MONEY AND MENTAL HEALTH POLICY INSTITUTE

England & Wales · Charity number 1166493

Details

Status	Registered
Legal form	CIO
Registered	2016-04-12
Register	View on the Charity Commission register

Contact

Address	The Green House 244-254 Cambridge Heath Road Bethnal Green London E2 9DA
Phone	020 3559 6255
Email	contact@moneyandmentalhealth.org
Website	www.moneyandmentalhealth.org

Activities

Objects: The objects of the Charity are, for the public benefit: (a) to advance understanding of mental health, financial difficulties and capability and the relationship between the two; (b) to improve the lives of people with mental health problems, particularly in relation to their financial experiences, and (c) to promote the preservation of good mental health, with a particular focus on the impact of people's financial experiences, including by carrying out research, facilitating discussion, designing and testing new approaches and disseminating the useful results of these endeavours.

Activities: The Money and Mental Health Policy Institute exists to advance understanding of mental health, financial capability and the relationship between the two; to achieve this objective including through research, discussion, innovation and the design and testing of new approaches, and by disseminating the useful results of these endeavours.

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Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£1,081,586	£1,317,396	£1,320,286	21
2023-12-31	£2,011,319	£1,074,359	£1,556,096	18
2022-12-31	£670,373	£831,837	£619,136	14
2021-12-31	£833,025	£721,590	£780,600	12
2020-12-31	£734,843	£665,351	£669,165	11

Trustees

Name	Role	Appointed
MARTIN STEVEN LEWIS	Chair	2016-04-12
Ayaz Malik Manji		2025-09-18
Carol Jane Pearson		2021-03-15
Clare Elizabeth Francis		2018-12-10
Gareth Roy		2021-03-15
Joanna Elizabeth Hill		2018-12-10
John Patrick Russell Nash		2018-12-10
Sian Alexis Williams		2025-09-18
Zoe Clements		2022-03-31

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MONEY AND MENTAL HEALTH POLICY INSTITUTE

England & Wales - Charity number 1166493

Accounts

REGISTERED CHARITY NUMBER: 1166493

Report of the Trustees and

Financial Statements

for the Year Ended 31 December 2024

for

MONEY AND MENTAL HEALTH POLICY INSTITUTE

MHA
Statutory Auditor
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

Contents of the Financial Statements
FOR THE YEAR ENDED 31 DECEMBER 2024

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ENTITY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2024

Chair	M Lewis
Vice-Chair	J Hill
Treasurer	C Pearson
Trustees	Z Clements C Francis P Nash C Pond (term ended 13 December 2024) G Roy S Ryatt (term ended 27 March 2025)
Address	The Green House 244-254 Cambridge Heath Road Benthal Green London E2 9DA
Auditors	MHA Elfed House Oak Tree Court Cardiff Gate Business Park Cardiff CF23 8RS
Bankers	Unity Trust Bank Limited Four Brindley Place Birmingham B1 2JB United Trust Bank Limited 1 Ropemaker Street London EC2Y 9AW Flagstone 1st floor, Clareville House 26-27 Oxendon Street London SW17 4EL Insignis Cash Solutions St John's Innovation Centre Cowley Road CB4 0WS

The trustees are pleased to present the annual report and financial statements of the Money and Mental Health Policy Institute ("Money and Mental Health" or the "Institute" or the "Charity") for the year ended 31 December 2024.

This report provides an update on Money and Mental Health's progress in 2024. It highlights key organisational developments and achievements, summarises the risks and challenges that the organisation and its Board of Trustees have encountered, and offers an overview of our plans and opportunities for 2025.

The trustees confirm that the annual report and the financial statements of the Charity comply with current statutory requirements, the requirements of the Charity's constitution and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities effective 1 January 2019 (FRS 102).

The Charity is a Charitable Incorporated Organisation (Charity registration no 1166493, registered on 12 April 2016).

OBJECTIVES AND ACTIVITIES

Objectives and aims

In setting objectives and planning for activities, the Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

The objects of the Charity are:

(1) to advance understanding of mental health, financial difficulties and capability and the relationship between the two;

(2) to improve the lives of people with mental health problems, particularly in relation to their financial experiences and

(3) to promote the preservation of good mental health, with a particular focus on the impact of people's financial experiences,

including by carrying out research, facilitating discussion, designing and testing new approaches and disseminating the useful results of these endeavours.

In order to fulfil these objects, the Charity currently carries out the following activities:

(1) policy, research and influencing work

(2) hands-on consultancy work to deliver practical changes that improve outcomes in essential services for people with mental health problems - through our Mental Health Accessible programme (MHA)

(3) our new Gambling Action Lab programme (GHAL), combining lived experience, research, policy work and hands-on consultancy to help financial service providers to reduce the risk of gambling harms

Experiencing mental health problems shouldn't have to mean a life in financial difficulty, but that's the reality that too many people face. Equally, financial difficulties should not result in needing mental health treatment - but too often those things come hand in hand. Money and Mental Health was established in 2016 to break this toxic relationship between money issues and mental health problems. We're working for a world in which we all have an equal chance of financial security, regardless of our mental health; and everyone's mental health can flourish, regardless of their financial circumstances.

Since 2016, we've achieved a lot, with overdue changes made across the topics we work on, from protecting people in mental health crisis from escalating debts, to improving debt collection and the way that banks treat their customers. Our Research Community - a group of 5,000 people with personal experience of mental health problems - have been at the heart of that. Below are some of the standout pieces of progress we drove together in 2024.

OBJECTIVES AND ACTIVITIES

Achievements and performance in 2024

Policy, research and influencing

- Despite the tight link between money and mental health, vital pieces of legislation in the UK are written without this awareness - and as a result miss huge opportunities to protect people from harm. We have been making the case for change to these laws, of which the Mental Health Act is a prime example. It is the main piece of legislation covering the assessment, treatment and rights of people with a mental health condition - but it is outdated, unfit for purpose and fails to systematically address the financial needs of those who are acutely unwell. In 2024, the government introduced a new Mental Health Bill, updating the old legislation. In a paper we published ahead of that, we campaigned for people to have a legal right to an Advance Choice Document (ACD). An ACD enables people to state their personal preferences for care and treatment during a mental health crisis, including how to manage their finances. We were delighted the government recognised the importance of ACDs and included this change in the Bill.
- The evidence we've built up since 2016 makes the link between our finances and our mental health crystal clear. We were thrilled that the government responded by announcing that mental health will be a cross-cutting theme for its new Financial Inclusion Committee. This should ensure that the Committee's work, which will help shape the government's new Financial Inclusion Strategy, puts the importance of the links between money and mental health at its heart, setting us up to achieve even greater progress in the years ahead. Money and Mental Health's Chief Executive, Helen Undy, has been invited to join the Financial Inclusion Committee.
- Nearly half of people in problem debt have a mental health problem. That means how creditors pursue those debts can have a massive impact on our wellbeing. One particularly harmful element that many people with mental health problems raised with us in our research is feeling bombarded by messages about their debts. We campaigned for regulators in key sectors to assess how often creditors were contacting people in debt and to limit excessive contact. We were pleased that regulators covering financial services, water, telecoms and energy listened to us, publicly acknowledged our work on this topic and took action in response, issuing a joint statement outlining their expectations that firms should review the volume of messages they send people about missed payments and ensure that it is appropriate.
- One of our areas of focus has been the poorer outcomes that people with mental health problems often get in key markets. For many, the symptoms of their conditions can make them more susceptible to tactics designed to create a sense of urgency, like countdown timers. We met with the Competition and Markets Authority (CMA) - the government's consumer watchdog - several times to discuss the need for action on pushy online selling tactics, demonstrating how these practices can particularly exploit people with mental health problems. We know that this helped to persuade the CMA to then announce action to clamp down on online pressure selling tactics from firms, which should mean better outcomes for people with mental health problems

In 2024 we also published new work on a range of topics that are central to people’s experiences of money and mental health problems:

- Our research on how to reduce the psychological toll of local and national government debt collection practices found that 6.2 million people across the UK are behind on payments owed to national or local government, such as council tax, and that people with mental health problems are more than twice as likely to be behind on council tax payments as those without such conditions. Public sector debts escalate rapidly, leading to spiralling costs and legal action. One missed council tax payment can lead to a demand for the full annual council tax bill after just three weeks. This is causing unnecessary distress for those least able to pay and pushes people away from engaging with repayments, creating a lose-lose situation. Off the back of that research, we launched our 'Council Tax Trap' campaign, calling on the government to change regulations on councils' collection practices to ensure people are given more time before they are required to pay an annual council tax bill and to cap how much councils can charge people for being issued a liability order when they fall behind on council tax payments. Since our 2024 year end, we have seen further success with this campaign as the government have now launched a consultation on council tax in response to our work, proposing to act on these areas.
- To break the toxic cycle of money and mental health problems, we need to understand the factors that keep people stuck for longer, as well as what helps us to stay financially and mentally healthy. Our report on preventing persistent money and mental health problems explored the experiences of people who faced financial and mental health difficulties over an extended period. The research found that the long-term cycle of money and mental health problems isn't inevitable. If people receive timely and effective support with their mental and financial health, this can help break the cycle. We set out how a range of actors involved in supporting people with either their money or mental health - including key government departments, regulators and the NHS - need to work together to prevent these interconnected challenges from escalating.
- The rise in interest rates from 2022-23 sparked discussion of the added pressure it would place on borrowers. With common symptoms of mental health problems making it harder to reach out for help, we wanted to make sure lenders understood how best to support customers with mental health problems in mortgage difficulty. In a research report and a best practice guide, we set out what firms need to do, including embedding better support for mortgage holders with mental health problems and developing more tailored support for customers who fall behind on payments.

OBJECTIVES AND ACTIVITIES

- Common symptoms of many severe mental illnesses (SMI) can mean people are at serious risk of financial harm when acutely unwell. But symptoms of these conditions can also make accessing and engaging with mainstream debt advice impossible. To help make this vital resource more accessible to everyone, we published a paper calling for the government to invest in a specialist mental health and debt advice service targeted at people with SMI and in crisis.
- Financial services firms like banks provide crucial tools for everyday life. Unfortunately, we have often heard from members of our Research Community about the harm that can be done when financial products and services aren't designed with an understanding of how mental health problems affect us practically. To that end, we were pleased that the Financial Conduct Authority introduced the Consumer Duty, raising its expectations of what firms need to do to deliver good outcomes for all its customers. To assess whether the Consumer Duty has led to meaningful improvement in its first year in action, we asked our Research Community members about their experiences over the previous 12 months. While respondents were generally satisfied, there were still examples of poor practice from financial services. We urged financial service providers to improve their understanding of mental health problems and support for customers experiencing money and mental health problems and continue to campaign and work closely on these issues with both the regulator and banks.

Mental Health Accessible

Through our Mental Health Accessible programme, we work directly with firms to make their services more accessible and supportive for their customers with mental health problems. This enables us to put our research and the insights of our Research Community into action, breaking the link between financial difficulties and poor mental health. In 2024:

- We announced that Nationwide became the first building society to receive the Mental Health Accessible accreditation. The accreditation acknowledges progress made in supporting their customers with mental health problems, for example through offering more channels to contact specialist support teams, meaning people can get help through a communication route that meets their needs.
- We completed the renewal accreditation of the brands within Lloyds Banking Group (LBG) - Lloyds Bank, Halifax and Bank of Scotland. They retained 'Level Two' accreditation, the second of three levels. This has included using data-driven insights to identify and anticipate the needs of customers in vulnerable circumstances including people with mental health problems, in order to provide more timely and effective support. It also recognises the increased sophistication of the firms' gambling blocks, through functions like allowing customers to set personal limits for gambling through the mobile banking app. This is important for people with mental health problems who can experience increased impulsivity when they are unwell.
- We reviewed the accessibility and supportiveness of energy companies' websites to help firms understand how customers with mental health problems navigate through them and what firms could change to make sure people can get the information and help they need, when they need it.
- The team delivered training to the frontline staff at an energy firm, following on from consultancy we delivered for them in 2023. The sessions focused on developing staff knowledge of the interactions between money and mental health problems, and introduced principles for better supporting customers with mental health problems.
- We started working with our first water firm, who will be the first utilities company to take part in our accreditation programme, with a second water firm also signed up for the programme in 2025. We're delighted to be expanding Mental Health Accessible's positive impact into a new essential services sector, with millions of customers having their water supplied by the two firms.

Gambling Harms Action Lab

In 2024, we launched a major new programme of work: our Gambling Harms Action Lab (funded by a regulatory settlement approved by the Gambling Commission). The programme is trialling an exciting new way of working for us, speeding up the translation of research into tangible impact. It brings together seven current account providers over an 18-month period to explore and address shared challenges in supporting individuals affected by gambling harm.

LOOKING AHEAD TO 2025

New research on topics including:

- How to reduce the psychological harm caused by debt collection carried out by utilities companies and national government bodies.
- How more effective sharing of data about people's additional needs could be transformational for people with mental health problems when using essential services, as well as the key risks and considerations involved.
- Third party access in financial services and whether people with mental health problems can get the kinds of support they want from trusted friends and family members to help them stay in control of their finances when unwell.
- How to improve income maximisation services so that they are accessible for people with mental health problems and effective in boosting people's ability to pay for the essentials.

OBJECTIVES AND ACTIVITIES

- Once approved by Parliament, our new super-complainant status will give us special powers to highlight consumer harms to regulators, lending our voice extra volume as we seek to improve outcomes for people with mental health problems in vital markets.
- We will be refreshing our brand to more effectively communicate who we are and what we do.
- Increasing recruitment to the Research Community, diversifying its membership and better engaging existing members, to ensure our work is as well-informed as possible about the realities of life with money and mental health problems.

FINANCIAL REVIEW

Financial position

In 2024 Money and Mental Health generated £787,942 of unrestricted income, compared to £847,027 in 2023. This pays for our core research and influencing work which continues to grow in reach and impact. This included £215,945 for our Mental Health Accessible programme (£18,695 more than in 2023).

In addition, we were pleased to secure £293,644 in restricted income for specific projects (down from £1,164,292 in 2023 when we received £824,426 of funding for the entirety of our three-year Gambling Commission-supported work) .

Expenditure related to charitable activities for the year totalled £1,317,396 split between unrestricted expenses of £857,407 and restricted expenses of £459,989. Of this total, £1,090,387 related to direct project delivery costs, £50,816 to fundraising costs, £161,617 related to support costs and £14,576 to governance costs. Total staff costs of £1,076,865 (included in delivery, fundraising and support costs) represented 82% of the Charity's total expenses. Total expenditure was £243,037 higher than the 2023 amount of £1,074,359 mainly as a result of an average of an additional 3 employees in 2024 and the associated support costs, but also as a result of hosting 6 in person events, the set up costs for the GHAL programme and also the planning and consulting costs for the new strategy. We also engaged external professionals to assist with our EDIB work, campaigns to highlight key topics related to money and mental health during the general election and a payroll and benefits benchmarking review.

In 2024, the Charity reported an unrestricted deficit of £133,522 and a restricted deficit of £102,288. The restricted deficit arises after the deduction of £139,818 of expenditure on the GHAL project, which will be funded from the Gambling Commission work programme fund set up in 2023 as a result of the award of a regulatory settlement to help reduce gambling harm. As a result, in total the Charity reported a deficit of £235,810 in 2024. This deficit was planned in our 2024 budget, as our income and expenditure strategy continues to use some of our reserves to fund additional capacity to support future income generation efforts and sustain impact. A small unrestricted budget surplus is predicted for 2025, with further unrestricted deficits predicted for 2026, 2027 and 2028 which will be funded from unrestricted reserves.

The total fund balance at 31st December 2024 was £1,320,286. Of this, £563,692 is unrestricted and £756,594 is restricted.

We are delighted that our founder has now pledged continued funding for a further five years until the end of 2030, and with significant other grant income also secured until 2026, the Charity continues to operate as a going concern. A financial strategy of prudence and care will be pursued which, together with a continued commitment to diversification of income, will ensure the ongoing financial sustainability of the Charity.

FINANCIAL REVIEW

Funding

In the interest of transparency, Money and Mental Health publishes details on all donations and funding over £1,000 - please see more details in the table below.

In 2024 the founder's donation accounted for 54% of the Charity's unrestricted income (39% of total income), whilst the rest was generated from other external sources. Where 'consultancy' is noted next to a source of income, this indicates that the company paid the charity for work specifically to improve their products or processes for customers with mental health problems - for example reviewing and improving debt collection letters.

Income	Details
£0 - £1,000	We received 28 donations in this range, amounting to £3,639 in total
£1,001 - £10,000	James Wreathall, Inthallo, British Gas (consultancy), Octopus Energy (consultancy), Gemserv (consultancy), United Utilities (consultancy), HSBC UK (consultancy)
£10,001 - £50,000	Citizens Advice (contracted research), Barclays Bank (consultancy and contracted research), Lloyds Banking Group (consultancy), Trust for Local Response, Anglian Water (consultancy), Lending Standards Board (consultancy)
£50,001 - £150,000	Nationwide Building Society (consultancy and contracted research), abrdn Financial Fairness Trust (part of a two year restricted grant), Aviva Foundation (part of a three year restricted grant), Baringa Partners LLP (donation of services in kind)
£150,001 - £350,000	Impact on Urban Health (part of a three year restricted grant)
£350,001 - £500,000	Martin Lewis (recurring annual donation)

Money and Mental Health would like to thank all of the funders who have supported our work. In particular, we want to thank our Founder and Chair, Martin Lewis, without whose vision and generous financial support the Charity would not exist.

FINANCIAL REVIEW

Reserves policy

The Trustees have set a policy which requires that general unrestricted reserves be maintained at a level that ensures the Charity's core activity could continue during a period of unforeseen difficulty and that a proportion of reserves be maintained in a readily realisable form. The Trustees have set this level to be equivalent to 3 months' worth of operating expenses and they review this position at every meeting. It should be noted that this is a minimum level and the Trustees recognise that a higher level may be required at times when the external financial climate is more challenging or when investment is required to ensure operational efficiency and resilience in future years.

The Charity's reserve policy is in line with the guidance issued by the Charity Commission and the calculation of the required level of reserves is an integral part of the Charity's budgeting and planning cycle.

Any funds received by the Charity for a specific project or purpose are held in a restricted fund. On 31 December 2024 the restricted fund balance was £756,594.

Unrestricted reserves consist of designated reserves and general reserves. Unrestricted funds can be spent or applied at the discretion of the Trustees to further any of the Charity's purposes. Unrestricted funds can also be used to supplement expenditure made from restricted funds. For example, a restricted grant may provide only part of the funding needed for a specific project. In this case unrestricted funds may be used to meet any funding shortfall for that project.

Trustees may also choose during the reporting period to set aside a part of the unrestricted funds to be used for a particular future project or commitment. By earmarking funds in this way, the Trustees set up a designated fund that remains part of the unrestricted funds of the Charity. For example, this may be appropriate for large, unproven future projects, with significant set up costs, until they are self-funding, or alternative sources of funding are found, as was the case with the Mental Health Accessible programme. This designation has an administrative purpose only and does not legally restrict the Trustees' discretion in how to apply the unrestricted funds that they have earmarked.

On 31 December 2024 the Charity held a designated reserve balance of £nil and a general reserve balance of £563,692.

The Trustees are satisfied with the level of reserves held by the Charity as at 31 December 2024, which is in line with its reserves policy. The 2024 unrestricted deficit of £133,522 reduces the level of reserves to 6 months' worth of operating expenses at 31 December 2024 (down from 8 months' worth at 31 December 2023). The Charity plans to approximately maintain spending on its work at current levels in the years ahead and the Trustees believe that this level will be required to sustain the Charity in the next three years.

To date a large proportion of our core funding has been from our founder and Chair, Martin Lewis. As the Charity has grown and developed, we have diversified our funding base to ensure a strong and resilient future for the organisation. Our founder's donation has decreased from 100% of the Charity's income in 2016 to 39% in 2024 and we project that it will provide around 31% of our total income in 2025.

The Charity has an income generation strategy that includes generating revenue by charging essential services firms for consultancy work, alongside grants, contracted research and some other donor income. We believe that this will scale our impact, improving outcomes for millions of people with mental health problems, whilst making the Charity more financially resilient.

The level of reserves is monitored quarterly and the reserves policy is reviewed annually by the Board of Trustees.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution

Money and Mental Health was registered as a charity with the Charity Commission for England and Wales on 12 April 2016. It is governed by its Constitution. It is a Charitable Incorporated Organisation.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Appointment of Trustees and induction

Anyone who is a natural person and over the age of 16 can become a Trustee. There must be at least three Trustees and one of the Trustees at least must be over the age of 18. There is no maximum number of Trustees. New Trustees are selected by the Board of Trustees according to the skills, knowledge and experience needed for the effective administration of the Charity.

Induction support and a trustee information pack is provided for all new Trustees.

Members' liability

Money and Mental Health had 8 Trustees as of 31 December 2024. They are the only persons eligible to be members of the Charity and their membership cannot be transferred to anyone else. If the Charity is wound up, its members have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Members' responsibilities

The trustees are responsible for preparing the Trustees' Report and the Financial Statements in accordance with applicable law and United Kingdom's Accounting Standards (UK GAAP). The Charity has opted to prepare its accounts using the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and follow the Charity SORP (FRS 102). As a Charity registered in England and Wales, the Charitable Incorporated Organisation also reports in accordance with the Charity Commission for England and Wales' guidance on public benefit and the Charities Act 2011.

Chair of the Board of Trustees

Martin Lewis CBE is the founder and the Chair of the Board of Trustees of the Charity. He founded the Money Saving Expert website in 2003 and is currently its Executive Chair. He is also an award-winning campaigning journalist, a TV and radio presenter, a newspaper columnist and author as well as a Charity founder. To date, he has also been the leading source of revenue of the Charity.

Organisational structure and decision making

The Board of Trustees is responsible for the overall governance and direction of the Charity. The Board meets quarterly. Trustees operate in a non-executive capacity and they are responsible for helping to preserve the Charity's independence and impartiality, notably by ensuring that no interest group is able to exert undue influence on the Charity's work.

The Board has appointed a Vice Chair. As well as supporting the Chair, the Vice Chair's responsibilities centre on oversight of the internal governance of the Charity, including recruiting and mentoring of other Trustees and the Chief Executive Officer and also the Charity's risk framework.

Oversight of financial performance and operational controls have been delegated since 2019 to a Finance and Audit Committee chaired by the Treasurer, which also meets quarterly. A Remuneration Committee meets at least once per year and reports to the Finance and Audit Committee on pay and benefits recommendations and to the full Money and Mental Health Board on other matters.

Day to day operations of the Charity are delegated to the Chief Executive Officer and the senior leadership team.

Remuneration policy, related party and other transactions

Money and Mental Health is committed to ensuring that its staff members are paid fairly and in a way that ensures it attracts and retains the right skills to have the greatest impact in delivering its charitable objectives. In this context, all salaries are reviewed on an annual basis with the intention to offer an inflation-related increase to all employees each January, subject to the Charity's financial health being robust (this policy is not applicable to interns who are remunerated at the London Living Wage which already includes an annual inflation adjustment). The Remuneration Committee oversees this process. The Charity also has in place a work pension scheme relying on employer's and employees' pension contributions. The Trustees hereby confirm that no contractual relationship with a related party was to be reported. Furthermore the Charity did not act as an agent or a custodian trustee during the reporting period and it did not hold any funds on behalf of other parties. Finally the Trustees also confirm that there are no applicable exemptions from disclosure in this report.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Risk management

It is the responsibility of the Trustees to monitor the risks posed to the ongoing viability of the Charity and its ability to fulfil its charitable objectives. All areas of risk (governance and compliance, operational, financial, environmental and external) have been identified and are set out in the Charity's risk register.

The Board of Trustees regularly assesses the major risks to which Money and Mental Health is exposed. The main risks identified for the current year include:

- Harm to the mental health and wellbeing of research participants, media volunteers and staff as a result of taking part in our work, which is a key risk we consider and proactively manage each year.
- The potential of being unable to fund our increased core costs as a result of the growing staff team that has been enabled by our past success in income generation
- Potential disruption to work from a planned office move in 2025.
- Challenges in delivering planned activities if we face the departure of key personnel, significant staff absence or recruitment difficulties.

The Board is satisfied that systems and adequate levels of reserves are in place to mitigate the Institute's exposure to these major risks.

Our thanks

The trustees are very grateful to the many individuals and organisations who supported the work of the Charity in 2024, in particular to the staff team, advisory board, and the thousands of people who generously shared their lived experience of mental health problems to shape our work.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

The law applicable to charities in England & Wales 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, including the income and expenditure, for that period. In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- 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 which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, The Charity (Accounts and Reports) Regulations 2008 and the provision of the Constitution. They 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.

In so far as the trustees are aware:

- there is no relevant audit information of which the charity's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

AUDITORS

The auditor, MHA, previously traded through the legal entity MacIntyre Hudson LLP. In response to regulatory changes, MacIntyre Hudson LLP ceased to hold an audit registration with the engagement transitioning to MHA Audit Services LLP.

Approved by order of the board of trustees on 09/07/25 and signed on its behalf by:

.....
Martin Lewis CBE - Chair

Opinion
We have audited the financial statements of Money and Mental Health Policy Institute (the 'charity') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:
- give a true and fair view of the state of the charity's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion
We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern
In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information
The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:
- the information given in the Report of the Trustees is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the Statement of Trustees' Responsibilities, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

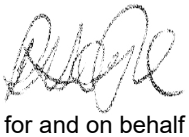
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- Enquiry of management, those charged with governance around actual and potential litigation and claims;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business;
- Reviewing minutes of meetings of those charged with governance;
- Evaluating the reasons for any large or unusual transactions; and
- Reviewing financial statement disclosures and testing supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report
This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



for and on behalf of MHA
Statutory Auditor
CARDIFF
CF23 8RS

Date: **9 July 2025**

MHA is the trading name of MHA Audit Services LLP, a limited liability partnership in England and Wales (registered number OC455542)

MONEY AND MENTAL HEALTH POLICY INSTITUTE

Statement of Financial Activities
FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	470,138	-	470,138	1,356,586
Charitable activities	5				
Policy, research and influencing work		35,915	293,644	329,559	426,835
Mental Health Accessible		215,945	-	215,945	197,250
Investment income	4	65,685	-	65,685	30,471
Other income		259	-	259	177
Total		787,942	293,644	1,081,586	2,011,319
EXPENDITURE ON					
Raising funds	6	48,457	2,359	50,816	39,133
Charitable activities	7				
Policy, research and influencing work		581,627	317,812	899,439	838,378
Mental Health Accessible		227,323	-	227,323	189,972
Gambling Action Lab		-	139,818	139,818	6,876
Total		857,407	459,989	1,317,396	1,074,359
NET INCOME/(EXPENDITURE)		(69,465)	(166,345)	(235,810)	936,960
Transfers between funds	18	(64,057)	64,057	-	-
Net movement in funds		(133,522)	(102,288)	(235,810)	936,960
RECONCILIATION OF FUNDS					
Total funds brought forward		697,214	858,882	1,556,096	619,136
TOTAL FUNDS CARRIED FORWARD		563,692	756,594	1,320,286	1,556,096

MONEY AND MENTAL HEALTH POLICY INSTITUTE

Balance Sheet
31 DECEMBER 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Tangible assets	13	10,877	-	10,877	8,420
CURRENT ASSETS					
Debtors	14	196,176	814	196,990	244,460
Investments	15	189,077	765,306	954,383	1,029,854
Cash at bank		636,185	-	636,185	437,018
		1,021,438	766,120	1,787,558	1,711,332
CREDITORS					
Amounts falling due within one year	16	(468,623)	(9,526)	(478,149)	(163,656)
NET CURRENT ASSETS		552,815	756,594	1,309,409	1,547,676
TOTAL ASSETS LESS CURRENT LIABILITIES		563,692	756,594	1,320,286	1,556,096
NET ASSETS		563,692	756,594	1,320,286	1,556,096
FUNDS	18				
Unrestricted funds				563,692	697,214
Restricted funds				756,594	858,882
TOTAL FUNDS				1,320,286	1,556,096

These financial statements have been audited under the requirements of Section 145 of the Charities Act 2011.

The financial statements were approved and authorised for issue by the Board of Trustees and authorised for issue on 09/07/25 and were signed on its behalf by:

.....
Carol Pearson – Treasurer and Trustee

Cash Flow Statement
FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	65,913	854,954
Net cash provided by operating activities		65,913	854,954
Cash flows from investing activities			
Purchase of tangible fixed assets		(8,217)	(6,932)
Sale of tangible fixed assets		315	640
Purchase current asset investments		-	(596,666)
Sale of current asset investments		75,471	-
Interest received		65,685	30,471
Net cash provided by/(used in) investing activities		133,254	(572,487)
Change in cash and cash equivalents in the reporting period		199,167	282,467
Cash and cash equivalents at the beginning of the reporting period		437,018	154,551
Cash and cash equivalents at the end of the reporting period		636,185	437,018

1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024 £	2023 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(235,810)	936,960
Adjustments for:		
Depreciation charges	5,704	4,066
Profit on disposal of fixed assets	(259)	(177)
Interest received	(65,685)	(30,471)
Decrease/(increase) in debtors	47,470	(153,764)
Increase in creditors	314,493	98,340
Net cash provided by operations	65,913	854,954

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/1/24 £	Cash flow £	At 31/12/24 £
Net cash			
Cash at bank	437,018	199,167	636,185
	437,018	199,167	636,185
Liquid resources			
Deposits included in cash	-	-	-
Current asset investments	1,029,854	(75,471)	954,383
	1,029,854	(75,471)	954,383
Total	1,466,872	123,696	1,590,568

1. STATUTORY INFORMATION

Money and Mental Health Policy Institute is a registered charity, registered in England and Wales under charity number 1166493. The governing document of the charity is its Constitution and it is a Charitable Incorporated Organisation (CIO). The principal address can be found on the entity information page. The nature of the charity's operations and principal activities are disclosed within the Report of the Trustees.

The financial statements are presented in Sterling (£), the charity's functional currency, and rounded to the nearest pound.

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

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)' and Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland'. The financial statements have been prepared under the historical cost convention.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent to provide a 'true and fair' view. This departure has involved following the 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 issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

Going concern
No material uncertainties related to events or conditions that may cast significant doubt upon the Charity's ability to continue as a going concern exist.

Income
All income is recognised in the Statement of Financial Activities once the Charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

In the case of grant income, evidence of entitlement will usually exist when the formal offer of funding is communicated in writing to the Charity. However, where grants contain terms and conditions that must be met before the Charity has entitlement to the resources, the grant income shall be recognised to the extent that the Charity has provided the specified services or met any performance related conditions.

Income from the supply of the Mental Health Accessible service is recognised in line with the delivery of the contracted services provided that: the stage of completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

continued...

2. ACCOUNTING POLICIES - continued

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - straight line 33.33%

Cash at bank and in hand
Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Investments
Investments held as current assets represent deposit accounts that are not readily convertible to cash and that have a maturity of more than three months but not more than twelve months from the date of acquisition or opening of the deposit or similar account.

Interest receivable
Interest on funds held on deposit is included on an accrual basis.

Debtors
Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors
Trade creditors are recognised at the settlement amount after any trade discount offered.

Accruals and provisions
Accruals are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

Deferred income
Deferred income represents amounts received relating to future periods and is released to incoming resources in the period to which it relates.

Operating leases
Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Taxation
The Charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds are created for specific purposes at the discretion of the trustees.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. ACCOUNTING POLICIES - continued

Pension costs and other post retirement benefits
The Charity operates a defined contribution scheme. Contributions payable to the Charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Employee benefits
When employees have rendered services to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

3. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations	462,638	1,299,086
Grants	7,500	57,500
	470,138	1,356,586

The above donations are all unrestricted. A restricted donation of £824,426 is included in the 2023 figure, which was a settlement awarded by the Gambling Commission to accelerate progress towards delivery of the National Strategy to reduce Gambling Harms.

Grants received, included in the above, are as follows:

	2024	2023
	£	£
The Pears Family Charitable Foundation	-	50,000
The Grocers' Charity	-	5,000
Inthallo	7,500	2,500
	293,644	339,866

4. INVESTMENT INCOME

	2024	2023
	£	£
Bank interest receivable	65,685	30,471

5. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2024	2023
		£	£
Contracts for Charitable Research	Policy, research and influencing work	35,915	76,000
Consultancy services / advice	Policy, research and influencing work	-	10,969
Grants	Policy, research and influencing work	293,644	339,866
Consultancy services / advice	Mental Health Accessible	215,945	197,250
		545,504	624,085

Grants received, included in the above, are as follows:

	2024	2023
	£	£
Which?	-	7,566
Impact on Urban Health - Strategic Partnership	170,000	220,000
The Money & Pensions Service (MaPS)	-	55,000
abrdn Financial Fairness Trust	55,880	57,300
The Aviva Foundation	67,764	-
	293,644	339,866

These grants are all restricted income.

continued...

6. RAISING FUNDS

RAISING DONATIONS AND LEGACIES

	2024	2023
	£	£
Staff costs	49,841	38,293
Other fundraising costs	975	840
	50,816	39,133

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 8)	Totals
	£	£	£
Policy, research and influencing work	767,300	132,139	899,439
Mental Health Accessible	201,051	26,272	227,323
Gambling Action Lab	122,036	17,782	139,818
	1,090,387	176,193	1,266,580

8. SUPPORT COSTS

	Support costs	Governance costs	Totals
	£	£	£
Policy, research and influencing work	117,563	14,576	132,139
Mental Health Accessible	26,272	-	26,272
Gambling Action Lab	17,782	-	17,782
	161,617	14,576	176,193

9. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Auditors' remuneration	7,500	5,250
Depreciation - owned assets	5,704	4,066
Surplus on disposal of fixed assets	(259)	(177)

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2024 or for the year ended 31 December 2023.

TRUSTEES' EXPENSES

During the year an amount of £220 (2023: £30) was paid to 1 (2023: 1) trustee in respect of travel expenses.

continued...

11. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	928,451	759,855
Social security costs	97,286	77,459
Other pension costs	51,128	42,335
	1,076,865	879,649

The average monthly number of employees during the year was as follows:

2024	2023
21	18

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
£60,001 - £70,000	1	-
£70,001 - £80,000	3	2
	4	2

In addition to this, pension contributions of £16,821 (2023: £8,051) were received by these employees.

The total key management personnel remuneration during the year was £463,619 (2023 - £417,289).

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	532,160	824,426	1,356,586
Charitable activities			
Policy, research and influencing work	86,969	339,866	426,835
Mental Health Accessible	197,250	-	197,250
Investment income	30,471	-	30,471
Other income	177	-	177
Total	847,027	1,164,292	2,011,319
EXPENDITURE ON			
Raising funds	39,133	-	39,133
Charitable activities			
Policy, research and influencing work	556,764	281,614	838,378
Mental Health Accessible	189,972	-	189,972
Gambling Action Lab	-	6,876	6,876
Total	785,869	288,490	1,074,359
NET INCOME	61,158	875,802	936,960
Transfers between funds	16,920	(16,920)	-
Net movement in funds	78,078	858,882	936,960

continued...

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted funds £	Restricted funds £	Total funds £
RECONCILIATION OF FUNDS			
Total funds brought forward	619,136	-	619,136
TOTAL FUNDS CARRIED FORWARD	697,214	858,882	1,556,096

13. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 January 2024	17,832
Additions	8,217
Disposals	(2,024)
At 31 December 2024	24,025
DEPRECIATION	
At 1 January 2024	9,412
Charge for year	5,704
Eliminated on disposal	(1,968)
At 31 December 2024	13,148
NET BOOK VALUE	
At 31 December 2024	10,877
At 31 December 2023	8,420

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Trade debtors	135,000	140,400
Other debtors	-	572
Accrued income	28,600	53,641
Prepayments	33,390	49,847
	196,990	244,460

15. CURRENT ASSET INVESTMENTS

	2024 £	2023 £
Other	954,383	1,029,854

continued...

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	18,445	2,898
Social security and other taxes	31,110	21,073
VAT	61,313	31,380
Other creditors	7,378	-
Accruals and deferred income	359,903	108,305
	478,149	163,656

Included within Accruals and deferred income above is the following deferred income:

	2024	2023
	£	£
Impact on Urban Health - Strategic partnership	7,500	15,000
Other consultancy Services	308,490	64,250
	315,990	79,250

The above deferred income relates to income received in advance of service delivery. Deferred income brought forward was released in full to the SOFA in the 2024 financial year.

17. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2024	2023
	£	£
Within one year	14,694	16,560

The above commitment is in respect of office space.

18. MOVEMENT IN FUNDS

	At 1/1/24	Net movement in funds	Transfers between funds	At 31/12/24
	£	£	£	£
Unrestricted funds				
General fund	697,214	(69,465)	(64,057)	563,692
Restricted funds				
Gambling Commission Work Programme	817,550	(139,818)	-	677,732
Debt collection fund	6,332	(70,389)	64,057	-
Strategic partnership with Impact on Urban Health fund	35,000	(15,000)	-	20,000
Data sharing fund	-	58,862	-	58,862
	858,882	(166,345)	64,057	756,594
TOTAL FUNDS	1,556,096	(235,810)	-	1,320,286

continued...

18. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	787,942	(857,407)	(69,465)
Restricted funds			
Gambling Commission Work Programme	-	(139,818)	(139,818)
Debt collection fund	55,880	(126,269)	(70,389)
Strategic partnership with Impact on Urban Health fund	170,000	(185,000)	(15,000)
Data sharing fund	67,764	(8,902)	58,862
	293,644	(459,989)	(166,345)
TOTAL FUNDS	1,081,586	(1,317,396)	(235,810)

Comparatives for movement in funds

	At 1/1/23 £	Net movement in funds £	Transfers between funds £	At 31/12/23 £
Unrestricted funds				
General fund	619,136	61,158	16,920	697,214
Restricted funds				
Gambling Commission Work Programme	-	817,550	-	817,550
Pensions project	-	16,920	(16,920)	-
Debt collection fund	-	6,332	-	6,332
Strategic partnership with Impact on Urban Health fund	-	35,000	-	35,000
	-	875,802	(16,920)	858,882
TOTAL FUNDS	619,136	936,960	-	1,556,096

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	847,027	(785,869)	61,158
Restricted funds			
Gambling Commission Work Programme	824,426	(6,876)	817,550
Insurance fund	7,566	(7,566)	-
Pensions project	55,000	(38,080)	16,920
Debt collection fund	57,300	(50,968)	6,332
Strategic partnership with Impact on Urban Health fund	220,000	(185,000)	35,000
	1,164,292	(288,490)	875,802
TOTAL FUNDS	2,011,319	(1,074,359)	936,960

continued...

18. MOVEMENT IN FUNDS - continued

Restricted funds

Gambling Commission Work Programme
Funds awarded by the Gambling Commission as part of a regulatory settlement to be used to launch and run the Financial Services Gambling Harm Action Lab.

Debt collection fund
Grant funding was received from abrdn Financial Fairness Trust to fund campaign and policy work to reduce the psychological harm caused by aggressive debt collection practices during the cost of living crisis and to ensure that this remained a political priority for policy-makers during the 2024 general election.

Strategic partnership with Impact on Urban Health project
This is a 3-year project titled 'Strategic Partnership' funded by Impact on Urban Health. The purpose of the project is to provide core funding, salary support and other consultancy costs to support the Charity's continued growth and development as a trusted organisation working to influence, advocate and support a range of partners and policy makers. The income recognised is in relation to year 2 of the project.

Data sharing fund
Grant funding was received from the Aviva Foundation for a 3 year project which aims to enhance financial wellbeing for people with mental health problems by improving cross-sector data-sharing among essential services, government, and local authorities. The income recognised is in relation to year 1 of the project.

Prior year only:
Insurance fund
Grant funding received from the Which? Fund, Funded by Consumers' Association towards the project entitled 'Exploring and tackling unfair discrimination against people with mental health problems in key insurance market's'. The overarching aim of this project is improved access to appropriate, fairly-priced insurance for people with experience of mental health problems.

Pensions project
Grant funding was received from the Money and Pensions Service to fund research to identify barriers to retirement planning for those with mental health problems.

TRANSFERS BETWEEN FUNDS

Debt collection fund
Grant funding was received in July 2023 to fund campaign and policy work to reduce the psychological harm caused by aggressive debt collection practices during the cost of living crisis and to ensure that this is a political priority for policy-makers ahead of the next general election. The general election took place on 4 July 2024. Approval was sought and obtained from the funder, confirming that the costs incurred on this project prior to the offer coming into existence could be included as grant expenditure. As a result, an amount of £64,057 has been transferred from the abrdn Financial Fairness Trust project fund to the general fund.

Prior year only
Pensions project
The grant funding offer for this project was issued in February 2023. Approval was sought and obtained from the funder, confirming that costs incurred on this project prior to the offer coming into existence (incurred during 2022) could be included as grant expenditure. As a result, an amount of £16,920 has been transferred from the Pensions project fund to the general fund.

continued...

19. EMPLOYEE BENEFIT OBLIGATIONS

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions paid by the Charity to the fund and amounted to £51,128 (2023 - £42,335). Contributions outstanding at the year end amounted to £7,378 (2023: £Nil).

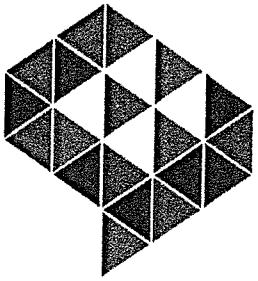
20. RELATED PARTY DISCLOSURES

During the year, donations totalling £425,000 (2023: £450,000) were received from the founder and Chair of the Charity - Martin Lewis.

MONEY AND MENTAL HEALTH POLICY INSTITUTE

England & Wales - Charity number 1166493

Accounts



MONEY AND MENTAL HEALTH POLICY INSTITUTE

REPORT OF THE TRUSTEES AND

FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

FOR

MONEY AND MENTAL HEALTH POLICY INSTITUTE

REGISTERED CHARITY NUMBER: 1166493

MHA
Statutory Auditor
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

MONEY AND MENTAL HEALTH POLICY INSTITUTE

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FOR THE YEAR ENDED 31 DECEMBER 2023

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MONEY AND MENTAL HEALTH POLICY INSTITUTE

ENTITY INFORMATION FOR THE YEAR ENDED 31 DECEMBER 2023

Chair	M Lewis
Vice-Chair	J Hill
Treasurer	C Pearson
Trustees	Z Clements C Francis P Nash C Pond G Roy S Ryatt
Address	22 Kingsway London WC2B 6LE
Charity Number	1166493
Auditors	MHA Elfed House Oak Tree Court Cardiff Gate Business Park Cardiff CF23 8RS
Bankers	Unity Trust Bank Limited Four Brindley Place Birmingham B1 2JB United Trust Bank Limited 1 Ropemaker Street London EC2Y 9AW Virgin Money Plc Jubilee House Gosforth Newcastle upon Tyne NE3 4PL Insignis Cash Solutions St John's Innovation Centre Cowley Road CB4 0WS

Martin Lewis: Money and Mental Health is a do tank not a think tank, it's all about real world impact.

The toxic relationship between money issues and mental health problems has long been a passion of mine to break. Yet the path isn't linear and the incredible results Money and Mental Health has achieved do not take place in a vacuum... I set up the charity in 2016 – since then the pandemic and the cost of living crisis have made it feel like we're walking into a headwind. The joy is that progress has still been made, and had Money and Mental Health not been around, I think things would be far worse.

We've enabled changes to the benefits system, tackled gambling harms, ensured breathing space respite for people in mental health crisis, and got change to out-of-date rules that forced lenders to send threatening debt letters. There is much more to do, but as we look back on 2023, I'm pleased to reflect on how the charity has continued to build a windbreak for some of those struggling the most. The small team has changed the work of the government, powerful regulators and global firms. Money and Mental Health's 2023 impact highlights include:

- **Suicide prevention.** The Department of Health and Social Care's new suicide prevention strategy for the first time committed the health and benefits system to tackling the link between financial difficulty and suicide. For example, this means that staff in services like the NHS and Department for Work and Pensions will be trained up to offer tailored suicide prevention support to people experiencing financial difficulties. This is largely down to Money and Mental Health research on the link between financial difficulty and suicide, which is cited prominently in the strategy.
- **New rules and regulations for essential service providers.** On the back of our recommendations, water regulator Ofwat has put in place rules for water companies about how they treat vulnerable customers, ensuring it is easier to contact them, and the right support is in place for those in difficult circumstances or who are struggling to pay – with fines for lack of compliance. We made similar calls to Oftem on energy, many of which are now in place. And Ofcom has laid out new expectations for telecoms firms about how they must contact customers, before any debt collection activity.
- **Fighting to end unfair mental health insurance charges.** We called on the FCA to gather information from insurance firms about pricing of pre-existing medical conditions, focused on mental health, and to monitor outcomes and are hopeful this will be enacted and be a seed for future change. Plus in response to our campaigning, the Association of British insurers committed further funding to provide mental health training to 5,000 frontline insurance professionals. The training will boost their understanding of common mental health problems and how they affect people practically, to make sure customers with mental health problems get a service that meets their needs.
- **Helping mental health professionals understand financial problems.** We co-developed a toolkit with the Money and Pensions Service (the government body responsible for money and debt advice) for all UK mental health and social care professionals to enable them to better tackle financial problems for people with severe mental illness and to prevent suicide. We know from our research what an enormous difference it can make when mental health professionals understand money problems and are able to help.
- **Third party Universal Credit help.** The Department for Work and Pensions finally agreed with our call that it must be made much easier for people claiming Universal Credit to get help from others to manage their benefits. In its disability white paper, it committed to exploring ways to further support people who rely on third parties and carers to manage their Universal Credit, including looking at how people can give permission to others to act on their behalf. We'll be keeping their feet to the fire on this in the coming months.
- **Reducing gambling harms.** The Department for Culture, Media and Sport's gambling white paper included a number of Money and Mental Health recommendations - from putting limits on online gambling stakes to strengthening the gambling card controls that we have worked with financial firms on since 2017. We're closely monitoring the government's current consultation on these changes.
- **Helping major firms improve how they work with customers who have Mental Health problems.** Through our Mental Health Accessible programme, we've delved behind the scenes at HSBC UK, Lloyds, Ovo, Nationwide and Gemserv to analyse and then recommend how they can make services more accessible for people living with a mental health problem. That includes offering more channels to contact specialist teams, providing front line staff with training to better support people with mental health problems, and improving tools such as gambling blocks to help people manage their finances.
- **Online Safety.** A great outcome from the scams campaign coalition we helped convene, with new protections against online scams, especially adverts (often featuring yours truly) becoming law. Plus in our online safety research, we asked the Competitions and Markets Authority to investigate online selling practices like pressure selling tactics and fake discount offers. It subsequently launched investigation work looking at online choice architecture including the issues we raised.

I very much enjoyed writing that list, and huge thanks to Money and Mental health's staff for all the work, passion, expertise, and commitment they put in to let us punch way above our weight. This year I want to say a particular thanks to Conor D'Arcy, who has done a superb job of leading the charity as Interim Chief Executive while Helen Undy has been on maternity leave.

There are many others who've contributed hugely to the charity's success too. When I first launched Money and Mental Health an initial brief was that working collaboratively with other people and organisations needed to be at its core. This is especially necessary for a charity that sits in the middle of the Venn diagram of two important research areas — money and mental health — with impressive bodies of work, and charities looking into them.

At the heart of all is our Research Community — our group of nearly 5,000 'experts by experience' whose ideas and stories shape what we do. I've said it before, but it bears repeating, I've been bowled over by our members' generosity in sharing their thoughts on what needs to change and using their experiences to help others — we, and society, owe them a huge debt of gratitude.

I want to thank too the partners, collaborators and fellow campaigners across the charity, essential services and policy sectors who support our work. All this is meatily supported by my talented fellow Trustees, whose wisdom and insight has been critical in guiding the charity through the past year and beyond.

The start of 2024 has brought a few rare glimmers of hope, even if it's only that the speed of degradation due to the cost of living crisis has declined. Yet huge swathes of the country are still struggling with their financial and mental wellbeing, and many more are at risk of falling into this cycle. So in this election year, we will be redoubling our efforts to end the marriage made in hell that money and mental health problems can be, and ensure attention is focused on it.

Martin Lewis
Founder and Chair, Money and Mental Health Policy Institute

CHIEF EXECUTIVE OFFICER'S REPORT
FOR THE YEAR ENDED 31 DECEMBER 2023

Why we're here and what we do

This report takes a snapshot of our work from 2023, our eighth year in existence as a charity. It was a particularly difficult year for many people, with our research finding that 5.2 million people had missed repayments on debts like loans and credit cards. That was 1.5 million more people than at the end of 2022, despite the pace of inflation having eased since then. But while 2023 has brought particular challenges, the problems are far from new - and this year's impact builds on a wider legacy of work from our fantastic team as they strive to deliver our three ambitious impact goals:

1. Fewer people are disadvantaged as a result of their mental health or experience psychological harm when choosing, using or paying for essential services

2. Fewer people have poor living standards as a result of mental health problems

3. Support services become more effective at helping people who have both money and mental health problems.

To reach these goals we:

- **Research the links between mental health problems and financial difficulties,** drawing on the lived experience of our Research Community, a group of nearly 5,000 people with personal experience of mental health problems, academic literature, national datasets and a range of other evidence. The Research Community is at the heart of all of our work and we are enormously grateful for their input over the last year.

- **Develop practical policy and solutions,** working in partnership with those providing services, those who shape and regulate them, and those using them, to pursue what really works.

- **Campaign, collaborate, test and innovate until our research leads to real change.** In 2023, we campaigned, collaborated with policy-makers and regulators and, through our hands-on Mental Health Accessible programme, helped firms to improve outcomes for their customers with mental health problems.

We're also committed to having a positive impact not just through the work we do, but also how we do it. For example:

- Our people and our outputs are all grounded in direct experience of mental health problems. Nearly eight in ten of our advisory board and our trustees, and almost nine in ten of our staff team, have lived experience of mental health problems[1]. All our events include at least one speaker who has personally experienced mental health problems and financial difficulty.

- In our most recent staff survey, 100% of respondents agreed that Money and Mental Health has a supportive team culture, that employees are treated with respect and that they had opportunities to learn and grow in the last year.

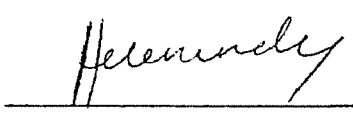
- We have a six-monthly internship programme paid at the London Living Wage and were delighted to have two A Level students join us for our work experience programme to help more people have a route into the charity sector.

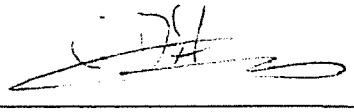
But we also know there's much more that we can do. For us to be as effective as possible in achieving our vision, what we do at Money and Mental Health has to have equity at its core and be delivered by a team who feel that they belong in our organisation, whatever their background.

With support from external experts we're undertaking a charity-wide assessment of where we are today. We want to celebrate what we're doing well but be honest about where we can do better. That applies to how we recruit and develop staff members, how we work with our Research Community, the topics we cover and the ways we pursue change.

It also includes our thinking as we look to the future. In 2024 we will be asking some big questions about 'what's next' as we develop our ambitious new strategy for the charity. We know that to make the difference that is needed we will need to work together, so we'd love to hear from you as we go on that journey.

Helen Undy, Chief Executive
Conor D'Arcy, Interim Chief Executive (maternity cover)





REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2023

The trustees are pleased to present the annual report and financial statements of the Money and Mental Health Policy Institute ("Money and Mental Health" or the "Institute" or the "Charity") for the year ended 31 December 2023.

The trustees confirm that the annual report and the financial statements of the Institute comply with current statutory requirements, the requirements of the Institute's constitution and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" effective 1 January 2019 (FRS 102).

The Institute is a Charitable Incorporated Organisation (charity registration no 1166493, registered on 12 April 2016).

OBJECTIVES AND ACTIVITIES

In setting objectives and planning for activities, the trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

The objects of the Charity are:

(1) to advance understanding of mental health, financial difficulties and capability and the relationship between the two;

(2) to improve the lives of people with mental health problems, particularly in relation to their financial experiences, and

(3) to promote the preservation of good mental health, with a particular focus on the impact of people's financial experiences,

including by carrying out research, facilitating discussion, designing and testing new approaches and disseminating the useful results of these endeavours.

In order to fulfil these objects, the Charity currently carries out the following activities:

(1) policy, research and influencing work

(2) hands-on consultancy work to deliver practical changes that improve outcomes in essential services for people with mental health problems - through our Mental Health Accessible programme

(3) our new Gambling Commission work programme, combining lived experience, research, policy work and hands-on consultancy to help financial service providers to reduce the risk of gambling harms

ACHIEVEMENTS AND PERFORMANCE

Our work in 2023 - Policy, research and influencing

Strengthening regulation

2023 was another year in which we engaged extensively with regulators of essential services, to help them better understand and act upon the needs of people with mental health problems. We were pleased to see our work influence action taken by a number of regulators and government bodies this year:

- Ofwat, the water regulator, has introduced new rules for water companies, raising standards for how they treat customers. Our research highlighting the poor experiences of customers with mental health problems was prominently cited in Ofwat's work. Water companies will now have to make it easier for people to get in touch and ensure that support is available if you're struggling to pay.
  Companies can be fined up to 10% of their turnover if they don't comply, and we're optimistic this will lead to improved outcomes.
- We called on Ofgem, the energy regulator, to introduce new rules to protect customers in vulnerable circumstances. In response, Ofgem now requires energy firms to follow specific steps before putting a customer onto a prepayment meter, to make sure it won't have a detrimental impact on them. Customers who've missed bills will now receive proactive communications from their companies about the support that is available.
- Ofcom has laid out new expectations for telecoms firms about how they must contact customers, before any debt collection activity. This came in direct response to engagement we had with officials at Ofcom following our report on the Equality Act in 2022.
- An updated government toolkit, setting out how public sector bodies recovering debt should support customers, now features extracts from the set of guides on disclosure we published alongside Money Advice Trust.

Making insurance work better for people with mental health problems
Our 'Written Off?' report examined the difficulties people with mental health problems face when navigating the insurance market. The work, which was supported by a grant from the Which? Fund, funded by the Consumers' Association, found that people with mental health problems are still facing significantly higher insurance premiums, reduced cover or are being refused cover altogether - sometimes even when their conditions are stable and manageable. It raised concerns that some firms could be discriminating against people with mental health problems by failing to base their decisions on accurate data. We called on the Financial Conduct Authority (FCA) to investigate whether insurance firms are making fair decisions. We're hopeful this will happen in 2024 to deepen understanding and ultimately deliver better outcomes for people with mental health problems.

The report helped to kickstart a conversation about these issues in the insurance sector. We followed the launch of the research by publishing a best practice guide for insurance providers, offering practical steps they can take to support people with mental health problems through the customer journey - from applying through to making a claim. Off the back of that, the Association of British Insurers (ABI) committed further funding to provide mental health training to 5,000 frontline insurance professionals. The training will boost their understanding of common mental health problems and how they affect people practically, to make sure customers with mental health problems get a service that meets their needs. The ABI also committed to reviewing the information on its website to better explain why and how data about mental health conditions are used across the industry.

Boosting safety online
We were delighted to see the Online Safety Act pass into law in 2023, bringing with it new requirements for tech firms to identify and remove scam posts and ads. This followed a cross-sector campaign which Money and Mental Health helped to convene featuring consumer groups, the financial services industry body UK Finance and a host of other organisations. We hope that these new protections will significantly reduce the risk of falling victim to an online scam, especially for those of us with mental health problems, who are three times more likely to be affected by these crimes compared to people without mental health problems. We'll be keeping a close eye in the coming year to ensure these legal duties are properly enforced.

Scams are far from the only danger we can face online. We also asked the Competition and Markets Authority to investigate exploitative practices like pressure selling tactics and fake discount offers. It subsequently launched investigation work looking at online choice architecture and these issues.

Making gambling safer for people with mental health problems
In 2023 the government published its long-awaited gambling white paper, setting out its plans to make gambling regulation fit for the digital age. We were pleased to see a number of our recommendations for reducing gambling harms featured in the white paper. This included proposals to put stake limits on online gambling slots, and to give the Gambling Commission more oversight over the design of online gambling products, as well as a more proactive role in ensuring regulatory compliance among online gambling firms. The white paper also references the need for financial services to strengthen spending blocks, a topic we've worked closely with banks on since 2017. We will be closely monitoring the government's next steps.

Reducing the psychological harm of debt collection
A longstanding priority for us has been tackling aggressive debt collection practices and the immense distress they cause for people in financial difficulty. In 2023, we started a new 18-month project - funded by abrdn Financial Fairness Trust - with the aim of reducing the pressures people in debt face and building a cross-sector movement for change. We kickstarted this with the launch of our 'Debts and Despair' report, which found that nearly half of people who are behind on consumer credit payments say they feel harassed or overwhelmed by the volume of contact they receive from creditors. We called for the government and the FCA to work together to introduce clear limits on the number of times creditors can contact people about missed payments. Our launch event - chaired by Martin Lewis and with speakers from the main political parties - allowed us to raise these issues with Bim Afolami, Economic Secretary to the Treasury, and senior officials from the FCA. We will continue to push for these changes as the project moves forward.

Making it easier for people to get help with Universal Credit
Our research shows hundreds of thousands of people experiencing mental distress may struggle to get the support they need from loved ones to manage their Universal Credit account and avoid sanctions. That's because needless flaws in the system make it too hard for people to nominate someone to help them. In 2023 we were pleased to see the Department for Work and Pensions (DWP) acknowledge the importance of making it easier for people claiming Universal Credit to get help from others to manage their benefits. It has committed to exploring ways to enhance support for people who rely on third parties and carers to manage their Universal Credit, including looking at how people can give permission to others to act on their behalf. This is an issue we'll continue to press for progress on in 2024.

A benefits system that works for people with mental health problems
In 2023, the DWP published its Health and Disability White Paper. It included commitments to make the benefits system more supportive and easier to navigate - including changes we have campaigned for like:

- helping people to stay in work by providing mental health support to people in employment through the Access to Work Mental Health Support Service.
- empowering people to interact with the DWP in the way that suits their needs, for instance allowing people to choose the channel they are contacted through for health assessments and expanding the options for making applications for Personal Independence Payment to include phone and video.
- testing the sharing of health assessment reports that the DWP have made weighing up a person's needs *before* benefits decisions are made, which gives people more opportunity to clarify evidence and to support more accurate decisions.

We were also pleased to see the DWP backtrack on proposals to remove parts of the Work Capability Assessment which would have disproportionately disadvantaged people with mental health problems. This was in response to campaigning from us and a range of voices across the sector.

Helping more people to balance their mental health and work
One of our key recommendations was for the government to scale up the Individual Placement and Support (IPS) programme, which has been hugely successful in supporting people with severe mental illness to find and stay in work. But this support is not consistently available across the country, so we called for provision to be extended in our paper on reducing the number of people unable to work due to poor mental health. We were pleased to see the government act on this call in 2023, when it launched the expansion of the Individual Placement and Support in Primary Care programme.

Understanding the relationship between our ethnicity, money and mental health
The toxic cycle of money and mental health problems can impact anyone, but factors like ethnicity can affect how we experience this cycle — as well as how easy it is to access support to deal with these issues. In 2023 we published research which revealed that people from minoritised ethnic groups are disproportionately affected by the economic and social determinants of poor mental health — including low income, social exclusion and racism. We set out ways that employers, support services and essential service firms can address these inequalities. We were pleased to launch the research with a webinar featuring two members of our Research Community who shared their views and personal reflections. This research was the third paper in a series exploring how different demographic factors interact with money and mental health, with the previous papers looking at gender and age.

Suicide prevention
In December 2023 we published new research showing that half of people who are behind on bills like loans or credit cards report that they've had suicidal thoughts or feelings as a result of the rising cost of living. Tackling the devastating link between financial difficulty and suicide has long been a priority in our work, so we were very pleased to see the government respond to this by making it central to their new suicide prevention strategy for the first time. For example, this means that staff in services like the Department for Work and Pensions will be trained up to offer tailored suicide prevention support to people experiencing financial difficulties.

Integrating money and mental health services
One of Money and Mental Health's first ever research reports explored how access to debt advice in NHS Talking Therapies could increase recovery rates for people with depression or anxiety and problem debt. Since then, we've been campaigning to make this a reality, while building the case and evidence base for its effectiveness. This includes our partnership with King's College London and Citizens Advice to pilot this type of service in South London and Maudsley.

New research published in 2023 showed that providing money advice alongside mental health support could double recovery rates for people struggling with debt and depression and help an extra 27,000 people recover from mental health problems each year. These reforms could save the public purse £144 million each year by reducing demand on health services and helping more people with mental health problems move into employment. The momentum behind this integrated approach to money and mental health support is building, and as we look towards the 2024 election we will be pushing for the next government to make this a priority.

Mental health problems and financial difficulty in retirement
In June 2023 we published research — sponsored by the Money and Pensions Service — which showed that millions of people with mental health problems are facing a financial cliff edge when they retire. The findings showed that poor mental health can lead to people saving less into their pension, as well as struggling to understand their retirement options. We made a suite of recommendations to tackle these problems, and hope to see some of these taken up as the Money and Pensions Service improves UK pensions guidance in the coming years.

Our work in 2023 - Mental Health Accessible

Through our Mental Health Accessible programme, we work directly with firms to make their services more accessible for their customers with mental health problems. This enables us to put our research and the insights of our Research Community into action, breaking the link between financial difficulties and poor mental health.

In 2023, we helped six firms working in essential services. Following our recommendations, these companies have taken actions like offering people more channels through which they can contact specialist teams, providing training to help frontline colleagues better support customers in vulnerable circumstances, and improving tools like gambling blocks to help people stay in control of their finances.

This year we were delighted to welcome our first firm from the energy sector - OVO - into the programme. We worked with them to test a number of their digital customer journeys used by customers to access support, and to review several key communications sent to customers to assess how accessible they are for those living with mental health problems.

HSBC UK became the second bank to gain Mental Health Accessible accreditation, following a comprehensive review of the bank's customer service, product design, customer-facing communications and staff training.

We continued to work with Lloyds Banking Group, the first firm to receive an 'Advanced' accreditation rating following continuous progress since its initial accreditation in 2020.

We also worked with our first building society, Nationwide, which took steps towards improved accessibility that included enhancing resources for staff supporting customers with mental health problems and making communications sent to customers more inclusive. Nationwide went on to become our first accredited building society in early 2024.

We were pleased to work with Baringa Partners, a management consultancy practice, who donated services through their Community Funding programme to review Mental Health Accessible's strategic approach to having impact in the essential services sectors. Our sincere thanks goes to the team at Baringa for their invaluable contributions throughout the project.

Our work in 2023 - Gambling Commission work programme

We are excited to have been awarded funding from the Gambling Commission for an ambitious new programme of work aimed at helping financial services to reduce the risk of gambling harms. This will be a three year programme aiming to bring together lived experience insight, new research, policy expertise and our hands-on consultancy work to help a cohort of financial services firms to take very practical steps to tackle gambling harms. There has been a small amount of set up and planning activity on this programme in 2023, but this will form a much larger proportion of our work in 2024 to 2026.

Spreading the word

- We gained 96 pieces of national media coverage and substantially increased our social media reach, targeted to reach those making the decisions we want to influence.
- We attracted around 120,000 visitors to our website, downloading our 2023 reports nearly 400 times.
- We held 6 events which attracted 606 attendees, arming them with the evidence and arguments to make change.
- We published 8 reports, 17 consultation responses and 1 best practice guide, directly shaping the work of policy makers, firms and service commissioners.
- We welcomed over 1,000 new members to our Research Community to share their personal stories and shape the future of our work.

PLANS FOR THE FUTURE

In 2024, key research projects will include:

- Significant research looking at the mental health impact of higher mortgage rates
- Work to deepen our understanding of how money and mental health problems interact over time
- Continuing our efforts to reduce the psychological damage done by aggressive debt collection, funded by abrdn Financial Fairness Trust, by digging into government bodies – like local councils and the DWP – as well as energy and telecoms companies
- Research exploring the experiences of both money and mental health problems among minoritised ethnic groups
- Work setting out how to improve access to income maximisation services for people with mental health problems
- Revisiting our work on third party access to financial services
- A significant research report looking at the design of a future 'tell us once' service to share data about people's additional needs with multiple services

Our Research Community members have played a key role in informing the research agenda outlined above. To help the Community grow in numbers, diversity and engagement, we will take several actions in 2024 to strengthen it. As part of the funding awarded by Impact on Urban Health, our full-time Research Community Manager will explore more innovative ways to make our Community more representative through boosting the representation of men, younger people and people from minoritised ethnic groups. We will also consider ways to hear from more members and raise satisfaction levels even further through our new Research Community platform.

FINANCIAL REVIEW

In 2023 Money and Mental Health generated £847,027 of unrestricted income, compared to £604,821 in 2022. This pays for our core research and influencing work which continues to grow in reach and impact, and is needed now more than ever.

In addition, we were fortunate to secure £1,164,292 in restricted income for specific projects. £824,426 of this was awarded by the Gambling Commission for an ambitious three year programme of work (paid up front) aimed at galvanising action among financial services firms to reduce gambling harms. While this funding is accounted for solely in our 2023 accounts rather than in subsequent years, it will be used to support this programme work over the coming three years.

It was also a good year for Mental Health Accessible, which brought in £197,250 in 2023 (£97,250 more than in 2022), and also generated a small surplus for the first time.

Expenditure related to charitable activities for the year totalled £1,074,359 split between unrestricted expenses of £785,869 and restricted expenses of £288,490. Of this total, £883,623 related to direct project delivery costs, £39,133 to fundraising costs, £147,123 related to support costs and £4,480 to governance costs. Total staff costs (included in delivery, fundraising and support costs) represented 82% of the Charity's total expenses. Total expenditure was £242,522 higher than the 2022 amount of £831,837 mainly as a result of an average of an additional 4 employees in 2023 and the associated support costs, but also as a result of higher polling and event costs and the additional Mental Health Accessible project activity.

In 2023, the Charity reported an unrestricted surplus of £78,078. The Charity had a restricted surplus of £858,882, the vast majority of which is allocated to our three year programme of work funded by the Gambling Commission. As a result, in total the Charity reported a surplus of £936,960 in 2023. Our income and expenditure strategy continues to be to use some of our reserves to fund additional capacity to support future income generation efforts and sustain impact. Unrestricted budget deficits are predicted for 2024, 2025 and 2026 which will be funded from unrestricted reserves.

The total fund balance at 31 December 2023 was £1,556,096. Of this, £697,214 is unrestricted and £858,882 is restricted.

With a funding pledge from the founder until at least the end of 2025, and significant other grant income also secured until 2025, the Institute continues to operate as a going concern. A financial strategy of prudence and care will be pursued which, together with a continued commitment to diversification of income, will ensure the ongoing financial sustainability of the Institute.

Funding
In the interest of transparency, Money and Mental Health publishes details on all donations and funding over £1,000 - please see more details in the table below.

Unrestricted income notably included £450,000 of donations from our founder and Chair and a £50,000 grant from the Pears Foundation.

In 2023 the founder's donation accounted for 53% of the Charity's unrestricted income (22% of total income), whilst the rest was generated from other external sources.

Income	Details
£0 - £1,000	We received 29 donations in this range, amounting to £2,680 in total
£1,001 - £10,000	Brunswick Group Advisory Limited, Experian Limited
£10,001 - £50,000	King's College London, Nationwide Building Society, Lloyds Bank, Gemserv, HSBC UK, Ovo Energy Ltd, NatWest Group, Trust for Local Response, the Which? Fund, Money & Pensions Service
£50,001 - £150,000	Barclays Bank, abrdn Financial Fairness Trust (part of a two year restricted grant) Baringa Partners LLP (donation of services in kind)
£150,001 - £350,000	Impact on Urban Health (part of a three year restricted grant)
£350,001 - £500,000	Martin Lewis (recurring annual donation)
£500,001 - £1,000,000	Gambling Commission award (restricted donation up-front for a three year project)

Money and Mental Health would like to thank all of the funders who have supported our work. In particular, we want to thank our founder and chair, Martin Lewis, without whose vision and generous financial support the Charity would not exist.

Reserves policy
The trustees have set a policy which requires that general unrestricted reserves be maintained at a level that ensures the Charity's core activity could continue during a period of unforeseen difficulty and that a proportion of reserves be maintained in a readily realisable form. The trustees have set this level to be equivalent to 3 months' worth of operating expenses and it reviews this position at every meeting. It should be noted that this is a minimum level and the trustees recognise that a higher level may be required at times when the external financial climate is more challenging or when investment is required to ensure operational efficiency and resilience in future years.

The Charity's reserve policy is in line with the guidance issued by the Charity Commission and the calculation of the required level of reserves is an integral part of the Charity's budgeting and planning cycle.

Any funds received by the Charity for a specific project or purpose are held in a restricted fund. On 31 December 2023 the restricted fund balance was £858,882.

Unrestricted reserves consist of designated reserves and general reserves. Unrestricted funds can be spent or applied at the discretion of the trustees to further any of the Charity's purposes. Unrestricted funds can also be used to supplement expenditure made from restricted funds. For example, a restricted grant may provide only part of the funding needed for a specific project. In this case unrestricted funds may be used to meet any funding shortfall for that project.

Trustees may also choose during the reporting period to set aside a part of the unrestricted funds to be used for a particular future project or commitment. By earmarking funds in this way, the trustees set up a designated fund that remains part of the unrestricted funds of the Charity. For example, this may be appropriate for large, unproven future projects, with significant set up costs, until they are self-funding, or alternative sources of funding are found, as was the case with the Mental Health Accessible project. This designation has an administrative purpose only and does not legally restrict the trustees' discretion in how to apply the unrestricted funds that they have earmarked.

On 31 December 2023 the Charity held a designated reserve balance of £nil.

The trustees are satisfied with the level of reserves held by the Charity as at 31 December 2023, which is in line with its reserves policy. Over the last couple of years the Charity has built some additional reserves, primarily as a result of cancelled activity and rent costs during the pandemic. Although the current level of reserves is significantly higher than the minimum specified in the policy, the Charity plans to increase spending on its work, including through personnel and other fixed costs in the years ahead and the trustees believe that this level will be required to sustain the Charity in the next three years.

To date a large proportion of our core funding has been from our Founder and Chair, Martin Lewis. As the Charity has grown and developed, we have diversified our funding base to ensure a strong and resilient future for the organisation. Our founder's donation decreased from 100% of the Charity's income in 2016 to 67% in 2022 and fell to 22% in 2023 due to the large, restricted donation awarded by the Gambling Commission. We project that it will provide around 36% of our total income in 2024.

The Charity has an income generation strategy that includes generating revenue by charging essential services firms for consultancy work, alongside grants, sponsorship and some other donor income. We believe that this will scale our impact, improving outcomes for millions of people with mental health problems, whilst making the Charity more financially resilient.

In light of the impact of the pandemic and the cost of living crisis on both money and mental health, our work is needed more than ever. We aim to sustain our current level of capacity for our core delivery work, whilst at the same time developing new income generation capabilities. Our plans for the next few years therefore involve investing some of our reserves in the income generation, operations and consultancy capacity needed to grow and diversify our income base for the future, allowing us to maintain our current delivery capacity and impact whilst strengthening the Charity for the future.

The level of reserves is monitored quarterly and the reserves policy is reviewed annually by the Board of Trustees.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and objects

Money and Mental Health was registered as a charity with the Charity Commission for England and Wales on 12 April 2016. It is governed by its Constitution. It is a Charitable Incorporated Organisation.

The objects of the Charity are, for the public benefit:

(1) to advance understanding of mental health, financial difficulties and capability and the relationship between the two;

(2) to improve the lives of people with mental health problems, particularly in relation to their financial experiences, and

(3) to promote the preservation of good mental health, with a particular focus on the impact of people's financial experiences,

including by carrying out research, facilitating discussion, designing and testing new approaches and disseminating the useful results of these endeavours.

Appointment of trustees and induction

Anyone who is a natural person and over the age of 16 can become a trustee. There must be at least three trustees and one of the trustees at least must be over the age of 18. There is no maximum number of trustees. New trustees are selected by the Board of Trustees according to the skills, knowledge and experience needed for the effective administration of the Institute.

Induction support and a trustee information pack is provided for all new trustees.

Members' liability

Money and Mental Health had 9 trustees as of 31 December 2023. They are the only persons eligible to be members of the Institute and their membership cannot be transferred to anyone else. If the Institute is wound up, its members have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Trustees' responsibilities

The trustees are responsible for preparing the Trustees' Report and the Financial Statements in accordance with applicable law and United Kingdom's Accounting Standards (UK GAAP). The Institute has opted to prepare its accounts using the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and follow the Charity SORP (FRS 102). As a charity registered in England and Wales, the Charitable Incorporated Organisation also reports in accordance with the Charity Commission for England and Wales' guidance on public benefit and the Charities Act 2011.

Chair of the Board of Trustees

Martin Lewis CBE is the founder and the Chair of the Board of Trustees of the Institute. He founded the Money Saving Expert website in 2003 and is currently its Executive Chair. He is also an award-winning campaigning journalist, a TV and radio presenter, a newspaper columnist and author as well as a charity founder. To date, he has also been the main source of revenue of the Institute.

Organisational structure and decision making

The Board of Trustees is responsible for the overall governance and direction of the Institute. The Board meets quarterly. Trustees operate in a non-executive capacity and they are responsible for helping to preserve the Institute's independence and impartiality, notably by ensuring that no interest group is able to exert undue influence on the Institute's work.

Oversight of financial performance and operational controls have been delegated since 2019 to a Finance and Audit Committee chaired by the Treasurer, which also meets quarterly. A Remuneration Committee meets at least once per year and reports to the Finance and Audit Committee on pay and benefits recommendations and to the full Money and Mental Health Board on other matters.

Day to day operations of the Institute are delegated to the Chief Executive Officer and the senior management team.

Remuneration policy, related party and other transactions
Money and Mental Health is committed to ensuring that its staff members are paid fairly and in a way that ensures it attracts and retains the right skills to have the greatest impact in delivering its charitable objectives. In this context, all salaries are reviewed on an annual basis with the intention to offer an inflation-related increase to all employees each January, subject to the Institute's financial health being robust (this policy is not applicable to interns who are remunerated at the London Living wage which already includes an annual inflation adjustment). The Institute also has in place a work pension scheme relying on employer's and employees' pension contributions. The trustees hereby confirm that no contractual relationship with a related party was to be reported. Furthermore, the Institute did not act as an agent or a custodian trustee during the reporting period and it did not hold any funds on behalf of other parties. Finally, the trustees also confirm that there are no applicable exemptions from disclosure in this report.

Risk management
It is the responsibility of the trustees to monitor the risks posed to the ongoing viability of the Institute and its ability to fulfil its charitable objectives. All areas of risk (governance and compliance, operational, financial, environmental and external) have been identified and are set out in the Institute's risk register.

The Board of Trustees regularly assesses the major risks to which Money and Mental Health is exposed. The main risks identified for the current year include:

- Harm to the mental health and wellbeing of research participants, media volunteers and staff
- The effect of the cost of living crisis on the Institute's income and expenditure
- The continuing need to diversify the Charity's income sources
- Loss of key personnel, staff sickness or recruitment challenges.

The Board is satisfied that systems and adequate levels of reserves are in place to mitigate the Institute's exposure to these major risks.

Our thanks
The trustees are very grateful to the many individuals and organisations who supported the work of the Institute in 2023, in particular to the staff team, advisory board, and the thousands of people who generously shared their lived experience of mental health problems to shape our work.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

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

The law applicable to charities in England and Wales 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:

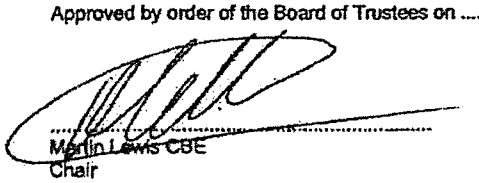
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to 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 trust deed. They 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.

AUDITORS

On 30 June 2023 as a result of a recent merger, Watts Gregory LLP resigned as auditors in accordance with Section 516 of the Companies Act 2006 and re-engaged its services as MHA.

Approved by order of the Board of Trustees on 6/9/24 and signed on its behalf by:



Martin Lewis CBE
Chair

Opinion
We have audited the financial statements of Money and Mental Health Policy Institute (the 'Charity') for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:
- give a true and fair view of the state of the Charity's affairs as at 31 December 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion
We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern
In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information
The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception
We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:
- the information given in the Report of the Trustees is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the Statement of Trustees' Responsibilities, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the Charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting inaccurate journals. We addressed these risks by carrying out specifically targeted procedures, which included:

- Enquiries of management, those charged with governance around actual and potential litigation and claims;
- Performing audit work over the risk of management override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business;
- Reviewing minutes of meetings of those charged with governance;
- Evaluating the reasons for any large or unusual transactions;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.

Because of the inherent limitations of an audit there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. The risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentations.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report
This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the Charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

MHA

Julia Mortimer (Senior Statutory Auditor)
for and on behalf of MHA
Statutory Auditor
CARDIFF
CF23 8RS

Date: 9 September 2024

MHA is the trading name of MacIntyre Hudson LLP, a limited liability partnership
in England and Wales (registered number OC312313)

MONEY AND MENTAL HEALTH POLICY INSTITUTE

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	532,160	824,426	1,356,586	498,725
Charitable activities	5				
Policy, research and influencing work		86,969	339,866	426,835	64,157
Mental Health Accessible		197,250	-	197,250	100,000
Investment income	4	30,471	-	30,471	7,491
Other income		177	-	177	-
Total		847,027	1,164,292	2,011,319	670,373
EXPENDITURE ON					
Raising funds	6	39,133	-	39,133	22,582
Charitable activities	7				
Policy, research and influencing work		556,764	281,614	838,378	662,227
Mental Health Accessible		189,972	-	189,972	147,028
Gambling Commission work programme		-	6,876	6,876	-
Total		785,869	288,490	1,074,359	831,837
NET INCOME/(EXPENDITURE)		61,158	875,802	936,960	(161,464)
Transfers between funds	17	16,920	(16,920)	-	-
Net movement in funds		78,078	858,882	936,960	(161,464)
RECONCILIATION OF FUNDS					
Total funds brought forward		619,136	-	619,136	780,600
TOTAL FUNDS CARRIED FORWARD		697,214	858,882	1,556,096	619,136

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

BALANCE SHEET
31 DECEMBER 2023

	Notes	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Tangible assets	12	8,420	-	8,420	6,017
CURRENT ASSETS					
Debtors	13	244,460	-	244,460	90,696
Investments	14	212,304	817,550	1,029,854	433,188
Cash at bank		380,686	56,332	437,018	154,551
		837,450	873,882	1,711,332	678,435
CREDITORS					
Amounts falling due within one year	15	(148,656)	(15,000)	(163,656)	(65,316)
NET CURRENT ASSETS		688,794	858,882	1,547,676	613,119
TOTAL ASSETS LESS CURRENT LIABILITIES		697,214	858,882	1,556,096	619,136
NET ASSETS		697,214	858,882	1,556,096	619,136
FUNDS	17				
Unrestricted funds				697,214	619,136
Restricted funds				858,882	-
TOTAL FUNDS				1,556,096	619,136

The financial statements were approved and authorised for issue by the Board of Trustees on 6/9/24 and were signed on its behalf by:

Carol Pearson – Treasurer and Trustee

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	1	854,954	(215,733)
Net cash provided by/(used in) operating activities		854,954	(215,733)
Cash flows from investing activities			
Purchase of tangible fixed assets		(6,932)	(4,251)
Sale of tangible fixed assets		640	-
Purchase of current asset investments		(596,666)	(5,249)
Interest received		30,471	7,491
Net cash used in investing activities		(572,487)	(2,009)
Change in cash and cash equivalents in the reporting period		282,467	(217,742)
Cash and cash equivalents at the beginning of the reporting period		154,551	372,293
Cash and cash equivalents at the end of the reporting period		437,018	154,551

The notes form part of these financial statements

NOTES TO THE CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2023

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023 £	2022 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	936,960	(161,464)
Adjustments for:		
Depreciation charges	4,066	3,690
Profit on disposal of fixed assets	(177)	-
Interest received	(30,471)	(7,491)
Increase in debtors	(153,764)	(47,429)
Increase/(decrease) in creditors	98,340	(3,039)
Net cash provided by/(used in) operations	854,954	(215,733)

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/1/23 £	Cash flow £	At 31/12/23 £
Net cash			
Cash at bank	154,551	282,467	437,018
Liquid resources			
Current asset investments	433,188	596,666	1,029,854
Total	587,739	879,133	1,466,872

The notes form part of these financial statements

1. STATUTORY INFORMATION

Money and Mental Health Policy Institute is a registered charity, registered in England and Wales under charity number 1166493. The governing document of the Charity is its Constitution and it is a Charitable Incorporated Organisation (CIO). The principal address can be found on the entity information page. The nature of the charity's operations and principal activities are disclosed within the Report of the Trustees.

The financial statements are presented in Sterling (£), the Charity's functional currency, and rounded to the nearest pound.

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

2. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the Charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent to provide a 'true and fair' view. This departure has involved following the 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 issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

Income

All income from donations, grants and other sources is recognised on an accruals basis and included in the Statement of Financial Activities once the Charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

In the case of grant income, evidence of entitlement will usually exist when the formal offer of funding is communicated in writing to the Charity. However, where grants contain terms and conditions that must be met before the Charity has entitlement to the resources, the grant income shall be recognised to the extent that the Charity has provided the specified services or met any performance related conditions.

Income from the supply of the Mental Health Accessible service is recognised in line with the delivery of the contracted services provided that: the stage of completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Allocation and apportionment of costs

All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.
Computer equipment - straight line 33.33%

continued...

2. ACCOUNTING POLICIES - continued

Cash at bank and in hand
Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Investments
Investments held as current assets represent deposit accounts that are not readily convertible to cash and that have a maturity of more than three months but not more than twelve months from the date of acquisition or opening of the deposit or similar account.

Interest receivable
Interest on funds held on deposit is included on an accrual basis.

Debtors
Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors
Trade creditors are recognised at the settlement amount after any trade discount offered.

Accruals and provisions
Accruals are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

Deferred income
Deferred income represents amounts received relating to future periods and is released to incoming resources in the period to which it relates.

Operating leases
Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Taxation
The Charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds are created for specific purposes at the discretion of the trustees.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The Charity operates a defined contribution pension scheme. Contributions payable to the Charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Employee benefits
When employees have rendered service to the Charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

continued...

3. DONATIONS AND LEGACIES

	2023	2022
	£	£
Donations	1,299,086	463,725
Grants	57,500	35,000
	1,356,586	498,725

Included within the above donations is a restricted donation of £824,426 as part of a settlement agreed with the Gambling Commission to accelerate progress towards delivery of the National Strategy to Reduce Gambling Harms.

Grants received, included in the above, are as follows:

	2023
	£
The Pears Family Charitable Foundation	50,000
The Grocers' Charity	5,000
Inthallo	2,500
	57,500

4. INVESTMENT INCOME

	2023	2022
	£	£
Bank interest receivable	30,471	7,491

5. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2023	2022
		£	£
Contracts for Charitable Research	Policy, research and influencing work	76,000	-
Consultancy services / advice	Policy, research and influencing work	10,969	(1,395)
Grants	Policy, research and influencing work	339,866	65,552
Consultancy services / advice	Mental Health Accessible	197,250	100,000
		624,085	164,157

All income from contracts for charitable research and consultancy services is unrestricted in nature.
The grants below are all restricted in nature.

Grants received, included in the above, are as follows:

	2023	2022
	£	£
Which?	7,566	27,552
Impact on Urban Health - Essential Services Equalities Act project	-	38,000
Impact on Urban Health - Strategic Partnership	220,000	-
The Money & Pensions Service (MaPS)	55,000	-
abrdn Financial Fairness Trust	57,300	-
	339,866	65,552

continued...

6. RAISING FUNDS

Fundraising costs

	2023	2022
	£	£
Staff costs	38,293	22,432
Other fundraising costs	840	150
	39,133	22,582

7. CHARITABLE ACTIVITIES COSTS

	Direct costs	Support costs	Governance costs	Totals
	£	£	£	£
Policy, research and influencing work	705,028	128,870	4,480	838,378
Mental Health Accessible	173,675	16,297	-	189,972
Gambling Commission work programme	4,920	1,956	-	6,876
	883,623	147,123	4,480	1,035,226

8. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Auditors' remuneration	5,250	5,000
Depreciation - owned assets	4,066	3,690
Surplus on disposal of fixed assets	(177)	-

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 or for the year ended 31 December 2022.

Trustees' expenses

During the year an amount of £30 (2022: £Nil) was paid to 1 (2022: 0) trustee in respect of travel expenses.

10. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	759,855	581,136
Social security costs	77,459	61,705
Other pension costs	42,335	31,300
	879,649	674,141

The average monthly number of employees during the year was as follows:

2023	2022
18	14

continued...

10. STAFF COSTS

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2023	2022
£60,001 - £70,000	-	1
£70,001 - £80,000	2	-
£80,001 - £90,000	-	1
	2	2

In addition to this, pension contributions of £8,051 (2022: £7,970) were received by these employees.

The total key management personnel remuneration during the year was £417,289 (2022 - £361,807).

11. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	498,725	-	498,725
Charitable activities			
Policy, research and influencing work	(1,395)	65,552	64,157
Mental Health Accessible	100,000	-	100,000
Investment income	7,491	-	7,491
Total	604,821	65,552	670,373
EXPENDITURE ON			
Raising funds	22,582	-	22,582
Charitable activities			
Policy, research and influencing work	618,474	43,753	662,227
Mental Health Accessible	147,028	-	147,028
Total	788,084	43,753	831,837
NET INCOME/(EXPENDITURE)	(183,263)	21,799	(161,464)
Transfers between funds	21,799	(21,799)	-
Net movement in funds	(161,464)	-	(161,464)
RECONCILIATION OF FUNDS			
Total funds brought forward	780,600	-	780,600
TOTAL FUNDS CARRIED FORWARD	619,136	-	619,136

continued...

12. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 January 2023	18,855
Additions	6,932
Disposals	(7,955)
At 31 December 2023	17,832
DEPRECIATION	
At 1 January 2023	12,838
Charge for year	4,066
Eliminated on disposal	(7,492)
At 31 December 2023	9,412
NET BOOK VALUE	
At 31 December 2023	8,420
At 31 December 2022	6,017

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Trade debtors	140,400	46,800
Other debtors	572	-
Accrued income	53,641	28,236
Prepayments	49,847	15,660
	244,460	90,696

14. CURRENT ASSET INVESTMENTS

	2023 £	2022 £
Deposit accounts	1,029,854	433,188

continued...

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	2,898	18,781
Social security and other taxes	21,073	15,979
VAT	31,380	5,628
Accruals and deferred income	108,305	24,928
	163,656	65,316

Included within Accruals and deferred income above is the following deferred income:

	2023	2022
	£	£
Impact on Urban Health - Strategic partnership	15,000	-
Other consultancy Services	64,250	10,599
	79,250	10,599

The above deferred income relates to income received in advance of service delivery. Deferred income brought forward was released in full to the SOFA in the 2023 financial year.

16. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2023	2022
	£	£
Within one year	16,560	16,170

The above commitment is in respect of office space.

17. MOVEMENT IN FUNDS

	At 1/1/23	Net movement in funds	Transfers between funds	At 31/12/23
	£	£	£	£
Unrestricted funds				
General fund	619,136	61,158	16,920	697,214
Restricted funds				
Gambling Commission work programme	-	817,550	-	817,550
Pensions fund	-	16,920	(16,920)	-
Debt collection fund	-	6,332	-	6,332
Strategic partnership with Impact on Urban Health fund	-	35,000	-	35,000
	-	875,802	(16,920)	858,882
TOTAL FUNDS	619,136	936,960	-	1,556,096

continued...

17. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	847,027	(785,869)	61,158
Restricted funds			
Gambling Commission work programme	824,426	(6,876)	817,550
Insurance fund	7,566	(7,566)	-
Pensions fund	55,000	(38,080)	16,920
Debt collection fund	57,300	(50,968)	6,332
Strategic partnership with Impact on Urban Health fund	220,000	(185,000)	35,000
	1,164,292	(288,490)	875,802
TOTAL FUNDS	2,011,319	(1,074,359)	936,960

Restricted funds

Insurance fund
Grant funding received from the Which? Fund, funded by the Consumers' Association towards the project entitled 'Exploring and tackling unfair discrimination against people with mental health problems in key insurance markets'. The overarching aim of this project is improved access to appropriate, fairly priced insurance for people with experience of mental health problems.

Gambling Commission work programme
Funds awarded by the Gambling Commission as part of a regulatory settlement to be used to accelerate progress towards the National Strategy to Reduce Gambling Harms.

Pensions fund
Grant funding was received from the Money and Pensions Service to fund research to identify barriers to retirement planning for those with mental health problems.

Debt collection fund
Grant funding was received from abrdn Financial Fairness Trust to fund campaign and policy work to reduce the psychological harm caused by aggressive debt collection practices during the cost of living crisis and to ensure that this is a political priority for policy-makers ahead of the next general election.

Strategic partnership with Impact on Urban Health fund
This is funding for a 3 year partnership with Impact on Urban Health to provide core funding, salary support and other consultancy costs to support the charities continued growth and development as a trusted organisation working to influence, advocate and support a range of partners and policy makers. The income recognised is in relation to year 1 of the project.

Transfers between funds

Pensions fund
The grant funding offer for this project was issued in February 2023. Approval was sought and obtained from the funder, confirming that costs incurred on this project prior to the offer coming into existence (incurred during 2022) could be included as grant expenditure. As a result, an amount of £16,920 has been transferred from the Pensions fund to the general fund.

continued...

17. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1/1/22 £	Net movement in funds £	Transfers between funds £	At 31/12/22 £
Unrestricted funds				
General fund	780,600	(183,263)	21,799	619,136
Restricted funds				
Equality Act fund	-	21,799	(21,799)	-
TOTAL FUNDS	780,600	(161,464)	-	619,136

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	604,821	(788,084)	(183,263)
Restricted funds			
Insurance fund	27,552	(27,552)	-
Equality Act fund	38,000	(16,201)	21,799
	65,552	(43,753)	21,799
TOTAL FUNDS	670,373	(831,837)	(161,464)

Prior year funds only

Equality Act fund
Grant funding received from Impact on Urban Health towards the project 'Essential Services Equalities Act Project'. This was a research project to understand the potential to use the Equality Act as a tool to ensure essential services make adjustments for customers with mental health problems.

Prior year transfer between funds
Equality Act fund
The grant funding offer for this project was issued in February 2022. Approval was sought and obtained from the funder, confirming that costs incurred on this project prior to the offer coming into existence (incurred during 2021) could be included as grant expenditure. As a result, an amount of £21,799 has been transferred from the Equality Act fund to the general fund.

18. EMPLOYEE BENEFIT OBLIGATIONS

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in independently administered funds. The pension cost charge represents contributions paid by the Charity to the fund and amounted to £42,335 (2022 - £31,300). Contributions outstanding at the year end amounted to £Nil (2022: £Nil).

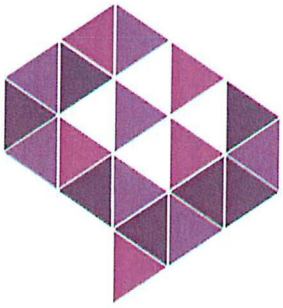
19. RELATED PARTY DISCLOSURES

During the year, donations totalling £450,000 (2022: £450,562) were received from the founder and Chair of the charity - Martin Lewis.

MONEY AND MENTAL HEALTH POLICY INSTITUTE

England & Wales - Charity number 1166493

Accounts



MONEY AND MENTAL HEALTH POLICY INSTITUTE

MONEY AND MENTAL HEALTH POLICY INSTITUTE

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 DECEMBER 2022

Charity registration number: 1166493

MONEY AND MENTAL HEALTH POLICY INSTITUTE
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MONEY AND MENTAL HEALTH POLICY INSTITUTE
ENTITY INFORMATION FOR THE YEAR ENDED 31 DECEMBER 2022

Trustees	M Lewis (Chair of the Trustees) R Lloyd (Vice-Chair of the Trustees, resigned 31 March 2022) J Hill (Vice-Chair of the Trustees, appointed 31 March 2022) C Pearson (Treasurer) C Francis P Nash C Pond G Roy S Ryatt Z Clements (appointed 31 March 2022)
Address	22 Kingsway London WC2B 6LE
Charity Number	1166493
Auditors	Watts Gregory Elfed House Oak Tree Court Cardiff Gate Business Park Cardiff CF23 8RS
Bankers	Unity Trust Bank Limited Four Brindley Place Birmingham B1 2JB United Trust Bank Limited 1 Ropemaker Street London EC2Y 9AW Virgin Money Plc Jubilee House Gosforth Newcastle upon Tyne NE3 4PL

It's still my hope that one day I will write the Money and Mental Health Chair's report, and be able to solely boast of the amazing progress we've made in the battle to improve people's wellbeing and finances.

However 2022, like the years preceding it, has been a sobering experience, with many remedial battles fought just to help keep people going through the costs of living crisis following on from the pandemic — as energy, food and other bills spiralled.

The results from the team have been superb and powerful, but even they are drowned out by the overall economic situation that's left more people facing what I call the marriage-made-in-hell of combined money and mental health problems. For those with longstanding mental health problems, the cost of living crisis isn't new — it's often an exacerbation of struggles they've dealt with for years.

So, Money and Mental Health's mission to break the link between financial difficulty and mental health problems has never been so critical or urgent.

I am incredibly proud of the impact the Institute has had in reducing the psychological and financial harms that people face in the cost of living crisis, and in securing changes from government, regulators, and firms that make a difference to people's lives. Just some of those from the past year include...

- Extending our pioneering Mental Health Accessible programme to more high street banks, and working with these firms to make their services more accessible for customers with mental health problems
- Helping secure a 50% increase in funding for face-to-face debt advice, when these critical services had been facing major cuts - thanks to our campaigning alongside frontline debt advisers
- Persuading the government to put in place proper consumer protections against online scams in its Online Safety Bill. Money and Mental Health is continuing to work with other organisations and individuals (including me with my MoneySavingExpert hat on) to ensure that the government delivers this promise in 2023
- The regulators Ofcom and Ofwat strengthening their guidance on fair treatment of customers in vulnerable circumstances, in response to our recommendations and engagement
- The Money and Pensions Service (the government body which oversees the UK Strategy for Financial Wellbeing) developing a training module for all healthcare professionals on supporting people with financial difficulties, in direct response to our work with them
- Publishing world-class research showing the real-time impact of the cost of living crisis as it developed. We also produced major reports exploring how the government's 'Levelling Up' agenda can tackle the inequalities people with mental health problems face, and warning that firms may be failing to meet their Equality Act responsibilities towards customers with mental health problems.

This is an impressive list of achievements, and I'm proud the charity is still punching above its weight. One of the key reasons we do is our incredible Research Community of 'experts by experience', whose stories and ideas are at the heart of everything we do. As ever, we are incredibly grateful for their willingness to speak out about what needs to change, and to use their experiences to help others going through similar things.

I also want to say a big thanks to my talented fellow trustees — and in particular our Vice-Chair Jo Hill who guides the team so brilliantly— as well as our advisory board, for their generosity in offering their time, expertise and guidance to ensure the charity continues to thrive.

Finally, my annual thanks to the whole Money and Mental Health professional team, and in particular Chief Exec Helen Undy, whose passion, vision and leadership has enabled the charity to have such great impact. I wish Conor D'Arcy who will be acting up to take Helen's role during her maternity, and Brian Semple who will become Director of External Affairs and Income, best of luck in filling those big boots.

In recent years I've always needed to finish this statement by saying it looks like another tough financial year will follow. My hope though is the rot will stop in 2023, and maybe we'll even see some light improvement. I am encouraged by the strength of those who have chosen to share their stories, and the people and organisations working tirelessly to support them and to advocate for policies that provide the right level of protection through the challenges.

Money and Mental Health and I are committed to continuing this important work, and as always, we will do everything we can to break the toxic link between money and mental health problems.

Martin Lewis
Founder and Chair, Money and Mental Health Policy Institute

Why we're here

For regular readers of Money and Mental Health's annual reports, you'll have noticed that this section doesn't change a huge amount year-to-year. Sadly, the link between money and mental health problems continues to be irrefutable, profoundly damaging and under-addressed. That's why we exist. Mental health problems can make it harder to earn money, to manage spending and to get a fair deal on products and services. Life is likely to cost more, precisely when we have less money available to spend and are less able to ask for help. These challenges mean that people experiencing mental health problems are three and a half times as likely to be in financial difficulty. That debt, and the collections activity that so often goes along with it, can have a devastating impact on our mental health. Over 100,000 people in England every year attempt to take their own life while struggling with problem debt.

These facts have not fundamentally changed; Money and Mental Health exists now for the same reasons the charity was launched seven years ago. But the urgency with which our work is needed has accelerated. The cost of living crisis has exposed the link between money and mental health problems like never before. Research we published in December 2022 showed that more than half of UK adults (54%) reported having felt either anxious, depressed, filled with dread or unable to cope in the prior nine months due to concerns about their finances during the crisis. In the same period, half of those who are behind on more than one payment reported suicidal thoughts or feelings as a result of the rising cost of living. The changes to policy and practice that we have secured over the last seven years are reaching more people in terrible circumstances than we ever predicted, and the changes we're working for now have never been more vital.

Our vision

We're working for a world in which the vicious cycle of money and mental health problems is broken, so that we all have an equal chance of financial security, regardless of our mental health; and everyone's mental health can flourish, regardless of their financial circumstances.

How we're going to get there

In 2022 we had two cross-cutting areas of focus to our work: mitigating harm from the cost of living crisis, and deepening our understanding of the experiences of money and mental health problems for different demographic groups.

These run alongside our three ambitious impact goals set out in our organisational strategy:

1. Fewer people are disadvantaged as a result of their mental health or experience psychological harm when choosing, using or paying for essential services

2. Fewer people have poor living standards as a result of mental health problems

3. Support services become more effective at helping people who have both money and mental health problems

All of our work sits within these three goals, but in 2022 we also added two cross-cutting areas of focus: mitigating harm from the cost of living crisis, and deepening our understanding of the experiences of money and mental health problems for different demographic groups.

To reach these goals we:

1. **Research the links between mental health problems and financial difficulties**, drawing on the lived experience of our Research Community, a group of nearly 5,000 volunteers with personal experience of mental health problems, academic literature, national datasets and a range of other evidence. The Research Community is at the heart of all of our work and we are enormously grateful for their input over the last year.

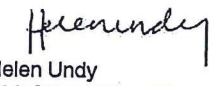
2. **Develop practical policy and solutions,** working in partnership with those providing services, those who shape and regulate them, and those using them, to pursue what really works.

3. **Campaign, collaborate, test and innovate until our research leads to real change**. In 2022 we drove change through our successful campaigning work, collaborative work with policy-makers and regulators and through our hands-on Mental Health Accessible programme. The latter helps firms directly to identify the change that is needed, develop and embed it to improve outcomes for their customers with mental health problems.

Being the change we want to see
As a charity, and an employer, we are committed to having a positive impact not just through the work we do, but also how we do it. For example:

- More than half of our advisory board members, 60% of our staff and more than 80% of our trustees have lived experience of mental health problems
- Staff satisfaction is extremely high, with 100% of our latest staff survey respondents saying that they are either 'mostly' or 'completely' satisfied with their current job. Feedback on team culture, organisational leadership and line management was particularly good; 100% of staff reported that Money and Mental Health treats staff fairly and with respect, respects individual differences and is committed to supporting staff wellbeing and health. 100% of staff also agreed that they had had opportunities to learn and grow in the last year
- We continue to have an active Equality, Diversity and Inclusion group within the organisation. This has driven forward changes including improvements to our recruitment practices and job descriptions, focusing on the recruitment of under-represented groups within our Research Community and better representation of people from minoritised ethnic groups in particular in our communications and events, as well as in our research itself
- We ensure that all of our events have at least one speaker bringing their own lived experiences of mental health problems and continue to work with the media to create more platforms for people to share their personal stories — as well as providing extensive support for those who choose to do that
- Over 1,400 new members joined our Research Community last year, and overall the group continues to report very high levels of satisfaction with their involvement in our work. 84% of survey respondents said that "Money and Mental Health research covers issues that are important to me", 77% that taking part makes them feel part of something bigger and 75% that our work accurately represents their experiences
- We commissioned an independent review of our governance, to ensure that we continue to demonstrate best practice against the charity governance code. Our board received a glowing report, as well as helpful areas identified for continual improvement
- We continue to run a London Living Wage internship, and in 2023 intend to restart our work experience programme to ensure more people have a route into the charity sector.

Our organisation has grown again this year, and I continue to be bowled over by the talent, dedication and compassion of every member of our team — whether that's staff, advisory board members, trustees or Research Community. I'd like to take this opportunity to pass on my enormous gratitude to them; this report is a record of their achievements and one that they should be extremely proud of.



Helen Undy
Chief Executive, Money and Mental Health Policy Institute

The trustees are pleased to present the annual report and financial statements of the Money and Mental Health Policy Institute ("Money and Mental Health" or the "Institute" or the "Charity") for the year ended 31 December 2022.

The trustees confirm that the annual report and the financial statements of the Institute comply with current statutory requirements, the requirements of the Institute's constitution and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" effective 1 January 2019 (FRS 102).

The Institute is a Charitable Incorporated Organisation (charity registration no 1166493, registered on 12 April 2016).

OBJECTIVES AND ACTIVITIES

In setting objectives and planning for activities, the trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

The objects of the Charity are:

(1) to advance understanding of mental health, financial difficulties and capability and the relationship between the two;

(2) to improve the lives of people with mental health problems, particularly in relation to their financial experiences, and

(3) to promote the preservation of good mental health, with a particular focus on the impact of people's financial experiences,

including by carrying out research, facilitating discussion, designing and testing new approaches and disseminating the useful results of these endeavours.

ACHIEVEMENTS, PERFORMANCE AND PLANS FOR THE FUTURE

Our impact in 2022

Changing policy and practice

- Our cross-sector campaign coalition persuaded the government to crack down on online scams in the Online Safety Bill
- We campaigned with frontline debt advisers to secure a 50% increase in funding for face-to-face debt advice
- Our research led to the Money and Pensions Service developing a new training module for health professionals on supporting people with financial difficulties
- Our policy work led to regulators strengthening protections for consumers with mental health problems
- Our Mental Health Accessible programme helped seven firms to make their services more accessible for people with mental health problems.

Spreading the word

- We gained 84 pieces of national media coverage
- Our website attracted over 133,000 visitors
- We held three events which attracted 672 attendees
- We substantially increased our social media reach
    - Twitter +14%
    - Linkedin +25%
    - Facebook +13%
- Our reports were downloaded 380 times on average
- We met with 49 senior decision makers with the power to make the change we want to see.

Our work in 2022

Cross cutting focus: reducing harm during the cost of living crisis

2022 was an extremely difficult year for many people, as we emerged from the pandemic into the growing cost of living crisis. We moved quickly to gauge the impact of spiralling costs on people's mental health by launching a series of reports looking at the developing cost of living crisis, and setting out ideas for the response needed from government and essential services to reduce the harms that people face.

Our first cost of living report (published in May 2022) highlighted that for six in ten UK adults, the cost of living crisis had negatively impacted their mental health, such as leaving them feeling anxious, depressed or hopeless. One in five people said they had felt "unable to cope" due to the rising cost of living. We called for the government to improve support through the benefits system, and for essential services firms to make their letters to people who are behind on payments less threatening and more supportive. We launched the report with an in-depth report on ITV show Good Morning Britain, which included a lengthy interview with our Research Community member Rob Smale.

As the crisis deepened, we published our second cost of living report in December 2022, which revealed the severe extent to which rising costs and mounting financial pressures had contributed to increased feelings of anxiety, depression, and in some cases, suicidality. Polling published in the report showed that 1 in 6 UK adults said they had experienced suicidal thoughts or feelings over the previous nine months as a result of the rising cost of living.

Our report gained widespread media coverage including coverage on Good Morning Britain, Sky News, BBC News and articles in most major newspapers.

Stopping the Debt Threats
One factor that came out strongly in our cost of living research is that the way people are bombarded with letters and calls about their debt is causing grave distress and in some cases is even contributing to people becoming suicidal. Our research also showed that there's little protection against being deluged in this way because there are no firm legal rules in the UK limiting how often creditors can contact people about overdue bills.

As a result we decided to relaunch our Stop the Debt Threats campaign, which in 2020 successfully persuaded the government to change the rules on the content of some debt letters, to make them more supportive and less intimidating. We are now calling on the government to charge regulators with limiting how often debt collectors can contact people, to reduce the harm that aggressive debt collection practices can cause.

Ensuring people can get support with rising energy costs
In response to rising energy costs and the strain they were putting on millions of people, we published a best practice guide for energy firms on how they can support customers with mental health problems that are struggling to pay their bills. This included recommendations on equipping staff with the training needed to recognise vulnerable customers, reviewing potentially intimidating correspondence surrounding debt and payments, and ensuring customers are signposted to any discounts and support schemes that they are entitled to.

What's next
In 2023 we are continuing our series of reports about the ongoing impact of the cost of living crisis and the policy response needed to support people. We will also be continuing our Stop the Debt Threats campaigning, calling for government and regulators to implement limits on how often creditors can contact people about overdue bills.

Cross cutting focus: deepening our understanding of money and mental health problems for different groups

The toxic cycle of money and mental health problems can impact any of us. But it's also true that factors like our gender, age and ethnicity affect how we experience this cycle, as well as the support we receive to break out of it. To better understand how these different factors intersect, we launched a series of research reports in 2022.

Our first paper explored the relationship between gender, money and mental health. It showed that among people with mental health problems, women are more likely than men to feel burdened by bills, and to be receiving income-related benefits. Our analysis also explored the experiences of men and women disclosing their financial difficulties and mental health problems to health professionals and essential services firms, and the support they receive as a result. We set out recommendations on how employers, the NHS and essential service providers can use this understanding of the relationship between gender, money and mental health to better address the reduced financial resilience that people with mental health problems face.

Our second paper looked at the intersection between age, mental health and financial difficulty. It showed that younger people with mental health problems are more likely to say that their financial situation makes them anxious, and to have borrowed money or used credit to pay for everyday outgoings. However, while age does tend to improve people's financial circumstances across the population, the financial gap between people with and without mental health problems does not necessarily close with age, and across some indicators, can actually grow more profound. The report also offered ideas on how government, employers and essential services firms can tackle the challenges people face at different stages of their lives in terms of their financial and mental wellbeing.

What's next
In 2023 we are publishing our third paper in this series, exploring the relationship between ethnicity, financial circumstances and mental health. We will also be acting on the learnings from all three papers, which will inform our wider research programme and help us better understand the policy response required to address the needs of different groups of people across society.

Making essential services fair

Impact goal: ***Fewer people are disadvantaged as a result of their mental health or experience psychological harm when choosing, using or paying for essential services***

Ensuring that firms meet their responsibilities under the Equality Act
In January 2022 we published our *Time to Act* report, which examined the legal duties that essential services firms — such as banks, energy companies and water providers — have towards customers with mental health problems, under the Equality Act. It revealed that many essential services providers are likely to be failing to meet legal duties set out in the Equality Act 2010, which requires them to anticipate and address the needs of customers with mental health problems.

In particular, the research (which was supported by Impact on Urban Health) suggests that many essential services firms may not be meeting their Equality Act requirements to anticipate the challenges people with mental health problems face in using their services, and to offer reasonable adjustments. The report called on essential services firms to ensure they are not in breach of the Equality Act, by putting in place support to make it easier for people with mental health problems to use their services. It also urged the Equality and Human Rights Commission (EHRC) — which enforces the Equality Act — to step up efforts to make firms comply with these legal duties to customers with mental health problems.

We followed the launch of this research by publishing a best practice guide offering practical, tangible changes firms could make to help ensure they comply with the Equality Act 2010 and better support their customers with mental health problems.

To launch the report, we undertook an extensive outreach campaign, securing CEO or director-level meetings with the FCA, Ofwat, Ofgem, Ofcom, the EHRC and six essential services firms. This led to the EHRC agreeing to write to all of the sector regulators asking what they are each doing to promote compliance with the Act. It also resulted in the water regulator Ofwat including references to firms' responsibilities under the Act in their new guidelines for water companies, and linking to our best practice guide.

Making it easier for people to disclose a mental health problem
Disclosing that you have a mental health problem to a bank, energy company and other essential service providers can be an incredibly daunting task. Our research shows that only 14% of consumers with mental health problems have disclosed to a financial services firm, and only 12% have disclosed to their energy provider.

This is in part due to the failure of firms to provide the right support around disclosure, and a lack of clear and accessible ways for people to disclose mental health problems. To help firms address these problems, we teamed up with the Money Advice Trust to publish a series of best practice guides in November 2022 aimed at helping firms make it easier for customers to disclose a mental health problem.

In particular the guides offer tips on how firms can encourage and support people to disclose a mental health problem; how they can respond effectively; and how disclosures can be processed into data to help consumers. We launched the guides with a webinar which attracted over 100 attendees from across essential services sectors.

Cracking down on online scams
One of our key campaigning priorities in recent years has been to strengthen consumer protections against scams. Our research has shown that falling victim to an online scam can have a devastating psychological impact, and that people with mental health problems are three times more likely to have been affected.

In 2021 we helped set up a cross-sector coalition including organisations such as Which?, UK Finance, MoneySavingExpert and City of London Police, calling on the government to crack down on online scammers in its Online Safety Bill. We got a partial win that year when the government announced it would include measures in the Bill to tackle "user-generated" scam content.

However, this left people defenceless against scam adverts, one of the biggest sources of online scams. In 2022 we stepped up our campaigning, calling on the government to include scam adverts in Bill too. We were delighted when the government responded by announcing in March 2022 that it would include scam adverts in the remit of the Online Safety Bill, and secondly in June when it agreed to strengthen the Bill's requirements for search engines to act on online scams.

Influencing regulation
In 2022 we were delighted to see a number of essential services regulators respond to our work by taking steps that will improve support for customers with mental health problems.

In particular, we were pleased that the Financial Conduct Authority (FCA) published its final guidance on its new Consumer Duty, which set out rules that financial services firms will have to follow to improve outcomes for all customers and requires them to put their customers' needs first. The Duty incorporates a significant number of recommendations from our work, ranging from a particular focus on fair outcomes for all consumers, including those with mental health problems and other drivers of vulnerability, to a focus right across the life of a financial product when somebody is using it and an emphasis on fair pricing as well.

We engaged substantially with the FCA on the Consumer Duty, from lobbying for the Duty to be created, through to consultation responses, engagement meetings and high-level meetings with FCA Directors to discuss the details. We're delighted to see our ideas reflected in the final Consumer Duty guidance.

We were also pleased to see the communications regulator Ofcom and the water regulator Ofwat strengthened their 'Treating vulnerable customers fairly guide' and 'Paying fair guidelines' respectively, directly responding to a number of the recommendations raised in our consultation responses and direct engagement with them. This included advising firms in their sectors to take into account preferred communications channels, and to offer signposting to support. It also included advising firms to minimise potential psychological harm through the content and language of their communications to customers. These changes should improve the support that customers with mental health problems get from telecoms and water companies.

In 2022 we were also pleased to see the Competition and Markets Authority (the UK's competition regulator) launch a new programme of consumer enforcement work focused on 'Online Choice Architecture', aimed at tackling potentially harmful online selling practices, including pressure selling tactics such as countdown clocks. This followed our call in our 2021 report *Safety Net* for regulators to take direct, decisive action against online design choices that cause significant harm.

Reducing gambling harms
2022 saw the culmination of our two-year programme of work funded by the Gambling Commission, aimed at galvanising action among financial services firms to reduce gambling harms. In January 2022 we marked the end of the project by publishing a policy note which brought together some of the key learnings from the project. It set out recommendations for how banks can continue to improve support for customers at risk of gambling harms, by strengthening gambling blocks and using data to identify those at risk of harm. It also offered recommendations on how government and regulators should respond to the rise of gambling-like products and activities, such as loot boxes and cryptocurrencies, and to reduce the risk of harm involved in these kinds of activities.

Making more firms Mental Health Accessible
In 2022 we worked hands-on with seven essential services providers to deliver comprehensive recommendations for positive change, leading to impact for a total customer population of over 60 million people. This includes work on Mental Health Accessible assessments across three banking groups. One of these is Lloyds Banking Group, the first banking group to gain the Mental Health Accessible accreditation, which has made impressive improvements to accessibility over the past year.

The Mental Health Accessible accreditation programme recognises the progress a firm has made towards meeting the needs of people with mental health problems. But more importantly, it encourages service providers to do even better. We're pleased to see many of our recommendations for change being implemented and added to development plans over the past year, across all the firms we have worked with.

These recommendations covered a wide range of areas, including broadening understanding of customer access needs, helping customers to disclose mental health problems, and effectively supporting the wellbeing of frontline colleagues who have difficult conversations with customers. Some projects have focussed on helping financial service providers prepare for the Consumer Duty coming into effect — in particular, helping firms to identify and understand the needs of their customers with mental health problems, act on behavioural insights and communicate with customers effectively and safely.

Last year, the Mental Health Accessible team also extended the scope of our work, to include smaller consultancy projects focused on areas such as digital accessibility. We also contributed to the delivery of a number of training sessions for frontline and specialist support teams within financial services and energy firms. This training aimed to strengthen the ability of essential services staff to identify and meet the needs of customers with mental health problems, and to understand how mental health and money can interact.

As always, we are hugely grateful to our Research Community members who have helped user-test firms' communications and products as part of the Mental Health Accessible programme, and have shared their wider experiences of using different firms' services. That has ensured that the voice of lived experience is heard loud and clear by the essential service providers we work with.

What's next
In 2023 we are continuing to highlight the challenges many people with mental health problems face in choosing, using and paying for essential services. This includes publishing research, which commenced in 2022, examining the bad outcomes that many people with mental health problems face in the insurance market (supported by a grant from the Which? Fund, funded by the Consumers' Association).

We are also working with Nationwide and other major essential services through our Mental Health Accessible programme, to help them make their services more accessible to customers with mental health problems.

Improving living standards

Impact goal: ***Fewer people have poor living standards as a result of mental health problems***

Levelling Up for people with mental health problems
In July 2022, we published our *No one left behind* report exploring how where you live affects your money and mental health, and what this means for the government's 'Levelling Up' agenda. The research revealed that parts of the UK had become 'inequality hotspots' for people with mental health problems, driven by a combination of barriers to jobs, support services and housing for people with mental health problems in these regions. We called on the government to re-evaluate the existing levelling up plans, and to ensure that this agenda does not overlook the inequalities that people with mental health problems face.

To mark the launch, we held our first in-person event in over two years, to hear how the Levelling Up agenda could be improved to address these inequalities. This featured Rachael Morgan from our Research Community, Thara Raj (Director of Public Health in Warrington), Sir Michael Marmot (Professor of Epidemiology at University College London) and Sylvia Ward (CEO of Citizens Advice Sheffield). Since then, we've met with Andy Burnham, the Metro Mayor of Greater Manchester, and other policymakers to discuss what local leaders can do to close these gaps.

A benefits system that delivers for people with mental health problems
In 2021, our *Set Up To Fail* report showed how people receiving Universal Credit (UC) often struggle with the forms and tasks they're required to complete. But getting support from family or a friend is often just as big a challenge, as giving permission to a third party to help you is unnecessarily difficult. We continued our campaigning to fix this in 2022, having encouraging engagement with Ministers and officials at the Department for Work and Pensions (DWP) with future meetings planned.

While difficulties with UC are already a live issue, there are millions of others still on the 'legacy' benefits which it's replacing. Ahead of more people being moved over, in September 2022 we published a paper warning that without additional support, people in vulnerable circumstances were in danger of being cut off from their benefits altogether. We called on the DWP to commit to ensuring that no one would have their benefits stopped in the process of moving to UC. In November, the government announced that it was pausing that transition for certain groups, including some of those most likely to struggle with the move. Despite that welcome delay, we will continue to work to make the benefits system more accessible for people with mental health problems.

What's next
There has been a great deal of political focus recently on economic inactivity — that is, people who are not in a job and not seeking work. With mental health problems common among that group, in 2023 we will be setting out what needs to change so that the employment support system delivers for everyone.

Research often focuses on snapshots of a point in time. But the experiences of our Research Community underline how the relationship between our money and mental health varies over our lifetimes. With the cost of living crisis continuing to affect people's living standards in 2023, we will be exploring how income shocks, spikes in our outgoings and other life events can impact our mental health, and vice versa.

One of those increased costs is housing, with rents and mortgage repayments rising rapidly. A secure and stable home can be a boost to our mental health, but when we're finding it tough to keep up with our housing costs, the psychological toll can be huge. We will publish research looking at what more could be done to prevent people from losing their home and to protect their mental health when they are struggling.

More effective support services

Impact goal: ***Support services become more effective at helping people who have both money and mental health problems***

Protecting face-to-face debt advice
In 2020, the Money and Pensions Service (MaPS) commissioned us to explore how debt advice could be made more effective for people with mental health problems. Our subsequent report highlighted the importance of people being able to access debt advice in a format that works for them. For many people, that means face-to-face advice. We were therefore extremely concerned in 2021 when it appeared that the MaPS' plans for recommissioning debt advice services would lead to a significant cut in face-to face advice.

Alongside frontline debt advisers, we launched a policy paper and a media campaign calling on MaPS to change course. So we were delighted in 2022, when MaPS made a major U-turn on the proposed cuts to funding for face-to-face debt advice, and instead increased funding by 50%.

We are continuing to work to ensure MaPS' new model for delivering debt advice strikes the right balance between serving the increasing number of people in need of debt advice, while also achieving quality of advice for increasingly complex cases including people with mental health problems.

Preventing financial difficulties in secondary mental health care
In 2018 our *Recovery Space* report highlighted how acute periods of mental ill health can lead to devastating financial consequences. The government subsequently responded to our Recovery space by agreeing to implement Mental Health Crisis Breathing Space, which provides people receiving mental health crisis care respite from debt collection activity and escalating fees and charges.

Four years later in 2022, in collaboration with Mind, we published our *Not a secondary issue* report, which explored how to prevent and resolve financial difficulties for people receiving secondary mental health care. This called on the government to make small changes to make Mental Health Crisis Breathing Space more accessible, to ensure more people in crisis can benefit from this vital support. We've been pleased to see the government launch a wider consultation to increase eligibility and access to Mental Health Crisis Breathing Space, and explore the possibility of expanding the remit of the service to better support people with mental health problems.

In the report, we also called for the Department of Health and Social Care to ensure that health professionals routinely ask people receiving secondary mental health care about their financial circumstances as part of Care and Treatment plans, health checks and other support measures. We think this should be included in the draft Mental Health Bill, through which the government plans to modernise the Mental Health Act, and we have been pleased to see broad political appetite for this, including from the Joint Committee of MPs scrutinising the Bill.

We were also delighted when the Money and Pensions service responded to the report by developing a training module for all health care professionals on supporting people with financial difficulties.

What's next
Through an ongoing partnership with King's College London and Citizens Advice, we have been supporting a pilot combining money advice with mental health support through NHS's Talking Therapies Programme (IAPT). In the next year, we will publish a paper setting out the lessons learned so far and work to scale up a pilot to integrate money advice in mental health services.

The Money and Pensions Service have commissioned us to undertake new research exploring the barriers people with mental health problems face to saving and planning for retirement and engaging with pension information and guidance services. In late spring 2023 we'll be publishing our research findings alongside recommendations to make retirement planning services more accessible to people with mental health problems.

FINANCIAL REVIEW

In 2022, Money and Mental Health generated £670,373 of income, of which £604,821 was unrestricted and £65,552 was restricted. This was £162,652 less than that generated in 2021 and £119,145 less than the original budget for the year. It had been anticipated that our investment into additional fundraising capacity on the staff team would result in additional fundraising income of £85,000, but due to difficulties in recruiting fundraising staff and also the significant lead time between applying and being awarded grant or trust funding, this income did not materialise in 2022. This has improved in recent months and it is expected that the fundraising revenue stream will be higher in 2023. Income from Mental Health Accessible projects was also £20,000 behind the budget for the year. This activity was also affected by staff capacity issues during the year, which delayed some projects into the 2023 year.

Expenditure related to charitable activities for the year totalled £831,837 split between unrestricted expenses of £788,084 and restricted expenses of £43,753. Of this total, £696,785 related to direct project delivery costs, £119,452 related to support costs and £15,600 to governance costs. Total staff costs (included in delivery and support costs) represented 81% of the Charity's total expenses. Total expenditure was £110,247 higher than the 2021 amount of £721,590 mainly as a result of an average of an additional 2 employees in 2022 and also due to a one off cost of living allowance paid to support employees in October 2022. A partial return to "in person" events also resulted in a slight increase in delivery costs.

The Institute reported a deficit of £161,464 in 2022, all of which was unrestricted. This deficit was in line with our income and expenditure strategy to use some of our reserves to fund additional capacity to support future income generation efforts and sustain impact. Further budget deficits are also predicted for 2024 and 2025 which will also be funded from unrestricted reserves.

The total fund balance at 31st December 2022 was £619,136, all of which was unrestricted.

With a funding pledge from the founder until at least the end of 2025, and significant other grant income also secured until 2025, the Institute continues to operate as a going concern. A financial strategy of prudence and care will be pursued which, together with a continued commitment to diversification of income, will ensure the ongoing financial sustainability of the Institute.

Funding

In the interest of transparency, Money and Mental Health publishes details on all donations and funding over £1,000 — please see more details in the table below.

Unrestricted income notably included £450,562 of donations from our founder and Chair, a £35,000 grant from John Ellerman foundation and £100,000 from consultancy services, amongst other income sources.

Restricted income included a grant from Impact on Urban Health of £38,000 to fund our research project to understand the potential to use the Equality Act as a tool to ensure essential services make adjustments for customers with mental health problems.

The remaining £27,552 of restricted income was part of a grant for £35,118 from the Which? Fund, funded by the Consumers' Association towards the project entitled 'Exploring and tackling unfair discrimination against people with mental health problems in key insurance markets'. The remaining £7,566 of this grant income will be recognised in our 2023 accounts, when this project is expected to finish.

In 2022 the founder's donation accounted for 67% of the Charity's income, whilst 33% was generated from other external sources. This demonstrates that the Institute is making good progress in in diversifying its income sources in line with its funding plans.

Income	Details
£0-£1,000	We received 24 donations in this range, amounting to £3,163 in total
£1,001 - £10,000	None
£10,001 - £50,000	Capital One, HSBC Australia, Co-operative Bank, HSBC UK, John Ellerman foundation, Impact on Urban Health, the Which? Fund
£50,001 - £150,000	None
£150,001 - £350,000	None
£350,001 - £500,000	Martin Lewis

Money and Mental Health would like to thank all of the funders who have supported our work. In particular, we want to thank our founder and chair, Martin Lewis, without whose vision and generous financial support the charity would not exist.

Reserves policy
The trustees have set a policy which requires that general unrestricted reserves be maintained at a level that ensures the charity's core activity could continue during a period of unforeseen difficulty and that a proportion of reserves be maintained in a readily realisable form. The trustees have set this level to be equivalent to 3 months' worth of operating expenses and it reviews this position regularly. It should be noted that this is a minimum level and the trustees recognise that a higher level may be required at times when the external financial climate is more challenging or when investment is required to ensure operational efficiency and resilience in future years.

The Charity's reserve policy is in line with the guidance issued by the Charity Commission and the calculation of the required level of reserves is an integral part of the Charity's budgeting and planning cycle.

Any funds received by the Charity for a specific project or purpose are held in a restricted fund. On 31 December 2022 the restricted fund balance was £nil.

Unrestricted reserves consist of designated reserves and general reserves. Unrestricted funds can be spent or applied at the discretion of the trustees to further any of the Charity's purposes. Unrestricted funds can also be used to supplement expenditure made from restricted funds. For example, a restricted grant may provide only part of the funding needed for a specific project. In this case unrestricted funds may be used to meet any funding shortfall for that project.

Trustees may also choose during the reporting period to set aside a part of the unrestricted funds to be used for a particular future project or commitment. By earmarking funds in this way, the trustees set up a designated fund that remains part of the unrestricted funds of the charity. For example, this may be appropriate for large, unproven future projects, with significant set up costs, until they are self-funding, or alternative sources of funding are found, as was the case with the Mental Health Accessible project. This designation has an administrative purpose only and does not legally restrict the trustees' discretion in how to apply the unrestricted funds that they have earmarked.

On 31 December 2022 the Charity held a designated reserve balance of £nil.

The trustees are satisfied with the level of reserves held by the Charity as at 31 December 2022, which is in line with its reserves policy. Although the current level of reserves is higher than the minimum specified in the policy, the trustees believe that this level will be required to sustain the Charity in the next 3 years, as the founder's donation tapers off.

To date the majority of our core funding has been from our Founder and Chair, Martin Lewis. As the charity has grown and developed, we have begun to diversify our funding base to ensure a strong and resilient future for the organisation. Our founder's donation has reduced from 100% of the charity's income in 2016 to 67% in 2022 as the annual donation has tapered and our alternative fundraising has grown. This donation will continue to taper, and we project that it will provide around 38% of our total income by 2025. Over the last couple of years the Charity has also built some additional reserves, primarily as a result of cancelled activity and rent costs during the pandemic.

The Charity has an income generation strategy that includes generating revenue by charging essential services firms for consultancy work, alongside grants, sponsorship and some other donor income. We believe that this will scale our impact, improving outcomes for millions of people with mental health problems, whilst making the charity more financially resilient.

In light of the impact of the pandemic and the cost of living crisis on both money and mental health, our work is needed more than ever. We aim to sustain our current level of capacity for our core delivery work, whilst at the same time developing new income generation capabilities. Our plans for the next few years therefore involve investing some of our reserves in the income generation, operations and consultancy capacity needed to grow and diversify our income base for the future, allowing us to maintain our current delivery capacity and impact whilst strengthening the Charity for the future.

The level of reserves is monitored quarterly and the reserves policy is reviewed annually by the Board of Trustees.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and objects

Money and Mental Health was registered as a Charity with the Charity Commission for England and Wales on 12 April 2016. It is governed by its Constitution. It is a Charitable Incorporated Organisation.

The objects of the Charity are, for the public benefit:

(1) to advance understanding of mental health, financial difficulties and capability and the relationship between the two;

(2) to improve the lives of people with mental health problems, particularly in relation to their financial experiences, and

(3) to promote the preservation of good mental health, with a particular focus on the impact of people's financial experiences,

including by carrying out research, facilitating discussion, designing and testing new approaches and disseminating the useful results of these endeavours.

Appointment of trustees and induction

Anyone who is a natural person and over the age of 16 can become a trustee. There must be at least three trustees and one of the trustees at least must be over the age of 18. There is no maximum number of trustees. New trustees are selected by the Board of Trustees according to the skills, knowledge and experience needed for the effective administration of the Institute.

Induction support and a trustee information pack is provided for all new trustees.

Members' liability

Money and Mental Health had 9 trustees as of 31 December 2022. They are the only persons eligible to be members of the Institute and their membership cannot be transferred to anyone else. If the Institute is wound up, its members have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Trustees' responsibilities
The trustees are responsible for preparing the Trustees' Report and the Financial Statements in accordance with applicable law and United Kingdom's Accounting Standards (UK GAAP). The Institute has opted to prepare its accounts using the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and follow the Charity SORP 2019 (FRS 102). As a Charity registered in England and Wales, the Charitable Incorporated Organisation also reports in accordance with the Charity Commission for England and Wales' guidance on public benefit and the Charities Act 2011.

Chair of the Board of Trustees
Martin Lewis CBE is the founder and the Chair of the Board of Trustees of the Institute. He founded the Money Saving Expert website in 2003 and is currently its Executive Chair. He is also an award-winning campaigning journalist, a TV and radio presenter, a newspaper columnist and author as well as a charity founder. To date, he has also been the main source of revenue of the Institute.

Organisational structure and decision making
The Board of Trustees is responsible for the overall governance and direction of the Institute. The Board meets quarterly. Trustees operate in a non-executive capacity and they are responsible for helping to preserve the Institute's independence and impartiality, notably by ensuring that no interest group is able to exert undue influence on the Institute's work.

Oversight of financial performance and operational controls have been delegated since 2019 to a Finance and Audit Committee chaired by the Treasurer, which also meets quarterly. A Remuneration Committee meets at least once per year and reports to the Finance and Audit Committee on pay and benefits recommendations and to the full Money and Mental Health Board on other matters.

Day to day operations of the Institute are delegated to the Chief Executive Officer and the senior management team.

Remuneration policy, related party and other transactions
Money and Mental Health is committed to ensuring that its staff members are paid fairly and in a way that ensures it attracts and retains the right skills to have the greatest impact in delivering its charitable objectives. In this context, all salaries are reviewed on an annual basis with the intention to offer an inflation-related increase to all employees each January, subject to the Institute's financial health being robust (this policy is not applicable to interns who are remunerated at the London Living wage which already includes an annual inflation adjustment). The Institute also has in place a work pension scheme relying on employer's and employees' pension contributions. The trustees hereby confirm that no contractual relationship with a related party was to be reported. Furthermore, the Institute did not act as an agent or a custodian trustee during the reporting period and it did not hold any funds on behalf of other parties. Finally, the trustees also confirm that there are no applicable exemptions from disclosure in this report.

Risk management
It is the responsibility of the trustees to monitor the risks posed to the ongoing viability of the Institute and its ability to fulfil its charitable objectives. All areas of risk (governance and compliance, operational, financial, environmental and external) have been identified and are set out in the Institute's risk register.

The Board of Trustees regularly assesses the major risks to which Money and Mental Health is exposed. The main risks identified for the current year are as follows:

- The mental health and wellbeing of research participants, media volunteers and staff, both through involvement in our work, but also as a result of the cost of living crisis
- The effect of the cost of living crisis on the Institute's income and expenditure as potential funders and Mental Health Accessible clients cut down on spending and the Institute's core costs increase
- Reliance on the Founder's annual donation to the Charity (currently 67% of total income, but reducing to 43% in 2023 budget)
- Loss of key personnel to deliver MMHPI's core objectives and challenges with recruitment.

The Board is satisfied that systems and adequate levels of reserves are in place to mitigate the Institute's exposure to these major risks.

Governance review
In 2022 an externally facilitated governance review was commissioned, where the performance of the board was formally evaluated. The overall conclusion was that of an effective Board of Trustees which has absolute clarity around the Charity's strategy, purpose, and impact. There was a particularly strong articulation of the top-down risk appetite, which actively supports strategic decision-making and maintains alignment amongst all trustees and executive management. Equally notable was the value and encouragement amongst all trustees to challenge constructively and offer a range of alternative views. There were a few areas of routine governance that were identified for action (e.g. forward agenda planning, more structured Continuous Professional Development, and enhanced two-way communication in between formal meetings). However, these were regarded as minor points in the context of the Charity's size and its clear tone from the top of complying with the spirit of good corporate governance.

Our thanks
The trustees are very grateful to the many individuals and organisations who supported the work of the Institute in 2022, in particular to the staff team, advisory board, and the thousands of people who generously shared their lived experience of mental health problems to shape our work.

Chair of the Board of Trustees
Martin Lewis

Board of Trustees
Clare Francis
Joanna Hill (Vice-Chair)
Patrick Nash
Carol Pearson (Treasurer)
Chris Pond
Gareth Roy
Simi Ryatt

Advisory Board Members as of 31 December 2022

Bim Afolami MP
Sue Ayton
Andy Bell
Luciana Berger
Dr.Jed Boardman
Dr.Billy Boland
Dr Lisa Cameron MP
Rebecca Cassar
Sharon Collard
Martin Coppack
Steve Crabb
Sandra Dangoor
Chris Fitch
Lee Healey
Dan Holloway
Dr. Ricky Kanabar
Sir Norman Lamb
Sandra Lawman
Aoife ní Luanaigh
Léonora Miles
Vanessa Pine
Paul Scates
Jeff Smith MP
Mike Songer
Mark Trewin
Caroline Wells
Nicola Wood
Professor Dame Til Wykes
Lord Davies of Brixton

Institute Staff as of 31 December 2022
Helen Undy (Chief Executive Officer)
Conor D'Arcy (Head of Research and Policy)
Nicky Deans (Head of Finance and Operations)
Rosie Normanton (Head of Strategic Partnerships)
Brian Semple (Head of External Affairs)
Nikki Bond (Senior Research Officer)
Bronwen Dalley Smith (Senior External Affairs Officer)
Liam Hill (External Affairs Officer)
Becca Stacey (Senior Research Officer)
Chris Lees (Research Officer)
Francesca Smith (Research Assistant)
Alexis Stevens (Senior Strategic Partnerships Officer)
Rachel Fergusson (External Affairs Officer)
Anna de Oliveira (Operations Officer)
Dom Taylor (External Affairs Intern)

STATEMENT OF TRUSTEES RESPONSIBILITIES

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

The law applicable to charities in England & Wales 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 2019 (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which 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 trust deed. They 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.

Approved by order of the Board of Trustees on 8/6/2023 and signed on its behalf by:

Martin Lewis CBE
Chair

Opinion

We have audited the financial statements of Money and Mental Health Policy Institute (the 'charity') for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report. In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. However, because not all future events or conditions can be predicted, this statement is not a guarantee as to the charity's ability to continue as a going concern in exceptional or unforeseen circumstances.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Report of the Trustees is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements which result from such irregularities. Based on our understanding of both the charity and sector, we identified the principal risks of non-compliance with laws and regulations and considered the extent to which any non-compliance might have on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Charities Act 2011 and ensured that all those involved in the audit undergo regular update training, including on how to identify or recognise fraud and non-compliance with laws and regulations.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risk related to posting inaccurate journals. We addressed this risk by carrying out specifically targeted procedures, which included:

- discussions with management, including consideration of any known or suspected instances of non-compliance with laws and regulations and/or fraud;
- reading minutes of meetings of those charged with governance;
- considering the appropriateness of journal entries and other adjustments;
- evaluating the reasons for any large or unusual transactions;
- reviewing disclosures in the financial statements to underlying supporting documentation.

As outlined above, reasonable assurance is a high level of assurance, but is not a guarantee that a material misstatement may always be detected. The extent to which our procedures are capable of detecting material misstatements or irregularities, including fraud, is therefore subject to the inherent limitations of an audit. There is therefore, an unavoidable risk that a material misstatement may not come to light, in particular, where non-compliance with laws and regulations are remote from events and transactions reflected in the financial statements or where fraud or errors arise due to intentional misrepresentation, forgery, concealment, management override and/or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report
This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Julia Mortimer (Senior Statutory Auditor)
for and on behalf of Watts Gregory LLP
Chartered Accountants & Statutory Auditors
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

Date: 9 June 2023

MONEY AND MENTAL HEALTH POLICY INSTITUTE

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME FROM ENDOWMENTS FROM					
Donations and legacies	3	498,725	-	498,725	590,165
Charitable activities	5	98,605	65,552	164,157	238,203
Investment income	4	7,491	-	7,491	4,657
Total		604,821	65,552	670,373	833,025
EXPENDITURE ON					
Charitable activities	6	788,084	43,753	831,837	721,590
NET INCOME/(EXPENDITURE)		(183,263)	21,799	(161,464)	111,435
Transfers between funds	15	21,799	(21,799)	-	-
Net movement in funds		(161,464)	-	(161,464)	111,435
RECONCILIATION OF FUNDS					
Total funds brought forward		780,600	-	780,600	669,165
TOTAL FUNDS CARRIED FORWARD		619,136	-	619,136	780,600

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

BALANCE SHEET
31 DECEMBER 2022

	Notes	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Tangible assets	11	6,017	-	6,017	5,456
CURRENT ASSETS					
Debtors	12	80,703	9,993	90,696	43,267
Cash at bank		597,732	(9,993)	587,739	800,232
		678,435	-	**678,435**	**843,499**
CREDITORS					
Amounts falling due within one year	13	(65,316)	-	(65,316)	(68,355)
NET CURRENT ASSETS		613,119	-	613,119	775,144
TOTAL ASSETS LESS CURRENT LIABILITIES		619,136	-	619,136	780,600
NET ASSETS		619,136	-	619,136	780,600
FUNDS					
Unrestricted funds	15			619,136	780,600
TOTAL FUNDS				619,136	780,600

The financial statements were approved and authorised for issue by the Board of Trustees on 8th June 2023 and were signed on its behalf by:

.....
Carol Pearson – Treasurer and Trustee

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	2022 £	2021 £
Cash flows from operating activities			
Cash generated from operations	1	(215,733)	42,539
Net cash (used in)/provided by operating activities		(215,733)	42,539
Cash flows from investing activities			
Purchase of tangible fixed assets		(4,251)	(5,488)
Interest received		7,491	4,657
Net cash provided by/(used in) investing activities		3,240	(831)
Change in cash and cash equivalents in the reporting period		(212,493)	41,708
Cash and cash equivalents at the beginning of the reporting period		800,232	758,524
Cash and cash equivalents at the end of the reporting period		587,739	800,232

The notes form part of these financial statements

NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2022

1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022 £	2021 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(161,464)	111,435
Adjustments for:		
Depreciation charges	3,690	2,712
Loss on disposal of fixed assets	-	1,152
Interest received	(7,491)	(4,657)
(Increase)/decrease in debtors	(47,429)	72,598
Decrease in creditors	(3,039)	(140,701)
Net cash (used in)/provided by operations	(215,733)	42,539

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/1/22 £	Cash flow £	At 31/12/22 £
Net cash			
Cash at bank	800,232	(212,493)	587,739
Total	800,232	(212,493)	587,739

The notes form part of these financial statements

1. STATUTORY INFORMATION

Money and Mental Health Policy Institute is a registered charity, registered in England and Wales under charity number 1166493. The governing document of the charity is its Constitution and it is a Charitable Incorporated Organisation (CIO). The principal address can be found on the entity information page. The nature of the charity's operations and principal activities are disclosed within the Report of the Trustees.

The financial statements are presented in Sterling (£), the charity's functional currency, and rounded to the nearest pound.

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

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent to provide a 'true and fair' view. This departure has involved following the 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 issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

Going concern
No material uncertainties related to events or conditions that may cast significant doubt upon the entity's ability to continue as a going concern exist.

Income
All income from donations, grants and other sources is recognised on an accruals basis and included in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

In the case of grant income, evidence of entitlement will usually exist when the formal offer of funding is communicated in writing to the charity. However, where grants contain terms or conditions that must be met before the charity has entitlement to the resources, the grant income shall be recognised to the extent that the charity has provided the specified services or met any performance related conditions.

Income from the supply of the Mental Health Accessible service is recognised in line with the delivery of the contracted service provided that: the stage of completion, the costs incurred in delivering the service and the costs to complete the requirements of the contract can all be measured reliably.

continued...

2. ACCOUNTING POLICIES - continued

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - straight line 33.33%

Operating leases
Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds are created for specific purposes at the discretion of the trustees.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Employee benefits
When employees have rendered service to the company, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

3. DONATIONS AND LEGACIES

	2022	2021
	£	£
Donations	463,725	555,165
Grants	35,000	35,000
	498,725	590,165

The above grants are of a general unrestricted nature, with no terms or conditions attached.

4. INVESTMENT INCOME

	2022	2021
	£	£
Bank interest receivable	7,491	4,657

continued...

5. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted £	Restricted £	2022 Total £	2021 Total £
Contracts for charitable research	-	-	-	5,000
Consultancy services and other income	98,605	-	98,605	199,809
Grants	-	65,552	65,552	33,394
	98,605	65,552	164,157	238,203

Grants received, included in the above, are restricted in nature with performance-related conditions. Grants include the following:

	2022 £	2021 £
Lloyds Bank Foundation for England and Wales	-	33,394
Which?	27,552	-
Impact on Urban Health	38,000	-
	65,552	33,394

6. CHARITABLE ACTIVITIES COSTS

	Unrestricted £	Restricted £	2022 Total £	2021 Total £
Direct costs	657,620	39,165	696,785	602,373
Support costs	114,864	4,588	119,452	112,245
Governance costs	15,600	-	15,600	6,972
	788,084	43,753	831,837	721,590

7. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2022 £	2021 £
Auditors' remuneration	6,300	5,870
Depreciation - owned assets	3,690	2,712

8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2022 or for the year ended 31 December 2021.

Trustees' expenses

There were no trustee's expenses paid for the year ended 31 December 2022 or year ended 31 December 2021.

9. STAFF COSTS

	2022 £	2021 £
Wages and salaries	581,136	500,588
Social security costs	61,705	50,140
Other pension costs	31,300	27,613
	674,141	578,341

The average monthly number of employees during the year was as follows:

2022	2021
14	12

continued...

9. STAFF COSTS - continued

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022	2021
£60,001 - £70,000	1	-
£70,001 - £80,000	-	1
£80,001 - £90,000	1	-
	2	1

In addition to this, pension contributions of £7,970 (2021 - £4,404) were received by these employees.

The total key management personnel remuneration during the year was £361,807 (2021 - £330,625).

10. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES – YEAR ENDED 31 DECEMBER 2021

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	590,165	-	590,165
Charitable activities	204,809	33,394	238,203
Investment income	4,657	-	4,657
Total	799,631	33,394	833,025
EXPENDITURE ON			
Charitable activities	601,865	119,725	721,590
NET INCOME/(EXPENDITURE)	197,766	(86,331)	111,435
Transfers between funds	80,695	(80,695)	-
Net movement in funds	278,461	(167,026)	111,435
RECONCILIATION OF FUNDS			
Total funds brought forward	502,139	167,026	669,165
TOTAL FUNDS CARRIED FORWARD	780,600	-	780,600

continued...

11. TANGIBLE FIXED ASSETS

	Computer equipment £
COST	
At 1 January 2022	14,604
Additions	4,251
At 31 December 2022	18,855
DEPRECIATION	
At 1 January 2022	9,148
Charge for year	3,690
At 31 December 2022	12,838
NET BOOK VALUE	
At 31 December 2022	6,017
At 31 December 2021	5,456

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Trade debtors	46,800	29,944
Other debtors	-	1,000
Accrued income	28,236	-
Prepayments	15,660	12,323
	90,696	43,267

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022 £	2021 £
Trade creditors	18,781	19,329
Social security and other taxes	15,979	15,865
VAT	5,628	3,069
Accruals and deferred income	24,928	30,092
	65,316	68,355

Included within Accruals and deferred income above is the following deferred income:

	2022 £	2021 £
Consultancy Services	10,599	-

The above deferred income relates to income received in advance of service delivery. This deferred income is a new deferral at 31 December 2022.

continued...

14. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2022	2021
	£	£
Within one year	16,170	14,962

The above commitment is in respect of office space.

15. MOVEMENT IN FUNDS

	At 1/1/22	Net movement in funds	Transfers between funds	At 31/12/22
	£	£	£	£
Unrestricted funds				
General fund	780,600	(183,263)	21,799	619,136
Restricted funds				
Equality Act fund	-	21,799	(21,799)	-
TOTAL FUNDS	780,600	(161,464)	-	619,136

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	604,821	(788,084)	(183,263)
Restricted funds			
Insurance fund	27,552	(27,552)	-
Equality Act fund	38,000	(16,201)	21,799
	65,552	(43,753)	21,799
TOTAL FUNDS	670,373	(831,837)	(161,464)

continued...

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1/1/21 £	Net movement in funds £	Transfers between funds £	At 31/12/21 £
Unrestricted funds				
General fund	125,139	197,766	457,695	780,600
Contingency	175,000	-	(175,000)	-
Mental Health Accessible	142,000	-	(142,000)	-
Capacity costs	60,000	-	(60,000)	-
	502,139	197,766	80,695	780,600
Restricted funds				
Gambling Commission Work Programme	167,026	(80,267)	(86,759)	-
Lloyds Bank Foundation for England and Wales	-	(6,064)	6,064	-
	167,026	(86,331)	(80,695)	-
TOTAL FUNDS	669,165	111,435	-	780,600

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	799,631	(601,865)	197,766
Restricted funds			
Gambling Commission Work Programme	-	(80,267)	(80,267)
Lloyds Bank Foundation for England and Wales	33,394	(39,458)	(6,064)
	33,394	(119,725)	(86,331)
TOTAL FUNDS	833,025	(721,590)	111,435

Restricted funds

Insurance fund
Grant funding received from the Which? Fund, funded by the Consumers' Association towards the project entitled 'Exploring and tackling unfair discrimination against people with mental health problems in key insurance markets'. The overarching aim of this project is improved access to appropriate, fairly priced insurance for people with experience of mental health problems.

Equality Act fund
Grant funding received from Impact on Urban Health towards the project 'Essential Services Equalities Act Project'. This was a research project to understand the potential to use the Equality Act as a tool to ensure essential services make adjustments for customers with mental health problems.

continued...

15. MOVEMENT IN FUNDS - continued

Prior year only

Gambling Commission Work Programme
During 2019 a £228,500 donation was received in relation to a regulatory settlement between the Gambling Commission and a gambling firm. In accordance with the regulatory settlement agreed in lieu of imposing a financial penalty on the gambling firm, these monies represented a restricted donation to the Charity to accelerate progress towards the delivery of the Gambling Commission's National Strategy to reduce Gambling Harms.

The funds were allocated to a programme of work agreed between the Charity and the Gambling Commission to deliver this progress by engaging the financial services sector in efforts to reduce gambling harms.

Lloyds Bank Foundation for England and Wales
Grant funding was received from Lloyds Bank Foundation for England and Wales to be used to secure government commitment for changing an element of the Universal Credit (UC) system, to make it easier for people to get help from family and friends in managing their benefits. The proposal addresses explicit consent.

Transfers between funds

Equalities Act fund
The grant funding offer for this project was issued in February 2022. Approval was sought and obtained from the funder, confirming that costs incurred on this project prior to the offer coming into existence (incurred during 2021) could be included as grant expenditure. As a result, an amount of £21,799 has been transferred from the Equalities Act fund to the general fund.

Prior year only

On 1 January 2021 the charity held designated funds totalling £377,000. The trustees agreed to merge all of these designated funds into the unrestricted general fund.

Approval was obtained from the Gambling Commission that an underspend on the regulatory settlement project could be transferred into the charity's core charitable funds. A transfer of £86,759 was made from the restricted fund to the general fund.

A fund transfer of £6,064 was made from the general fund to the restricted Lloyds Bank Foundation for England and Wales fund to cover an overspend on the project.

16. EMPLOYEE BENEFIT OBLIGATIONS

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in independently administered funds. The pension cost charge represents contributions paid by the charity to the fund and amounted to £31,300 (2021 - £27,613). Contributions outstanding at the year end amounted to £Nil (2021: £Nil).

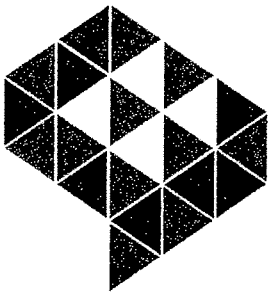
17. RELATED PARTY DISCLOSURES

During the year, donations totalling £450,562 (2021: £499,000) were received from the founder and Chair of the charity - Martin Lewis.

MONEY AND MENTAL HEALTH POLICY INSTITUTE

England & Wales - Charity number 1166493

Accounts



MONEY AND MENTAL HEALTH POLICY INSTITUTE

MONEY AND MENTAL HEALTH POLICY INSTITUTE

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

Charity Registration number: 1166493

MONEY AND MENTAL HEALTH POLICY INSTITUTE
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Chair of the Trustees	M Lewis
Vice-Chair of the Trustees	R Lloyd (resigned 31 March 2022) J Hill (appointed 31 March 2022)
Treasurer	C Pearson (appointed 15 March 2021) M Gwynant (resigned 15 March 2021)
Trustees	C Francis J Kay (resigned 15 March 2021) P Nash C Pond G Roy (appointed 15 March 2021) S Ryatt Z Clements (appointed 31 March 2022)
Address	22 Kingsway London WC2B 6LE
Charity Number	1166493
Auditors	Watts Gregory Elfed House Oak Tree Court Cardiff Gate Business Park Cardiff CF23 8RS
Bankers	Unity Trust Bank Limited Four Brindley Place Birmingham B1 2JB United Trust Bank Limited 1 Ropemaker Street London EC2Y 9AW Virgin Money Plc Jubilee House Gosforth Newcastle upon Tyne NE3 4PL

MONEY AND MENTAL HEALTH POLICY INSTITUTE
CHAIR'S ANNUAL REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

It's been another awful year. 2021 brought more Covid, more lockdowns and the start of the cost of living crisis - which is fast becoming the worst hit on people's personal finances since I began as the Money Saving Expert in 2000.

All that leads to widespread societal uncertainty and stress with a toll taken on people's mental health, income and employment. For those who were already experiencing mental health problems, a 'cost of living crisis' is nothing new and they were more at risk of financial hardship during the pandemic than the wider population,

That's why the Money and Mental Health Policy Institute's vision of breaking the link between financial difficulty and mental health problems has never been more vital.

Despite the past year's upheavals, and in some ways because of them, I am incredibly proud of the impact that the charity continues to have in reducing the harm caused by the pandemic, and securing changes from government, regulators, and firms that make a difference to people's lives. These include...

- The new Breathing Space debt relief scheme coming into place in May 2021. Thanks to our campaigning, people receiving NHS mental health crisis services will not be chased or charged fees and interest on their debts for as long as they are receiving that treatment (and 30 days after).
- Changes to out-of-date laws on debt letters, following our successful Stop the Debt Threats campaign. From the summer of 2021, creditors were no longer forced to send intimidating debt letters to people who are seriously behind on payments.
- Raising the alarm about planned cuts to face-to-face debt advice — plans that, thanks to our research and campaigning alongside an army of debt advisors, were later dropped.
- Working with a number of big high street banks to ensure they are more accessible for those with mental health issues – bringing direct impact on the day-to-day issues.
- Publishing state-of-the-nation research into the financial and mental wellbeing of people across the UK during the pandemic.
- Helping to lead a cross-sector coalition that successfully persuaded the government to crack down on scams in the Online Safety Bill
- Persuading the government to make improvements to the benefits systems, which will give people more channels to take part in health assessments
- Bringing together experts from the worlds of business, politics and healthcare for the Mental Health and Income Commission, which highlighted the stark income inequalities people with mental health problems face and how they can be addressed.

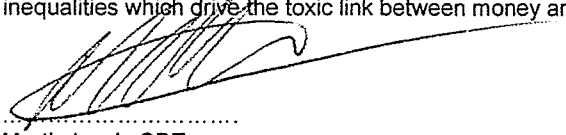
This is an impressive list of achievements in a year, especially for a small charity that is only six years old. Many factors help us punch far above our weight, but I'd like to draw special attention to our incredible Research Community of 'experts by experience', whose stories and ideas are at the heart of everything we do.

We owe them a huge thanks for their tremendous support in sharing their experiences and feedback to help others, and highlighting where changes need to be made.

There are many others deserving thanks for their crucial contribution to our work. They include Vice-Chair Richard Lloyd (who is now moving up or down – you decide – as interim chair of the FCA) and all my talented fellow trustees for their continued support, expertise and stewardship, and our Advisory Board for their experience and guidance.

Finally, I want to repeat my annual thanks to the whole Money and Mental Health team, and in particular Helen Undy, whose passion, leadership and enthusiasm has enabled the charity to have such great impact.

Of course 2021 was bad, 2022 is looking no better. The cost of living crisis is in full swing, these are dire times for many people's pockets – which has a direct effect on their mental wellbeing. As ever, we will do everything to come up with more practical solutions to reduce the psychological and financial harm this could cause, and to tackle the longstanding inequalities which drive the toxic link between money and mental health problems.



Martin Lewis CBE
Founder and Chair, Money and Mental Health Policy Institute

The trustees are pleased to present the annual report and financial statements of the Money and Mental Health Policy Institute ("Money and Mental Health" or the "Institute" or the "Charity") for the year ended 31 December 2021.

The trustees confirm that the annual report and the financial statements of the Institute comply with current statutory requirements, the requirements of the Institute's constitution and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" effective 1 January 2019 (FRS 102).

The Institute is a Charitable Incorporated Organisation (charity registration no 1166493, registered on 12 April 2016).

OBJECTIVES AND ACTIVITIES

In setting objectives and planning for activities, the trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission.

Money and Mental Health is a research charity devoted to advance, for the public interest, understanding of mental health and financial capability and the relationship between the two.

Mental health problems can make it harder to earn money, to manage spending and to get a fair deal on products and services. Life is likely to cost more, precisely when we have less money available to spend. These challenges mean people experiencing mental health problems are three and a half times as likely to be in problem debt. Financial difficulty itself also causes stress and anxiety, but this is often made worse by collections activity or having to go without essentials. Over 100,000 people in England every year attempt to take their own life while struggling with problem debt.

With the furlough scheme having ended in 2021, the cost of living crisis now really starting to bite, and levels of mental distress still significantly higher than before the pandemic, our work is more important than ever. This report focuses on the impact we've had in 2021 in reducing some of the harms people have faced through the pandemic and the ensuing economic uncertainty.

The Charity's aim is to break the vicious cycle of money and mental health problems, so that all individuals have an equal chance of financial security, regardless of their mental health, and everyone's mental health can flourish, regardless of their financial circumstances.

As part of its 2019-2024 strategic plan, the Charity set the following three impact goals for itself with the view to create real change:

1. Fewer people are disadvantaged as a result of their mental health or experience psychological harm when choosing, using or paying for **essential services**;
2. Fewer people have poor **living standards** as a result of mental health problems; and
3. **Support services** become more effective at helping people who have both money and mental health problems.

To reach these goals we:

1. **Research the links between mental health problems and financial difficulties**, drawing on the lived experience of our Research Community, a group of over 3,500 volunteers with personal experience of mental health problems, and national datasets. The Research Community is at the heart of all of our work, and we are enormously grateful for their input over the last year.

2. **Develop practical policy and solutions**, working in partnership with those providing services, those who shape and regulate them, and those using them, to pursue what really works. In 2021 we were particularly grateful to the experts who contributed to our Mental Health and Income Commission.

3. **Campaign, collaborate, test and innovate until our research leads to real change.** In 2021, we worked in partnership with a cross-sector coalition of organisations to campaign for greater consumer protections against online scams. We engaged with more than 40 essential services firms through our Mental Health Accessible programme, delivering improvements for customers with mental health problems on issues like signposting and digital accessibility. We also drove change through our programme with financial services firms to reduce gambling related harm, and through our events and Professionals Network.

We are committed to achieving social change not just through the work we do, but also how we do it. In these difficult times, we have redoubled our efforts to live by our organisational values. For example:

- 46% of our staff, 29% of our advisory board and 57% of our trustees have personally experienced mental health problems[1]; all of our trustees have a close lived experience connection to mental health problems in some way.

- In 2021 we continued to make supporting the mental health and wellbeing of our team a top priority, and in our staff survey, 92% of staff said they 'strongly agree' that Money and Mental Health is committed to supporting their wellbeing and health. We introduced a new flexible working policy, bringing in reduced core hours and much greater flexibility on where and when we work, as well as a real emphasis on making the most of the time we have together in-person as a team.

- In 2021 we established an internal Equality, Diversity and Inclusion working group to monitor and analyse our working practices, and to ensure that we are continually improving. This has resulted in us changing our recruitment processes, including advertising our jobs in a wider range of places in order to reach a broader pool of people; making more jobs available remotely; and taking measures to make it easier for people with disabilities to take part in interviews.

ACHIEVEMENTS, PERFORMANCE AND PLANS FOR THE FUTURE

2021 programme of activities

In 2021, Money and Mental Health turned five. To mark the occasion, we undertook a major research project examining the state of the nation's finances and mental health during the pandemic.

Our report '*The state we're in*' (published in November) showed that people with mental health problems faced a much higher risk of financial hardship compared to the wider population. In particular, this group were much more likely to have fallen into serious debt and borrowed money to pay for essentials. These issues also had a shocking psychological impact, with around 2.5m people with mental health problems who fell behind on bills saying they considered or attempted suicide during the pandemic.

We set out a package of actions for the government, the NHS and essential services providers to take to break the devastating cycle of debt and mental health problems which has been fuelled by the pandemic.

What's next?

To build on this research, in 2022 we are publishing a series of papers examining the impact of factors like gender, sexuality, age and ethnic background on our finances and mental health.

In 2021 the Charity has also continued to focus on the delivery of its three impact goals from the 2019-2024 strategic plan as described below.

Impact goal: Fewer people are disadvantaged as a result of their mental health or experience psychological harm when choosing, using or paying for essential services

Tackling online harms and scams

Our '*Safety Net*' report (published March 2021) warned that people with mental health problems face a much greater risk of financial harm when using online services and spaces, such as online shopping, accessing credit, or dealing with scammers. This is largely due to the UK's inadequate online consumer protections, especially against online scams, which disproportionately affect people with mental health problems. The report set out a series of recommendations on how government, regulators and tech firms could strengthen online protections and give people more ways to stay in control online.

One of the report's key recommendations was for the government to include online scams in the scope of the Online Safety Bill, its flagship legislation to tackle online scams. To build momentum on this issue, we joined forces with organisations including Which?, UK Finance, and MoneySavingExpert to form a cross-sector coalition calling on the government to act. We were delighted that in response to our campaigning the government announced that user generated scams such as fake social media posts or romance scams would be included in the bill. Yet that left paid-for online scam adverts, one of the most potent problems, outside of the scope of the bill. The coalition then refocused efforts on persuading the government to include these in the bill too. This was successful in early 2022, and they are now included in scope.

[1] Survey we conducted in March 2022

Stopping Debt Threat letters
In the summer of 2021, the government made changes to decades-old rules which forced lenders to send threatening letters to people with problem debt. These changes came following our successful Stop the Debt Threats campaign, which showed that these intimidating letters can contribute to people in debt becoming suicidal, and persuaded government to act. In response, the government changed the rules on default notices — the most distressing debt collection letters — to make them more supportive and less intimidating for people in problem debt. Crucially, these letters now also signpost people to sources of free debt advice, to help them climb out of debt.

In May 2021, we were thrilled when the Stop the Debt Threats campaign won the Best Consumer Campaign award at the Sheila McKechnie Foundation's National Campaign awards, our second success in this category.

Progress in the bank on tackling gambling harms
In 2021 we also entered the second and final year of our programme of work funded by the Gambling Commission, aimed at galvanising action among financial services firms to reduce gambling harms. This included holding a major conference for financial services professionals — our most ambitious online event to date — which featured speakers such as Chris Philp MP (Minister for Tech and the Digital Economy), Charles Randell (Chair of the Financial Conduct Authority), alongside five 'lived experience speakers' across our sessions.

We also held practical workshops for financial services professionals and published a best practice guide to help firms in this sector improve support for customers at risk of gambling harms. Finally, we held a roundtable for senior leaders within financial services firms, to discuss opportunities for the sector to collectively address these issues. This programme of work finished at the end of 2021, but we will continue to push for more action on reducing gambling harm in the years to come.

Making more firms Mental Health Accessible
2021 has been a big year for Mental Health Accessible, our suite of programmes supporting essential services providers to better support their customers with mental health problems. We grew our team, engaged with more than 40 essential services firms, and accredited a further two major high-street banks in Halifax and Bank of Scotland, bringing our total number of Mental Health Accessible accreditation partners to three.

We've also worked with more firms in different ways, expanding further into bespoke consultancy to help firms improve specific areas of their business, including communications to customers in debt, digital accessibility and supporting customers with problem gambling. A big part of our consultancy has been providing essential service firms with an opportunity to include the voice of lived experiences into their design processes. Our Research Community members have fed back to firms on particular customer communications, helping those firms design their communications in a way that best supports people with mental health problems.

As we move into our third year of the Mental Health Accessible programme, we are increasingly seeing the impact of our work with firms, especially where we've made recommendations and firms have gone away and implemented these. Some highlights include:

- Better online support pages for people struggling with their finances
- Better, more supportive, communications to customers in debt
- Improved third party access with some banks offering a trusted person card, allowing a third party to support them in a safer way
- Customer services teams being better equipped to appropriately signpost customers to support.

Influencing regulatory developments
In 2021, we were pleased to see a number of our policy ideas and recommendations being acted upon by essential services regulators. For example, following recommendations put forward in our research and in our submission to the Financial Conduct Authority's Woolard Review, the government announced in February that interest-free Buy Now Pay Later products would come under the regulation of the FCA — a major step forward in tackling the financial harm these products can cause.

Also in February, we welcomed new guidance published by the FCA, which called on firms to improve support for vulnerable customers, including those with mental health problems. In particular, the FCA's guidance called for firms to ensure that the needs of vulnerable customers are a key consideration in the design of products and services, and to make their communications more accessible and understandable — measures we have long called for in our research.

What's next?
In 2022, we have continued to work with our scams coalition partners to push the government to include online scam adverts in the scope of the Online Safety Bill — resulting in a campaign victory in March 2022.

We have also published new research warning that essential services providers are failing to meet their Equality Act duties to treat customers with mental health problems fairly — leaving millions of vulnerable people struggling to use the everyday services that we all rely on.

We are working with Christians Against Poverty to evaluate the impact of changes to debt letters following our Stop the Debt Threats campaign, and to develop best practice for firms on this issue.

We have also changed our Mental Health Accessible programme in 2022 to align more closely with the FCA's guidance on supporting vulnerable customers, with the aim of working with more firms on their vulnerable customer strategies, and helping them prepare for the new FCA consumer duty (due to come into place in 2023).

We will also be undertaking new research exploring and tackling unfair discrimination against people with mental health problems in key insurance markets.

Impact goal: Fewer people have poor living standards as a result of mental health problems

Closing the mental health income gap
In February 2021 we published our final report for the Mental Health and Income Commission, a group of leaders from business, unions, politics, academia and the third sector. This showcased our evidence of the income gap for people with mental health problems compared to the wider population. It also called on employers and government to both increase support during the pandemic and help people with mental health problems thrive in the long term.

Following the launch of the report, we met with officials from the Department for Work and Pensions (DWP) and the Department for Business, Energy and Industrial Strategy to discuss the Commission's calls to action on employment protections and the social security system.

Stopping people from being set up to fail by the Universal Credit system
Many people with mental health problems rely on support from friends and family to help them manage their benefits — from filling in complex forms, to dealing with DWP correspondence and challenging decisions about their benefits. But too often people struggle to get this support with Universal Credit (UC), because the process to give permission to a third party to help you is unclear, impractical and poorly advertised. This can lead to people struggling to keep their accounts updated, and more at risk of being sanctioned or losing their benefits altogether. In other words, the UC system is setting people up to fail.

In May 2021 we published research highlighting these concerns and launched our Set Up To Fail campaign calling on the government to act. Collaborating closely with people with first-hand experience of mental health problems and of claiming UC, we set out how simple changes could make it easier for those who need support to get it. Eleven leading organisations backed our campaign including Mind, Rethink Mental Illness and Christians Against Poverty, while over 2,000 people have signed our petition urging the government to act. We also secured a debate in the House of Lords on this issue, led by Lord Bryn Davies, during which DWP minister Baroness Stedman-Scott acknowledged these issues and promised to work with us to address them. We will continue to campaign for the government to make concrete changes to the UC system, to make it easier for people to get support from loved ones in managing their account.

In 2021 we were also pleased to see the DWP act on our longstanding recommendation to widen the range of channels through which benefits assessments are conducted. This will make these assessments more accessible for people with mental health problems who can often struggle when only one contact option is provided.

What's next?
With more people moving from legacy benefits onto UC, we will continue to campaign for the government to address the systemic problems that make it hard for people to get support from loved ones to manage their UC account.

We'll also be undertaking research into how our local area and regional disparities affect our financial and mental health. Our aim is to ensure the government considers these factors in its "Levelling Up" agenda, through which it aims to tackle regional inequalities and increase opportunities across the UK.

In the Mental Health and Income Commission, we found that people with mental health problems are more likely to need frequent and longer breaks from employment. This means those affected are less likely to be paying into a pension, as well as missing out on valuable employer contributions. We will be exploring how well the pensions system works for people with mental health problems currently, and what government, pension providers and advice agencies can do to make the experience of contributing to and engaging with pensions an easier one.

Our impact goal: Support services become more effective at helping people who have both money and mental health problems

Giving people with mental health problems Breathing Space from debt

In 2018, the government responded to our successful Recovery Space campaign, by agreeing to extend its Breathing Space debt respite scheme to people experiencing a mental health crisis each year. Following three years of consultation, the government implemented the Mental Health Breathing Space scheme in May 2021. That means that people receiving mental health crisis treatment are now able to pause escalating fees, charges and collections activity on their debts while they focus on recovery. We continue to work with the government and the Money and Pensions Service (MaPS) — the arm's length government body responsible for supporting people with financial decision-making — to ensure all those who could benefit from the Mental Health Breathing Space are able to.

Protecting face-to-face debt advice

In 2020, MaPS commissioned us to explore how debt advice could be made more effective for people with mental health problems, in our report '*Help along the way*'. In 2021, we were pleased to see MaPS take forward our recommendations on mental health training for advisers, as part of its recommissioning of debt advice services in England.

Alongside those positive steps, however, the recommissioning also looked set to reduce the amount of funding allocated to face-to-face debt advice. A major finding of '*Help along the way*' was that providing debt advice through a range of channels was vital in making this support truly accessible. At the end of 2021, we published research highlighting our concerns about the impact of cuts to face-to-face services, building on campaigning by many frontline debt advisors. MaPS subsequently increased the funding for face-to-face debt advice by 50%, protecting these services which will be invaluable in the months ahead given the rising cost of living.

In 2019, Research Community members told us that there wasn't enough information provided by healthcare professionals about the impact mental health problems can have on your finances. Off the back of that research, we've worked with the charity Mind to produce a range of materials about the links between mental health problems and financial difficulty. This information has been spread through social media, adverts and in over 3,000 GP surgeries, with the aim of preventing people with mental health problems from experiencing money troubles.

What's next?

The next stage in our collaboration with Mind sees us publishing a paper exploring how people receiving secondary mental health care - in hospital or from community mental health teams, for example - could be better supported with their finances.

Through an ongoing partnership with King's College London and Citizens Advice, we have been supporting a pilot combining money advice with mental health support through the NHS's Improving Access to Psychological Therapies (IAPT) programme. In the next year, we will publish a paper setting out the lessons learned so far and hold a seminar bringing together stakeholders to discuss how best to take forward integration of money advice and mental health services.

Staffing

The Charity sadly bade farewell to Samantha da Soller (Head of Finance and Operations) in September 2021 and Merlyn Holkar (Senior Research Officer) in December 2021. Both Samantha and Merlyn were original team members, when the Charity was founded and we wish them well in their new careers.

We were joined by Georgia Preece (Research Assistant) in January 2021, Alexis Stevens (Senior Strategic Partnerships Officer) in August 2021 and Nicky Deans (Head of Finance and Operations) in November 2021.

Money and Mental Health continued to run an internship scheme in 2021, remunerated at the London living wage for applicants who wish to join the Institute for six months. Haylie Page, Richard Taylor and Rachel Fergusson were all part of the internship scheme supporting the External Affairs team in 2021.

As at 31 December 2021, the Charity had 13 employees. Since the year end we have recruited Rebecca Stacey (Senior Research Officer) and also welcomed a new intern, Dom Taylor. Rachel Fergusson has remained with the Institute following the end of her internship, going through an open recruitment round to secure a new permanent position as External Affairs Assistant. We have also recently recruited a Senior Trusts & Foundations Officer, who will be joining us in May 2022. This is a new post, created as part of our income generation strategy to diversify our income basis as our founder's donation tapers off towards 2025.

FINANCIAL REVIEW

Despite the continuing impact of Covid-19, the Charity continued to operate within budget and generated a higher than anticipated unrestricted surplus of £197k in 2021.

Total income for 2021 of £833k was £98k higher than in 2020 and only 1% lower than budgeted. This was made up of unrestricted income of £800k and a restricted grant of £33k.

Expenditure related to charitable activities for the year totalled £722k split between unrestricted expenses of £602k and restricted expenses of £120k. Of this total, £603k related to direct project delivery costs, £112k related to support costs and £7k to governance costs. Total staff costs (included in delivery and support costs) represented 80% of the Charity's total expenses.

This was a tougher year than expected for Mental Health Accessible (MHA) with fewer prospects due to the challenges faced by the energy sector, which resulted in a £31k shortfall against budget for this income stream. This was substantially mitigated by unbudgeted income from other consultancy services and grants meaning that we ended the year only £12k behind on the total income budget.

Substantial savings were also realised in key cost areas mainly due to the impact of Covid-19. Switching from face-to-face events to virtual events resulted in savings on venue and travel costs. We were also fortunate that no premises costs were payable for the lockdown periods when our office building was closed. Delays in our recruitment plans also resulted in further savings.

All staff members continued to work from home throughout the Covid-19 pandemic with no reliance by the Charity on furlough schemes or other Covid-19 support measures.

The Institute reported a surplus of £111k in 2021 made up of an unrestricted surplus of £197k and a restricted loss of £86k. £80k of the restricted loss generated in 2021 was funded by the restricted funds received in 2019 for the Gambling Commission work programme (as part of a regulatory settlement between the Gambling Commission and a gambling firm). The remaining £6k of restricted costs related to additional unfunded expenditure on the project to get government commitment to secure changes to the UC system, which was predominantly funded by the Lloyds Bank Foundation for England and Wales. This additional expenditure was funded from unrestricted reserves.

The Institute's funds held on 31 December 2021 totalled £781k. The Gambling Commission confirmed that any amounts remaining in the restricted reserve at the end of 2021 could be transferred to the unrestricted general fund. This resulted in a transfer of £87k into the general fund meaning that the total of £781k of reserves at the year end was all unrestricted. This is explained further in the *Reserves Policy* paragraph below.

With a funding pledge from the founder until at least the end of 2025, the Institute continues to operate as a going concern. A financial strategy of prudence and care will be pursued which, together with a continued commitment to diversification of income, will ensure the ongoing financial sustainability of the Institute.

Funding

Like many charities, Money and Mental Health continued to be impacted by the Covid-19 pandemic throughout 2021 and this had some effect on our income diversification plans. Despite the difficulties faced by the energy sector, Mental Health Accessible secured funding of £138k, consisting of £81k for MHA accreditation for Halifax, Bank of Scotland and Lloyds banks as well as a further £57k for bespoke consultancy services to financial institutions.

Other unrestricted income included a £499k donation from the founder and Chair of the Board of Trustees and a £56k donation from Capital One. An unrestricted grant of £35k was received from the John Ellerman foundation and a restricted grant of £33k was received from Lloyds Bank Foundation for England and Wales. Other income from commissioned research also included £40k from Mind, £3k from NatCen and £18k from Kings College London in partnership with Citizens Advice to support the NHS's Improving Access to Psychological Therapies programme. £5k was also received in sponsorship income from Capital One and our three bank accounts generated interest of £5k.

In 2021 the founder's donation accounted for 60% of the Charity's income, whilst 40% was generated from other external sources. This demonstrates that the Institute is starting to see some success in diversifying its income sources in line with its funding plans.

We would like to thank our founder and all our funders for their support in 2021.

Reserves policy

The trustees have set a policy which requires that general unrestricted reserves be maintained at a level that ensures the charity's core activity could continue during a period of unforeseen difficulty and that a proportion of reserves be maintained in a readily realisable form. The trustees have set this level to be equivalent to a 3 months' worth of operating expenses and it reviews this position at every meeting. It should be noted that this is a minimum level and the trustees recognise that a higher level may be required at times when the external financial climate is more challenging or when investment is required to ensure operational efficiency and resilience in future years.

The Charity's reserve policy is in line with the guidance issued by the Charity Commission and the calculation of the required level of reserves is an integral part of the charity's budgeting and planning cycle.

Any funds received by the Charity for a specific project or purpose are held in a restricted fund. On 1 January 2021, restricted funds of £167k were held in the Gambling Commission Work Programme fund, created to accelerate progress towards delivery of the Gambling Commission's national strategy to reduce gambling harms. During 2021, £80k was spent on this project, which finished during the year. At the end of the project, the Gambling Commission agreed that the balance remaining on this fund of £87k would be transferred to the unrestricted general fund. Therefore the balance of restricted funds at 31 December 2021 was £nil.

Unrestricted reserves consist of designated reserves and general reserves. Unrestricted funds can be spent or applied at the discretion of the trustees to further any of the Charity's purposes. Unrestricted funds can also be used to supplement expenditure made from restricted funds. For example, a restricted grant may provide only part of the funding needed for a specific project. In this case unrestricted funds may be used to meet any funding shortfall for that project.

Trustees may also choose during the reporting period to set aside a part of the unrestricted funds to be used for a particular future project or commitment. By earmarking funds in this way, the trustees set up a designated fund that remains part of the unrestricted funds of the charity. For example, this may be appropriate for large, unproven future projects, with significant set up costs, until they are self-funding, or alternative sources of funding are found, as was the case with the Mental Health Accessible project. This designation has an administrative purpose only and does not legally restrict the trustees' discretion in how to apply the unrestricted funds that they have earmarked.

On 1 January 2021 the Charity held designated funds totalling £377k for Mental Health Accessible (£142k), future capacity costs (£60k) and other contingency costs (£175k). Trustees agreed to merge all of these designated reserves into the unrestricted general reserve, resulting in a general reserve balance of £781k and a designated reserve balance of £nil.

The trustees are satisfied with the level of reserves held by the Charity as at 31 December 2021, which is in line with its reserves policy. Although the current level of reserves is significantly higher than the minimum specified in the policy, the trustees believe that this level will be required to sustain the Charity in the next 4 years, as the founder's donation tapers off.

To date the majority of our core funding has been from our Founder and Chair, Martin Lewis. As the charity has grown and developed, we have begun to diversify our funding base to ensure a strong and resilient future for the organisation. Our founder's donation has reduced from 100% of the charity's income in 2016 to 60% in 2021 as the annual donation has tapered and our alternative fundraising has grown. This donation will continue to taper, and we project that it will provide around 40% of our total income by 2025. Over the last couple of years the charity has also built some additional reserves, primarily as a result of cancelled activity and rent costs during the pandemic.

The charity has an income generation strategy that includes generating revenue by charging essential services firms for consultancy work, alongside grants, sponsorship and some other donor income. We believe that this will scale our impact, improving outcomes for millions of people with mental health problems, whilst making the charity more financially resilient.

In light of the impact of the pandemic and the cost of living crisis on both money and mental health, our work is needed more than ever. We aim to sustain our current level of capacity for our core delivery work, whilst at the same time developing new income generation capabilities. Our plans for the next few years therefore involve investing some of our reserves in the income generation, operations and consultancy capacity needed to grow and diversify our income base for the future, allowing us to maintain our current delivery capacity and impact whilst strengthening the charity for the future.

The level of reserves is monitored quarterly and the reserves policy is reviewed annually by the Board of Trustees.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and objects

Money and Mental Health was registered as a charity with the Charity Commission for England and Wales on 12 April 2016. It is governed by its Constitution. It is a Charitable Incorporated Organisation.

The objects of the Charity are, for the public benefit:

(1) to advance understanding of mental health, financial difficulties and capability and the relationship between the two;
(2) to improve the lives of people with mental health problems, particularly in relation to their financial experiences, and
(3) to promote the preservation of good mental health, with a particular focus on the impact of people's financial experiences,

including by carrying out research, facilitating discussion, designing and testing new approaches and disseminating the useful results of these endeavours.

Appointment of trustees and induction

Anyone who is a natural person and over the age of 16 can become a trustee. There must be at least three trustees and one of the trustees at least must be over the age of 18. There is no maximum number of trustees. New trustees are selected by the Board of Trustees according to the skills, knowledge and experience needed for the effective administration of the Institute.

Induction support and a trustee information pack is provided for all new trustees.

Members' liability

Money and Mental Health had 9 trustees as of 31 December 2021. They are the only persons eligible to be members of the Institute and their membership cannot be transferred to anyone else. If the Institute is wound up, its members have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Trustees' responsibilities

The trustees are responsible for preparing the Trustees' Report and the Financial Statements in accordance with applicable law and United Kingdom's Accounting Standards (UK GAAP). The Institute has opted to prepare its accounts using the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and follow the Charity SORP 2019 (FRS 102). As a charity registered in England and Wales, the charitable company also reports in accordance with the Charity Commission for England and Wales' guidance on public benefit and the Charities Act 2011.

Chair of the Board of Trustees

Martin Lewis CBE is the founder and the Chair of the Board of Trustees of the Institute. He founded the Money Saving Expert website in 2003 and is currently its Executive Chair. He is also an award-winning campaigning journalist, a TV and radio presenter, a newspaper columnist and author as well as a charity founder. To date, he has also been the main source of revenues of the Institute.

Organisational structure and decision making

The Board of Trustees is responsible for the overall governance and direction of the Institute. The Board meets quarterly. Trustees operate in a non-executive capacity and they are responsible for helping to preserve the Institute's independence and impartiality, notably by ensuring that no interest group is able to exert undue influence on the Institute's work.

Oversight of financial performance and operational controls as well as recommendations on remuneration have been delegated since 2019 to a Finance Committee chaired by the Treasurer.

Day to day operations of the Institute are delegated to the Chief Executive Officer and the senior management team.

Remuneration policy, related party and other transactions
Money and Mental Health is committed to ensuring that its staff members are paid fairly and in a way that ensures it attracts and retains the right skills to have the greatest impact in delivering its charitable objectives. In this context, all salaries are reviewed on an annual basis with the intention to offer each April an inflation-related increase to all employees who have been at their current pay level for three months or more, subject to the Institute's financial health being robust (this policy is not applicable to interns who are remunerated at the London Living wage which already includes an annual inflation adjustment). The Institute also has in place a work pension scheme relying on employer's and employees' pension contributions. The trustees hereby confirm that no contractual relationship with a related party was to be reported. Furthermore, the Institute did not act as an agent or a custodian trustee during the reporting period and it did not hold any funds on behalf of other parties. Finally, the trustees also confirm that there are no applicable exemptions from disclosure in this report.

Risk management
It is the responsibility of the trustees to monitor the risks posed to the ongoing viability of the Institute and its ability to fulfil its charitable objectives. All areas of risk (governance and compliance, operational, financial, environmental and external) have been identified and are set out in the Institute's risk register.

The Board of Trustees regularly assesses the major risks to which Money and Mental Health is exposed; even if less acute than last year, the main risks identified for the current year remain the ones associated with the Covid-19 situation, notably its potential impact on the mental health and wellbeing of the Charity's staff, but also the resulting slow-down in the Institute's income diversification plans as potential funders and Mental Health Accessible clients are not entirely back to normal levels of activity yet.

The Board is therefore satisfied that systems and adequate levels of reserves are in place to mitigate the Institute's exposure to these major risks.

Our thanks
The trustees are very grateful to the many individuals and organisations who supported the work of the Institute in 2021, in particular to the staff team, advisory board, and the thousands of people who generously shared their lived experience of mental health problems to shape our work.

Chair of the Board of Trustees
Martin Lewis

Board of Trustees
Clare Francis
Joanna Hill
Richard Lloyd (Vice-Chair)
Patrick Nash
Carol Pearson (Treasurer)
Chris Pond
Gareth Roy
Simi Ryatt

Advisory Board Members as of 31 December 2021
Bim Afolami MP
Sue Ayton
Andy Bell
Luciana Berger
Dr Jed Boardman
Dr Billy Boland
Dr Lisa Cameron MP
Rebecca Cassar
Sharon Collard
Martin Coppack
Steve Crabb
Sandra Dangoor
Chris Fitch
Lee Healey
Dan Holloway
Dr Ricky Kanaber
Sir Norman Lamb
Sandra Lawman
Aoife ní Luanaigh
Léonora Miles
Vanessa Pine
Paul Scates
Jeff Smith MP
Mike Songer
Kate Sutton
Mark Trewin
Caroline Wells
Nicola Wood
Professor Dame Til Wykes

Institute Staff as of 31 December 2021
Helen Undy (Chief Executive Officer)
Conor D'Arcy (Head of Research and Policy)
Nicky Deans (Head of Finance and Operations)
Alice Rose (Head of Strategic Partnerships)
Brian Semple (Head of External Affairs)
Nikki Bond (Senior Research Officer)
Bronwen Dalley Smith (Senior External Affairs Officer)
Katrina Gaffney (External Affairs Officer)
Merlyn Holkar (Senior Research Officer)
Chris Lees (Research Officer)
Georgia Preece (Research Assistant)
Alexis Stevens (Senior Strategic Partnerships Officer)
Rachel Fergusson (Intern)

STATEMENT OF TRUSTEES RESPONSIBILITIES

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

The law applicable to charities in England & Wales 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 2019 (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which 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 trust deed. They 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.

Approved by order of the Board of Trustees on 8 July 2022 and signed on its behalf by:

Martin Lewis CBE
Chair

Opinion

We have audited the financial statements of Money and Mental Health Policy Institute (the 'charity') for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. However, because not all future events or conditions can be predicted, this statement is not a guarantee as to the charity's ability to continue as a going concern in exceptional or unforeseen circumstances.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Report of the Trustees is inconsistent in any material respect with the financial statements; or
- the charitable company has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement [set out on page 12], the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. Based on our understanding of both the charity and sector, we identified the principal risks of non-compliance with laws and regulations and considered the extent to which any non-compliance might have on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Charities Act 2011 and ensured that all those involved in the audit undergo regular update training, including on how to identify or recognise fraud and non-compliance with laws and regulations.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting inaccurate journals and management bias in accounting estimates. We addressed these risks by carrying out specifically targeted procedures, which included:

- discussions with management, including consideration of any known or suspected instances of non-compliance with laws and regulations and/or fraud;
- reading minutes of meetings of those charged with governance;
- considering the appropriateness of journal entries and other adjustments;
- evaluating the reasons for any large or unusual transactions;
- reviewing disclosures in the financial statements to underlying supporting documentation

As outlined above, reasonable assurance is a high level of assurance, but is not a guarantee that a material misstatement may always be detected. The extent to which our procedures are capable of detecting material misstatements or irregularities, including fraud, is therefore subject to the inherent limitations of an audit. There is therefore, an unavoidable risk that a material misstatement may not come to light, in particular, where non-compliance with laws and regulations are remote from events and transactions reflected in the financial statements or where fraud or errors arise due to intentional misrepresentation, forgery, concealment, management override and/or collusion. A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report
This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Julia Mortimer (Senior Statutory Auditor)
for and on behalf of Watts Gregory LLP
Chartered Accountants & Statutory Auditors
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

Date: 8 July 2022

MONEY AND MENTAL HEALTH POLICY INSTITUTE

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	590,165	-	590,165	659,335
Charitable activities	5	204,809	33,394	238,203	67,715
Investment income	4	4,657	-	4,657	7,493
Other income		-	-	-	300
Total		799,631	33,394	833,025	734,843
EXPENDITURE ON					
Charitable activities	6	601,865	119,725	721,590	655,351
NET INCOME/(EXPENDITURE)		197,766	(86,331)	111,435	69,492
Transfers between funds	15	80,695	(80,695)	-	-
Net movement in funds		278,461	(167,026)	111,435	69,492
RECONCILIATION OF FUNDS					
Total funds brought forward		502,139	167,026	669,165	599,673
TOTAL FUNDS CARRIED FORWARD		780,600	-	780,600	669,165

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

BALANCE SHEET
31 DECEMBER 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Tangible assets	11	5,456	-	5,456	3,832
CURRENT ASSETS					
Debtors	12	43,267	-	43,267	115,865
Cash at bank		800,232	-	800,232	758,524
		843,499	-	843,499	874,389
CREDITORS					
Amounts falling due within one year	13	(68,355)	-	(68,355)	(209,056)
NET CURRENT ASSETS		775,144	-	775,144	665,333
TOTAL ASSETS LESS CURRENT LIABILITIES		780,600	-	780,600	669,165
NET ASSETS		780,600	-	780,600	669,165
FUNDS	15				
Unrestricted funds				780,600	502,139
Restricted funds				-	167,026
TOTAL FUNDS				780,600	669,165

The financial statements were approved and authorised for issue by the Board of Trustees on 8th July 2022 and were signed on its behalf by:

Carol Pearson
Treasurer

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	2021 £	2020 £
Cash flows from operating activities			
Cash generated from operations	1	42,539	132,375
Net cash provided by operating activities		42,539	132,375
Cash flows from investing activities			
Purchase of tangible fixed assets		(5,488)	(3,609)
Interest received		4,657	7,493
Net cash (used in)/provided by investing activities		(831)	3,884
Change in cash and cash equivalents in the reporting period		41,708	136,259
Cash and cash equivalents at the beginning of the reporting period		758,524	622,265
Cash and cash equivalents at the end of the reporting period		800,232	758,524

The notes form part of these financial statements

NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2021

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net income for the reporting period (as per the Statement of Financial Activities)	111,435	69,492
Adjustments for:		
Depreciation charges	2,712	2,548
Loss on disposal of fixed assets	1,152	-
Interest received	(4,657)	(7,493)
Decrease/(increase) in debtors	72,598	(84,510)
(Decrease)/increase in creditors	(140,701)	152,338
Net cash provided by operations	42,539	132,375

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/1/21 £	Cash flow £	At 31/12/21 £
Net cash			
Cash at bank	758,524	41,708	800,232
Total	758,524	41,708	800,232

The notes form part of these financial statements

1. STATUTORY INFORMATION

Money and Mental Health Policy Institute is a registered charity, registered in England and Wales under charity number 1166493. The governing document of the charity is its Constitution, and it is a Charitable Incorporated Organisation (CIO). The principal address can be found on the entity information page. The nature of the charity's operations and principal activities are disclosed within the Report of the Trustees.

The financial statements are presented in Sterling (£), the charity's functional currency, and rounded to the nearest pound.

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

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent to provide a 'true and fair' view. This departure has involved following the 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 issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

Going concern
No material uncertainties related to events or conditions that may cast significant doubt upon the entity's ability to continue as a going concern exist.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Tangible fixed assets
Tangible fixed assets costing £500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - straight line 25%
Computer equipment - straight line 33.33%

2. ACCOUNTING POLICIES - continued

Operating leases
Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds are created for specific purposes at the discretion of the trustees.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Employee benefits
When employees have rendered service to the charity, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

3. DONATIONS AND LEGACIES

	2021	2020
	£	£
Donations	555,165	621,535
Grants	35,000	37,800
	590,165	659,335

4. INVESTMENT INCOME

	2021	2020
	£	£
Bank interest receivable	4,657	7,493

5. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted	Restricted	2021 Total	2020 Total
	£	£	£	£
Contracts for Charitable Research	5,000	-	5,000	49,000
Consultancy services and other income	199,809	-	199,809	18,715
Grants	-	33,394	33,394	-
	204,809	33,394	238,203	67,715

5. INCOME FROM CHARITABLE ACTIVITIES - continued

All income from Charitable Activities is derived from the charity's sole charitable activity 'to advance understanding of mental health, financial capability and the relationship between the two'.

Grants received, included in the above, are as follows:

	2021	2020
	£	£
Lloyds Bank Foundation for England and Wales	33,394	-

6. CHARITABLE ACTIVITIES COSTS

	Unrestricted	Restricted	2021 Total	2020 Total
	£	£	£	£
Direct costs	499,704	102,669	602,373	572,424
Support costs	95,189	17,056	112,245	87,002
Governance costs	6,972	-	6,972	5,925
	601,865	119,725	721,590	665,351

7. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Auditors' remuneration	5,870	5,848
Depreciation - owned assets	2,712	2,548

8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 or for the year ended 31 December 2020.

Trustees' expenses
There were no trustee's expenses paid for the year ended 31 December 2021. During the prior year, one trustee was reimbursed £65 in respect of expenses incurred on behalf of the remuneration committee.

9. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	500,588	472,497
Social security costs	50,140	47,180
Other pension costs	27,613	27,910
	578,341	547,587

The average monthly number of employees during the year was as follows:

2021	2020
12	11

9. STAFF COSTS - continued

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021	2020
£60,001 - £70,000	-	1
£70,001 - £80,000	1	-
	1	1

In addition to this, pension contributions of £4,404 (2020 - £3,522) were received by these employees.

Included within staff costs above is an amount of £Nil (2020 - £2,152) in respect of redundancy payments.

The total key management personnel remuneration during the year was £330,625 (2020 - £325,647).

10. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES – YEAR ENDED 31 DECEMBER 2020

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	659,335	-	659,335
Charitable activities	67,715	-	67,715
Investment income	7,493	-	7,493
Other income	300	-	300
Total	734,843	-	734,843
EXPENDITURE ON			
Charitable activities	606,392	58,959	665,351
NET INCOME/(EXPENDITURE)	128,451	(58,959)	69,492
RECONCILIATION OF FUNDS			
Total funds brought forward	373,688	225,985	599,673
TOTAL FUNDS CARRIED FORWARD	502,139	167,026	669,165

Based upon further review, some re-classification has taken place in respect of Income and expenditure previously reported to reflect as Income and expenditure under charitable activities.

11. TANGIBLE FIXED ASSETS

	Office equipment £	Computer equipment £	Totals £
COST			
At 1 January 2021	3,735	9,848	13,583
Additions	732	4,756	5,488
Disposals	(4,467)	-	(4,467)
At 31 December 2021	-	14,604	14,604
DEPRECIATION			
At 1 January 2021	2,714	7,037	9,751
Charge for year	601	2,111	2,712
Eliminated on disposal	(3,315)	-	(3,315)
At 31 December 2021	-	9,148	9,148
NET BOOK VALUE			
At 31 December 2021	-	5,456	5,456
At 31 December 2020	1,021	2,811	3,832

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade debtors	29,944	108,000
Other debtors	1,000	-
Prepayments	12,323	7,865
	43,267	115,865

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade creditors	19,329	1,259
Social security and other taxes	15,865	13,067
VAT	3,069	25,143
Accruals and deferred income	30,092	169,587
	68,355	209,056

Included within Accruals and deferred income above is the following deferred income:

	2021 £	2020 £
Consultancy Services	-	130,000

The prior year deferred income related to income received in advance of service delivery. This deferred income of £130,000 was released in full to the Statement of Financial Activities during 2021.

14. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2021	2020
	£	£
Within one year	14,962	17,813

15. MOVEMENT IN FUNDS

	At 1/1/21	Net movement in funds	Transfers between funds	At 31/12/21
	£	£	£	£
Unrestricted funds				
General fund	125,139	197,766	457,695	780,600
Contingency	175,000	-	(175,000)	-
Mental Health Accessible	142,000	-	(142,000)	-
Capacity costs	60,000	-	(60,000)	-
	502,139	197,766	80,695	780,600
Restricted funds				
Gambling Commission Work Programme	167,026	(80,267)	(86,759)	-
Lloyds Bank Foundation for England and Wales	-	(6,064)	6,064	-
	167,026	(86,331)	(80,695)	-
TOTAL FUNDS	669,165	111,435	-	780,600

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	799,631	(601,865)	197,766
Restricted funds			
Gambling Commission Work Programme	-	(80,267)	(80,267)
Lloyds Bank Foundation for England and Wales	33,394	(39,458)	(6,064)
	33,394	(119,725)	(86,331)
TOTAL FUNDS	833,025	(721,590)	111,435

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1/1/20 £	Net movement in funds £	Transfers between funds £	At 31/12/20 £
Unrestricted funds				
General fund	93,688	128,451	(97,000)	125,139
Contingency	138,000	-	37,000	175,000
Mental Health Accessible	142,000	-	-	142,000
Capacity costs	-	-	60,000	60,000
	373,688	128,451	-	502,139
Restricted funds				
Gambling Commission Work Programme	225,985	(58,959)	-	167,026
TOTAL FUNDS	599,673	69,492	-	669,165

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	734,843	(606,392)	128,451
Restricted funds			
Gambling Commission Work Programme	-	(58,959)	(58,959)
TOTAL FUNDS	734,843	(665,351)	69,492

Designated funds

Contingency
This fund was created to ensure that an adequate level of reserves is maintained to allow the charity to face any type of contingent liability or unexpected expenditure not included within the charity's operating budget.

Mental Health Accessible
This fund was created to ensure the fixed costs of the charity's work in this area would be covered regardless of income generation.

Capacity Costs
This fund was created to allow for investment in additional internal resource to manage additional workload and/or administrative tasks, as well as to have the flexibility to rely on external resources on an ad-hoc basis.

As outlined within the reserves policy, the Trustees agreed to merge all of the above designated funds into the unrestricted general fund.

Restricted funds

Gambling Commission Work Programme
During 2019 a £228,500 donation was received in relation to a regulatory settlement between the Gambling Commission and a gambling firm. In accordance with the regulatory settlement agreed in lieu of imposing a financial penalty on the gambling firm, these monies represented a restricted donation to the Charity to accelerate progress towards the delivery of the Gambling Commission's National Strategy to reduce Gambling Harms.

The funds were allocated to a programme of work agreed between the Charity and the Gambling Commission to deliver this progress by engaging the financial services sector in efforts to reduce gambling harms.

15. MOVEMENT IN FUNDS - continued

Lloyds Bank Foundation for England and Wales
Grant funding was received from Lloyds Bank Foundation for England and Wales to be used to secure government commitment for changing an element of the Universal Credit (UC) system, to make it easier for people to get help from family and friends in managing their benefits. The proposal addresses explicit consent.

Transfers between funds
Approval was obtained from the Gambling Commission that an underspend on the regulatory settlement project can be transferred into the charity's core charitable funds. A transfer of £86,759 has been transferred from the restricted fund to the general fund.

A fund transfer of £6,064 has been made from the general fund to the restricted Lloyds Bank Foundation for England and Wales fund to cover an overspend on the project.

On 1 January 2021 the charity held designated funds totalling £377,000. The Trustees agreed to merge all of these designated funds into the unrestricted general fund.

16. EMPLOYEE BENEFIT OBLIGATIONS

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in independently administered funds. The pension cost charge represents contributions paid by the charity to the fund and amounted to £27,613 (2020: £27,910). Contributions outstanding at the year end amounted to £Nil (2020: £Nil).

17. RELATED PARTY DISCLOSURES

During the year, donations totalling £499,000 (2020: £541,170) were received from the founder and Chair of the charity - Martin Lewis.

MONEY AND MENTAL HEALTH POLICY INSTITUTE

England & Wales - Charity number 1166493

Accounts

REGISTERED CHARITY NUMBER: 1166493

MONEY AND MENTAL HEALTH POLICY INSTITUTE

REPORT OF THE TRUSTEES AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 DECEMBER 2020

Watts Gregory LLP
Chartered Accountants & Statutory Auditors
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

MONEY AND MENTAL HEALTH POLICY INSTITUTE

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FOR THE YEAR ENDED 31 DECEMBER 2020

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MONEY AND MENTAL HEALTH POLICY INSTITUTE

ENTITY INFORMATION
FOR THE YEAR ENDED 31 DECEMBER 2020

Chair of the Trustees	M Lewis
Vice-Chair of the Trustees	R Lloyd
Treasurer	C Pearson (appointed 15 March 2021) M Gwynant (resigned 15 March 2021)
Trustees	C Francis J Hill J Kay (resigned 15 March 2021) P Nash C Pond G Roy (appointed 15 March 2021) S Ryatt
Address	22 Kingsway London WC2B 6LE
Charity Number	1166493
Auditors	Watts Gregory LLP Elfed House Oak Tree Court Cardiff Gate Business Park Cardiff CF23 8RS

CHAIR'S ANNUAL REPORT
FOR THE YEAR ENDED 31 DECEMBER 2020

It's a full year since the first lockdown began. The world and the UK have changed utterly in that time. The twinned problems of financial difficulty and mental ill health that we are here to fight haven't wavered, they've strengthened. That's why I am incredibly proud of the Money and Mental Health Policy Institute's work, and its dual minded focus to reduce the harm caused by this terrifying combination, exacerbated by the pandemic.

The Institute has shone a much-needed light on systemic problems and inequalities that need to be addressed, successfully campaigned to right some of these wrongs, and worked tirelessly to bring about real change for those affected.

It responded quickly to the pandemic by highlighting the particular hardships that people with mental health problems are facing and offering solutions for how these issues can be addressed now and in the longer term.

Our work in 2020 was guided by three ambitious organisational goals:

1. Fewer people are disadvantaged as a result of their mental health or experience psychological harm when choosing, using or paying for essential services.

   In October we celebrated a major victory for our Stop the Debt Threats campaign, when the government agreed to change decades-old rules which forced lenders to send intimidating letters to people in problem debt. These changes will make the worst debt letters more supportive, easier to understand and less threatening for people in problem debt — a big win for everyone who backed the campaign, including our Research Community members who shaped our research and spoke out about their experiences in the media.

   Through our innovative Mental Health Accessible programme, we also continued to drive real improvements in the support people with mental health problems receive from essential services firms. Lloyds Bank became the first firm to receive a Mental Health Accessible accreditation, after making important changes to its services following a rigorous assessment by Money and Mental Health. We also launched our Urgent Covid-19 Customer Support Standards, which set out simple steps that firms could adopt to support the growing number of customers in distress.

   We published a series of research reports highlighting the greater risk of financial harm people with mental health problems face when using online services and space — from shopping to scams — and how government, regulators and tech platforms can bolster online consumer protections. One key recommendation was the need for proper regulation of Buy Now Pay Later credit, and we were delighted when our lobbying along with other organisations, saw the Financial Conduct Authority announce in February 2021 its intention to regulate the industry.

   Finally, we embarked on a programme of work to engage financial services providers to step up support for people affected by problem gambling. This included holding a virtual conference and a series of in-depth workshops exploring the opportunities for financial services to improve support measures and tools for customers with gambling issues.

   Eleven UK banks now offer gambling blocks, and many also include 'cooling off periods' to help customers stay in control — proposals that we put forward in earlier research, before any banks offered these tools.

2. Fewer people have poor living standards as a result of mental health problems.

   During this year we launched our Mental Health and Income Commission, which brought together experts from business, politics, trade unions and charities, to examine how people's mental health affects the income they receive.

   Research undertaken for the Commission established that there is a significant income gap for people with mental health problems compared to the wider population — thanks to a combination of low wages, low employment prospects and long-term benefits cuts.

   It also set out both immediate and long-term measures that government and employers should adopt to reduce the mental health income gap — from tackling the barriers to employment that many people with mental health problems face, to strengthening the safety net for those too unwell to work.

At the outset of the pandemic, our policy note highlighted the particular financial challenges people with mental health problems faced due to the emerging crisis. It also raised concerns that this group would struggle to access benefits and the government's pandemic support measures during the current crisis.

We were pleased to see some of these concerns picked up in the government's Covid-19 mental health and wellbeing recovery plan in November.

3. Support services become more effective at helping people who have both money and mental health problems.

At the start of 2020, we were delighted to see our work cited in the new decade-long financial wellbeing strategy from the Money and Pensions Service (MaPS), the government's body to promote better financial guidance and information. MaPS credited our work as the key influence in its decision to have mental health as a central cross-cutting priority in the strategy.

We also published research highlighting the difficulty people with mental health problems can face in engaging with free debt advice and setting out ways that advice providers can make their services more accessible. We continue to work with MaPS to drive improvements off the back of this research.

Finally, we also saw important milestones in our Stop the Charge campaign, which aims to end GP charges for the Debt and Mental Health Evidence Form, paperwork that people with mental health problems can need to get help from creditors.

In September, the Welsh Government announced the end of these charges for people in Wales. In 2020 we also published important guidance to help creditors better understand and engage with customers experiencing both debt and mental health problems — therefore reducing the need for the Debt and Mental Health Evidence Form in the first place.

Money and Mental Health Policy Institute is a small charity with a huge impact.

There are many factors that help us punch far above our weight. One at its core is the incredible support of our Research Community of 5,000 experts by experience, whose ideas, stories and feedback are at the heart of everything we do. We owe a huge heartfelt thanks to them for their tremendous support sharing their experiences and ideas, and for highlighting where changes need to be made.

There are many others deserving thanks for their crucial contribution to our work. They include Vice-Chair Richard Lloyd and all my talented fellow Trustees for their continued support, scrutiny and stewardship, and our Advisory Board for their insight and guidance.

Finally, I want to say a big thanks to the whole Money and Mental Health team, led by Helen Undy and Katie Alpin (while Helen was on maternity leave), whose passion, energy and dedication has enabled the charity to have such great impact.

The coming year promises further uncertainty and hardship for many, but also some hope. With that our ambition is to continue to work to limit the damage that the pandemic causes, but also tackle with vigour some of the longer-term problems this crisis has heightened.

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Martin Lewis OBE
Chair and Founder, Money and Mental Health Policy Institute

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

The trustees are pleased to present the annual report and financial statements of the Money and Mental Health Policy Institute ("Money and Mental Health" or the "Institute" or the "Charity") for the year ended 31 December 2020.

The Trustees confirm that the annual report and the financial statements of the Institute comply with current statutory requirements, the requirements of the Institute's constitution and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" effective 1 January 2019 (FRS 102).

The Institute is a Charitable Incorporated Organisation (charity registration no 1166493, registered on 12 April 2016).

Reference, administrative details and information about the charitable trustees who have served during the financial year and up until the date of signing the financial statements, unless otherwise stated, are shown on pages 14 and 15 of this report.

OBJECTIVES AND ACTIVITIES

Money and Mental Health is a research charity devoted to advance, for the public interest, understanding of mental health and financial capability and the relationship between the two.

Mental health problems can make it harder to earn money, to manage spending and to get a fair deal on products and services. Life is likely to cost more, precisely when there is less money available to spend. Financial difficulty itself also causes stress and anxiety, but this is often made worse by collections practices or having to go without essentials. Over 100,000 people in England every year attempt to take their own life whilst struggling with problem debt[1].

The Charity's aim is to break the vicious cycle of money and mental health problems, so that all individuals have an equal chance of financial security, regardless of their mental health, and everyone's mental health can flourish, regardless of their financial circumstances.

As part of its 2019-2024 strategic plan, the Charity set the following three impact goals for itself with the view to create real change:

1. Fewer people are disadvantaged as a result of their mental health or experience psychological harm when choosing, using or paying for essential services;
2. Fewer people have poor living standards as a result of mental health problems; and
3. Support services become more effective at helping people who have both money and mental health problems.

To achieve its aim of ending the cyclical relationship between financial difficulties and mental health problems, the Institute undertakes research, develops policy and practical solutions and drives change for the public interest through campaigning, disseminating findings, and providing consultancy support to those providing services.

Money and Mental Health brings together insights from experts, including those with lived experience of mental health problems and translates that research and understanding into practical policy and solutions for government, regulators, essential services providers, health care professionals, advice services and others.

To achieve these goals and deliver its strategy, the Institute undertakes the following activities:

- producing innovative research that widens and deepens understanding of the nature and causality of money problems among those with poor mental health;
- conducting trials and testing of our ideas and providing hands-on consultancy support with their implementation to front line services and essential services firms in the public and private sector;
- developing practical policies and solutions for government, essential service providers, regulators, the mental health and advice sectors, working in partnership with those providing services, those who shape them, and those using them, to find out what really works;
- Campaigning and sharing our research to improve understanding of the links between mental health problems and financial difficulties, and increase awareness of proposed solutions.

[1] Bond N and Holkar M. A silent killer: Breaking the link between financial difficulty and suicide. Money and Mental Health Policy Institute. 2018.

Everything the Institute does is rooted in the lived experience of our Research Community, a group of volunteers with personal experience of either living with mental health problems or supporting someone with mental health problems. They ensure the research reflects problems as they really are today, not just as we think they are, or as they were the last time national data was collected, and they help us find solutions that will meet real needs. The Research Community brings the voices of lived experience to the table in discussions with government, regulators, firms and service providers, and generates ideas about new policy and solutions to help break the cyclical relationship between financial difficulties and mental health problems.

Public benefit
The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission in determining the activities undertaken by the Institute. The trustees' view is that Money and Mental Health complies with this guidance because:

- All research produced by the Institute which supports its objectives is available to members of the public to download from its website ensuring the broadest possible reach for the research;
- The policy solutions proposed by the Institute are informed by apolitical, independent and evidence-based research, so that all members of the public can benefit; and
- Its research activities are undertaken for the benefit of the public.

ACHIEVEMENTS AND PERFORMANCE

Since the publication of its 2019-2024 strategy, the Charity has focused on the delivery of its three impact goals as described in the section above. However, shortly after the effects of the pandemic hit the United Kingdom in March 2020, we revised our ambitions for the year as the trustees decided that one of the Charity's main considerations should be to support its staff members to adapt to remote working, to meet the challenges of combining home working with performing caring duties and to preserve as much as possible their wellbeing.

As well as affecting the charity's practical operations, the pandemic has shone a light on the scale of health inequalities in the UK and the impact of poverty and financial difficulty on health outcomes, including the devastating link between money and mental health. This has made our work more relevant than ever, and increased demand for our input into research and policy work from government, regulators, firms and service providers.

Despite the recalibrating of our ambitions for the year, and in the context of the increased relevance of our work, the team responded with enormous dedication and hard work, achieving some lasting change for people with mental health problems as our main activities for 2020 described below demonstrate.

2020 programme of activities
Money and Mental Health continued to produce innovative and responsive research in 2020. We published six reports, a policy note and responded to nine consultations, with a mix of work focusing on the consequences of the pandemic and more long standing issues.

To produce our research work, we relied extensively on our Research Community of c. 5,000 volunteer members. Over the course of 2020, we invited members to take part in 20 separate surveys - engagement was strong across these, with more than 500 responses to surveys exploring the impact of Covid-19 and the links between mental health problems and income. We also heard from the Research Community through nine other research activities, including focus groups, diaries and interviews. In 2020 the Institute also pursued its efforts to increase diversity within its Research Community. The meaningful size of our Research Community and the frequency of interactions with volunteers (weekly) continued to make it a fundamental pillar of our work.

We are also grateful to our Advisory Board - bringing together experts from academia, service provision, charities, industry as well as members of parliament, policy makers and those who live with mental health problems. They notably fed into our research projects, campaigns and ongoing work, drawing on their skills and expertise. They also helped to shape our programme of work for 2021.

Despite the disruption caused by the pandemic, we continued to have good impact and reach with our communications outputs. In 2020, our digital presence grew at a steady pace — with Facebook likes up by 27%, Twitter followers up by 19% and Linkedin followers up by 40%. We also secured six pieces of national media coverage per month and our website received nearly 20,000 views per month. The move to remote working also gave us the opportunity to increase our reach in new ways, most notably in our first ever online event series, which on average attracted over 150 attendees per event.

The pandemic also led the Charity to publish mid-2020 a set of practical recommendations for essential services firms drawing on the expertise we had developed in the previous year through our Mental Health Accessible pilot: the *Urgent Covid-19 Customer Support Standards* were designed to help firms set up practical steps to support the growing number of their customers in distress. We also participated in the Inclusive Economy Partnership's BOOST programme delivered by the Young Foundation and Ernst & Young on behalf of the Cabinet Office and the Department for Digital, Culture, Media & Sport. This second accelerator programme provided us with access to a diversity of partners, expertise and networking opportunities which supported us in our efforts to adapt our Mental Health Accessible offering in fast changing and very challenging market circumstances. This opportunity followed from our participation in the IEP's first accelerator programme in 2019 when we received a £20,000 restricted grant to develop our Accessibility Standards.

Throughout 2020, the Charity continued to involve people with personal experience of mental health problems or as carers at every level of the organisation: an internal survey we conducted in May 2020 revealed that more than half of our advisory board members, 60% of our staff and more than 80% of our trustees have lived experience of mental health problems.

The Institute also continued to establish new relationships with various stakeholders across a range of sectors, notably through the creation of the Mental Health and Income Commission, which successfully brought together a group of high profile commissioners, including Matthew Taylor (Chief Executive of the RSA and author of the Taylor review of modern working practices) and Paul Farmer (CBE, Chief Executive of Mind and author of the Stevenson/Farmer review of mental health and employers "Thriving at Work"). The Institute is grateful to its trustee Chris Pond who accepted to chair the Commission and to all the commissioners who actively participated in various workshops to examine how people's mental health affects the income they receive through work, benefits and other sources.

Finally, Money and Mental Health continued to strive to bring forward practical and deliverable policy proposals to various stakeholders (policy makers, essential services firms, regulators and public service providers - primarily in the NHS, advice provision and consumer protection). As in previous years, we worked in partnership with them, through our research and external affairs activities, to ensure our recommendations were implemented. However, this year we were also particularly pleased to see our work influencing major government and regulatory strategies; this achievement shows that the Institute has been contributing to the direction of policy in a way that will lead to significant change in the longer term for people affected by money and mental health issues.

The most notable highlights of the Charity's impact in 2020 were as follows:

Essential services

- The government committed to change the content of Default Notices (mandated under the Consumer Credit Act 1974) for the most intimidating letters sent to debtors so as to make them less threatening, easier to understand and offering signposting towards appropriate help; this significant amendment resulted from our high profile *Stop the Debt Threats* campaign and a concerted influencing engagement with the Treasury, the Department of Health and Social Care and other key stakeholders. The Financial Conduct Authority, following a review of the factsheets that are sent alongside the arrears and default notices letters, has decided to issue new sheets with mental wellbeing signposted. The new version benefited from feedback received after circulating early drafts to our Research Community.
- Our Mental Health Accessible work led to numerous tangible changes for Lloyds Bank's customers with mental health problems, for whom digital accessibility and signposting for support were much improved;
- Lloyds Bank also introduced new 'trusted person cards' and cited our research as a major influence (notably our reports *A little help from my friends* and *Strength in numbers)*. More generally personalised card controls are becoming more widely available to customers across the banking sector;

- The new guidance on the treatment of vulnerable consumers issued by the communications regulator's (Ofcom) included many of the Charity's recommendations and cited our work (notably our research reports *Access essentials*, *A little help from my friends*, *A silent killer* and our Mental Health Accessible web page). Similarly the Institute's work heavily influenced the new regulatory guidance on the treatment of vulnerable consumers issued by the Financial Conduct Authority;
- Finally our research series on online harms (which is concluding in the first half of 2021) fed into various work streams, involving the Competition and Markets Authority as well as the Financial Conduct Authority, notably adding weight to calls to regulate Buy Now Pay Later credit; it is also well timed to influence the Online Safety Bill scheduled for 2021.

Living standards

- The "Staying Mentally Well This Winter" policy paper published by the Department of Health and Social Care in November 2020 presented the link between money and mental health as a key theme and the work we did throughout the pandemic, notably the light we shone on the mental health impact of Covid-19 (and the related economic impacts) through our Mental Health Income Commission, was recognised as a prominent contributor to shaping the focus of this paper. Going-forward the Charity has been asked to provide input to steer the upcoming work to be carried out by a cross-government ministerial group to focus on the long-term impacts of the pandemic on mental health.

Support services

- Mental health has become a cross-cutting priority in the decade-long financial wellbeing strategy of the Money and Pensions Service. They credited our work as the key influence in this decision and representatives of the Charity now sit on all of the key groups established to guide the implementation of their strategy;
- Finally following the work we did in 2019 with HM Treasury to ensure that everyone in receipt of mental health crisis treatment gets access to "Breathing Space", the Draft Debt Respite Scheme (Breathing Space Moratorium and Mental Health Crisis Moratorium) Regulations were laid in October 2020 before Parliament for approval; this will make the new Breathing Space scheme a reality from May 2021 and offer people in receipt of mental health crisis treatment protection from mounting fees, interest and charges and collection activity.

Gambling Commission

In 2020 we started to deliver the programme of work agreed between the Charity and the Gambling Commission and financed through a restricted donation received at the end of 2019. The joint aim is to accelerate progress towards the delivery of the Gambling Commission's National Strategy to Reduce Gambling Harms by engaging the financial services sector in efforts to reduce gambling harms. Despite the delay in the rollout of the programme because of Covid-19, the following results were achieved:

- The Charity was able to host a very successful online event instead of a major in-person conference: this event attracted over 150 participants, mainly from the financial sector, and gave the opportunity to more members of our Research Community to take part as speakers and as attendees;
- The Institute continued to work with numerous financial services firms to explore how they could deliver more effective gambling transactions blocks; additionally, a working group has been set up to investigate how financial institutions could improve customer support and make better use of data to reach out to customers affected by gambling issues;
- Gambling blocks are now in place in more than half of the largest retail banks and building societies (e.g. Natwest and Barclays) as well as in several major challenger banks (e.g. Monzo);
- Finally, our on-going research series on online harms also fed into work by the Gambling Commission.

Staffing

Conor D'Arcy (Head of Research and Policy) and Alice Rose (Head of Strategic Partnerships) both joined the Institute in February 2020. Meanwhile the Institute bid farewell to Tasneem Clarke (Research Officer) and welcomed Chris Lees (Research Officer) in May 2020 to support both the Research and Policy team and the Mental Health Accessible initiative. Katie Alpin (Interim Chief Executive Officer and formerly Head of Research and Policy) left the Charity at the end of October 2020 after more than four years as a member of the senior management team as Helen Undy (Chief Executive Officer) returned from maternity leave in November 2020. Finally Bronwen Dalley Smith (Senior External Affairs Officer) took over in December 2020 from Kate Langston to lead our efforts with the Gambling Commission work programme.

As a result, Money and Mental Health's team grew and went from seven full-time and two part-time employees at the end of 2019 to nine full-time and three part-time employees to date. It includes the Chief Executive Officer of the Institute, the External Affairs team (four staff members including an intern), the Research and Policy team (five staff members), the Mental Health Accessible team (one staff member) and the Finance and Operations team (one staff member).

Money and Mental Health continued to run an internship scheme in 2020, remunerated at the London living wage for applicants who wish to join the Institute for six months. Through this scheme, Juno Bhardwaj Shah and Haylie Page both supported the External Affairs team in 2020. The Institute also continued to work in partnership with Access Project - a charity that supports students from disadvantaged backgrounds to secure places at top universities, in part by arranging work placements. In 2020 we adapted our work placement scheme to the lockdown circumstances and the Research and Policy team welcomed two students remotely for a week.

Maintaining a friendly and collaborative workplace culture as well as ensuring a healthy and safe working environment remained key areas of focus for the Institute. Based on our first staff satisfaction survey carried out in 2020, these objectives were achieved with 83% of staff members strongly agreeing that the Charity is a great place to work, that it is committed to supporting the wellbeing and health of its staff and that it has a supportive team culture.

Sadly, a former member of our team, Rose Acton, passed away in December 2020. She had worked for the Institute from April 2016 to March 2017 as a secondee from the Financial Conduct Authority. She was notably the author of our report *The Missing Link* which investigated how tackling financial difficulty can boost recovery rates in IAPT; she was also a critical agent in creating and hosting the TechSprint we held with the FCA in March 2017, on how to help people with mental health issues better manage their money. We would like to pass on our heartfelt condolences to her family and friends.

FINANCIAL REVIEW

Despite the impact of Covid-19, the Charity continued to operate within budget and generated a higher than anticipated unrestricted surplus of £128,451 in 2020. Fewer revenues than planned were generated from our new Mental Health Accessible activity but substantial savings were realised in key cost areas due to the impact of Covid-19, such as delivery (e.g. fewer face-to-face events) and overheads (e.g. reduction in premises costs during lockdowns). All staff members continued to work from home throughout the Covid-19 pandemic with no reliance by the Charity on furlough schemes or other Covid-19 support measures. Despite a slower pace of deployment for Mental Health Accessible, the Charity continued to invest in the resources necessary to pursue its development (notably by enacting its recruitment plans for staff dedicated to this activity) and funded this from its core income. Below is a detailed account of the financial performance of the Charity in 2020.

Money and Mental Health generated £734,843 of unrestricted income in 2020 (2019: £887,429 of which £658,929 was unrestricted).

This unrestricted income included a £541,170 donation from the founder and Chair of the Board of Trustees and donations from various sources totalling £80,365 (including £80,000 from StepChange Debt Charity); £49,000 from contracts for charitable activities (from Money and Pensions Service); £18,715 from consultancy services (including £18,000 from Lloyds Bank); £37,800 from unrestricted grants (£35,000 from John Ellerman foundation and £2,800 from Guy's and St Thomas' Charity) and £7,793 from interest and other income. The revenues generated from contracts for charitable activities and consultancy services show the success of the Institute in diversifying its income sources in line with its funding plans.

Expenses for the year totalled £665,351 (2019: £552,394) split between unrestricted expenses (£606,392) and restricted expenses (£58,959). Expenditure related to charitable activities amounted to £572,424 while support costs and governance costs amounted to £87,002 and £5,925 respectively. Staff costs (including the Policy and Research team) represented 82% of the Charity's total expenses.

As a result, the Institute reported a surplus of £69,492 in 2020 (2019: £335,035) split between an unrestricted surplus (£128,451) and a restricted loss (£58,959). The restricted loss generated in 2020 was entirely funded by the restricted funds received in 2019 for the Gambling Commission work programme (as part of a regulatory settlement between the Gambling Commission and a gambling firm).

The Institute's funds held on 31 December 2020 amounted to £669,165 and were split between unrestricted funds (£502,139) and restricted funds (£167,026). The unrestricted funds consisted of £377,000 of designated funds (see *Reserves Policy* below) and £125,139 of general funds.

After accounting for creditors (£209,056, including £130,000 of deferred income), debtors (£115,865) and fixed assets (£3,832), the Institute generated a cash balance of £758,524 on 31 December 2020, held across three different banking institutions to limit the risk of loss.

With a funding pledge from the founder until mid 2023 (see *Plans for the future / Funding*), the Institute continues to operate as a going concern. A financial strategy of prudence and care will be pursued which, together with the continued diversification of income, will ensure the ongoing financial sustainability of the Institute.

A description of the main risks facing the Institute, as identified by the trustees, is included in the Risk Management paragraph within the *Structure, Governance and Management* section below.

Funding

Like many charities, Money and Mental Health was impacted by the Covid-19 pandemic and this had an effect on our income diversification plans. In particular, Mental Health Accessible had been identified in 2019 as the main area of income diversification for 2020 and Covid-19 impacted on the growth of this initiative and its delivery, resulting in a significant reduction in new income from what the Charity had originally anticipated. Consequently the development of Mental Health Accessible was funded from the core income of the Charity in 2020.

Despite this and to respond to the ever-increasing demand for our research and services (both confirmed during the pandemic) and to mitigate the dependency on our founder's core annual donation, we continued to pursue revenue diversification from other sources in 2020; this process remained subject to satisfactory due diligence on new income sources in accordance with our donations and funding policy. In line with these plans, Money and Mental Health raised £193,673 of external funds in 2020 (2019: £351,049) as it received an unrestricted donation from StepChange (£80,000), the first instalment of an unrestricted grant from John Ellerman Foundation (£35,000) and an unrestricted grant from Guy's and St Thomas' Charity (£2,800), signed one contract for charitable research with The Money and Pensions Service (£49,000) and provided consultancy services for external parties, including one in relation to its Mental Health Accessible initiative (Lloyds Bank: £18,000). Through this process, the Institute continued to develop skills, relationships and a reputation for working with diverse funders, which will allow the Institute to build up to greater revenue diversification in future years. We would like to thank all our funders for their support in 2020.

Reserves policy
In 2020 the trustees updated the reserves policy to acknowledge the increase in the level of required "Contingency" funds as of 31 December 2020 - calculated as £175,000 (i.e. a £37,000 increase on 31 December 2019 level) and representing three months of operating expenses. This "Contingency" designated reserve is held in a separate bank account.

Additionally the trustees relabelled the designated reserve for Access Standards as "Mental Health Accessible" in line with the rebranding of the service and maintained it at £142,000 to invest in capacity or to be able to fund any working capital requirements to support future growth and development.

Finally a new "Capacity Costs" designated reserve totalling £60,000 was created at the end of 2020 to allow for investment in additional internal resources to manage additional workload and/or provide administrative support, as well as have the flexibility to call upon external resources on an ad-hoc basis. This reserve is to cover expenses over and above those approved within existing operational budgets.

The "Contingency", "Mental Health Accessible" and "Capacity Costs" funds were set aside as designated funds within the £502,139 of unrestricted funds at the end of the financial year 31 December 2020.

The trustees are satisfied with the level of reserves held by the Charity as of 31 December 2020 which is in line with its reserves policy. The level of reserves is monitored quarterly, and the reserves policy will be reviewed in December 2021.

PLANS FOR THE FUTURE

2021 programme of activities
The Charity will continue to work towards its three strategic impact goals (essential services, living standards and support services) and, building on its 2020 successes, its activities will include both long/wide-ranging and rapid/narrowly-focused research work aiming to influence a fast-moving policy landscape. In 2020 we adapted our plans as a result of the Covid-19 situation and our research themes were refocused around the effects of the pandemic and the impact of policy responses on mental health and financial security. Our plans for 2021 combine the conclusion of these work streams with the launch of new ones which had been delayed by the pandemic.

Early 2021 saw the conclusion of the Mental Health and Income Commission work with the publication of its third and final report proposing systemic reforms to address the 'mental health income gap'. It was followed by the conclusion of our research series on the financial harms people with mental health problems can face when using the internet, with the launch of the *Safety Net* report.

For the rest of the year the Institute will carry out research work on the existing legal requirements of firms to provide adjustments to support customers with mental health problems and how they are currently enforced in the context of the Equality Act. The Charity will also instigate a major survey on money and mental health, as a follow-up to the survey done five years ago when it was created.

Meanwhile we will continue to work in partnership with a number of organisations. This includes King's College London (supported by Guy's and St Thomas' Charity) to help them develop a pilot offering free debt and money advice to service users of talking therapies (through the Improving Access to Psychological Therapies (IAPT) programme. Our second partnership is with Mind whereby the Institute is supporting them to develop new nationally distributed information resources, a communications campaign and service designs, all with the central aim of helping people with mental health problems avoid financial difficulties.

The Charity will also pursue the delivery of its programme of work with the Gambling Commission and we are notably hoping to host an in-person conference in the second half of 2021. Finally we will continue to adapt our Mental Health Accessible offering based on the successes and lessons we have learnt in 2020 and the close monitoring of the needs of essential services firms to help them support customers experiencing mental health problems.

Funding
The founder (and Chair of the Board of Trustees) continues to support the Charity financially with a donation of c. £499,000 received for 2021 and a pledge to continue to support the Charity until mid 2023 at least.

Additionally, the Institute intends to explore funding diversification again in 2021 after its plans were put on hold by the Covid-19 situation in 2020. The Charity will notably pursue its plan to develop its Mental Health Accessible initiative, while continuing to bid on a case-by-case basis for alternative funding from trusts, foundations and corporates. The Charity has been successful in securing new firms to be assessed against its Mental Health Accessibility standards in late 2020 and early 2021 and will continue to build its pipeline of new business across a variety of sectors.

Staffing
In 2021, Money and Mental Health is adding to the capacity of both its Research and Policy team and its External Affairs team by recruiting a Research Assistant and a Media Officer. It will also pursue the development of its Mental Health Accessible initiative by adding a staff member dedicated to this area. Finally, the Charity has set a Capacity Costs reserve at the end of 2020, part of which is aimed to finance other potential recruitments required to provide operational support to an enlarged team. The Charity also plans to employ two more interns and to continue to work with the Access Project to give work experience opportunities to students from disadvantaged backgrounds.

Money and Mental Health considers developing the skills of its employees as an important part of delivering its charitable object; in this context the Institute will continue to release staff for training and development time where needed and has set aside in its 2021 budget funding for each permanent employee for this purpose.

Money and Mental Health remains committed to providing equal opportunities for all employees and job applicants. Our employment handbook clearly states this policy to ensure that all our employees are aware of their obligations in promoting an equal opportunities working environment. We are also a Mindful Employer and our employees include people with lived experience of mental health problems. Finally, we welcome applications from all, including those with lived experience of mental health problems and those from under-represented groups, notably members of diverse ethnic communities and people from disadvantaged backgrounds.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and objects
Money and Mental Health was registered as a charity with the Charity Commission for England and Wales on 12 April 2016. It is governed by its Constitution. It is a charitable incorporated organisation.

The principal object of the Institute is, for the public benefit, to advance understanding of mental health, financial capability and the relationship between the two; to achieve this objective including through research, discussion, innovation and the design and testing of new approaches, and by disseminating the useful results of these endeavours.

Appointment of trustees and induction
Anyone who is a natural person and over the age of 16 can become a trustee. There must be at least three trustees and one of the trustees at least must be over the age of 18. There is no maximum number of trustees. New trustees are selected by the Board of Trustees according to the skills, knowledge and experience needed for the effective administration of the Institute.

Induction support and a trustee information pack is provided for all new trustees.

Members' liability
Money and Mental Health had 9 trustees as of 31 December 2020. They are the only persons eligible to be members of the Institute and their membership cannot be transferred to anyone else. If the Institute is wound up, its members have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities.

Trustees' responsibilities
The trustees are responsible for preparing the Trustees' Report and the Financial Statements in accordance with applicable law and United Kingdom's Accounting Standards (UK GAAP). The Institute has opted to prepare its accounts using the Financial Reporting Standard applicable in the UK and the Republic of Ireland (FRS 102) and follow the Charity SORP 2019 (FRS 102). As a charity registered in England and Wales, the charity also reports in accordance with the Charity Commission for England and Wales' guidance on public benefit and the Charities Act 2011.

Chair of the Board of Trustees
Martin Lewis OBE is the founder and the Chair of the Board of Trustees of the Institute. He founded the Money Saving Expert website in 2003 and is currently its Executive Chair. He is also an award-winning campaigning journalist, a TV and radio presenter, a newspaper columnist and author as well as a charity founder. To date, he has also been the main source of revenue for the Institute.

Organisational structure and decision making
The Board of Trustees is responsible for the overall governance and direction of the Institute. The Board meets quarterly. Trustees operate in a non-executive capacity and they are responsible for helping to preserve the Institute's independence and impartiality, notably by ensuring that no interest group is able to exert undue influence on the Institute's work.

Oversight of financial performance and operational controls as well as recommendations on remuneration have been delegated since 2019 to a Finance Committee chaired by the Treasurer.

Day to day operations of the Institute are delegated to the Chief Executive Officer and the senior management team.

Organisational structure and decision making
A governance review took place in September 2020 where the performance of the board was formally evaluated. Particularly strongly rated were the board's organisational purpose, its integrity, openness and accountability, its commitment to the Charity's cause, its engagement with stakeholders and the trustees' understanding of their role and responsibilities. Lack of expertise with regard to diversity matters at board level was the main area of weakness identified by the audit. In this context, the Charity has started to work on a specific action plan, reviewing Equality, Diversity & Inclusion across the whole organisation (staff, trustees' board and advisory board) and its operating processes (recruitment, events, Research Community, imagery). Actions to date have included a diversity audit of all Charity's structures, the use of a new recruiting platform to minimise unconscious bias and the use of a wider range of communication channels for recruitment purposes to attract a more diverse range of candidates, notably at board level.

A strategy refresh session involving all the trustees is scheduled for the spring 2021 to reflect on the numerous changes which have taken place since early 2019 when the Charity's first strategic plan was put together. It will also inform the Charity's future fundraising plans.

Remuneration policy, related party and other transactions
Money and Mental Health is committed to ensuring that its staff members are paid fairly and in a way that ensures it attracts and retains the right skills to have the greatest impact in delivering its charitable objectives. In this context, all salaries are reviewed on an annual basis with the intention to offer each April an inflation-related increase to all employees who have been at their current pay level for three months or more, subject to the Institute's financial health being robust (this policy is not applicable to interns who are remunerated at the London Living wage which already includes an annual inflation adjustment). The Institute also has in place a work pension scheme relying on employer's and employees' pension contributions. The trustees hereby confirm that no contractual relationship with a related party was to be reported. Furthermore the Institute did not act as an agent or a custodian trustee during the reporting period and it did not hold any funds on behalf of other parties. Finally, the trustees also confirm that there are no applicable exemptions from disclosure in this report.

Risk management
It is the responsibility of the trustees to monitor the risks posed to the ongoing viability of the Institute and its ability to fulfil its charitable objectives. All areas of risk (governance and compliance, operational, financial, environmental and external) have been identified and are set out in the Institute's risk register.

The Board of Trustees regularly assesses the major risks to which Money and Mental Health is exposed; even if less acute than last year, the main risks identified for the current year remain the ones associated with the Covid-19 situation, notably its potential impact on the mental health and wellbeing of the Charity's staff, but also the resulting slow-down in the Institute's income diversification plans as potential funders and Mental Health Accessible clients are not entirely back to normal levels of activity yet. Other risks facing the organisation are related to operations, notably the potential mismatch between resources and workload which the Charity is addressing through its recruitment plans.

The Board is therefore satisfied that systems and adequate levels of reserves are in place to mitigate the Institute's exposure to these major risks; it is planning to formalise a risk appetite statement for the Charity following a strategy refresh session in the spring of 2021.

The Trustees are very grateful to the many individuals and organisations who support the work of the Institute.

Chair of the Board of Trustees

Martin Lewis

Board of Trustees

Clare Francis
Mair Gwynant (Treasurer) (resigned 15 March 2021)
Joanna Hill
Joanna Kay (resigned 15 March 2021)
Richard Lloyd (Vice-Chair)
Patrick Nash
Carol Pearson (Treasurer) (appointed 15 March 2021)
Chris Pond
Gareth Roy (appointed 15 March 2021)
Simi Ryatt

Advisory Board Members as of 31 December 2020

Bim Afolami MP
Sue Ayton
Andy Bell
Luciana Berger
Dr. Jed Boardman
Dr. Billy Boland
Rachel Braverman
Dr Lisa Cameron MP
Rebecca Cassar
Sharon Collard
Martin Coppack
Steve Crabb
Sandra Dangoor
Chris Fitch
Lee Healey
Dan Holloway
Dr. Ricky Kanabar
Sir Norman Lamb
Sandra Lawman
Aoife ní Luanaigh
Léonora Miles
Vanessa Pine
Paul Scates
Jeff Smith MP
Kate Sutton
Mark Trewin
Professor Dame Til Wykes
Caroline Wells

Institute Staff as of 31 December 2020
Helen Undy (Chief Executive Officer)
Conor D'Arcy (Head of Research and Policy)
Samantha da Soller (Head of Finance and Operations)
Alice Rose (Head of Strategic Partnerships)
Brian Semple (Head of External Affairs)
Nikki Bond (Senior Research Officer)
Bronwen Dalley Smith (Senior External Affairs Officer)
Katrina Gaffney (External Affairs Officer)
Merlyn Holkar (Senior Research Officer)
Chris Lees (Research Officer)
Haylie Page (Intern) - (Left in February 2021)

Administrative Details
Charity name: The Money and Mental Health Policy Institute
Charity registered number: 1166493
Registered office: 22 Kingsway, London, WC2B 6LE
Telephone: 020 7848 1448
Email: contact@moneyandmental.org
Website: www.moneyandmentalhealth.org

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2020

Auditors
Watts Gregory LLP, Elfed House, Oak Tree Court, Cardiff Gate Business Park, Cardiff, CF23 8RS

Bankers
Unity Trust Bank Limited, Four Brindleyplace, Birmingham, B1 2JB
United Trust Bank Limited, 1 Ropemaker St, London, EC2Y 9AW
Virgin Money PLC, Jubilee House, Gosforth, Newcastle upon Tyne, NE3 4PL

STATEMENT OF TRUSTEES RESPONSIBILITIES

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

The law applicable to charities in England & Wales 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 2019 (FRS 102);
- 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;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which 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 trust deed. They 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.

AUDITORS

A resolution proposing that Watts Gregory be re-appointed as auditors of the Institute's accounts for the year to 31 December 2021 will be put to the Annual General Meeting on 7 June 2021.

Approved by order of the Board of Trustees on 07 June 2021 and signed on its behalf by:

.....
Martin Lewis OBE
Chair

REPORT OF THE INDEPENDENT AUDITORS TO THE MEMBERS OF MONEY AND MENTAL HEALTH POLICY INSTITUTE

Opinion

We have audited the financial statements of Money and Mental Health Policy Institute (the 'charity') for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2020 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue. However, because not all future events or conditions can be predicted, this statement is not a guarantee as to the charity's ability to continue as a going concern in exceptional or unforeseen circumstances.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our Report of the Independent Auditors thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement [set out on page 15], the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements which result from such irregularities. Based on our understanding of the charity and sector, we identified the principal risks of non-compliance with laws and regulations and considered the extent to which any non-compliance might have on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Charities Act 2011 and ensured that all those involved in the audit undergo regular update training, including on how to identify or recognise fraud and non-compliance with laws and regulations.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting inaccurate journals and management bias in accounting estimates. We addressed these risks by carrying out specifically targeted procedures, which included:

- discussions with management, including consideration of any known or suspected instances of non-compliance with laws and regulations and/or fraud;
- challenging assumptions made by management in relation to significant accounting estimates
- the appropriateness of journal entries and other adjustments;
- evaluating the reasons for any large or unusual transactions; and
- reviewing disclosures in the financial statements to underlying supporting documentation.

As outlined above, reasonable assurance is a high level of assurance, but is not a guarantee that a material misstatement may always be detected. The extent to which our procedures are capable of detecting material misstatements or irregularities, including fraud, is therefore subject to the inherent limitations of an audit. There is therefore, an unavoidable risk that a material misstatement may not come to light, in particular, where non-compliance with laws and regulations are remote from events and transactions reflected in the financial statements or where fraud or errors arise due to intentional misrepresentation, forgery, concealment, management override and/or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Julia Mortimer (Senior Statutory Auditor)
for and on behalf of Watts Gregory LLP
Chartered Accountants & Statutory Auditors
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

8 June 2021

MONEY AND MENTAL HEALTH POLICY INSTITUTE

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	Unrestricted funds £	Restricted funds £	2020 Total funds £	2019 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	621,535	-	621,535	774,800
Other trading activities	4	105,515	-	105,515	107,850
Investment income	5	7,493	-	7,493	4,779
Other income		300	-	300	-
Total		734,843	-	734,843	887,429
EXPENDITURE ON					
Charitable activities	6				
Trading		606,392	58,959	665,351	552,394
NET INCOME/(EXPENDITURE)		128,451	(58,959)	69,492	335,035
RECONCILIATION OF FUNDS					
Total funds brought forward		373,688	225,985	599,673	264,638
TOTAL FUNDS CARRIED FORWARD		502,139	167,026	669,165	599,673

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

BALANCE SHEET
AT 31 DECEMBER 2020

	Notes	Unrestricted funds £	Restricted funds £	2020 Total funds £	2019 Total funds £
FIXED ASSETS					
Tangible assets	11	3,832	-	3,832	2,771
CURRENT ASSETS					
Debtors	12	115,865	-	115,865	31,355
Cash at bank		591,498	167,026	758,524	622,265
		707,363	167,026	874,389	653,620
CREDITORS					
Amounts falling due within one year	13	(209,056)	-	(209,056)	(56,718)
NET CURRENT ASSETS		498,307	167,026	665,333	596,902
TOTAL ASSETS LESS CURRENT LIABILITIES		502,139	167,026	669,165	599,673
NET ASSETS		502,139	167,026	669,165	599,673
FUNDS	15				
Unrestricted funds				502,139	373,688
Restricted funds				167,026	225,985
TOTAL FUNDS				669,165	599,673

The financial statements were approved and authorised for issue by the Board of Trustees on 07 June 2021 and were signed on its behalf by:

Martin Lewis OBE
Chair

The notes form part of these financial statements

MONEY AND MENTAL HEALTH POLICY INSTITUTE

CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	2020 £	2019 £
Cash flows from operating activities:			
Cash generated from operations	1	132,375	349,207
Net cash provided by (used in) operating activities		132,375	349,207
Cash flows from investing activities:			
Purchase of tangible fixed assets		(3,609)	(1,423)
Interest received		7,493	4,779
Net cash provided by (used in) investing activities		3,884	3,356
Change in cash and cash equivalents in the reporting period		136,259	352,563
Cash and cash equivalents at the beginning of the reporting period		622,265	269,702
Cash and cash equivalents at the end of the reporting period		758,524	622,265

The notes form part of these financial statements

NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 31 DECEMBER 2020

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2020	2019
	£	£
Net income/(expenditure) for the reporting period (as per the statement of financial activities)	69,492	335,035
Adjustments for:		
Depreciation charges	2,548	2,339
Loss on disposal of fixed assets	-	183
Interest received	(7,493)	(4,779)
Increase in debtors	(84,510)	(14,843)
Increase in creditors	152,338	31,272
Net cash provided by (used in) operating activities	132,375	349,207

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/1/20	Cash flow	At 31/12/20
	£	£	£
Net cash			
Cash at bank	622,265	136,259	758,524
Total	622,265	136,259	758,524

1. STATUTORY INFORMATION

Money and Mental Health Policy Institute is a registered charity, registered in England and Wales under charity number 1166493. The governing document of the charity is its Constitution and it is a Charitable Incorporated Organisation (CIO). The principal address can be found on the entity information page. The nature of the charity's operations and principal activities are disclosed within the Report of the Trustees.

The financial statements are presented in Sterling (£), the charity's functional currency, and rounded to the nearest pound.

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

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland', the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent to provide a 'true and fair' view. This departure has involved following the 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 issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements have been prepared under the historical cost convention. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

Going concern
No material uncertainties related to events or conditions that may cast significant doubt upon the entity's ability to continue as a going concern exist.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

2. ACCOUNTING POLICIES - continued

Tangible fixed assets
Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - straight line 25%
Computer equipment - straight line 33.33%

Operating leases
Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Taxation
The charity is exempt from corporation tax on its charitable activities.

Fund accounting
Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Employee benefits
When employees have rendered service to the company, short-term employee benefits to which the employees are entitled are recognised at the undiscounted amount expected to be paid in exchange for that service.

3. DONATIONS AND LEGACIES

	2020	2019
	£	£
Gifts and donations	621,535	774,800

4. OTHER TRADING ACTIVITIES

	2020	2019
	£	£
Contracts for Charitable activities	49,000	59,000
Consultancy services and other income	18,715	48,850
Grants	37,800	-
	105,515	107,850

5. INVESTMENT INCOME

	2020	2019
	£	£
Bank interest receivable	7,493	4,779

6. CHARITABLE ACTIVITIES COSTS

	Direct costs	Support costs	Governance costs	Totals
	£	£	£	£
Charitable activities	572,424	87,002	5,925	665,351

7. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2020	2019
	£	£
Auditors' remuneration	5,848	6,150
Depreciation - owned assets	2,548	2,339

8. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2020 or for the year ended 31 December 2019.

Trustees' expenses
During the year one trustee was reimbursed £65 in respect of expenses incurred on behalf of the remuneration committee.

During 2019 one trustee was reimbursed £378 for travel expenses.

9. STAFF COSTS

	2020	2019
	£	£
Wages and salaries	472,497	359,609
Social security costs	47,180	34,988
Other pension costs	27,910	19,007
	547,587	413,604

The average monthly number of employees during the year was as follows:

	2020	2019
	11	8

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2020	2019
£60,001 - £70,000	1	-
£80,001 - £90,000	-	1
	1	1

In addition to this, pension contributions of £3,522 (2019 - £4,485) were received by these employees.

Included within staff costs above is an amount of £2,152 (2019 - £Nil) in respect of redundancy payments.

The total key management personnel remuneration during the year was £325,647 (2019 - £242,364).

10. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES – YEAR ENDED 31 DECEMBER 2019

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	546,300	228,500	774,800
Other trading activities	107,850	-	107,850
Investment income	4,779	-	4,779
Total	658,929	228,500	887,429
EXPENDITURE ON			
Charitable activities			
Trading	549,879	2,515	552,394
Total	549,879	2,515	552,394
NET INCOME/(EXPENDITURE)	109,050	225,985	335,035
RECONCILIATION OF FUNDS			
Total funds brought forward			
As previously reported	250,525	-	250,525
Prior year adjustment	14,113	-	14,113
As Restated	264,638	-	264,638
TOTAL FUNDS CARRIED FORWARD	373,688	225,985	599,673

11. TANGIBLE FIXED ASSETS

	Office equipment £	Computer equipment £	Totals £
COST			
At 1 January 2020	2,992	6,982	9,974
Additions	743	2,866	3,609
At 31 December 2020	3,735	9,848	13,583
DEPRECIATION			
At 1 January 2020	1,958	5,245	7,203
Charge for year	756	1,792	2,548
At 31 December 2020	2,714	7,037	9,751
NET BOOK VALUE			
At 31 December 2020	1,021	2,811	3,832
At 31 December 2019	1,034	1,737	2,771

12. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade debtors	108,000	18,500
Prepayments	7,865	12,855
	115,865	31,355

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade creditors	1,259	882
Social security and other taxes	13,067	-
VAT	25,143	-
Accruals and deferred income	169,587	55,836
	209,056	56,718

Included within Accruals and deferred income above is the following deferred income:

	2020 £	2019 £
Consultancy Services	130,000	18,000

This relates to income received in advance of service delivery. The prior year deferred income of £18,000 was released in full to the Statement of Financial Activities during 2020.

14. LEASING AGREEMENTS

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2020	2019
	£	£
Within one year	17,813	17,927

15. MOVEMENT IN FUNDS

	At 1/1/20	Net movement in funds	Transfers between funds	At 31/12/20
	£	£	£	£
Unrestricted funds				
General Fund	93,688	128,451	(97,000)	125,139
Contingency	138,000	-	37,000	175,000
Mental Health Accessible	142,000	-	-	142,000
Capacity Costs	-	-	60,000	60,000
	373,688	128,451	-	502,139
Restricted funds				
Gambling Commission Work Programme	225,985	(58,959)	-	167,026
TOTAL FUNDS	599,673	69,492	-	669,165

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General Fund	734,843	(606,392)	128,451
Restricted funds			
Gambling Commission Work Programme	-	(58,959)	(58,959)
TOTAL FUNDS	734,843	(665,351)	69,492

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1/1/19 £	Prior year adjustment £	Net movement in funds £	Transfers between funds £	At 31/12/19 £
Unrestricted Funds					
General Fund	95,525	14,113	109,050	(125,000)	93,688
Contingency	105,000	-	-	33,000	138,000
Mental Health Accessible	50,000	-	-	92,000	142,000
	250,525	14,113	109,050	-	373,688
Restricted Funds					
Gambling Commission Work Programme	-	-	225,985	-	225,985
TOTAL FUNDS	250,525	14,113	335,035	-	599,673

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General Fund	658,929	(549,879)	109,050
Restricted funds			
Gambling Commission Work Programme	228,500	(2,515)	225,985
TOTAL FUNDS	887,429	(552,394)	335,035

15. MOVEMENT IN FUNDS - continued

Designated funds

Contingency
This fund was created to ensure that an adequate level of reserves is maintained to allow the charity to face any type of contingent liability or unexpected expenditure not included within the charity's operating budget.

Mental Health Accessible
Formally known as 'Access Standards', this fund was created to ensure the fixed costs of the charity's work in this area would be covered regardless of income generation. During 2020, the Board decided to maintain the reserve at its existing level to invest in capacity or to be able to fund any working capital requirements to support growth.

Capacity Costs
A new fund was created by the Board in 2020 to allow for investment in additional internal resource to manage additional workload and/or administrative tasks, as well as to have the flexibility to rely on external resources on an ad-hoc basis.

Restricted funds

Gambling Commission Work Programme
During 2019 a £228,500 donation was received in relation to a regulatory settlement between the Gambling Commission and a gambling firm. In accordance with the regulatory settlement agreed in lieu of imposing a financial penalty on the gambling firm, these monies represented a restricted donation to the Charity to accelerate progress towards the delivery of the Gambling Commission's National Strategy to reduce Gambling Harms.

The funds were allocated to a programme of work agreed between the Charity and the Gambling Commission to deliver this progress by engaging the financial services sector in efforts to reduce gambling harms.

Transfers between funds
The transfers during the year reflected the movement between the General Fund and designated funds, as approved by the Trustee Board.

16. PENSION COMMITMENTS

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in independently administered funds. The pension cost charge represents contributions paid by the charity to the fund and amounted to £27,910 (2019: £19,007). Contributions outstanding at the year end amounted to £Nil (2019: £Nil).

17. RELATED PARTY DISCLOSURES

During the year, donations totalling £541,170 (2019: £531,601) were received from the founder and Chair of the charity - Martin Lewis.