

Charity registration number: 1141261

# The Blue Ribbon Foundation

Annual Report and Financial Statements

for the Year Ended 31 December 2023

Field Sullivan Limited  
9 Hare & Billet  
Blackheath  
SE3 0RB

## **The Blue Ribbon Foundation**

### **Contents (continued)**

Reference and Administrative Details	1
Trustees' Report	2 to 4
Independent Examiner's Report	5
Statement of Financial Activities	6
Balance Sheet	7
Notes to the Financial Statements	8 to 16

## **The Blue Ribbon Foundation**

### **Reference and Administrative Details**

<b>Trustees</b>	Angela Brignell
	Elizabeth MacBean
	Jonathan Prince
<b>Charity Registration Number</b>	1141261
<b>Principal Office</b>	Crofton House
	5 Morley Close
	Orpington
	Kent
	BR6 8JR
<b>Independent Examiner</b>	Field Sullivan Limited
	9 Hare & Billet
	Blackheath
	SE3 0RB
<b>Bankers</b>	Nat West Bank plc
	143 High Street
	Bromley
	BR1 1YZ

## **The Blue Ribbon Foundation**

### **Trustees' Report**

The trustees present the annual report together with the financial statements of the charity for the year ended 31 December 2023.

#### **Introduction**

Nationally, men's health is a growing issue particularly with diabetes, prostate cancer, heart disease, strokes, obesity and many others and our goal is to continue our messages to men that with some lifestyle changes, often 'small' changes they can live longer and healthier. We do not want to deliver fearful messages rather messages that connect with men delivered in an appropriate manner.

Income came from various sources but mainly from the generosity of the UK public and the delivering of men's health and wellbeing talks for commercial organisations. During 2023, we continue to develop our understanding of men's health and how men in various age bands, ethnicities, and education approach it. We still lack scale, unlike the bigger charities such as Prostate UK and have made decisions that support our size and minimise risk. We will continue to pilot ideas but our focus in 2023 has been around the growing number of enquiries we got to hold men's health and wellbeing talks and the income we receive as a result and that has allowed us have a new website designed and to continue to develop our social media.

#### **Objectives and Activities of the Charity**

A summary of the objects of the charity as set out in its governing document.

The Charity is registered in the name of the Blue Ribbon Foundation. It is an educational trust and its mission is to educate men and their partners to the benefits of living a 'healthy' life, looking after themselves and also where possible to fund projects that bring our messages directly to men.

#### **Public benefit that is provided by the charity**

The charity has been established to inform men of the dangers to their health and wellbeing. We consider our work to be for the public benefit as defined by the Charity Commission, and for the benefit of society. Nationally, men's health is a growing concern as it is often said 'men don't do health' well at least 'many men don't do health'.

Our goal is to help to change this, not only for the benefit of the men themselves but also for their partners and family. We want men to live to their old age in a healthy and happy manner!

#### **Achievements and performance**

The growth in our men's health and wellbeing talks during November saw us deliver 12 talks alone. We have continued our support of the Downham Men's Group project consisting of a weekly men's group and a men's over 50's walking football group.

The foundation continues to manage its finances prudently with administration costs being kept to an absolute minimum.

During the year the charity's activities have been solid with little real growth but it does not apply for grants as many charities do, thus we continue to hold reserved over the suggested limits of the Charities Commission.

## **The Blue Ribbon Foundation**

### **Trustees' Report (continued)**

The trustees are satisfied with the performance of the charity during the year and the position at 31 December 2023 and consider that the charity is in a strong position to continue its activities during the coming year, and that the charity's assets are adequate to fulfil its obligations.

#### **Structure, Governance and Management**

A Deed of Trust dated 16 December 2010 and amended on 22 March 2011 constitutes the charity. The charity was registered with the Charity Commission on 8 April 2011.

The objects of the charity are shown above.

The members of the Board of Trustees of the Charity at the date the report and accounts were approved were:

Mr Jonathan Prince

Mrs Elizabeth MacBean

Mrs Angela Brignell

#### **The methods adopted for the recruitment and appointment of new trustees**

After discussion, the trustees have agreed not to actively look to appoint further trustees unless the opportunity occurs.

#### **Financial Review**

The Blue Ribbon Foundation's finances, for the size of the charity, are currently good. We have total funds of £70,135 (2022: £65,963).

The funds are broken down as follows:

Designated Funds £13,500 (2022: £24,550)

Restricted Funds £2,150 (2022: £10,292)

Unrestricted Funds: £54,485 (2022: £31,121)

#### **Reserves Policy**

The Trustees aim to maintain free reserves in unrestricted funds at a level which equates six months unrestricted charitable expenditure. The Trustees consider that this will give sufficient funds to cover any unforeseen day-to-day operational costs and any unforeseen emergency or other unexpected need for funds.

The reserves held at 31 December 2023 were £54,249 (2022: £30,649) compared to a target of £6,571 (2022: £2,481).

## **The Blue Ribbon Foundation**

### **Trustees' Report (continued)**

The financial statements are set out on pages 6 to 14. These have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102) - Second edition October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). As stated in the introduction to this report, the trustees consider the financial performance by the charity during the year to have been satisfactory.

#### **Statement of Trustees' Responsibilities**

The trustees are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

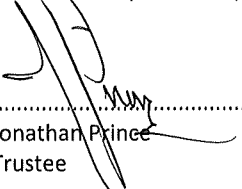
The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The annual report was approved by the trustees of the charity on 12 February 2024 and signed on its behalf by:

  
.....  
Jonathan Prince  
Trustee

## **The Blue Ribbon Foundation**

### **Independent Examiner's Report to the trustees of The Blue Ribbon Foundation**

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet and related notes.

This report is made solely to the charity's trustees, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

#### **Responsibilities and basis of report**

As the charity trustees of The Blue Ribbon Foundation you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the The Blue Ribbon Foundation's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

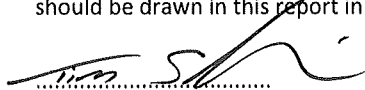
An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the financial statements. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the financial statements present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

#### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of The Blue Ribbon Foundation as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Tim Sullivan FCA  
Field Sullivan Limited  
9 Hare & Billet  
Blackheath  
SE3 ORB

Date: 5/3/24

**The Blue Ribbon Foundation**

**Statement of Financial Activities for the Year Ended 31 December 2023**

	Note	Unrestricted £	Restricted £	Total 2023 £	Unrestricted £	Restricted £	Total 2022 £
<b>Income and Endowments from:</b>							
Donations and legacies	3	22,187	4,708	26,895	6,103	16,875	22,978
Charitable activities	4	<u>3,266</u>	<u>-</u>	<u>3,266</u>	<u>3,386</u>	<u>-</u>	<u>3,386</u>
Total income		<u>25,453</u>	<u>4,708</u>	<u>30,161</u>	<u>9,489</u>	<u>16,875</u>	<u>26,364</u>
<b>Expenditure on:</b>							
Raising funds		(374)	-	(374)	-	-	-
Charitable activities	6	<u>(12,765)</u>	<u>(12,850)</u>	<u>(25,615)</u>	<u>(4,962)</u>	<u>(15,379)</u>	<u>(20,341)</u>
Total expenditure		<u>(13,139)</u>	<u>(12,850)</u>	<u>(25,989)</u>	<u>(4,962)</u>	<u>(15,379)</u>	<u>(20,341)</u>
Net movement in funds		12,314	(8,142)	4,172	4,527	1,496	6,023
<b>Reconciliation of funds</b>							
Total funds brought forward		<u>55,671</u>	<u>10,292</u>	<u>65,963</u>	<u>51,144</u>	<u>8,796</u>	<u>59,940</u>
Total funds carried forward	15	<u>67,985</u>	<u>2,150</u>	<u>70,135</u>	<u>55,671</u>	<u>10,292</u>	<u>65,963</u>

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2022 is shown in note 15.

The notes on pages 8 to 16 form an integral part of these financial statements.



**The Blue Ribbon Foundation**  
**(Registration number: 1141261)**  
**Balance Sheet as at 31 December 2023**

	Note	2023 £	2022 £
<b>Fixed assets</b>			
Tangible assets	10	236	472
<b>Current assets</b>			
Debtors	11	1,767	353
Cash at bank and in hand	12	<u>70,420</u>	<u>65,900</u>
		72,187	66,253
<b>Creditors: Amounts falling due within one year</b>	13	<u>(2,288)</u>	<u>(762)</u>
<b>Net current assets</b>		<u>69,899</u>	<u>65,491</u>
<b>Net assets</b>		<u><u>70,135</u></u>	<u><u>65,963</u></u>
<b>Funds of the charity:</b>			
<b>Restricted income funds</b>			
Restricted funds		2,150	10,292
<b>Unrestricted income funds</b>			
Designated funds		13,500	24,550
General funds		<u>54,485</u>	<u>31,121</u>
Total unrestricted funds		<u>67,985</u>	<u>55,671</u>
<b>Total funds</b>	15	<u><u>70,135</u></u>	<u><u>65,963</u></u>

The financial statements on pages 6 to 16 were approved by the trustees, and authorised for issue on 12 February 2024 and signed on their behalf by:

.....  
Jonathan Prince  
Trustee

## **The Blue Ribbon Foundation**

### **Notes to the Financial Statements for the Year Ended 31 December 2023**

#### **1 Charity status**

The charity is domiciled in England and Wales.

The address of its registered office is:

Crofton House  
5 Morley Close  
BR6 8JR

These financial statements were authorised for issue by the trustees on 12 February 2024.

#### **2 Accounting policies**

##### **Statement of compliance**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102) - Second edition October 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). They also comply with the Companies Act 2006 and Charities Act 2011.

##### **Basis of preparation**

The Blue Ribbon Foundation meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

##### **Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

##### **Judgements and key sources of estimation uncertainty**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the periods in which the estimate is revised where revisions affects only that period, or in the period of the revision and future periods where the revisions affects both current and future periods.

## **The Blue Ribbon Foundation**

### **Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)**

#### **Income and endowments**

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

#### ***Donations and legacies***

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

#### ***Grants receivable***

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

#### **Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

#### ***Raising funds***

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

#### ***Charitable activities***

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

#### **Support costs**

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

## **The Blue Ribbon Foundation**

### **Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)**

#### **Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

#### **Tangible fixed assets**

Individual fixed assets costing £100 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

#### **Depreciation and amortisation**

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	3 year straight line

#### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

#### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### **Trade creditors**

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method. Short term trade creditors are measured at the transaction price.

Other financial liabilities, including bank loans, are measured initially at fair value, net of transaction costs, and are measured subsequently at amortised cost using the effective interest method.

## The Blue Ribbon Foundation

### Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)

#### Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

#### 3 Income from donations and legacies

	Unrestricted		Total	Total
	General	Restricted	2023	2022
	£	£	£	£
Donations and legacies;				
Appeals and donations	21,887	-	21,887	5,503
Grants, including capital grants;				
Grants - other agencies	300	-	300	-
Merchant Taylors	-	-	-	12,300
Groundwork UK	-	-	-	500
London Catalyst	-	-	-	3,000
Smart 1	-	-	-	250
South London & Maudsley NHS	-	-	-	800
Bellingham Community	-	-	-	275
Shepherds Friendly	-	-	-	100
Pink Ribbon Foundation	-	-	-	250
The Lee Charity of William Hatcliffe	-	4,708	4,708	-
	<u>22,187</u>	<u>4,708</u>	<u>26,895</u>	<u>22,978</u>

#### 4 Income from charitable activities

	Unrestricted		Total	Total
	General		2023	2022
	£		£	£
Fundraising	<u>3,266</u>		<u>3,266</u>	<u>3,386</u>

## The Blue Ribbon Foundation

### Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)

#### 5 Expenditure on raising funds

##### a) Costs of generating donations and legacies

	Total 2023 £
Other fundraising costs	<u>374</u>

#### 6 Expenditure on charitable activities

	Total 2023 £	Total 2022 £
Freelancers	12,951	12,365
Charitable donations	275	-
Promoting awareness	10,055	5,935
Support costs	<u>2,334</u>	<u>2,041</u>
	<u>25,615</u>	<u>20,341</u>

#### 7 Analysis of support costs

	Total 2023 £	Total 2022 £
Depreciation, amortisation and other similar costs	236	236
Insurance	114	63
Telephone and fax	72	72
Printing, postage and stationery	95	-
Subscriptions	372	346
Sundries	407	562
Travel and subsistence	246	-
Independent examiner	<u>792</u>	<u>762</u>
	<u>2,334</u>	<u>2,041</u>

## The Blue Ribbon Foundation

### Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)

#### 8 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

##### Jonathan Prince

£457 (2022: £Nil) of expenses were reimbursed to Jonathan Prince during the year.

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

#### 9 Taxation

The charity is a registered charity and is therefore exempt from taxation.

#### 10 Tangible fixed assets

	Furniture and equipment £	Total £
<b>Cost</b>		
At 1 January 2023	708	708
At 31 December 2023	708	708
<b>Depreciation</b>		
At 1 January 2023	236	236
Charge for the year	236	236
At 31 December 2023	472	472
<b>Net book value</b>		
At 31 December 2023	236	236
At 31 December 2022	472	472
<b>11 Debtors</b>		
	<b>2023</b> £	<b>2022</b> £
Prepayments	1,767	353

## The Blue Ribbon Foundation

### Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)

#### 12 Cash and cash equivalents

	2023 £	2022 £
Cash at bank	<u>70,420</u>	<u>65,900</u>

#### 13 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	1,296	-
Accruals	<u>992</u>	<u>762</u>
	<u>2,288</u>	<u>762</u>

#### 14 Related party transactions

There were no related party transactions in the year.

#### 15 Funds

##### Current year

	Balance at 1 January 2023 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2023 £
<b>Unrestricted</b>					
<i>General</i>					
General Funds	31,121	25,453	(739)	(1,350)	54,485
<i>Designated</i>					
Contingency Fund	<u>24,550</u>	<u>-</u>	<u>(12,400)</u>	<u>1,350</u>	<u>13,500</u>
<b>Total unrestricted</b>	55,671	25,453	(13,139)	-	67,985
<b>Restricted</b>					
Downham Men's Group	<u>10,292</u>	<u>4,708</u>	<u>(12,850)</u>	<u>-</u>	<u>2,150</u>
<b>Total funds</b>	<u>65,963</u>	<u>30,161</u>	<u>(25,989)</u>	<u>-</u>	<u>70,135</u>



## The Blue Ribbon Foundation

### Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)

#### Previous year

	Balance at 1 January 2022 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31 December 2022 £
<b>Unrestricted</b>					
<i>General</i>					
General Funds	51,144	9,489	(4,962)	(24,550)	31,121
<i>Designated</i>					
Contingency Fund	-	-	-	24,550	24,550
<b>Total unrestricted</b>	(51,144)	(9,489)	4,962	-	(55,671)
<b>Restricted</b>					
Downham Men's Group	8,796	16,875	(15,379)	-	10,292
<b>Total funds</b>	<u>59,940</u>	<u>26,364</u>	<u>(20,341)</u>	<u>-</u>	<u>65,963</u>

The specific purposes for which the funds are to be applied are as follows:

Funds received from Groundwork, Merchant Taylors, SLAM NHS Trust, Bellingham, London Catalyst and The Lee Charity of William Hatcliffe to support the Downham Men's Group project.

Designated funds - to cover what is expected to be spent on projects and general maintenance over the next twelve months.

#### 16 Analysis of net assets between funds

##### Current year

	Unrestricted funds		Restricted funds	Total funds at 31 December 2023 £
	General £	Designated £	£	
Tangible fixed assets	236	-	-	236
Current assets	56,537	13,500	2,150	72,187
Current liabilities	(2,288)	-	-	(2,288)
<b>Total net assets</b>	<u>54,485</u>	<u>13,500</u>	<u>2,150</u>	<u>70,135</u>

## The Blue Ribbon Foundation

### Notes to the Financial Statements for the Year Ended 31 December 2023 (continued)

#### Previous year

	Unrestricted funds		Restricted funds	Total funds at 31 December 2022
	General	Designated		
	£	£	£	£
Tangible fixed assets	472	-	-	472
Current assets	31,411	24,550	10,292	66,253
Current liabilities	(762)	-	-	(762)
Total net assets	<u>31,121</u>	<u>24,550</u>	<u>10,292</u>	<u>65,963</u>