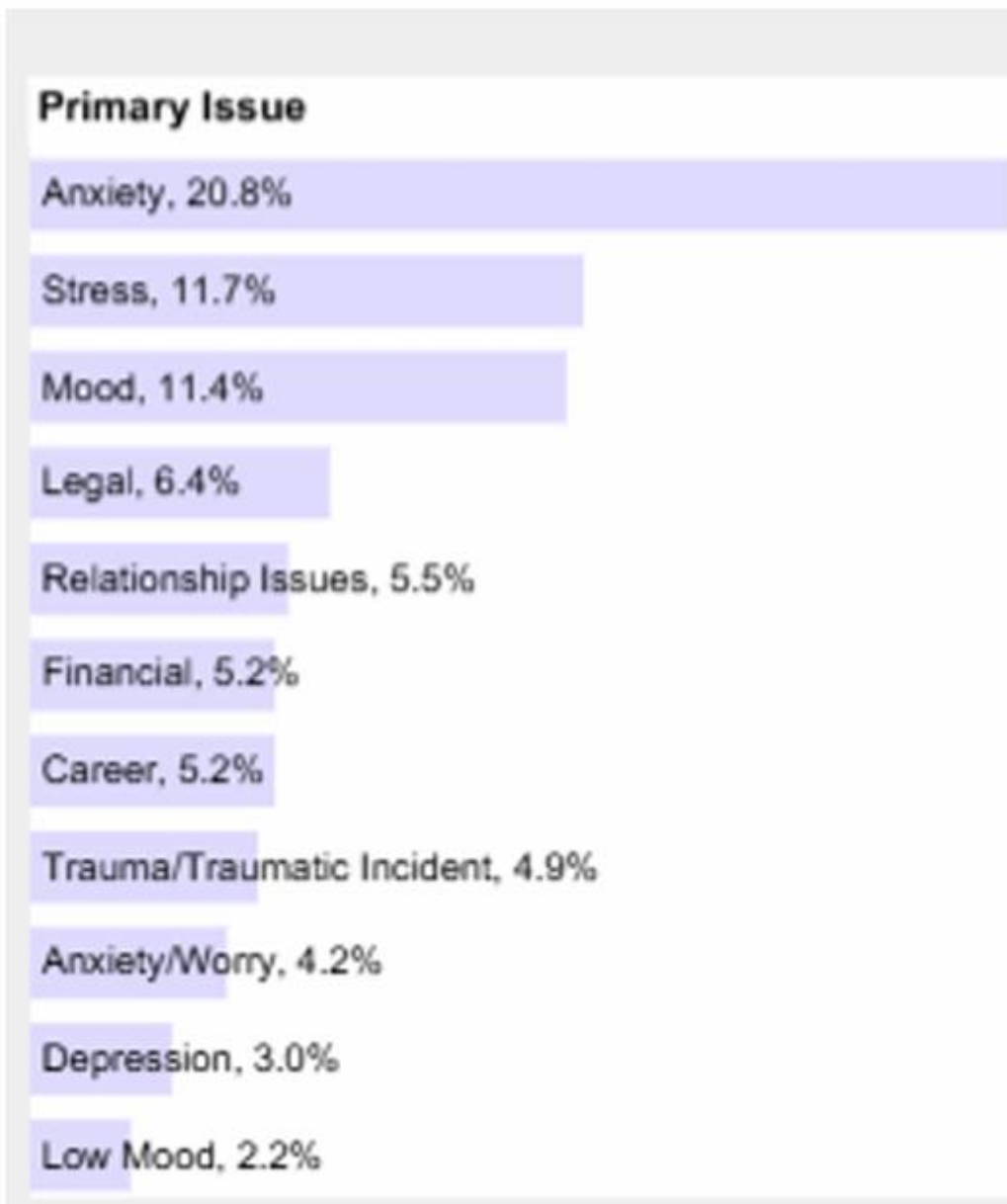
Access to an experienced team of trained counsellors and psychotherapists who can offer short-term intervention and advice covering practical, day-to-day issues that cause anxiety and stress.

The total hours of professional counselling delivered was 2,156.

The total number of Creative users using this service was 618.



Total Counselling hours for MCM = 674 received counselling overall
Spectrum provided : 2156 hours (618 clients)



Pilot – Creative Arts Therapies Service (CAT)

Providing music, drama and art therapy sessions as creative art therapies for adults within the creative community is a wonderful initiative. These forms of therapy can have numerous mental, emotional, and social benefits for participants.

- **Service Components:** Specialised sessions in music, drama, art, and dance & movement therapy.
- **Total Specialised Delivery Hours:** 274 individual therapeutic sessions.
- **Total Active Pilot Engagement:** 38 sector professionals processed up to November 2024 (scheduled to continue pilot testing through 2025 with ongoing professional care).

Specialist Advisory Service (SAS)

Formally established in May 2024 following informal triage operations that commenced in August 2023, catering with professional integrity to nuanced logistical blockages faced by creative sector workers:

- **Total Expert Advisory Hours Deployed:** 200 Hours.
- **Core Dedicated Advisory Domains:** Tailored human resources compliance, legal advice, and creative-centric financial guidance.

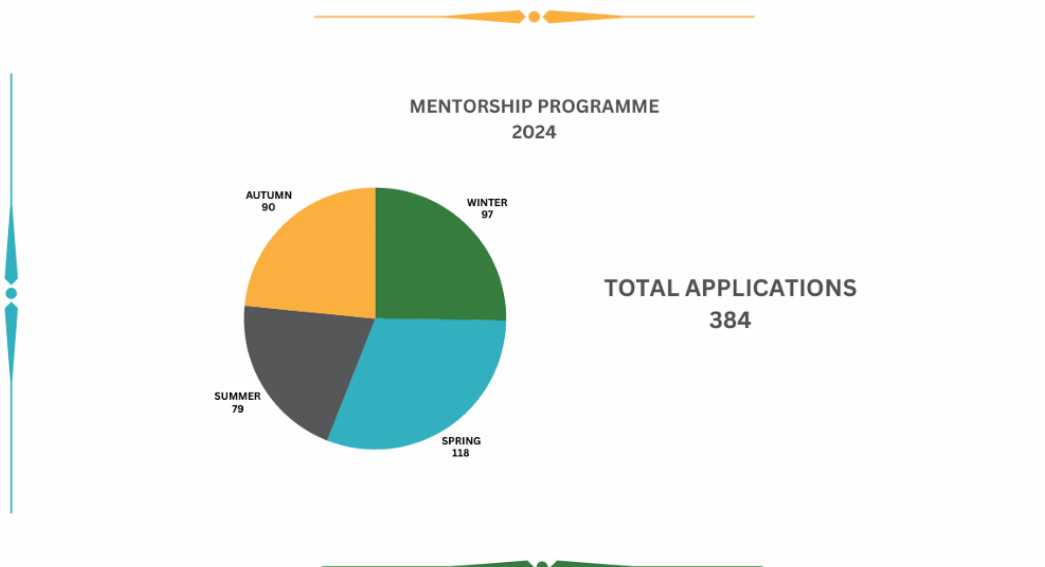
Career Hub Service Pillar

As one of the four core service pillars of Minding Creative Minds, the Career Hub operates with professional integrity across four distinct areas of focus, alongside integrated seasonal sector campaigns designed with deep community empathy:

1. Mentorship Programme

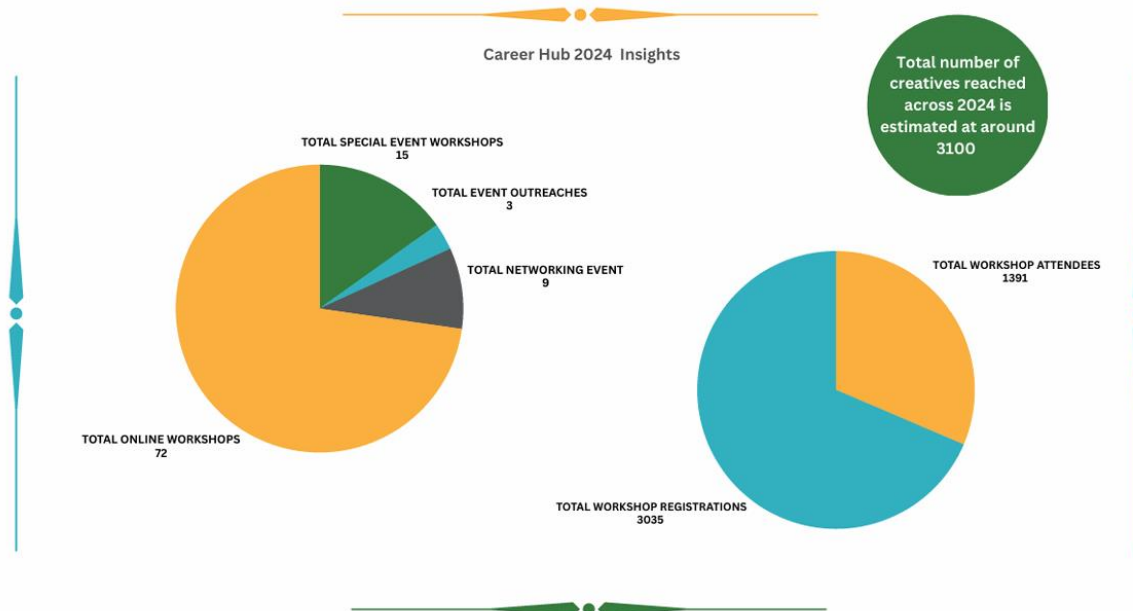
The mentorship programme supports creative career growth through structured seasonal mentorship cycles matching emerging professionals with established sector mentors in a spirit of guidance and mutual growth.

- **Total across mentorship:** 384 applications processed.



2. Masterclasses/Workshops

High-value interactive masterclass tracks delivered with professionalism by creative industry subject experts to provide actionable practical knowledge and structural sector support to creatives across the island of Ireland.



- **Strategic Volumes:** 15 Special Event Workshops and 72 specialised workshops hosted across categories e.g. Music Essentials of Sync, Scriptwriting, Theater Production, and Creative Start-up Guidelines.

3. Online Career Clinic

Bespoke online Career Clinic providing 11 creative advisors from Industry on a platform for query sessions providing short diagnostic career triage, professional reviews, and freelance troubleshooting for Irish creatives at home and abroad with complete integrity and care.

Gross Registration Activity: 270 verified registrations across targeted clinics (including the Freelancer Support Forum).

4. Creative Careers Summit

The core large-scale gathering for creative public and field outreach, presenting robust structural support systems and an empathetic environment for the artistic workforce.

Summit Reach: Single-day assembly processing 220 active attendees in Dublin.

Programme/Agenda: Structured around 5 industry master panels, 6 peer spotlight profiles, and 29 expert guest speaker or creative spotlights highlighting examples of success including inclusive community members.

Creative Career Summit.



220 Attendees

5 Panels
6 Spotlight Stories

29 Guest speakers

Feedback from
Creative Career
Summit

'The whole day actually has been such a lovely empathetic & constructive discussion, both through these panels & the informal networking & chats over the breaks.'



✨ International Women's Day (IWD) & Special Field Events

Targeted thematic activations and community initiatives integrated directly into the Career Hub's field operations with warmth and professionalism:

Marketing : Sector Outreach & Events Support to Arts and Culture

Minding Creative Minds actively expands its presence beyond digital lines to directly support the spaces where our community works, performs, and gathers. By embedding visible outreach initiatives, tailored career programming, and supportive, kind environments at major live installations, the Service serves as a trusted, empathetic on-the-ground resource for the Irish artistic landscape.

Institutional Arts Support & Industry Panels

MCM collaborates closely with established cultural bodies and working groups (including Safe To Create, Screen Ireland, and Theatre Forum peers) to co-champion safe, more supportive operating baselines within artistic spaces with absolute professionalism and integrity:

- **Gate Theatre Panels:** MCM proudly participates in peer-led performance seminars, notably collaborating on the "**Gate Conversations**" series curated by the Gate Theatre. A centerpiece panel titled "*Drama as a Tool of Transformation*" brought internal MCM service pillar leadership directly onto the stage alongside artistic director Róisín McBrinn to highlight how dramatic practices interface with mental wellbeing, advocacy, and social progression.
- Safe to Create and Safe Gigs Advocacy across marketing and events



EMPOWERING A SAFE ENVIRONMENT FOR CREATIVES

General Marketing & Digital Engagement Metrics

Strategic visibility metrics generated across general public communication, external campaign modules, and digital outreach portfolios with professional clarity:

Digital Marketing

Website subscription: Email engagement numbers:

List size – 1,568

Emails Sent – 16,169

Unique opens – 9,458 (58%)

Unique clicks – 878 (5.5%)



Conclusion

The year 2024 has truly been a transformative period for Minding Creative Minds CLG, defined by unprecedented growth, expanded support frameworks, and a solidifying of our internal foundations. By widening our service architecture to encompass four comprehensive support pillars—complemented by on-the-ground arts sector outreach and landmark partnerships like the Gate Theatre collaborations—the Service has fundamentally advanced how it nurtures and protects Ireland’s creative sector.

Simultaneously, the execution of our governance roadmap and rigorous compliance audit has woven our core values of kindness, integrity, empathy, and professionalism directly into the operational fabric of our business. While our fast-paced operational expansion has introduced temporary strains on internal staffing capacity, it has illuminated a clear, responsible strategic path for 2025 focused on operational consolidation, administrative stabilisation, and regulatory excellence. Empowered by doubled funding streams and fortified by fully audited small-regime transparency, MCM looks forward to sustaining its mission as an essential, trusted, and empathetic partner guiding creative careers across Ireland.

Our Board is December 2024 :

- Kim o Callaghan
- Ann Marie Shields
- Emma Matthews
- David Reid
- Emma Olohan



The following financial schedules are presented exactly as audited by Strata Financial and approved by the Board of Directors, with no edits to the figures or financial text, reflecting our absolute commitment to transparency and financial integrity.

1. Income and Expenditure Account for the Financial Year Ended 30 June 2024

	2024 (€)	2023 (€)
Income	484,201	312,764
Expenditure	(525,380)	(419,548)
Deficit before tax	(41,179)	(106,784)
Tax on deficit	-	-
Deficit for the financial year	(41,179)	(106,784)
Total comprehensive income	(41,179)	(106,784)

2. Balance Sheet as at 30 June 2024

Current Assets	2024 (€)	2023 (€)
Debtors (Note 5)	91,871	79,013
Cash and cash equivalents	11,299	128,546
Total Current Assets	103,170	207,559
Creditors: amounts falling due within one year (Note 6)	(27,411)	(90,621)
Net Current Assets	75,759	116,938
Total Assets less Current Liabilities	75,759	116,938
Reserves		
Income and expenditure account	75,759	116,938
Equity attributable to owners of the company	75,759	116,938

3. Schedule 1: Overhead Expenses for the Financial Year Ended 30 June 2024

Administration Expenses	2024 (€)	2023 (€)
Wages and salaries	126,876	60,605
Social welfare costs	15,161	6,678
Staff defined contribution pension costs	10,614	1,838
Partner Expenses	19,642	21,766
Staff training	750	-
Rent payable	23,681	14,005
Insurance	1,213	2,782
Printing, postage and stationery	3,260	3,666
Advertising	40,369	63,795
Creative Art Therapy Service	23,075	9,623
Computer costs	1,432	468
Room Hire	2,411	5,223
Travelling and entertainment	99	-

Administration Expenses	2024 (€)	2023 (€)
Subscriptions	436	240
Specialist Advisory Panel	11,430	3,325
Mental Health Services	152,279	135,570
Bank charges	1,115	688
Career Hub	84,427	86,405
General expenses	7,110	2,371
Charitable donations	-	500
Total Overhead Expenses	525,380	419,548