

Company registration number: 08387544

Charity registration number: 1156329

# Ditch The Label Ltd

(A company limited by share capital)

Annual Report and Financial Statements

for the Year Ended 29 February 2024

SRC Advisory Ltd  
2ND Floor Stanford Gate  
South Road  
Brighton  
East Sussex  
BN1 6SB

# **Ditch The Label Ltd**

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## **Ditch The Label Ltd**

### **Reference and Administrative Details**

#### **Trustees**

Rebecca Reynolds Newton

Michelle McCarthy

Alexander Luff

#### **Secretary**

Susan Marie Jones

#### **Charity Registration Number**

1156329

#### **Company Registration Number**

08387544

The charity is incorporated in England & Wales .

#### **Registered Office**

Freedom Works  
Barts House  
Black Lion Street  
Brighton  
BN1 1JE

#### **Independent Examiner**

SRC Advisory Ltd  
2ND Floor Stanford Gate  
South Road  
Brighton  
East Sussex  
BN1 6SB

## **Ditch The Label Ltd**

### **Strategic Report for the Year Ended 29 February 2024**

The trustees, who are directors for the purposes of company law, present their strategic report for the year ended 29 February 2024, in compliance with s414C of the Companies Act 2006.

#### **Achievements and performance**

2023 was a very busy year for the charity with some exciting developments which enabled us to reach young people in new territories and in innovative ways.

In a partnership with L'Oréal through the Maybelline brand, we significantly invested in our mental health provision and direct support. In addition to funding for our support community and digital mentors, the partnership enabled us to provide 'traditional' therapy over video but also in a pilot project; in the metaverse. One young person told us this had been a lifeline as they would not otherwise have been able to access therapy as they are unable to access face-to-face therapy either in-person or over video.

One of our support mentors joined Maybelline in a tour of universities across the UK delivering a vital mental health presentation called 'Brave Talk' which gives essential skills and tips on what to do and how to support a friend or relative that may be struggling and where to find help from Ditch the Label.

Our commitment to our support services for young people has been helped by the recruitment of 2 new bilingual support mentors. This increases our support provision and removes barriers for young people where English is not their first language.

Through our education materials for teachers (Ditch the Label Education) we refreshed and relaunched our mental health module and further, added a new module on unconscious bias in partnership with ASOS. There is a suite of resources which are completely free to download and ready to deliver by educators, enabling us to reach thousands of young people in the classroom.

In a major move, Ditch the Label, funded by our partner BRP, launched a Spanish speaking brand called Quítate las Etiquetas. In addition to a Spanish language website there is also a Spanish speaking support community with Spanish speaking digital mentors. This provides a vital safe space where Mexican youth can get guidance and support on dealing with bullying and intimidation.

In summary, in 2023, Ditch the Label:

- Welcomed 2,771 young people to our support community
- Support Mentors responded to 5,958 support requests, plus an additional 468 confidential support requests
- Removed 218 individual pieces of extreme, hateful, abusive or 'revenge porn' content from social media platforms
- 8,346 educators downloaded Ditch the Label school resources. This means that in 2023 an estimated 125,190 students were reached in the classroom with our education programs. (Based on a conservative estimate of 50% of the educators downloading the curriculum delivering to a classroom of 30 students. In practice they are usually delivered across multiple classes, year groups and whole schools).

We remain focussed and committed to the continued growth of our support services so we can reach as many young people as possible, breaking down barriers for the most vulnerable in order that they get vital support.

## Ditch The Label Ltd

### Strategic Report for the Year Ended 29 February 2024

#### **Financial review**

The principal funding sources for the Charity are currently by way of donations, grants, corporate sponsorship and partnerships.

The Directors and Trustees have assessed the major risks to which the Charity is exposed, and are satisfied that systems are in place to mitigate exposure to the major risks.

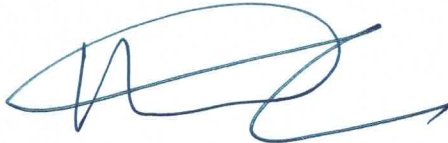
The Charity plans to continue activities as outlined above, engaging with its core market in the forthcoming year subject to satisfactory funding arrangements.

#### ***Policy on reserves***

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use wherever possible, should be maintained at a level equivalent to three month's expenditure.

The Directors and Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities, while consideration is given to ways in which additional funds may be raised. As part of ongoing risk management, the Charity will review the reserves policy each year or as the result of a significant change or event.

The strategic report was approved by the trustees of the charity on 23/12/24 and signed on its behalf by:



Michelle McCarthy  
Trustee

# **Ditch The Label Ltd**

## **Trustees' Report**

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 29 February 2024.

### **Objectives and activities**

To preserve and protect health and advance education surrounding youth issues, equality and bullying for the Public benefit by:

- 1) Operating as a youth charity with a core aim to advance and promote the wellbeing of our beneficiaries; young people aged 12-25. We will work across five key areas: bullying prevention, mental health & wellbeing, digital literacy, healthy relationships and identity (primarily orientated around protected characteristics) by raising awareness of the issues faced by young people to improve outcomes across their lives.
- 2) Contributing towards the fields of research and innovation within our respective core focal areas (see 1) by carrying out primary and secondary research, in addition to the analysis of big data (i.e. social listening) in collaboration with selected partners. This learning will inform our direct support provision and public campaigns to benefit our youth beneficiaries and wider society.
- 3) Supporting our youth beneficiaries by providing direct advice and facilitating peer-to-peer support on digital forums for our youth beneficiaries as a means of aiding their navigation through the common challenges associated within our core focal areas (see 1), thereby improving their outcomes across health, mental health, social wellbeing, education and future prospects.
- 4) Advance education through the research, development and distribution of educational materials in both traditional and digital educational environments to directly benefit our youth beneficiaries and educational practitioners.
- 5) Raise awareness and positively influence societal attitudes and behaviours towards our five key focal areas (see 1) by using public awareness campaigns and sharing our research and insights publicly to benefit our youth beneficiaries and wider society in order to improve outcomes in their lives.
- 6) Advocate the needs and challenges of young people to key stakeholder groups and policy makers by monitoring and evaluating the experiences and opinions of young people and amplifying and reflecting their voice in order to positively benefit their lives across wider society.
- 7) Provide secondary support, advice, information and resources to additional stakeholder groups, such as parents/guardians, educators and industry in order to further benefit our youth beneficiaries and advance the education and future prospects of young people.

## **Ditch The Label Ltd**

### **Trustees' Report**

#### **Structure, governance and management**

The charity is a company limited by guarantee without share capital.

The following director has held office since 1 March 2023:

Mr L D Hackett

The Trustees, who are also the non executive directors for the purpose of company law are:

Ms R Barrie

Mr S R H Comins

Mr A Hughes (resigned 12 October 2023)

Mrs V Miller

Mr J Diez-Aguirre

Mrs H Smith

Mrs J Afia

Mr Mark Woodruff

Mrs A Benjamin (appointed 28 February 2024)

We have Articles of Association and a Governance Document. Joint document registered /filed with Companies House. (11th March 2021)

New Trustees may be appointed at any time with a maximum of ten on the Board.

New Trustees may be proposed by the CEO or any Trustee and shall be appointed by ordinary resolution at a meeting of the Board of Trustees. Special notice is required of a resolution to appoint a Trustee.

Trustees are appointed for a term of three years. At the end of that term Trustees may be reappointed subject to a majority vote of the board of Trustees. There is no cap to the number of times an individual can be appointed to the board of Trustees.

Trustees are initially invited on to the board for a probationary period of 3 months at which point the position will be reviewed by both parties before extending the position to a full board member if appropriate.

The annual report was approved by the trustees of the charity on 23/12/24 and signed on its behalf by:



Michelle McCarthy  
Trustee

## **Ditch The Label Ltd**

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

The trustees (who are also the directors of Ditch The Label Ltd for the purposes of company law) 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.

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK 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 charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees of the charity on 23/12/24 and signed on its behalf by:



Michelle McCarthy  
Trustee



## **Ditch The Label Ltd**

### **Independent Examiner's Report to the trustees of Ditch The Label Ltd ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 29 February 2024.

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

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of Ditch The Label Ltd are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

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

Since Ditch The Label Ltd's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of CTA, which is one of the listed bodies.

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

1. accounting records were not kept in respect of Ditch The Label Ltd as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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.



.....  
Mr Stephen Crouch  
CTA

2ND Floor Stanford Gate  
South Road  
Brighton  
East Sussex  
BN1 6SB

**Ditch The Label Ltd**

**Independent Examiner's Report to the trustees of Ditch The Label Ltd ("the Company")**

Date: 18/12/24

# Ditch The Label Ltd

## Statement of Financial Activities for the Year Ended 29 February 2024 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds £	Restricted funds £	Total 2024 £
<b>Income and Endowments from:</b>				
Donations and legacies	3	216,832	257,817	474,649
Charitable activities	4	1,071	-	1,071
Other trading activities	5	132,000	-	132,000
Investment income	6	2,273	-	2,273
Other income		5,024	28	5,052
Total income		357,200	257,845	615,045
<b>Expenditure on:</b>				
Raising funds	7	(14,729)	-	(14,729)
Charitable activities	8	(561,815)	(33,473)	(595,288)
Trading expenditure		(5,674)		
Income tax		(23,102)	-	(23,102)
Total expenditure		(605,320)	(33,473)	(638,793)
Net (expenditure)/income		(248,120)	224,372	(23,748)
Net movement in funds		(248,120)	224,372	(23,748)
<b>Reconciliation of funds</b>				
Total funds brought forward		(134,512)	652,643	518,131
Total funds carried forward	19	(382,632)	877,015	494,383
	Note	Unrestricted funds £	Restricted funds £	Total 2023 £
<b>Income and Endowments from:</b>				
Donations and legacies	3	260,232	196,961	457,193
Charitable activities	4	573	-	573
Other trading activities	5	-	52,471	52,471
Investment income	6	481	-	481
Other income		3,839	78,458	82,297
Total income		265,125	327,890	593,015
<b>Expenditure on:</b>				
Raising funds	7	(37,245)	-	(37,245)
Charitable activities	8	(352,491)	(158,991)	(511,482)
Other expenditure		(2,423)	-	(2,423)
Total expenditure		(392,159)	(158,991)	(551,150)
Net (expenditure)/income		(127,034)	168,899	41,865
Net movement in funds		(127,034)	168,899	41,865

The notes on pages 13 to 27 form an integral part of these financial statements.

## **Ditch The Label Ltd**

### **Statement of Financial Activities for the Year Ended 29 February 2024 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)**

	Note	Unrestricted funds £	Restricted funds £	Total 2023 £
<b>Reconciliation of funds</b>				
Total funds brought forward		476,266	-	476,266
Total funds carried forward	19	349,232	168,899	518,131
The funds breakdown for 2023 is shown in note 19.				

The notes on pages 13 to 27 form an integral part of these financial statements.

## Ditch The Label Ltd

(Registration number: 08387544)

### Balance Sheet as at 29 February 2024


	Note	2024 £	2023 £
<b>Fixed assets</b>			
Tangible assets	14	44,119	24,191
<b>Current assets</b>			
Stocks	15	-	5,610
Debtors	16	114,250	17,693
Cash at bank and in hand		365,565	475,685
		479,815	498,988
<b>Creditors: Amounts falling due within one year</b>	17	(29,552)	(5,048)
<b>Net current assets</b>		450,263	493,940
<b>Net assets</b>		494,382	518,131
<b>Funds of the charity:</b>			
<b>Restricted income funds</b>			
Restricted funds	19	877,013	652,643
<b>Unrestricted income funds</b>			
Unrestricted funds		(382,631)	(134,512)
<b>Total funds</b>	19	494,382	518,131

For the financial year ending 29 February 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

#### Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements on pages 9 to 27 were approved by the trustees, and authorised for issue on ~~23/12/24~~ and signed on their behalf by:



.....  
Dr Liam Daniel Hackett  
Chief executive officer

The notes on pages 13 to 27 form an integral part of these financial statements.

## Ditch The Label Ltd

### Statement of Cash Flows for the Year Ended 29 February 2024

	Note	2024 £	2023 £
<b>Cash flows from operating activities</b>			
Net cash (expenditure)/income		(23,748)	41,865
<b>Adjustments to cash flows from non-cash items</b>			
Depreciation	7	8,856	6,892
Investment income	6	(2,273)	(481)
Loss on disposal of fixed assets held for the charity's own use	10	3,278	169
		(13,887)	48,445
<b>Working capital adjustments</b>			
Decrease in stocks	15	5,610	1,355
(Increase)/decrease in debtors	16	(96,557)	215,550
Increase/(decrease) in creditors	17	24,504	(83,878)
Net cash flows from operating activities		(126,671)	181,472
<b>Cash flows from investing activities</b>			
Interest receivable and similar income	6	2,273	481
Purchase of tangible fixed assets	14	(29,095)	(7,401)
Sale of tangible fixed assets		311	81
Net cash flows from investing activities		(26,511)	(6,839)
<b>Cash flows from financing activities</b>			
Repayment of loans and borrowings	17	-	(106,167)
Net (decrease)/increase in cash and cash equivalents		(129,943)	68,466
Cash and cash equivalents at 1 March		475,685	407,388
Cash and cash equivalents at 29 February		345,742	475,854

All of the cash flows are derived from continuing operations during the above two periods.

## **Ditch The Label Ltd**

### **Notes to the Financial Statements for the Year Ended 29 February 2024**

#### **1 Charity status**

The charity is limited by share capital, incorporated in England & Wales .

The address of its registered office is:

Freedom Works  
Barts House  
Black Lion Street  
Brighton  
BN1 1JE

#### **2 Accounting policies**

##### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

##### **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)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

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

Ditch The Label Ltd meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

##### **Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

##### **Income and endowments**

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

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

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

## **Ditch The Label Ltd**

### **Notes to the Financial Statements for the Year Ended 29 February 2024**

#### ***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.

#### ***Deferred income***

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which, it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.

#### **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.

#### **Governance costs**

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees's meetings and reimbursed expenses.

#### **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.



## **Ditch The Label Ltd**

### **Notes to the Financial Statements for the Year Ended 29 February 2024**

#### **Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment of assets.

#### **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>
Fixtures, fittings and equipment	25% reducing balance
Computers	25% reducing balance

#### **Stock**

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured at the lower of replacement cost and cost.

#### **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 obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

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

## **Ditch The Label Ltd**

### **Notes to the Financial Statements for the Year Ended 29 February 2024**

#### **Borrowings**

Interest-bearing borrowings are initially recorded at fair value, net of transaction costs. Interest-bearing borrowings are subsequently carried at amortised cost, with the difference between the proceeds, net of transaction costs, and the amount due on redemption being recognised as a charge to the Statement of Financial Activities over the period of the relevant borrowing.

Interest expense is recognised on the basis of the effective interest method and is included in interest payable and similar charges.

Borrowings are classified as current liabilities unless the charity has an unconditional right to defer settlement of the liability for at least twelve months after the reporting date.

#### **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.

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.

#### **Financial instruments**

##### ***Classification***

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

##### ***Recognition and measurement***

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

## **Ditch The Label Ltd**

### **Notes to the Financial Statements for the Year Ended 29 February 2024**

#### ***Debt instruments***

Debt instruments which meet the following conditions are subsequently measured at amortised cost using the effective interest method:

(a) The contractual return to the holder is (i) a fixed amount; (ii) a positive fixed rate or a positive variable rate; or (iii) a combination of a positive or a negative fixed rate and a positive variable rate.

(b) The contract may provide for repayments of the principal or the return to the holder (but not both) to be linked to a single relevant observable index of general price inflation of the currency in which the debt instrument is denominated, provided such links are not leveraged.

(c) The contract may provide for a determinable variation of the return to the holder during the life of the instrument, provided that (i) the new rate satisfies condition (a) and the variation is not contingent on future events other than (1) a change of a contractual variable rate; (2) to protect the holder against credit deterioration of the issuer; (3) changes in levies applied by a central bank or arising from changes in relevant taxation or law; or (ii) the new rate is a market rate of interest and satisfies condition (a).

(d) There is no contractual provision that could, by its terms, result in the holder losing the principal amount or any interest attributable to the current period or prior periods.

(e) Contractual provisions that permit the issuer to prepay a debt instrument or permit the holder to put it back to the issuer before maturity are not contingent on future events, other than to protect the holder against the credit deterioration of the issuer or a change in control of the issuer, or to protect the holder or issuer against changes in levies applied by a central bank or arising from changes in relevant taxation or law.

(f) Contractual provisions may permit the extension of the term of the debt instrument, provided that the return to the holder and any other contractual provisions applicable during the extended term satisfy the conditions of paragraphs (a) to (c).

Debt instruments that are classified as payable or receivable within one year on initial recognition and which meet the above conditions are measured at the undiscounted amount of the cash or other consideration expected to be paid or received, net of impairment.

With the exception of some hedging instruments, other debt instruments not meeting these conditions are measured at fair value through profit or loss.

Commitments to make and receive loans which meet the conditions mentioned above are measured at cost (which may be nil) less impairment.

#### ***Fair value measurement***

The best evidence of fair value is a quoted price for an identical asset in an active market. When quoted prices are unavailable, the price of a recent transaction for an identical asset provides evidence of fair value as long as there has not been a significant change in economic circumstances or a significant lapse of time since the transaction took place. If the market is not active and recent transactions of an identical asset on their own are not a good estimate of fair value, the fair value is estimated by using a valuation technique.

## Ditch The Label Ltd

### Notes to the Financial Statements for the Year Ended 29 February 2024

#### 3 Income from donations and legacies

	Unrestricted funds General £	Restricted funds £	Total funds £
Grants, including capital grants;			
Grants from companies	28,355	-	28,355
Regular giving and capital donations	188,477	257,817	446,294
<b>Total for 2024</b>	<b>216,832</b>	<b>257,817</b>	<b>474,649</b>
<b>Total for 2023</b>	<b>260,232</b>	<b>196,961</b>	<b>457,193</b>

#### 4 Income from charitable activities

	Unrestricted General £	Total 2024 £	Total 2023 £
Sales within charitable activities	1,071	1,071	573
		Unrestricted funds General £	Total funds £
		1,071	1,071
<b>Total for 2024</b>		<b>1,071</b>	<b>1,071</b>
<b>Total for 2023</b>		<b>573</b>	<b>573</b>

# Ditch The Label Ltd

## Notes to the Financial Statements for the Year Ended 29 February 2024

### 5 Income from other trading activities

	Unrestricted funds General £	Restricted funds £	Total funds £
Other income from other trading activities	132,000	-	132,000
<b>Total for 2024</b>	<b>132,000</b>	<b>-</b>	<b>132,000</b>
<b>Total for 2023</b>	<b>-</b>	<b>52,471</b>	<b>52,471</b>

### 6 Investment income

	Unrestricted funds General £	Total funds £
Interest receivable and similar income; Other interest receivable	2,273	2,273
<b>Total for 2024</b>	<b>2,273</b>	<b>2,273</b>
<b>Total for 2023</b>	<b>481</b>	<b>481</b>

### 7 Expenditure on raising funds

#### Costs of generating donations and legacies

a)

	Note	Unrestricted funds General £	Total funds £
Marketing and publicity		14,729	14,729
<b>Total for 2024</b>		<b>14,729</b>	<b>14,729</b>
<b>Total for 2023</b>		<b>37,245</b>	<b>37,245</b>

# Ditch The Label Ltd

## Notes to the Financial Statements for the Year Ended 29 February 2024

### 8 Expenditure on charitable activities

	Note	Unrestricted funds General £	Restricted funds £	Total funds £
		32,869	2,219	35,088
		(141)	-	(141)
Governance costs	9	549,576	31,254	580,830
<b>Total for 2024</b>		<b>582,304</b>	<b>33,473</b>	<b>615,777</b>
<b>Total for 2023</b>		<b>349,014</b>	<b>158,991</b>	<b>508,005</b>

In addition to the expenditure analysed above, there are also governance costs of £339,056 (2023 - £160,152) which relate directly to charitable activities. See note 9 for further details.

# Ditch The Label Ltd

## Notes to the Financial Statements for the Year Ended 29 February 2024

### 9 Analysis of governance and support costs

#### Governance costs

	Unrestricted funds General £	Restricted funds £	Total funds £
Staff costs			
Wages and salaries	354,399	-	354,399
Other staff costs	29	381	410
Legal fees	9,377	1,825	11,202
Marketing and publicity	3,113	-	3,113
Depreciation, amortisation and other similar costs	5,012	564	5,576
Other governance costs	28,834	22,591	51,425
Allocated support costs	148,812	5,893	154,705
<b>Total for 2024</b>	<b>549,576</b>	<b>31,254</b>	<b>580,830</b>
<b>Total for 2023</b>	<b>345,038</b>	<b>11,235</b>	<b>356,273</b>

### 10

Net (outgoing)/incoming resources for the year include:

	2024 £	2023 £
Loss on disposal of fixed assets held for the charity's own use	(3,278)	(169)
Depreciation of fixed assets	8,854	6,892

## Ditch The Label Ltd

### Notes to the Financial Statements for the Year Ended 29 February 2024

#### 11 Trustees remuneration and expenses

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

#### 12 Staff costs

The aggregate payroll costs were as follows:

	2024 £	2023 £
<b>Staff costs during the year were:</b>		
Wages and salaries	236,686	68,522
Staff NIC (Employers)	15,515	11,032
Directors remuneration	81,523	77,454
Directors NIC	9,647	10,058
Staff pensions (Defined contribution) - pension scheme 1	7,274	3,926
Directors pension	3,754	2,550
Wages and salaries	-	103,346
Entertainment-100% business	381	-
Entertainment-100% business	29	1,027
	<u>354,809</u>	<u>277,915</u>

During the year, one employee received emoluments falling within the band of £85,000 to £85,000.

#### 13 Taxation

The charity is a registered charity and is therefore exempt from taxation, other than on trading activities.  
£23,102 (2023 - £Nil).



## Ditch The Label Ltd

### Notes to the Financial Statements for the Year Ended 29 February 2024

#### 14 Tangible fixed assets

	Furniture and equipment £	Other tangible fixed asset £	Total £
<b>Cost</b>			
At 1 March 2023	23,424	39,589	63,013
Additions	20,609	8,486	29,095
Disposals	(849)	-	(849)
At 29 February 2024	43,184	48,075	91,259
<b>Depreciation</b>			
At 1 March 2023	14,557	24,265	38,822
Charge for the year	4,018	4,838	8,856
Eliminated on disposals	(538)	-	(538)
At 29 February 2024	18,037	29,103	47,140
<b>Net book value</b>			
At 29 February 2024	25,147	18,972	44,119
At 28 February 2023	8,867	15,324	24,191

#### 15 Stock

	2024 £	2023 £
Finished goods	-	5,610

#### 16 Debtors

	2024 £	2023 £
Trade debtors	98,635	-
Prepayments	2,457	4,574
Other debtors	13,158	13,119
	114,250	17,693

## Ditch The Label Ltd

### Notes to the Financial Statements for the Year Ended 29 February 2024

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

	2024 £	2023 £
Trade creditors	1,910	9,540
Other taxation and social security	23,102	6,496
VAT grant repayable	(14,023)	(16,219)
Other creditors	7,198	3,761
Accruals	11,365	1,470
	29,552	5,048

#### 18 Pension and other schemes

##### Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £11,028. (2023: £6,477)

#### 19 Funds

	Balance at 1 March 2023 £	Incoming resources £	Resources expended £	Balance at 29 February 2024 £
<b>Unrestricted funds</b>				
<i>General</i>				
Unrestricted - general	(134,512)	357,200	(605,320)	(382,632)
<b>Restricted funds</b>				
Lottery Funding	1,090	-	(146)	944
The Clothworkers Foundation Fund	935	-	(124)	811
Unilever Fund	1,714	-	(1,251)	463
Electronic Arts	80,919	-	-	80,919
Paul Hamlyn Foundation	60,299	-	-	60,299
Highway One Foundation	10,000	-	-	10,000
River Island	20,500	-	-	20,500
The Schuh Trust	5,000	-	-	5,000
Barclays	15,244	-	-	15,244
Oath (UK) Ltd	4,050	-	-	4,050
People's Postcode Lottery	20,000	-	-	20,000
Tumblr	(295)	-	(108)	(403)
Rathbone Trust	2,000	-	-	2,000
The David + Ruth	22,065	-	-	22,065
Simple	(1,000)	-	-	(1,000)
DTL US Fund	(300)	-	-	(300)

## Ditch The Label Ltd

### Notes to the Financial Statements for the Year Ended 29 February 2024

	Balance at 1 March 2023 £	Incoming resources £	Resources expended £	Balance at 29 February 2024 £
BRP	414,521	238,095	(23,345)	629,271
ASOS	(207)	-	(2,413)	(2,620)
Citi e for education	(431)	-	-	(431)
Citibank	(35)	-	(31)	(66)
Dylan Nsbuga Salary	3,000	-	-	3,000
EA Games	(4,225)	-	-	(4,225)
Fruitworks	(1,222)	-	-	(1,222)
Maybelline	(358)	19,750	(5,756)	13,636
TikTok	(58)	-	-	(58)
Schwarzkopf / Got2be	(562)	-	-	(562)
FiFAe	-	-	(290)	(290)
MNY	-	-	(11)	(11)
<b>Total restricted funds</b>	<b>652,644</b>	<b>257,845</b>	<b>(33,475)</b>	<b>877,014</b>
<b>Total funds</b>	<b>518,132</b>	<b>615,045</b>	<b>(638,795)</b>	<b>494,382</b>

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

#### 2023 PARTNERS

BRP - we are a proud charity partner for BRP, a global leader in the world of power sports vehicles and boats. We work together on their program "Ride Out Intimidation" - a global cause and joint mission to create real and lasting social change and impact. This is delivered through direct support and education in the Spanish language.

Citi e for Education - our third year as a proud charity partner with the campaign supporting our work with young people. Citi e for Education has a focus on education globally.

Henkel - through the got2b brand, their support funded our Self-Expression hub which provides a place for young people to explore their most authentic self. It includes toolkits, articles and tips from therapists and influencers.

L'Oreal - through the Maybelline brand, their support funded our direct support services, a pilot programme delivering therapy in the metaverse, an education module on mental health and a university tour delivering 'Brave Talk', which aims to equip people with the tools to support others in a crisis and guide them to help.

ASOS - their funding enabled Ditch the Label to produce an education module on unconscious bias, so that educators can download it; free, complete and ready to deliver in the classroom.

#### 'OLD' PARTNERS

Spotify - Ditch the Label produced the signposting resources for their trust and safety channel.

TikTok - Ditch the Label collaborated with TikTok to produce an education module with a series of lessons aimed at reducing harmful online challenges. This is available completely, free to all secondary schools across the UK.

## Ditch The Label Ltd

### Notes to the Financial Statements for the Year Ended 29 February 2024

#### 20 Analysis of net assets between funds

	Unrestricted funds General £	Restricted funds £	Total funds at 29 February 2024 £
Tangible fixed assets	42,735	1,695	44,430
Current assets	479,815	-	479,815
Current liabilities	(6,448)	(2)	(6,450)
Total net assets	516,102	1,693	517,795
	Unrestricted funds General £	Restricted funds £	Total funds at 28 February 2023 £
Tangible fixed assets	21,930	2,261	24,191
Current assets	498,988	-	498,988
Current liabilities	(5,048)	-	(5,048)
Total net assets	515,870	2,261	518,131

#### 21 Analysis of net funds

	At 1 March 2023 £	Financing cash flows £	At 29 February 2024 £
Cash at bank and in hand	475,685	(110,126)	365,559
Net debt	475,685	(110,126)	365,559
	At 1 March 2022 £	Financing cash flows £	At 28 February 2023 £
Cash at bank and in hand	301,221	174,458	475,679
Net debt	301,221	174,458	475,679

## **Ditch The Label Ltd**

### **Notes to the Financial Statements for the Year Ended 29 February 2024**

#### **22 Related party transactions**

During the year the charity made the following related party transactions:

##### **Key management personnel**

Remuneration of key management personnel

Aggregate compensation:

2024: £85,000

2023: £85,000

At the balance sheet date the amount due from Key management personnel was £701 (2023 - £662).

# Ditch The Label Ltd

## Statement of Financial Activities by fund for the Year Ended 29 February 2024

### Unrestricted Funds

	<b>Total Unrestricted Funds 2024 £</b>	<b>Total Unrestricted Funds 2023 £</b>
<b>Income and Endowments from:</b>		
Donations and legacies	216,832	260,232
Charitable activities	1,071	573
Other trading activities	132,000	-
Investment income	2,273	481
Other income	5,024	3,839
Total income	357,200	265,125
<b>Expenditure on:</b>		
Raising funds	(14,729)	(37,245)
Charitable activities	(561,815)	(352,491)
Trading expenditure	(5,674)	-
Income Tax	(23,102)	-
Other expenditure	-	(2,423)
Total expenditure	(605,320)	(392,159)
Net expenditure	(248,120)	(127,034)
Net movement in funds	(248,120)	(127,034)
<b>Reconciliation of funds</b>		
Total funds brought forward	(134,512)	476,266
Total funds carried forward	(382,632)	349,232

# Ditch The Label Ltd

## Statement of Financial Activities by fund for the Year Ended 29 February 2024

### Restricted Funds

	<b>Total Restricted Funds 2024 £</b>	<b>Total Restricted Funds 2023 £</b>
<b>Income and Endowments from:</b>		
Donations and legacies	257,817	196,961
Other trading activities	-	52,471
Other income	28	78,458
Total income	257,845	327,890
<b>Expenditure on:</b>		
Charitable activities	(33,473)	(158,991)
Total expenditure	(33,473)	(158,991)
Net income	224,372	168,899
Net movement in funds	224,372	168,899
<b>Reconciliation of funds</b>		
Total funds brought forward	652,643	-
Total funds carried forward	877,015	168,899

## Ditch The Label Ltd

### Detailed Statement of Financial Activities for the Year Ended 29 February 2024

	Total 2024 £	Total 2023 £
<b>Income and Endowments from:</b>		
Donations and legacies (analysed below)	474,649	457,193
Charitable activities (analysed below)	1,071	573
Other trading activities (analysed below)	132,000	52,471
Investment income (analysed below)	2,273	481
Other income (analysed below)	5,052	82,297
Total income	615,045	593,015
<b>Expenditure on:</b>		
Raising funds (analysed below)	(14,729)	(37,245)
Charitable activities (analysed below)	(624,064)	(511,482)
Other expenditure (analysed below)	-	(2,423)
Total expenditure	(638,793)	(551,150)
Net (expenditure)/income	(23,748)	41,865
Net movement in funds	(23,748)	41,865
<b>Reconciliation of funds</b>		
Total funds brought forward	518,131	476,266
Total funds carried forward	494,383	518,131



## Ditch The Label Ltd

### Detailed Statement of Financial Activities for the Year Ended 29 February 2024

	Total 2024 £	Total 2023 £
<b><i>Donations and legacies</i></b>		
Donations and gifts	257,817	196,961
Donations and gifts	188,477	218,532
Grants	28,355	41,700
	<u>474,649</u>	<u>457,193</u>
<b><i>Charitable activities</i></b>		
Website merchandise	1,071	573
	<u>1,071</u>	<u>573</u>
<b><i>Other trading activities</i></b>		
Fee income	-	52,471
Fee income	132,000	-
	<u>132,000</u>	<u>52,471</u>
<b><i>Investment income</i></b>		
Other interest receivable	2,273	481
	<u>2,273</u>	<u>481</u>
<b><i>Other income</i></b>		
Other income	28	78,458
Other income	5,024	3,839
	<u>5,052</u>	<u>82,297</u>
<b><i>Raising funds</i></b>		
Advertising	(14,729)	(37,245)
	<u>(14,729)</u>	<u>(37,245)</u>
<b><i>Charitable activities</i></b>		
Advertising - CA	(1,072)	(569)
Opening finished goods	(5,610)	(6,965)
Direct costs	(15,622)	(325)
Closing finished goods	-	5,610
Website running costs - CA	(1,147)	(36,295)
Website costs	(11,634)	(1,980)
Trade subscriptions	(8,287)	(3,477)
Shopify Fees - CA RES	141	(316)
Other interest payable	(3)	-
Wages and salaries	-	(103,346)
Directors remuneration	-	(7,546)
Computer and software expenses - GOV	(1,010)	-

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## Ditch The Label Ltd

### Detailed Statement of Financial Activities for the Year Ended 29 February 2024

	Total 2024 £	Total 2023 £
Computer software and maintenance costs	(4,704)	(3,038)
Postage, Freight & Courier - GOV	(1,755)	-
Printing, postage and stationery	(4,170)	(2,180)
Trade subscriptions	-	(421)
Domain and web hosting - GOV	(1,459)	-
Domain and web hosting - GOV	(2,420)	(2,920)
Cleaning - GOV	(789)	(44)
Motor Vehicle Expenses - GOV	(1,447)	(1,484)
Travel and accommodation - CA RES	(18,367)	(5,959)
Travel and subsistence	(4,590)	(16,895)
Advertising	(3,113)	-
Entertainment-100% business	(381)	-
Entertainment-100% business	(29)	(1,027)
Accountancy fees	(9,645)	(8,666)
Professional Fees	(1,825)	(3,056)
Legal and professional fees	(9,377)	(2,552)
Bank Fees - GOV	(1,069)	-
Depreciation of fixtures and fittings	(2,285)	(2,543)
Depreciation of office equipment	(52)	(70)
Depreciation of office equipment	(1,680)	(342)
Depreciation of computer equipment	(512)	(572)
Depreciation of computer equipment	(4,325)	(3,365)
(Profit)/loss on sale of tangible fixed assets held for charity's own use	3,278	169
Wages and salaries	(236,686)	(68,522)
Staff NIC (Employers)	(15,515)	(11,032)
Directors remuneration	(81,523)	(77,454)
Directors NIC	(9,647)	(10,058)
Staff pensions (Defined contribution) - pension scheme 1	(7,274)	(3,926)
Directors pension	(3,754)	(2,550)
Casual wages	(626)	(2,269)
Staff training	-	(15)
Staff Training - GOV	(2,493)	(341)
Staff welfare - GOV	(161)	(133)
Staff welfare	(3,628)	(3,970)
Rent and rates	(43,833)	(53,504)
Rates	(3,156)	(2,042)
Light, Power, Heating - GOV	(3,980)	(3,925)
Insurance	(2,495)	(3,172)
Repairs and maintenance - GOV	(552)	(102)
Repairs and maintenance	(11,090)	(3,640)

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## Ditch The Label Ltd

### Detailed Statement of Financial Activities for the Year Ended 29 February 2024

	Total 2024 £	Total 2023 £
Telephone & Internet - GOV	(2,522)	(2,971)
Office refreshments - GOV	(29)	-
Office expenses	(3,308)	(2,697)
Sundry expenses	(435)	(2,057)
Car hire and leasing expense	(6,596)	-
Entertainment - GOV	(48)	(624)
Entertainment - GOV	(65)	(800)
Corporation tax	(23,102)	-
Consulting - GOV	(5,103)	(704)
Consulting	(41,483)	(44,800)
	<hr/> (624,064) <hr/>	<hr/> (511,482) <hr/>
<i><b>Other expenditure</b></i>		
Bank interest payable	-	(2,423)
	<hr/> - <hr/>	<hr/> (2,423) <hr/>