



CAMERON GRANT MEMORIAL TRUST
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 AUGUST 2020

CAMERON GRANT MEMORIAL TRUST
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FOR THE YEAR ENDED 31 AUGUST 2020

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CAMERON GRANT MEMORIAL TRUST
CHARITABLE INCORPORATED ORGANISATION INFORMATION
FOR THE YEAR ENDED 31 AUGUST 2020

TRUSTEES:

Evan Grant (Chairman)
Carol Grant
Alastair Grant
John Scott
Alan Flack
Frances George

CHARITY REGISTERED NUMBER:

1167221

LEGAL STATUS:

Charitable Incorporated Organisation ("CIO")

PRINCIPAL ADDRESS:

23 Belle Vue Terrace
Hampton-in-Arden
Solihull
B92 0AR

WEBSITE ADDRESS:

www.camgrant.org.uk

BANKERS:

HSBC Bank plc
34 Poplar Road
Solihull
West Midlands
B91 3AF

CAMERON GRANT MEMORIAL TRUST
TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 AUGUST 2020

The Trustees present their Annual Report together with the Financial Statements for the period ended 31 August 2020.

Structure, governance and management

The Charitable Incorporated Organisation ("CIO") is registered in accordance with the Charities Act 2011 and was entered on the Central Register of Charities on 19 May 2016. It is governed by a Constitution dated 18 May 2016.

Trustees

The following Trustees held office during the period to the date of this report:

Evan Grant (Chairman)
Alastair Grant
Carol Grant
John Scott
Alan Flack
Frances George

Objectives and activities

The objectives of the Charitable Incorporated Organisation are the preservation and protection of good mental health in particular in young people (without prejudice to the generality) through:

- Raising awareness of young suicide;
- Urging all who are suffering in silence to speak up and ask for help;
- Supporting all who are fighting to overcome poor mental health, especially young people, and especially where this can be done through outdoor activities like hill-walking and the Duke of Edinburgh's award; and
- Assisting in the provision of education and support that will help to increase awareness and knowledge of the issues around mental health and well-being for all and especially amongst young people.

When planning expenditure, the Trustees have considered the Charity Commission's guidance on public benefit.

Achievements and performance

Awareness of mental health problems in the UK has continued to rise and the stigma has reduced. While the challenge may now be recognised more widely, huge problems remain; in 2018, 6,507 suicides were registered in the UK, an 11.8% rise over the previous year reversing several years of slow but steady decline. This means that on average nearly 18 people per day – one person every 81 minutes - take their own lives in the UK. Full year figures for 2019 have been delayed, but the trend through 2019 was of continued increase.

Cameron fought a silent battle with depression for over 7 years before he died; we only know this through the letter he left us, as he hid his depression successfully from everybody who knew him. We set up the Cameron Grant Memorial Trust in Cameron's memory especially to help others in these circumstances.

CAMERON GRANT MEMORIAL TRUST**TRUSTEES' ANNUAL REPORT****FOR THE YEAR ENDED 31 AUGUST 2020****(Continued...)**

We aim to ensure the activities of the Cameron Grant Memorial Trust will make a difference to the number of people, and especially young people, suffering from poor mental health and improve outcomes for all sufferers. The Trust works to raise awareness of young suicide; to urge all who are suffering in silence to speak up and ask for help, and to support people who are fighting to overcome poor mental health, especially where this can be done through outdoor activity.

In support of our goal to encourage all to speak up and ask for help rather than to soldier on battling mental distress on their own, we created Cameron's Coasters; these are simple drink mats which carry the message "There is always someone you can talk to" on one side, and contact details for people who can help on the other. We have worked with universities, colleges & schools and workplaces, especially in the emergency services, to customise Cameron's Coasters so that they carry the help details most important for each place where they are used. We also produce Cameron's Cards, a 'business card' version of the coasters, with similar help information, but in a form that is more enduring and can easily be kept in a wallet.

In the year to 31 August 2020, we sent out 216,500 Coasters and Cards. All of these were sent free of charge. Further information can be found on our website: camgrant.org.uk/coasters

As an innovation, Cameron's cousin Kirsty Ferguson drew some beautiful postcards with wellbeing messages so we are now able to offer these Wellbeing Postcards in addition to Cameron's Coasters and Cards. As ever, we print helpline information on the reverse side of the postcards and you can see them all on our website: www.camgrant.org.uk/2021/02/wellbeing-postcards-by-kirsty-ferguson.

Shout has grown in the UK, and as a free, 24/7 text service, Shout complements what is offered by others such as Samaritans (free and 24/7 but not widely available by text) and PAPYRUS HOPELINEUK (free and with a text contact option, but not 24/7). Cameron Grant Memorial Trust is delighted to be a Keyword Partner of Shout enabling us to offer the CAM Support Messenger service: "Text CAM to 85258 for confidential, free support at any time of day or night". We use this on as many of our Coasters, Cards and Postcards as possible.

We started Cameron's Coasters to encourage people to ask for help rather than to suffer in silence as Cameron did. If you know of a community that might benefit from Cameron's Coasters, Cards or Postcards, then please get in touch on info@camgrant.org.uk.

In October 2019 Carol and I trekked to Everest Base Camp in memory of Cameron in a group of 14 family and friends including Frances George (Trustee), Tamara Ferguson and Kirsty Ferguson. This was a wonderful experience made more special by sharing with so many others and we also raised £8,292 for the Trust. Very many thanks to all who supported us in this effort.

We organise our annual Night Walk on a Friday close to 10 October, Cameron's birthday; we do this to remember Cameron, to raise some money, and to have some fun! 305 people took part in our 5th Night Walk on 11th October 2019 along a 4.5 mile (7.2km) route from Hampton to Barston and back. The Night Walk was again a great success with a record number of walkers, and we were delighted to raise £4,570 for the Trust.

CAMERON GRANT MEMORIAL TRUST

TRUSTEES' ANNUAL REPORT

FOR THE YEAR ENDED 31 AUGUST 2020

(Continued...)

Of course, for much of the year to 31 August 2020, the COVID-19 pandemic has brought tragedy to many and has dramatically changed the world for all of us. Opportunities to use Coasters, Cards and Postcards are much more limited when lockdown rules prevent or severely limit social mixing. We took advantage of the pause in our normal activities to commission 3 videos which we were produced in late 2020 and launched in early 2021 (see www.camgrant.org.uk/2021/01/announcing-3-new-videos). We have also developed a student volunteer programme and are in a position to launch this with the videos when – hopefully! – colleges and universities return to something like normal life in the autumn of 2021.

Before lockdown I continued to give talks based on Cameron's story in schools about the importance of good mental health and am pleased to find myself being invited back annually in several local schools. In December 2020 I stepped down as Chair of the Solihull Suicide Prevention Group run by Solihull Metropolitan Borough Council but continue to serve as a member of the Group.

Cameron Grant Memorial Trust is a member of The Alliance of Suicide Prevention Charities (TASC), the National Suicide Prevention Alliance (NSPA) and the Support After Suicide Partnership (SASP). This helps us keep current with other initiatives and programmes, and the latest research, and gives us another means of communicating what we do. It also allows us to check we are not duplicating work done by others.

Cameron Grant Memorial Trust is also a member of the Zero Suicide Alliance (ZSA). We strongly believe in the power of a Zero Suicide ambition to change culture and hugely reduce the number of deaths by suicide. We urge everyone over 16 to take the free online suicide prevention training from the Zero Suicide Alliance. It takes only 20 minutes, and it might just save a life: www.zerosuicidealliance.com/training

We are very grateful for all donations given to us by many groups and individuals and all the fundraising efforts made by so many throughout the year. We would like to highlight: Matt Parker's ½ Marathon - £1,735; Kelly's Royal Holloway Run 2020 (an event cancelled by COVID) - £1,689; Donations in memory of Mary Clyne - £1,076; Hampton-in-Arden Parish Church - £1,000; the Hampton-in-Arden Calendar (Peter Green and Adam Paintain) - £690; and the Sale of a Land Rover Mountain Bike donated by Marcus Jones - £510.

This year I'd like to make special mention again of Kirsty Ferguson, Cameron's Cousin, who, as well as creating the new Wellbeing Postcards, has continued to work with her mother, Tamara Ferguson, Carol's sister, to produce beautiful greeting cards for Cameron Grant Memorial Trust.

Through the year we made donations to: Everything is Absolutely Fine (a musical comedy about living with Anxiety) - £1,750; Platform for Life - £1,668; Maytree - £500; Time to Talk - £500; NSPA - £500; and Wizzleworld - £144

For me and fellow trustee John Scott from June onwards our time was increasingly dominated by preparation for a Coast to Coast Ride from Morecambe to Bridlington for Cameron Grant Memorial Trust. We organised this together with The Hampton Health & Fitness Club, our local gym, and it went ahead on 18-20 September 2020. We were very fortunate that pandemic regulations at the time allowed us to go ahead; we rode with 28 others in 5 socially distanced "bubbles" of 6. The weather was fine, it was an extraordinary experience and collectively we raised over £30,000 for the Trust. Very many thanks to all who took part and helped make it happen!

CAMERON GRANT MEMORIAL TRUST
TRUSTEES' ANNUAL REPORT
FOR THE YEAR ENDED 31 AUGUST 2020
(Continued...)

We are excited about these new projects we launched in early 2021:

- **Cameron Grants for Innovation in Mental Health:** a programme of small cash awards to encourage innovative ways to support individuals suffering with poor mental health. We had a fantastic response to this programme and look forward to describing the projects we supported and what they achieved in next year's annual report.
- **Water Bottles:** a theme which connects many of our projects is that we provide physical "signposts" which carry help information for those in mental distress in the community where the "signpost" is used. We learnt that those who sleep rough are one of the groups most likely to suffer from poor mental health, yet we knew that Cameron's Coasters, Cards and Postcards would not be a useful. We also learnt that dehydration is a problem for those living on the streets, so we worked with Coventry City Council to develop a reusable aluminium water bottle with appropriate help details for rough sleepers in Coventry. Early feedback from our pilot project in Coventry is strong; we look forward to reporting on this in full next year too

Poor mental health can affect anyone and there is no shame in seeking help for any illness, physical or mental. We hope that by spreading this message openly and honestly, we can help many others in Cameron's memory. We miss Cameron an unbelievable amount and we so wish that he had asked for help.

Appointment of Trustees

Trustees are appointed by members at the Annual General Meeting. Additional trustees may be co-opted between AGMs. The minimum number of trustees is three and the maximum number of trustees is twelve.

Investment policy

The trustees' policy is to invest operating funds in easy access and relatively low risk bank accounts to meet expenditure over the next 12 months with the balance held in return yielding assets that will at least offset the effects of inflation.

Reserves policy

The trustees' reserves policy is to manage the reserves in such a way as to have sufficient funds available for the orderly winding up of the charity without liability should its future income be in such doubt that this is the only credible course of action.

CAMERON GRANT MEMORIAL TRUST**TRUSTEES' ANNUAL REPORT****FOR THE YEAR ENDED 31 AUGUST 2020****(Continued...)**

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).

- 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.

Trustees' responsibilities in relation to the financial statements

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 Statement of Recommended Practice SORP 2015 (FRS102);

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (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 the Trustees on 25 June 2021 and signed on their behalf by

Signed on behalf of the Trustees

A handwritten signature in black ink, appearing to read 'Evan Grant', with a stylized flourish at the end.

Evan Grant – Chairman

CAMERON GRANT MEMORIAL TRUST

INDEPENDENT EXAMINERS REPORT

FOR THE YEAR ENDED 31 AUGUST 2020

Independent Examiner's Report to the Trustees of Cameron Grant Memorial Trust

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 August 2020 which are set out on pages 8 to 15.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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



Paul Mannion ACA ACCA
for and on behalf of Eden Currie Limited
Chartered Accountants
2 Highlands Court
Cranmore Avenue
Solihull
B90 4LE

25 June 2021

CAMERON GRANT MEMORIAL TRUST
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 AUGUST 2020

	Note	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £	Total Funds 2019 £
Income:					
Donations and legacies	2	12,899	1,560	14,459	27,010
Other trading activities	3	24,569	-	24,569	17,083
		<hr/>	<hr/>	<hr/>	<hr/>
Total incoming resources		37,468	1,560	39,028	44,093
Expenditure:					
Expenditure on Charitable activities	4	19,773	-	19,773	29,046
Other	5	2,137	-	2,137	2,583
		<hr/>	<hr/>	<hr/>	<hr/>
Total expenditure		21,910	-	21,910	31,629
Net movement in funds during the year		15,558	1,560	17,118	12,464
Funds brought forward		133,634	-	133,634	121,170
		<hr/>	<hr/>	<hr/>	<hr/>
Total funds carried forward	7 - 8	149,192	1,560	150,752	133,634

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derives from continuing activities.

CAMERON GRANT MEMORIAL TRUST

BALANCE SHEET

FOR THE YEAR ENDED 31 AUGUST 2020

	Note	2020 £	2019 £
Current assets			
Prepayments		16	123
Cash at bank and in hand		155,390	135,259
		<u>155,406</u>	<u>135,382</u>
Liabilities			
Creditors falling due within one year	6	(4,654)	(1,718)
Net Current Assets		<u>150,752</u>	<u>133,634</u>
Net assets		<u>150,752</u>	<u>133,634</u>
Unrestricted funds	7	149,192	133,634
Restricted funds	8	1,560	-
Total funds		<u>150,752</u>	<u>133,634</u>

The financial statements were approved and authorised for issue by the Trustees on 25 June 2021.

Signed on behalf of the Trustees;



Evan Grant
Chairman

The notes on pages 10 to 15 form part of these financial statements.

CAMERON GRANT MEMORIAL TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2020

1. Accounting policies

a) Basis of preparation

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Practice as it applies from 1 January 2015.

The charity has applied Update Bulletin 1 as published on 2 February 2016 and the Financial Statements do not include a cash flow statement on the grounds that it is applying FRS 102 Section 1A.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity.

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.

b) Fund Accounting

General funds are unrestricted funds that are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

c) Incoming resources

All incoming resources are included in the SOFA when the Charitable Incorporated Organisation is legally entitled to the income and the amount can be quantified with reasonable accuracy. Details of incoming resources are shown below.

d) Resources expended

All expenditure is accounted for on a payments basis and has been classified under headings that aggregate all costs relating to the category. Where costs cannot directly be attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

CAMERON GRANT MEMORIAL TRUST

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2020

e) **Support costs allocation**

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, administrative and management payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent the charity's income profile.

f) **Grants**

Grants are credited to deferred income. Grants towards capital expenditure are released to the profit and loss account over the expected useful life of the asset. Grants towards revenue expenditure are released to the profit and loss account as the related expenditure is incurred. Grants towards capital for on lending are released to restricted capital reserves when the funds are utilised in accordance with the company's principal activity.

2. Donations and legacies

	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Grants	751	1,560	2,311
Donations	6,837	-	6,837
Gift Aid	5,311	-	5,311
	12,899	1,560	14,459

Donations and legacies

	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Grants	-	1,400	1,400
Donations	23,926	-	23,926
Gift Aid	1,684	-	1,684
	25,610	1,400	27,010

CAMERON GRANT MEMORIAL TRUST

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2020

3. Other trading activities	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Fundraising:			
Craft cards	496	-	496
Night Walk	4,569	-	4,569
Trek to Everest base Camp	8,292	-	8,292
Pantomime	280	-	280
Kelly's Run Royal Holloway	1,689	-	1,689
Matt Parker's Half Marathon	1,735	-	1,735
Amazon Smile & Facebook	2,193	-	2,193
Other	5,315	-	5,315
	24,569	-	24,569
Other trading activities	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Fundraising:			
Craft cards	855	-	855
Night Walk	3,546	-	3,546
Pantomime	348	-	348
IBM Funding	44	-	44
Charity Work Out Week	4,105	-	4,105
Gym Half Marathon Walk	2,047	-	2,047
Other	6,138	-	6,138
	17,083	-	17,083

CAMERON GRANT MEMORIAL TRUST

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 AUGUST 2020

4. Expenditure on Charitable activities	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Merchandise costs	7,061	-	7,061
Design fees	845	-	845
Post and stationery	274	-	274
Advertising and marketing	4,760	-	4,760
Internet	180	-	180
Charitable donations	5,062	-	5,062
Delivery charge	563	-	563
Travel expenses	349	-	349
Insurance	162	-	162
Sundries	517	-	517
	19,773	-	19,773

Expenditure on Charitable activities	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Training projects	1,036	-	1,036
Merchandise costs	6,996	1,400	8,396
Design fees	685	-	685
Post and stationery	412	-	412
Advertising and marketing	7,072	-	7,072
Internet	192	-	192
Sponsorship	8,000	-	8,000
Charitable donations	500	-	500
Delivery charge	878	-	878
Travel expenses	923	-	923
Insurance	203	-	203
Sundries	749	-	749
	27,646	1,400	29,046

CAMERON GRANT MEMORIAL TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2020

5. Other	Unrestricted Funds 2020 £	Restricted Funds 2020 £	Total Funds 2020 £
Fundraising costs	2,137	-	2,137
	<u>2,137</u>	<u>-</u>	<u>2,137</u>
Other	Unrestricted Funds 2019 £	Restricted Funds 2019 £	Total Funds 2019 £
Fundraising costs	1,925	-	1,925
Lecture sponsorship	658	-	658
	<u>2,583</u>	<u>-</u>	<u>2,583</u>
6. Creditors		2020 £	2019 £
Trade creditors		1,684	1,068
Accruals and deferred income		2,970	650
		<u>4,654</u>	<u>1,718</u>
7. Unrestricted funds		2020 £	2019 £
Balance brought forward at 1 September 2019		133,634	121,170
Incoming resources		37,468	42,693
Resources expended		(21,910)	(30,229)
Balance carried forward at 31 August 2020		<u>149,192</u>	<u>133,634</u>

CAMERON GRANT MEMORIAL TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 AUGUST 2020

8. Restricted Funds

	Restricted Funds 2020 £	Restricted Funds 2019 £
Balance brought forward at 1 September 2019	-	-
Incoming resources	1,560	1,400
Resources expended	-	(1,400)
Balance carried forward at 31 August 2020	<u>1,560</u>	<u>-</u>

Restricted Grant - IBM

To fund a project to enable the Charity to work with front-line charities that provide services to the homeless, to improve mental health and reduce the prevalence of suicide amongst homeless and 'street' communities via the provision of durable, reusable water bottles to the homeless, in Brighton & Hove.

9. Trustees emoluments

The trustees did not receive any remuneration during this period (2019: £nil).

Expenses totalling £nil were reimbursed to the trustees during this period (2019: £nil).