

CHASING THE STIGMA

England & Wales · Charity number 1170757

Details

Other names	CTS, Hub of Hope
Status	Registered
Legal form	CIO
Registered	2016-12-14
Register	View on the Charity Commission register

Contact

Address	Burlington House Crosby Road North Liverpool L22 0PJ
Phone	01513184747
Email	info@chasingthestigma.co.uk
Website	www.chasingthestigma.co.uk

Activities

Objects: TO PROMOTE AND PROTECT THE PHYSICAL AND MENTAL HEALTH OF THOSE EXPERIENCING MENTAL ILLNESS OF ANY DESCRIPTION THROUGH THE PROVISION OF SUPPORT, EDUCATION AND PRACTICAL ADVICE.TO ADVANCE THE EDUCATION OF THE GENERAL PUBLIC IN ALL AREAS RELATING TO MENTAL ILLNESS.

Activities: To promote and protect the physical and mental health of those experiencing mental illness of any description through the provision of support, education and practical advice.To advance the education of the general public in all areas relating to mental illness.

Classification

- **How:** Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-05	£532,722	£630,162	£471,918	12
2024-04-05	£637,956	£662,767	£569,358	11
2023-04-05	£552,055	£401,591	£594,168	7
2022-04-05	£381,487	£218,754	-	-
2021-04-05	£243,296	£148,914	-	-

Trustees

Name	Role	Appointed
Amy Megan Yarker	Chair	2026-04-01
Andrew Murray		2025-12-11
Dr Anindita Sarkar		2023-09-04
Elizabeth Pearl		2022-05-01
Nicola Margaret Croft -Girvan		2018-03-22
Sarah Ruth Francis		2023-09-04
Sonya Clarkson		2022-05-01

Accounts

CHASING THE STIGMA

Trustees' Annual Report

and Financial Statements

for the year ended 5 April 2025

Chasing the Stigma

Reference and administration information

Charity number 1170757

Registered office and operational address

Burlington House, Crosby Road North, L22 0PJ

Trustees

Trustees who served during the year and up to the date of this report were as follows:

Andrew Smith
Nicola Croft-Girvan
Elizabeth Israeli
Sonya Clarkson
Dr Anindita Sarkar
Sarah Francis

Key management personnel

Jake Mills Chief Executive

Bankers

NatWest, City Branch, 2-8 Church Street, Liverpool, L1 3BG

Independent examiner

Patrick Morrello ACA, Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS

Email: info@chasingthestigma.co.uk

Telephone: 0151 318 4747

Instagram: [chasingstigma](https://www.instagram.com/chasingstigma)

Twitter: [@chasingstigma](https://twitter.com/chasingstigma)

Facebook: [chasingstigma](https://www.facebook.com/chasingstigma)

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

The trustees present their report and the unaudited financial statements for the year ended 5 April 2025.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Our Details

Chasing the Stigma is a national mental health charity with big ambitions: to reduce suicide, eradicate stigma and enable everyone in the country to be able to access clear pathways to mental health care.

Head Office: Burlington House, Crosby Road North, Waterloo, Liverpool, L22 0PJ

Email: info@chasingthestigma.co.uk

Telephone: 0151 3184747

Instagram: [chasingstigma](#)

Twitter: [@chasingstigma](#)

Facebook: [chasingstigma](#)

Chasing the Stigma is a charitable incorporated organisation, registered as a charity on 14th December 2016 under charity number 1170757.

Chasing the Stigma is governed by a board of Trustees who are responsible for the governance and strategic direction of the charity as well as supporting the Chief Executive and staff in delivering on our key priorities. A list of Trustees can be found on our website.

All trustees give their time voluntarily and receive no benefits from the charity.

Objectives, Values and Vision

Chasing the Stigma is a national mental health charity on a mission to normalise and humanise conversations about mental health, ensuring that everyone in the UK can access clear pathways to support, whenever and wherever they need it.

With lived experience at our core, we are driven to create a society where there is no longer a stigma associated with mental health, where people are as comfortable talking about their mental health as their physical health, and where everyone can find appropriate support before they reach a point of crisis, leading to a significant long-term reduction in self-harm and suicide.

Our objectives are to:

- To promote and protect the physical and mental health of those experiencing mental illness of any description through the provision of support, education, and practical advice.
- To advance the education of the general public in all areas relating to mental illness.
- To influence and shape public mental health policy by promoting the needs of service users and the general public more broadly through the provision of support, education and practical advice.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

Our vision is to live in a society where there is no longer a stigma associated with mental health, where people are as comfortable talking about their mental health as their physical health, and where everyone can access timely support wherever they are in the UK at any stage of their mental health journey.

We strive to achieve this mission by providing pioneering training services, delivering awareness-raising campaigns, lobbying for change and operating the UK's largest and most comprehensive directory of community mental health services, the Hub of Hope.

Our values are important to us and must be embodied in all we do:

- We listen to the needs and experiences of those we serve and work tirelessly to ensure that their voices are heard in the key decisions being made about mental health in the UK
- We believe it is a fundamental right for every person to enjoy positive mental wellbeing and are relentless in our pursuit of creating environments of understanding in every part of the UK and society
- We are there for people at every stage of their mental health journey, not just when they're in crisis
- We always remain human and approachable and speak a language that our beneficiaries understand
- We continue to be unapologetically bold and believe in our ability to be powerful agents for change

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remain focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set which this year include the development of a new three-year strategic plan which will inform the charity's work between 2025 and 2028.

Achievements and performance

Like many other charities, the reporting period 2024-2025 was one of financial challenges given wider developments in government policy, the national economic climate, sector-specific challenges (especially in relation to the funding and organisation of the NHS and wider public health priorities), and government-led changes to workforce-related policies and practices. Given this, our unrelenting priority has been to ensure the long-term future of the charity through close regular monitoring of strategic investment and expenditure, enhanced budget control measures, and effective risk mitigation. We have continued to prioritise our core activities and investments, while further pursuing new opportunities to ensure the charity's work remains sustainable and impactful. These activities, which are undertaken to advance Chasing the Stigma's charitable objectives for the benefit of the public, have included:

- income generation, with a focus on securing more long-term, multi-year funding
- diversification of income streams
- deepened engagement with current partners while developing new ones with strategic stakeholders whose mission and values are consistent with those of the charity
- consolidating our staffing base, and investing strategically in areas of evidence-based need
- engaging in national-level policy advocacy and alliance-building with other mental health organisations

Governance

Membership of the Board of Trustees has remained stable throughout the reporting period, and has benefitted from the additional expertise brought by the appointment (effective 4 September 2023) of Dr Anindita Sarkar and Sarah Francis during the previous reporting period. In her capacity as Deputy Chair, Lizzie Pearl has brought additional

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

strengths to the leadership of the Board and supported the strategic development of its emerging operations during the reporting period.

The Board continues to regularly monitor any emerging skills gaps and needs which need to be addressed proactively, and will continue to explore the timely recruitment of additional trustees where appropriate to ensure its activities remain as effective as possible. The current Chair, Professor Andy Smith, will step down from his role at the end of his tenure in early 2026. A recruitment process to find his replacement recently concluded. Amy Yarker, whose term of office is intended to commence on 1 January 2026, will take over from Professor Smith.

Staff Growth and Development

As noted earlier, the current reporting period has been one marked by a consolidation of staffing expertise and strategic prioritisation which has been supported by several years of substantial investment in the staffing base. We have continued to invest where appropriate, but this has been more modest. We have continued to develop and refine our working practices, actively listening to colleagues' feedback and needs. Considerable effort has continued to be invested into refining our culture, clarifying our values and behaviours, and developing a clear professional career development framework for all staff. This framework continues to guide our strategic priorities and growth, investment in the future talent pipeline, approaches to and acting upon staff feedback, and conduct of staff appraisals mid-year and annually. The current staffing base has allowed the charity to remain agile and responsive to emerging opportunities while pursuing our new strategic priorities in a sustainable, responsible, and impactful way.

National Recognition and Partnerships

Chasing the Stigma and the Hub of Hope are now undoubtedly nationally recognised for the vital role we play in suicide prevention and mental health support across the UK. The Hub of Hope especially has been widely promoted by NHS England, integrated into mandates, and recognised as "the main national signposting tool for mental health services" in the policies and practices of national and local organisations.

Collaboration has always been at the heart of the charity's mission, amplifying its reach, influence, and resources. This partnership-led approach has been especially crucial during the current reporting period, and has ensured the charity has remained as resilient as possible to the challenging external environment in which it operates. By working with like-minded organisations, Chasing the Stigma continues to share expertise, access additional funding, and expand its capacity to deliver vital services and initiatives. These partnerships also foster a unified effort within the mental health sector, driving long-term change and systemic improvements. Examples of these trailblazing partnerships include our multi-year partnership with Network Rail, NHS England, Mind, Mental Health First England, the Student Roost "Behind Every Door" initiative, and engagement with diverse NHS Trusts and providers across the country.

Hub of Hope

The Hub of Hope remains the cornerstone of Chasing the Stigma's work and the most crucial element of our mission. Our funding, partnerships, training, and overall sustainability are all closely tied to the effectiveness of the Hub of Hope as a safe, reliable, and productive platform which has benefitted from further significant investment in the current reporting period. This investment has enabled us to further improve the functionality of the Hub, diversify its content, and deepen its reach and engagement with new services and communities.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

The data and insight generated by the Hub is significant, and can provide a unique opportunity to offer tailored insight into local mental health services, including their use and latent demand. It also has considerable potential to continue informing national and regional mental health policy, and we remain committed to investing in its future growth to capitalise on its potential in maximising the impact of the charity. The success of the charity remains inseparable from the success of the Hub.

We are particularly grateful to our technology partner, Hiyield, in whom we have invested significantly to future-proof the Hub. Their work has ensured that the Hub is an even more user-friendly platform which generates actionable insights that drive meaningful impact. The Hub continues to support over 400,000 users annually, while helping people conduct almost 1 million searches for mental health support. The continued growth and engagement with the Hub following Hiyield's work has represented excellent value for money.

Hope in the Community – Westminster

Launched in February 2024, Hope in the Community Westminster is a collaborative, non-clinical physical space located on the ground floor of Gordon Hospital in Westminster. The space is owned by Central and North West London NHS Trust (CNWL) but branded in partnership with Chasing the Stigma, making collaboration a central aspect of its design and operation. The space was co-designed through extensive collaboration with CTS, local Voluntary, Community, and Social Enterprise (VCSE) organisations, as well as patients, carers, and residents from Westminster.

The launch of the space preceded the formal policy announcements in the NHS 10-year plan which, among other things, emphasises government priorities for shifting the focus of health and care from hospital to neighbourhoods and communities, from analogue to digital, and from sickness to prevention. However, the principles and ways of working are very similar, and we anticipate our approach to community prevention and support being an especially important feature of our future work.

Ambassador of Hope

The charity places a strong emphasis on improving community and workplace mental health and creating environments of understanding, by partnering with businesses and organisations to provide mental health training in an accessible, non-clinical manner.

We use our Ambassador of Hope training programme, which is written and delivered from a lived experience point of view to offer an accessible and affordable resource designed to enhance mental health practices to individuals and workplaces.

These initiatives not only support employee well-being but also contribute to income generation for the charity, helping to sustain and expand its vital work.

The Ambassador of Hope training continues to prove to be highly successful, reaching 2,010 participants across 31 organisations between April 2024 and April 2025. The programme engaged a diverse range of partners, including key organisations such as Regenda Housing, University for the Creative Arts, Lancashire Police, MSV Housing, Derbyshire Public Health, Brentford FC, Blackpool Council, and Sheffield United, among others.

With participants spanning multiple sectors, including housing, education, public health, sports, and community development, the training sessions were held at various locations throughout the year. This widespread collaboration not only expanded the initiative's reach and impact but also played a key role in income generation for the charity.

Over 2,000 trained Ambassadors of Hope are now equipped to inspire and support both themselves and their communities, furthering mental health awareness and continuing to generate essential funding to sustain the charity's mission.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

Fundraising

While Chasing the Stigma does not have internal expertise or dedicated support for fundraising activities, the charity experienced another significant increase in fundraising compared to 2023-2024. In the current reporting period, donations received totalled £128,914, an increase of £31,140.

We remain indebted to the many organisations and individuals who have donated their time and money so generously during the reporting period. Their support, commitment and advancement of the charity's mission and values has been critical for enabling us to continue supporting the mental health of everyone.

We are sincerely grateful to every person who fundraised or donated to Chasing the Stigma. Your generosity ensures that we can continue our work and make a lasting difference in the lives of those affected by mental health challenges. We truly couldn't do it without you.

Plans for the Future

The trustees are focused on ensuring the charity's long-term sustainability and maximising its impact. Supported by our new strategic plan for 2025-2028, our main priorities over the next 12 months are:

- Strengthening current and new partnerships, with more bespoke income targets developed for sector-specific partners
- Further strengthen and diversify our income streams, including through charitable trusts, foundations and social investors
- Build on this year's momentum by further increasing donations (including corporate giving) and fundraising activities
- Continue to develop the Hub of Hope, including its data capabilities, insight reporting, and storytelling to inform policy and local decision-making
- Develop a youth-focused section of the Hub of Hope to meet the increasing demand and need for effective mental health support for children and young people
- Enhanced marketing and communications strategy to help further raise the profile of the charity, and its capacity to generate income and influence policy
- Continue to develop our research and evaluation functions, including with external partners to ensure everything we do is evidence-based, insight-led, and actionable for those who need mental health support
- Continue to leverage lived experience to prioritise person-centred approaches, ensuring our solutions meet real needs and foster long-term mental health resilience.

The trustees are confident that these strategies will strengthen the charity's ability to meet future challenges while staying true to its mission of creating lasting, meaningful change in mental health support and awareness.

Financial review

The financial statements show the funds balance as:

Restricted funds: £0

Unrestricted funds: £471,918

Total funds carried forward: £471,918

Total fixed assets: £111,333 (not freely available to be spent on operating costs)

Expenditure on charitable activities: £586,242

Income is generated through donations and legacies, fundraising activities, grants and the trading of Ambassador of Hope training, as well as Hub of Hope licensing. We remain extremely grateful to all those who fundraised for Chasing the Stigma across the year.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

Reserves policy

Restricted funds are excluded from charity reserves, so any such amounts held are for defined purposes. The charity seeks to build reserves sufficient to cover operational costs for three months should there be a significant loss of income.

The Trustees have agreed that reserves held are to grow in line with the overall growth of the organisation.

In addition, there will be a contingency reserve at the discretion of the committee to reflect known risk areas for the forthcoming year. The balance of unrestricted reserves is to be included in the budgeted spend for the forthcoming year.

The free reserves of the charity currently stand at £310,585 which significantly exceeds the free reserves target of approximately £150,000.

Principal Risks and Uncertainties

The trustees have identified several principal risks and uncertainties facing the charity, including financial sustainability, the need to proactively develop a diversified fundraising strategy, ensuring operational capacity can meet growing demand, and actively reviewing the potential impact of misinformation or data inaccuracies in service delivery.

These risks are further compounded by external factors such as changes in government policy and economic pressures that may affect funding opportunities and service accessibility.

To mitigate these risks, the charity has implemented a robust risk management framework, including regular financial reviews, diversified income generation strategies, and the development of sustainable funding partnerships.

Operational risks are managed through enhanced training for staff and volunteers, comprehensive service verification protocols, and the adoption of digital tools to streamline processes and ensure data accuracy. The trustees remain committed to ongoing risk assessment and proactive planning to safeguard the charity's mission and ensure its long-term impact.

Remuneration Policy for Key Management Personnel

The remuneration of key management personnel is determined by the trustees based on a commitment to transparency, fairness, and the responsible use of charitable funds. Pay levels are benchmarked against similar roles in charities of comparable size, scope, and location to ensure competitiveness and appropriateness.

The roles and responsibilities of key management personnel are carefully evaluated to reflect the required skills, experience, and contributions to achieving the charity's objectives. Trustees ensure that remuneration is affordable within the charity's financial capacity and does not compromise its ability to deliver on its mission.

Pay reviews are linked to the achievement of strategic goals and individual performance, fostering accountability and alignment with organisational priorities. Where necessary, external professional advice is sought to guide decisions, ensuring compliance with best practices and legal obligations.

This policy is reviewed annually to ensure it remains aligned with the charity's values, financial health, and strategic objectives.

Going Concern

The board of Trustees are confident that the charity remains sufficiently financially healthy to continue operating for the foreseeable future.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

Structure, Governance, and Management

Chasing the Stigma is a charitable incorporated organisation (CIO) with no share capital. The charity was registered on 14 December 2016 and is governed by its constitution, which sets out its objects and powers.

Board Composition and Trustee Appointment

The Board of Trustees, which can have up to 13 members, is responsible for the overall governance and strategic direction of the charity. Trustees are appointed based on their skills and expertise to ensure the board maintains a balanced and effective leadership. New trustees are nominated and elected by the existing board in line with the charity's constitution. The Chair of Trustees is also nominated and appointed by the trustees. The terms of appointment are set out in the charity's constitution.

Trustee Induction and Training

Chasing the Stigma recognises the importance of ongoing development and support for its trustees to ensure they are fully equipped to carry out their roles effectively. The charity has an established structured onboarding and training process, which includes:

Induction Meetings: New trustees are invited to the charity's offices to meet staff and gain a deeper understanding of the organisation's work, culture, and strategic priorities.

Staff Presentations: The team provides an overview of the charity's operations, key programmes, and impact, ensuring trustees are well-informed from the outset.

Governance and Policy Review: Trustees are provided with key governance documents, including the charity's constitution, strategic plan, financial reports, and policies on safeguarding, risk management, and compliance.

Ongoing Development: Trustees are encouraged to attend relevant training sessions, including governance best practices, charity finance, risk management, and mental health awareness.

All of the above processes are reviewed periodically to reflect current practice, and ongoing compliance with all relevant regulatory matters.

Decision-Making and Delegation

The charity operates under a clear governance and decision-making framework to ensure effective leadership and accountability:

Strategic Oversight: The Board of Trustees is responsible for setting the overall strategy, risk appetite, and governance policies. It ensures the appropriate risk management procedures and internal controls are in place. Trustees act as a critical friend to the Chief Executive, offering guidance and challenge where needed.

Operational Decision-Making: The Senior Leadership Team (SLT), led by the Chief Executive, manages the charity's day-to-day operations. Trustees delegate operational decisions to the SLT, which is responsible for programme delivery, resource allocation, and implementation of the strategic plan.

Board Meetings: The Board meets at least four times per year to review progress, assess risks, and approve key decisions. These are complemented by other bi-monthly meetings with the CEO on agreed areas of work to inform the implementation of the strategic plan.

Subcommittees and Working Groups: Where necessary, the Board may establish subcommittees or working groups to oversee specific areas, such as finance and people and culture, with trustees with occupational expertise in these

Chasing the Stigma

Trustees annual report for the year ended 5 April 2025

areas being responsible for the leadership of those sub-groups. The outcomes of these are reported under as standing items (where appropriate) during formal Board meetings.

This governance structure ensures effective oversight while allowing the charity's leadership team the flexibility to make informed and timely operational decisions.

Statement of Responsibilities of the Trustees

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).

Charity law 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, of the charity for that period. In preparing these financial statements, the trustees are required to:

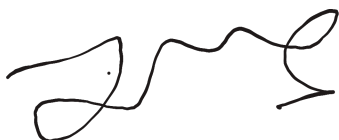
- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a concern basis unless it is inappropriate to presume that the charity will continue in operation

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. 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.

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

The trustees' annual report has been approved by the trustees on 17/12/2025 and signed on their behalf by

Professor Andy Smith, Chair of Board of Trustees.



Chasing the Stigma

Independent examiner's report to the trustees for the year ended 5 April 2025

I report on the accounts of the charity for the year ended 5 April 2025 set out on pages 11 to 27.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of ICAEW.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Other matters

Your attention is drawn to the fact that the charity has prepared the accounts (financial statements) in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn. We understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act

have not been met; or

2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Patrick Morrello ACA
Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester, M60 0AS

Date: 05 / 01 / 2026

Chasing The Stigma
Statement of Financial Activities
for the year ended 5 April 2025

	Note	Unrestricted funds £	Restricted funds £	Total funds 2025 £	<i>Unrestricted funds £</i>	<i>Restricted funds £</i>	<i>Total funds 2024 £</i>
Income from:							
Donations and legacies	3	128,914	-	128,914	97,774	-	97,774
Charitable activities	4	403,808	-	403,808	333,282	206,900	540,182
Total income		532,722	-	532,722	431,056	206,900	637,956
Expenditure on:							
Raising funds	5	43,920	-	43,920	46,428	-	46,428
Charitable activities	6	475,346	110,896	586,242	447,961	168,378	616,339
Total expenditure		519,266	110,896	630,162	494,389	168,378	662,767
Net income for the year	8	13,456	(110,896)	(97,440)	(63,333)	38,522	(24,811)
Transfer between funds		113,501	(113,501)	-	-	-	-
Net movement in funds for the year		126,957	(224,397)	(97,440)	(63,333)	38,522	(24,811)
Reconciliation of funds							
Total funds brought forward		344,961	224,397	569,358	408,294	185,875	594,169
Total funds carried forward		471,918	-	471,918	344,961	224,397	569,358

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Chasing The Stigma

Balance sheet as at 5 April 2025

	Note	2025	2024
		£	£
Fixed assets			
Intangible fixed assets	13	107,658	44,657
Tangible fixed assets	14	3,675	8,984
Total fixed assets		111,333	53,641
Current assets			
Debtors	15	132,421	17,149
Cash at bank and in hand		283,395	507,615
Total current assets		415,816	524,764
Liabilities			
Creditors: amounts falling due in less than one year	16	(55,231)	(9,047)
Net current assets		360,585	515,717
Total assets less current liabilities		471,918	569,358
Net assets		471,918	569,358
The funds of the charity:			
Restricted income funds	17	-	224,397
Unrestricted income funds	18	471,918	344,961
Total charity funds		471,918	569,358

For the year in question, the charity was entitled to exemption from an audit under section 144 of the Charities Act 2011. The Charity Commission has not ordered an audit to be carried out under Section 146 of Charities Act 2011.

The notes on pages 14 to 27 form part of these accounts.

02 / 01 / 2026

Approved by the trustees on and signed on their behalf by:



Prof. Andy Smith

Chasing The Stigma

Statement of Cash Flows for the year ending 5 April 2025

	Notes	2025 £	2024 £
Cash provided by/(used in) operating activities	21	(109,496)	105,132
<i>Cash flows from investing activities</i>			
Purchase of tangible fixed assets		(114,662)	(9,632)
Cash provided by/(used in) investing activities		(114,662)	(9,632)
<i>Cash flows from financing activities</i>			
Interest paid		(62)	(324)
Cash provided by/(used in) financing activities		(62)	(324)
Increase/(decrease) in cash and cash equivalents in the year		(224,220)	95,176
Cash and cash equivalents at the beginning of the year		507,615	412,439
Cash and cash equivalents at the end of the year		283,395	507,615

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

The accounts (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 required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Chasing The Stigma meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Preparation of the accounts on a going concern basis

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

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Notes to the accounts for the year ended 5 April 2025 (continued)

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

Income generated by sales of licences for usage of the Hub of Hope is recognised in the period of receipt and not deferred. There is no right to claw back or matched expenditure in future periods.

d Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

e Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

f Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of fundraising and associated support costs.
- Expenditure on charitable activities includes the costs of activities undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Notes to the accounts for the year ended 5 April 2025 (continued)

h Tangible and intangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	33%
Intangible assets: software	20%

i Debtors

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

j Cash at bank and in hand

Cash at bank and cash 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.

k Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

l Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

m Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 9. There were no outstanding contributions at the year end.

2 Legal status of the charity

The charity is a Charitable Incorporated Organisation registered in England and Wales and has no share capital. The registered office address is disclosed on page 1.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2025 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2025 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2024</i> £
Small grants and donations	128,914	-	128,914	97,774	-	97,774
Total	128,914	-	128,914	97,774	-	97,774

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2025 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2024</i> £
Mental health education services	403,808	-	403,808	333,282	-	333,282
Restricted grants	-	-	-	-	206,900	206,900
Total	403,808	-	403,808	333,282	206,900	540,182

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2025 (continued)

5 Cost of raising funds

	Unrestricted £	Restricted £	2025 £	<i>Unrestricted</i> £	<i>Restricted</i> £	2024 £
Staff costs	28,850	-	28,850	29,699	-	29,699
Fundraising	2,716	-	2,716	801	-	801
Support costs (see note 7)	11,055	-	11,055	14,423	-	14,423
Governance costs (see note 7)	1,299	-	1,299	1,505	-	1,505
	<u>43,920</u>	<u>-</u>	<u>43,920</u>	<u>46,428</u>	<u>-</u>	<u>46,428</u>

6 Analysis of expenditure on charitable activities

	2025 £	2024 £
Staff costs	369,318	341,556
Depreciation	51,662	38,112
IT costs	550	20,562
Professional fees	6,561	32,929
Support costs (see note 7)	141,526	165,878
Governance costs (see note 7)	16,625	17,302
	<u>586,242</u>	<u>616,339</u>
Restricted expenditure	110,896	168,378
Unrestricted expenditure	475,346	447,961
	<u>586,242</u>	<u>616,339</u>

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2025 (continued)

7 Analysis of support and governance costs

	Support £	Governance £	Total 2025 £	Support £	Governance £	Total 2024 £
Staff costs	37,761	17,923	55,684	31,597	17,643	49,240
Premises	43,413	-	43,413	23,512	-	23,512
Administration	32,580	-	32,580	41,614	519	42,133
Accountancy	4,918	-	4,918	4,653	-	4,653
Finance costs	429	-	429	451	-	451
Depreciation	5,309	-	5,309	6,484	-	6,484
IT costs	13,698	-	13,698	12,713	-	12,713
Travel and subsistence	8,311	-	8,311	8,906	645	9,551
Advertising and marketing	1,699	-	1,699	14,205	-	14,205
Professional fees	4,464	-	4,464	36,167	-	36,167
	152,582	17,923	170,505	180,302	18,807	199,109

Allocated in proportion to staff costs as follows:

Cost of raising funds	11,055	1,299	12,354	14,423	1,505	15,928
Charitable activities	141,526	16,625	158,151	165,878	17,302	183,180
	152,581	17,924	170,505	180,301	18,807	199,108

Notes to the accounts for the year ended 5 April 2025 (continued)

8 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2025	2024
	£	£
Depreciation	56,970	44,596
Interest payable		324
Operating lease rentals: property	26,837	10,064
Independent examiner's fee - independent exam	460	415
Independent examiner's fee - accounts	1,840	1,665
Independent examiner's fee - other	2,623	2,573
	<u> </u>	<u> </u>

9 Staff costs

Staff costs during the year were as follows:

	2025	2024
	£	£
Wages and salaries	405,856	362,824
Social security costs	34,818	30,987
Pension costs	8,552	8,413
Staff training	55	490
Freelance workers	4,571	17,781
	<u> </u>	<u> </u>
	453,852	420,495
	<u> </u>	<u> </u>

Allocated as follows:

Cost of raising funds	28,850	29,699
Charitable activities	369,318	341,556
Support costs	37,761	31,597
Governance costs	17,923	17,643
	<u> </u>	<u> </u>
	453,852	420,495
	<u> </u>	<u> </u>

No employee has employee benefits in excess of £60,000 (2024: Nil).

The average number of staff employed during the period was 12.8 (2024: 11.3).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £61,586 (2024: £61,586).

Notes to the accounts for the year ended 5 April 2025 (continued)

10 Trustee remuneration and expenses, and related party transactions

Neither the trustees nor any persons connected with them received any remuneration during the year (2024: £nil).

Two trustees received travel and subsistence expenses during the year; the total amount reimbursed was £87 (2024: £355).

Aggregate donations from related parties were nil (2024: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Jake Mills, CEO of the charity, is married to the owner of Lovebug Films. During the year, the charity paid £846 to Lovebug Films for promotional materials (2024: £1,680).

11 Government grants

The government grants recognised in the accounts were as follows:

	2025	2024
	£	£
NHS England	-	156,900
	<u> </u>	<u> </u>

There were no unfulfilled conditions and contingencies at the end of the period.

12 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Notes to the accounts for the year ended 5 April 2025 (continued)

13 Fixed assets: intangible assets

	Software
Cost	£
At 6 April 2024	190,560
Additions	114,662
At 5 April 2025	305,222
Depreciation	
At 6 April 2024	145,903
Charge for the year	51,661
At 5 April 2025	197,564
Net book value	
At 5 April 2025	107,658
<i>At 5 April 2024</i>	<i>44,657</i>

14 Fixed assets: tangible assets

	Equipment
Cost	£
At 6 April 2024	20,671
At 5 April 2025	20,671
Depreciation	
At 6 April 2024	11,687
Charge for the year	5,309
At 5 April 2025	16,996
Net book value	
At 5 April 2025	3,675
<i>At 5 April 2024</i>	<i>8,984</i>

Notes to the accounts for the year ended 5 April 2025 (continued)

15 Debtors

	2025	2024
	£	£
Trade debtors	127,548	3,000
Prepayments and accrued income	4,473	13,749
Other debtors	400	400
	132,421	17,149

16 Creditors: amounts falling due within one year

	2025	2024
	£	£
Trade creditors	19	-
Tax and social security	52,912	6,574
Other creditors and accruals	2,300	2,473
	55,231	9,047

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2025 (continued)

17 Analysis of movements in restricted funds

	Balance at 6 April 2024	Income	Expenditure	Transfers	Balance at 5 April 2025
	£	£	£	£	£
NHS England	211,664	-	(98,002)	(113,662)	-
Nominet	5,125	-	(5,286)	161	-
New Philanthropy Capital	7,608	-	(7,608)	-	-
Total	224,397	-	(110,896)	(113,501)	-

£113,662 has been transferred from the NHS England restricted fund to unrestricted as it was used to develop the Hub of Hope asset which is held for general and not restricted purposes. The remaining transfer relates to a small overspend which has been covered by unrestricted funds.

Comparative period

	Balance at 6 April 2023	Income	Expenditure	Transfers	Balance at 5 April 2024
	£	£	£	£	£
NHS England	145,875	156,900	(91,111)	-	211,664
Nominet	40,000	-	(34,875)	-	5,125
Enterprise Development Fund	-	50,000	(42,392)	-	7,608
Total	185,875	206,900	(168,378)	-	224,397

Name of restricted fund	Description, nature and purposes of the fund
NHS England	To further charitable activities.
Nominet	For the development of the Hub of Hope.
New Philanthropy Capital	For the Signpost+ programme, which aims to improve mental health signposting for young people.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2025 (continued)

18 Analysis of movement in unrestricted funds

	Balance at 6 April 2024 £	Income £	Expenditure £	Transfers £	As at 5 April 2025 £
General fund	241,319	532,722	(462,295)	(1,161)	310,585
Designated fund:					
Fixed assets	53,642	-	(56,971)	114,662	111,333
Hub of Hope	50,000	-	-	-	50,000
	344,961	532,722	(519,266)	113,501	471,918

Comparative period

	Balance at 6 April 2023 £	Income £	Expenditure £	Transfers £	As at 5 April 2024 £
General fund	314,411	431,057	(456,277)	(47,871)	241,319
Designated fund:					
Fixed assets	93,883	-	(38,112)	(2,129)	53,642
Hub of Hope				50,000	50,000
	408,294	431,057	(494,389)	-	344,961

Name of unrestricted fund

Description, nature and purposes of the fund

General fund	The free reserves after allowing for all designated funds.
Designated fund - Fixed assets	The fixed assets are essential for the future operation of the charity and so are excluded from free reserves.
Designated fund - Hub of Hope	Development of the intangible asset application 'The Hub of Hope', a mental health support portal.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2025 (continued)

19 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2025 £
Intangible fixed assets	-	107,658	-	107,658
Tangible fixed assets	-	3,675	-	3,675
Net current assets	310,586	49,999	-	360,585
Total	310,586	161,332	-	471,918

Comparative period

	<i>General fund £</i>	<i>Designated funds £</i>	<i>Restricted funds £</i>	<i>Total 2024 £</i>
<i>Intangible fixed assets</i>	-	44,657	-	44,657
<i>Tangible fixed assets</i>	-	8,984	-	8,984
<i>Net current assets/(liabilities)</i>	241,320	50,000	224,397	515,717
<i>Total</i>	241,320	103,641	224,397	569,358

20 Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows

	Property		Equipment	
	2025 £	2024 £	2025 £	2024 £
Less than one year	6,709	26,837	-	-
One to five years	-	6,709	-	-
Over five years	-	-	-	-
	6,709	33,546	-	-

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2025 (continued)

21 Reconciliation of net movement in funds to net cash flow from operating activities

	2025 £
Net income/(expenditure)	(97,440)
Adjustments for:	
Depreciation expense	56,970
Interest paid	61
Decrease in receivables	(115,272)
Decrease in payables	46,185
Net cash provided by/(used in) operating activities	(109,496)

Accounts

CHASING THE STIGMA

Trustees' Annual Report
and Financial Statements
for the year ended 5 April 2024

Chasing the Stigma

Reference and administration information

Charity number 1170757

Registered office and operational address

Burlington House, Crosby Road North, L22 0PJ

Trustees

Trustees who served during the year and up to the date of this report were as follows:

Andrew Smith
Nicola Croft-Girvan
Elizabeth Israeli
Sonya Clarkson
Dr Anindita Sarkar (Appointed September 2023)
Sarah Francis (Appointed September 2023)
Angela Samata (Resigned September 2023)

Key management personnel

Jake Mills Chief Executive

Bankers

NatWest, City Branch, 2-8 Church Street, Liverpool, L1 3BG

Independent examiner

Patrick Morrello ACA, Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS

Email: info@chasingthestigma.co.uk

Telephone: 0151 318 4747

Instagram: [chasingstigma](#)

Twitter: [@chasingstigma](#)

Facebook: [chasingstigma](#)

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

The trustees present their report and the unaudited financial statements for the year ended 5 April 2024.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Our Details

Chasing the Stigma is a national mental health charity with big ambitions; to reduce suicide, eradicate stigma and enable everyone in the country to be able to access clear pathways to mental health care.

Head Office: Burlington House, Crosby Road North, Waterloo, Liverpool, L22 0PJ

Email: info@chasingthestigma.co.uk

Telephone: 01513184747

Instagram: [chasingstigma](#)

Twitter: [@chasingstigma](#)

Facebook: [chasingstigma](#)

Chasing the Stigma is a charitable incorporated organisation, registered as a charity on 14th December 2016 under charity number 1170757.

Chasing the Stigma is governed by a board of Trustees who are responsible for the governance and strategic direction of the charity as well as supporting the Chief Executive and staff in delivering on our key priorities. A list of Trustees can be found on our website.

All trustees give their time voluntarily and receive no benefits from the charity.

Objectives, Values and Vision

Chasing the Stigma is a national mental health charity on a mission to normalise and humanise conversations about mental health, ensuring that everyone in the UK can access clear pathways to support, whenever and wherever they need it.

With lived experience at our core, we are driven to create a society where there is no longer a stigma associated with mental health, where people are as comfortable talking about their mental health as their physical health, and where everyone can find appropriate support before they reach a point of crisis, leading to a significant long-term reduction in self-harm and suicide.

Our objectives are to:

- To promote and protect the physical and mental health of those experiencing mental illness of any description through the provision of support, education, and practical advice.
- To advance the education of the general public in all areas relating to mental illness.
- To influence and shape public mental health policy by promoting the needs of service users and the general public more broadly through the provision of support, education and practical advice.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

Our vision is to live in a society where there is no longer a stigma associated with mental health, where people are as comfortable talking about their mental health as their physical health, and where everyone can access timely support wherever they are in the UK at any stage of their mental health journey.

We strive to achieve this mission by providing pioneering training services, delivering awareness-raising campaigns, lobbying for change and operating the UK's largest and most comprehensive directory of community mental health services, the Hub of Hope.

Our values are important to us and must be embodied in all we do:

- We listen to the needs and experiences of those we serve and work tirelessly to ensure that their voices are heard in the key decisions being made about mental health in the UK
- We believe it is a fundamental right for every person to enjoy positive mental wellbeing and are relentless in our pursuit of creating environments of understanding in every part of the UK and society
- We are there for people at every stage of their mental health journey, not just when they're in crisis
- We always remain human and approachable and speak a language that our beneficiaries understand
- We continue to be unapologetically bold and believe in our ability to be powerful agents for change

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements and performance

The year 2023-24 marked a significant period for Chasing the Stigma as we made substantial investments in our staff and organisational structure. Our primary goal was to enhance efficiency, safety, and overall performance in serving the people we are dedicated to helping. Recognising the substantial growth and expanded audience reach, along with the endorsements and utilisation of our platforms, it became imperative to establish a strong foundation and structure to support our future growth.

The balance of having to progress at pace whilst having to ensure we could do so effectively and responsibly was paramount to our overall strategy.

In addition to the significant need for recruitment and restructuring in terms of staffing, equal importance was placed on analysing and enhancing the governance of the charity. This was done to ensure that it keeps pace with the rapid growth of our operations and remains well-suited to fulfil its purpose.

The following highlights the notable achievements in the charity's main activities, all of which are undertaken to advance Chasing the Stigma's charitable objectives for the benefit of the public.

Governance

Building on the skills gap assessment and established objectives carried out by the board in the previous financial year, clear recruitment targets were set for the coming years. The board identified two key areas critical to the charity's operations—clinical mental health expertise and data/technology—where there was a limited skillset among current members. Additionally, the absence of a dedicated financial expert on the board was noted as a concern, to

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

be addressed in future recruitment efforts. The board also recognised the lack of diversity and made it a priority to actively focus on this in all recruitment activities.

After a thorough recruitment process, which included targeted role advertisements, application reviews, and two rounds of interviews, Chasing the Stigma appointed two new Trustees, Dr Anindita Sarkar and Sarah Francis, effective from 4th September, 2023.

Anindita is a consultant clinical psychologist, former head of clinical services, and founding director of Affiniti+ Ltd. She brings both clinical expertise and a strong commitment to destigmatising mental health and neurodiversity, as well as a personal perspective as a woman of colour with dyslexia.

Sarah is an experienced, data-driven commercial and creative product leader with 10 years in designing, delivering, and scaling software for global companies. Currently serving as Product Director at YouGov, she is passionate about using technology to drive change and believes in the power of diverse, curious, creative, and empowered teams united by a shared mission.

With these new appointments, and the board now better equipped, Deputy Chair Angela Samata felt it was the right time for her to step down. This decision was made amicably, and we thank Angela for her dedication, hard work, and invaluable contributions to Chasing the Stigma since its inception.

As a result, a new Deputy Chair needed to be appointed, with Lizzie Israeli being voted into the position unanimously by the board on 15th December 2023.

Staff Growth and Development

The 2023-24 year marked a period of significant growth and investment in Chasing the Stigma's workforce, driven by a comprehensive recruitment effort aimed at addressing key areas of need across the charity. This recruitment push was essential to ensure that the team could perform effectively, safely, and to the highest standards, while also meeting the expectations of both our partners and the public. Over the year, we made seven key appointments, including Heads of Departments in Partnerships, Marketing and Communications, and Digital and Development. We also strengthened our capabilities in data analysis, database quality assurance, and design.

However, this rapid growth, which more than doubled our staff in a short period, presented its own set of challenges. The swift pace of change inevitably brought complications, making it critical for Chasing the Stigma to manage this transition thoughtfully and responsibly, ensuring the wellbeing of staff whilst creating a supportive, safe, and inclusive culture was central to this process.

As part of this organisational shift, considerable effort went into refining our culture, clarifying our values and behaviours, and developing a clear staff development framework. This framework will guide future objectives, feedback, and appraisals. While such a significant transition can be challenging for any small organisation, staff were involved throughout the process, and their adaptability was remarkable. As a result, the organisation has emerged stronger and better positioned for the future.

National Recognition and Partnerships

Chasing the Stigma and the Hub of Hope have continued to gain national recognition for the vital role we play in suicide prevention and mental health support across the UK. The Hub of Hope has been widely promoted by NHS England, integrated into mandates, and recognised as “the main national signposting tool for mental health services.” It was also cited in the Government’s National Suicide Prevention Plan as a key resource for connecting individuals with mental health support, further solidifying our national importance.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

This growing recognition builds upon a series of significant endorsements and partnerships, which reinforce the impact of Chasing the Stigma's work on a national scale.

Collaboration has always been at the heart of the charity's mission, amplifying its reach, influence, and resources. Partnerships are especially crucial in engaging communities that might not traditionally seek out mental health support, helping to break down barriers and reduce stigma. By working with like-minded organisations, Chasing the Stigma can share expertise, access additional funding, and expand its capacity to deliver vital services and initiatives. These partnerships also foster a unified effort within the mental health sector, driving long-term change and systemic improvements.

Over the past year, the charity has formed several impactful and far-reaching partnerships. One such collaboration was with the retail group New River, who trained staff across its shopping centres in Ambassador of Hope training and promoted the Hub of Hope to thousands of people in environments where they feel safe. Student Roost continued to build on previous success, expanding its partnership with the "Behind Every Door" initiative, which placed Hub of Hope posters in student accommodation across the UK, while also supporting the Zen Bus project, which brought mental health resources directly to university campuses.

Additionally, Chasing the Stigma has worked closely with NHS Trusts and providers, including Thames Valley and Wessex, Central and North West London, Lancashire and South Cumbria, Derbyshire NHS Trust, and Mental Health Matters. Other strategic partnerships have included collaboration with organisations such as Network Rail, Prison and Probation, Mental Health First England, and Mind.

Other collaborations include work with The Revelry Collective, which integrated the Hub of Hope discreetly into clothing to facilitate conversations around mental health support, and with filmmakers One of Nine Ltd and House of Create on films, *No Filter* and *Sweet Honey*, which sensitively explored the complexities of mental health and suicide ideation.

Chasing the Stigma has continued to be an important voice in national discussions, contributing to roundtable talks with key figures like Amanda Pritchard, CEO of NHS England, and Richard Meddings, Chair of NHS England. The charity is also a proud member of the NHS Confederation's Mental Health Network and Health Equals and has had the opportunity to speak at major conferences, including the National Suicide Prevention Conference and NHS Expo, raising awareness and shaping the future of mental health support in the UK.

Hope in the Community – Westminster

February 2024 saw the launch of Hope in the Community Westminster, a collaborative, non-clinical physical space located on the ground floor of Gordon Hospital in Westminster. The space is owned by Central and North West London NHS Trust (CNWL) but branded in partnership with Chasing the Stigma, making collaboration a central aspect of its design and operation.

CNWL and CTS first partnered in 2021, and as part of their ongoing collaboration, CTS's Hub of Hope App has been embedded into CNWL's website and mental health services, further enhancing the support available through the space.

The space was developed through extensive collaboration with CTS, local Voluntary, Community, and Social Enterprise (VCSE) organisations, as well as patients, carers, and residents from Westminster.

This co-design approach ensures that the space meets the needs of the community it serves, providing a welcoming, accessible environment where organisations can run wellness-focused services and activities. It offers a vital resource for mental health support, reducing stigma and making help more approachable, especially for those who may find traditional healthcare settings intimidating.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

The space is celebrated for its airy, clean, and comfortable atmosphere, providing a much-needed safe haven for community members to engage in activities that promote mental well-being and reduce the stigma surrounding mental health.

Hub of Hope

The Hub of Hope is the cornerstone of Chasing the Stigma's work and the most crucial element of our mission. Our funding, partnerships, training, and overall sustainability are all closely tied to the effectiveness of the Hub of Hope as a safe, reliable, and productive platform.

More importantly, it serves as a life-saving and life-enhancing tool for hundreds of thousands of people across the UK, with its impact being far-reaching and profound. The Hub is not only a resource for individuals in crisis, but it is also widely used by organisations nationwide and has become an integral part of government policy. The success of the charity is inseparable from the success of the Hub.

However, following an unexpected surge in demand during 2022-2023, the Hub has consistently exceeded our initial forecasts. This spike in use is due in part to its promotion on NHS.uk, its citation in government mandates, and other high-profile endorsements—often without prior notice to us. As a result, it has become increasingly difficult to plan for the growing demand, putting pressure on our resources and making it harder to sustainably manage user needs. The rapid expansion of the Hub's reach has outpaced our technological capacity, creating additional strain on our team, who, despite their best efforts, are struggling to keep up.

The past year has made it clear that urgent investment in the Hub's technological infrastructure is needed. After consulting with external experts and conducting thorough research, we partnered with the company 6B to assess the Hub's current capabilities and outline a roadmap for future improvements. This research included feedback from a wide range of users—including individuals with lived experience, frontline workers, NHS England, and the Department of Health and Social Care—providing valuable insights into the Hub's limitations and areas for development.

Based on these findings, we issued a Request for Information to identify potential technology providers who could support the necessary upgrades. After a rigorous and transparent tendering process, we selected Hiyield as our new technological partner. We are confident that Hiyield is well-suited to meet our needs and will provide the expertise required to expand and enhance the Hub's capabilities. Although the rebuild is a significant investment, it is vital for the continued growth of the platform. The project is underway, with completion expected by December 2024.

In the meantime, the Hub of Hope remains a vital resource, currently supporting over 300,000 users annually, helping people conduct almost 1 million searches for mental health support.

Ambassador of Hope

The charity places a strong emphasis on improving community and workplace mental health and creating environments of understanding, by partnering with businesses and organisations to provide mental health training in an accessible, non-clinical manner.

We use our Ambassador of Hope training programme, which is written and delivered from a lived experience point of view to offer an accessible and affordable resource designed to enhance mental health practices to individuals and workplaces.

These initiatives not only support employee well-being but also contribute to income generation for the charity, helping to sustain and expand its vital work.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

The Ambassador of Hope training, continues to prove to be highly successful, reaching 2,010 participants across 31 organisations between April 2023 and April 2024. The program engaged a diverse range of partners, including key organisations such as Regenda Housing, University for the Creative Arts, Lancashire Police, MSV Housing, Derbyshire Public Health, Brentford FC, Blackpool Council, and Sheffield United, among others.

With participants spanning multiple sectors, including housing, education, public health, sports, and community development, the training sessions were held at various locations throughout the year. This widespread collaboration not only expanded the initiative's reach and impact but also played a key role in income generation for the charity.

Over 2,000 trained Ambassadors of Hope are now equipped to inspire and support their communities, furthering mental health awareness and continuing to generate essential funding to sustain the charity's mission.

Expanded Media Presence

In 2023 and 2024, Chasing the Stigma significantly amplified its media presence, engaging with national media outlets, podcasts, and television programs to further advocate for mental health awareness and access to services. This heightened visibility has helped to elevate the conversation around mental health and the vital work the charity is doing.

Our CEO has become a highly sought-after spokesperson, regularly providing expert commentary and insights across various media platforms. Whether offering written statements or appearing in interviews, they effectively represent the charity and the communities we serve, ensuring that the voices of those impacted by mental health challenges are heard at the highest levels. Through these media engagements, the charity continues to raise awareness and create a broader public understanding of mental health issues.

Fundraising

While Chasing the Stigma does not have internal expertise or dedicated support for fundraising activities, the charity experienced a significant increase in fundraising success throughout the year. Donations in the year increased to almost £98k, significantly improving the net return from fundraising.

A range of events and campaigns played a crucial role in generating the funds necessary to sustain and expand its mental health services. These donations directly supported initiatives such as enhancing the Hub of Hope and broadening its outreach programs.

A special thank you goes to Admiral Taverns, and various community-based fundraising events—such as Tough Mudder, marathons, half marathons, 10k races, virtual runs, social media challenges, and corporate giving—who have contributed to raising both funds and awareness for our mission. The charity was also deeply moved by the many kind, individual gestures of support, all of which made a significant impact.

We are sincerely grateful to every person who fundraised or donated to Chasing the Stigma. Your generosity ensures that we can continue our work and make a lasting difference in the lives of those affected by mental health challenges. We truly couldn't do it without you.

Plans for the Future

The trustees are focused on ensuring the charity's long-term sustainability and maximising its impact. Our future plans aim to expand access to services, strengthen partnerships, and enhance service delivery. We will increase awareness through targeted outreach, improve user experiences based on feedback, and adopt innovative approaches to meet evolving needs.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

A key priority is expanding the reach and influence of the Hub of Hope as a vital tool for policy-making and commissioning, ensuring mental health services are better integrated and accessible. A rebuild of the Hub of Hope, informed by user feedback and the expertise of partners and service providers, will create a more user-friendly platform. This enhanced platform will effectively leverage the data we collect, transforming it into actionable insights that drive meaningful impact.

Additionally, we aim to grow the reach of our Ambassador of Hope program, creating environments of understanding and equipping individuals and communities with the knowledge to support mental health effectively.

The charity will continue to leverage lived experience to prioritise person-centred approaches, ensuring our solutions meet real needs and foster long-term mental health resilience.

Lessons from past activities have highlighted the importance of flexibility and resource efficiency, shaping our commitment to focusing resources where they have the greatest impact.

To secure financial stability, we will diversify income streams through grants, donor engagement, and new funding opportunities.

The trustees are confident that these strategies will strengthen the charity's ability to meet future challenges while staying true to its mission of creating lasting, meaningful change in mental health support and awareness.

Financial review

The financial statements show the funds balance as:

Restricted funds: £224,397

Unrestricted funds: £241,319

Designated unrestricted fund: £103,642

The trustees have designated £50,000 of unrestricted funds towards the development of the Hub of Hope. This is likely to be spent during the next financial year. The remainder of the designated fund represents the net book value of fixed assets, which are funds not freely available to be spent on operating costs.

Income is generated through donations and legacies, fundraising activities, grants and the trading of Ambassador of Hope training, as well as Hub of Hope licensing.

The board of trustees are particularly thankful to NHS England, Nominet and NPC for their support.

The board are also extremely grateful to all those who fundraised for Chasing the Stigma across the year, each and every effort is appreciated.

Expenditure on charitable activities shows a total of £616,339.

This has been another year of significant increase in the workforce and technological development of the Hub of Hope, which has allowed Chasing the Stigma to offer hope and support to more people than ever, across the UK.

Reserves policy

Restricted funds are excluded from charity reserves, as any such amounts held are for defined purposes. The charity seeks to build reserves sufficient to cover operational costs for three months should there be a significant loss of income.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

The Trustees have agreed that reserves held are to grow in line with the overall growth of the organisation.

In addition, there will be a contingency reserve at the discretion of the committee to reflect known risk areas for the forthcoming year. The balance of unrestricted reserves is to be included in the budgeted spend for the forthcoming year.

The free reserves of the charity currently stand at £241,319 which significantly exceeds the free reserves target of approximately £150,000.

Principal Risks and Uncertainties

The trustees have identified several principal risks and uncertainties facing the charity, including financial sustainability, the need to proactively develop a diversified fundraising strategy, ensuring operational capacity can meet growing demand, and actively reviewing the potential impact of misinformation or data inaccuracies in service delivery.

These risks are further compounded by external factors such as changes in government policy and economic pressures that may affect funding opportunities and service accessibility.

To mitigate these risks, the charity has implemented a robust risk management framework, including regular financial reviews, diversified income generation strategies, and the development of sustainable funding partnerships.

Operational risks are managed through enhanced training for staff and volunteers, comprehensive service verification protocols, and the adoption of digital tools to streamline processes and ensure data accuracy. The trustees remain committed to ongoing risk assessment and proactive planning to safeguard the charity's mission and ensure its long-term impact.

Remuneration Policy for Key Management Personnel

The remuneration of key management personnel is determined by the trustees based on a commitment to transparency, fairness, and the responsible use of charitable funds. Pay levels are benchmarked against similar roles in charities of comparable size, scope, and location to ensure competitiveness and appropriateness.

The roles and responsibilities of key management personnel are carefully evaluated to reflect the required skills, experience, and contributions to achieving the charity's objectives. Trustees ensure that remuneration is affordable within the charity's financial capacity and does not compromise its ability to deliver on its mission.

Pay reviews are linked to the achievement of strategic goals and individual performance, fostering accountability and alignment with organisational priorities. Where necessary, external professional advice is sought to guide decisions, ensuring compliance with best practices and legal obligations.

This policy is reviewed annually to ensure it remains aligned with the charity's values, financial health, and strategic objectives.

Going Concern

The board of Trustees are confident that the charity remains financially healthy enough to continue for the foreseeable future of the organisation.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

Structure, Governance, and Management

Chasing the Stigma is a charitable incorporated organisation (CIO) with no share capital. The charity was registered on 14 December 2016 and is governed by its constitution, which sets out its objects and powers.

Board Composition and Trustee Appointment

The Board of Trustees, which can have up to 13 members, is responsible for the overall governance and strategic direction of the charity. Trustees are appointed based on their skills and expertise to ensure the board maintains a balanced and effective leadership. New trustees are nominated and elected by the existing board in line with the charity's constitution. The Chair of Trustees is also nominated and appointed by the trustees. The terms of appointment are set out in the charity's constitution.

Trustee Induction and Training

Chasing the Stigma recognises the importance of ongoing development and support for its trustees to ensure they are fully equipped to carry out their roles effectively. The charity has an established structured onboarding and training process, which includes:

Induction Meetings: New trustees are invited to the charity's offices to meet staff and gain a deeper understanding of the organisation's work, culture, and strategic priorities.

Staff Presentations: The team provides an overview of the charity's operations, key programmes, and impact, ensuring trustees are well-informed from the outset.

Governance and Policy Review: Trustees are provided with key governance documents, including the charity's constitution, strategic plan, financial reports, and policies on safeguarding, risk management, and compliance.

Ongoing Development: Trustees are encouraged to attend relevant training sessions, including governance best practices, charity finance, risk management, and mental health awareness.

All of the above processes are reviewed periodically to reflect current practice, and ongoing compliance with all relevant regulatory matters.

Decision-Making and Delegation

The charity operates under a clear governance and decision-making framework to ensure effective leadership and accountability:

Strategic Oversight: The Board of Trustees is responsible for setting the overall strategy, risk appetite, and governance policies. It ensures the appropriate risk management procedures and internal controls are in place. Trustees act as a critical friend to the Chief Executive, offering guidance and challenge where needed.

Operational Decision-Making: The Senior Leadership Team (SLT), led by the Chief Executive, manages the charity's day-to-day operations. Trustees delegate operational decisions to the SLT, which is responsible for programme delivery, resource allocation, and implementation of the strategic plan.

Board Meetings: The Board meets at least four times per year to review progress, assess risks, and approve key decisions.

Subcommittees and Working Groups: Where necessary, the Board may establish subcommittees or working groups to oversee specific areas, such as finance, governance, or programme impact.

This governance structure ensures effective oversight while allowing the charity's leadership team the flexibility to make informed and timely operational decisions.

Chasing the Stigma

Trustees annual report for the year ended 5 April 2024

Statement of Responsibilities of the Trustees

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).

Charity law 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, of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a concern basis unless it is inappropriate to presume that the charity will continue in operation

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. 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.

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

The trustees' annual report has been approved by the trustees on 04 / 02 / 2025 and signed on their behalf by



Prof Andy Smith, Chair of Board of Trustees.

Chasing the Stigma

Independent examiner's report to the trustees for the year ended 5 April 2024

I report on the accounts of the charity for the year ended 5 April 2024 set out on pages 13 to 29.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of ICAEW.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Other matters

Your attention is drawn to the fact that the charity has prepared the accounts (financial statements) in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn. We understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

P Morrello

Patrick Morrello ACA
Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester, M60 0AS

Date: 05 / 02 / 2025

Chasing The Stigma
Statement of Financial Activities
for the year ended 5 April 2024

	Note	Unrestricted funds £	Restricted funds £	Total funds 2024 £	<i>Unrestricted funds £</i>	<i>Restricted funds £</i>	<i>Total funds 2023 £</i>
Income from:							
Donations and legacies	3	97,774	-	97,774	76,805	-	76,805
Charitable activities	4	333,282	206,900	540,182	268,460	206,790	475,250
Total income		431,056	206,900	637,956	345,265	206,790	552,055
Expenditure on:							
Raising funds	5	46,428	-	46,428	43,531	-	43,531
Charitable activities	6	447,961	168,378	616,339	337,145	20,915	358,060
Total expenditure		494,389	168,378	662,767	380,676	20,915	401,591
Net income for the year	8	(63,333)	38,522	(24,811)	(35,411)	185,875	150,464
Transfer between funds		-	-	-	-	-	-
Net movement in funds for the year		(63,333)	38,522	(24,811)	(35,411)	185,875	150,464
Reconciliation of funds							
Total funds brought forward		408,294	185,875	594,169	443,704	-	443,704
Total funds carried forward		344,961	224,397	569,358	408,293	185,875	594,168

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Chasing The Stigma

Balance sheet as at 5 April 2024

	Note	2024	2023
		£	£
Fixed assets			
Intangible fixed assets	13	44,657	82,769
Tangible fixed assets	14	8,984	5,836
Total fixed assets		53,641	88,605
Current assets			
Debtors	15	17,149	110,510
Cash at bank and in hand		507,615	412,439
Total current assets		524,764	522,949
Liabilities			
Creditors: amounts falling due in less than one year	16	(9,047)	(17,386)
Net current assets		515,717	505,563
Total assets less current liabilities		569,358	594,168
Net assets		569,358	594,168
The funds of the charity:			
Restricted income funds	17	224,397	185,875
Unrestricted income funds	18	344,961	408,294
Total charity funds		569,358	594,168

For the year in question, the charity was entitled to exemption from an audit under section 144 of the Charities Act 2011. The Charity Commission has not ordered an audit to be carried out under Section 146 of Charities Act 2011.

The notes on pages 16 to 29 form part of these accounts.

Approved by the trustees on 04 / 02 / 2025 and signed on their behalf by:



Prof. Andy Smith

Chasing The Stigma

Statement of Cash Flows for the year ending 5 April 2024

	Notes	2024 £	2023 £
Cash provided by/(used in) operating activities	21	105,132	96,786
<i>Cash flows from investing activities</i>			
Purchase of tangible fixed assets		(9,632)	(10,630)
Cash provided by/(used in) investing activities		(9,632)	(10,630)
<i>Cash flows from financing activities</i>			
Interest paid		(324)	(366)
Cash provided by/(used in) financing activities		(324)	(366)
Increase/(decrease) in cash and cash equivalents in the year		95,176	85,790
Cash and cash equivalents at the beginning of the year		412,439	326,649
Cash and cash equivalents at the end of the year		507,615	412,439

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

The accounts (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 required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Chasing The Stigma meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Preparation of the accounts on a going concern basis

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

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Notes to the accounts for the year ended 5 April 2024 (continued)

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

Income generated by sales of licences for usage of the Hub of Hope is recognised in the period of receipt and not deferred. There is no right to claw back or matched expenditure in future periods.

d Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

e Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

f Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of fundraising and associated support costs.
- Expenditure on charitable activities includes the costs of activities undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Notes to the accounts for the year ended 5 April 2024 (continued)

h Tangible and intangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	33%
Intangible assets: software	20%

i Debtors

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

j Cash at bank and in hand

Cash at bank and cash 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.

k Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

l Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

m Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 9. There were no outstanding contributions at the year end.

2 Legal status of the charity

The charity is a Charitable Incorporated Organisation registered in England and Wales and has no share capital. The registered office address is disclosed on page 1.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2024 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2024 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2023</i> £
Small grants and donations	97,774	-	97,774	76,805	-	76,805
Total	97,774	-	97,774	76,805	-	76,805

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2024 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2023</i> £
Mental health education services	333,282	-	333,282	268,460	-	268,460
Restricted grants	-	206,900	206,900	-	206,790	206,790
Total	333,282	206,900	540,182	268,460	206,790	475,250

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2024 (continued)

5 Cost of raising funds

	Unrestricted £	Restricted £	2024 £	<i>Unrestricted</i> £	<i>Restricted</i> £	2023 £
Staff costs	29,699	-	29,699	22,951	-	22,951
Fundraising	801	-	801	6,610	-	6,610
Support costs (see note 7)	14,423	-	14,423	12,173	-	12,173
Governance costs (see note 7)	1,505	-	1,505	1,797	-	1,797
	<u>46,428</u>	<u>-</u>	<u>46,428</u>	<u>43,531</u>	<u>-</u>	<u>43,531</u>

6 Analysis of expenditure on charitable activities

	2024 £	2023 £
Staff costs	341,556	190,761
Depreciation	38,112	37,422
IT costs	20,562	13,761
Professional fees	32,929	-
Support costs (see note 7)	165,878	101,181
Governance costs (see note 7)	17,302	14,935
	<u>616,339</u>	<u>358,060</u>
Restricted expenditure	168,378	20,915
Unrestricted expenditure	447,961	337,145
	<u>616,339</u>	<u>358,060</u>

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2024 (continued)

7 Analysis of support and governance costs

	Support £	Governance £	Total 2024 £	Support £	Governance £	Total 2023 £
Staff costs	31,597	17,643	49,240	20,992	16,732	37,724
Premises	23,512	-	23,512	20,047	-	20,047
Administration	41,614	519	42,133	23,260	-	23,260
Accountancy	4,653	-	4,653	4,893	-	4,893
Finance costs	451	-	451	366	-	366
Depreciation	6,484	-	6,484	3,171	-	3,171
IT costs	12,713	-	12,713	3,009	-	3,009
Travel and subsistence	8,906	645	9,551	9,004	-	9,004
Advertising and marketing	14,205	-	14,205	5,527	-	5,527
Professional fees	36,167	-	36,167	23,086	-	23,086
	180,302	18,807	199,109	113,355	16,732	130,087

Allocated in proportion to staff costs as follows:

Cost of raising funds	14,423	1,505	15,928	12,173	1,797	13,970
Charitable activities	165,878	17,302	183,180	101,181	14,935	116,116
	180,301	18,807	199,108	113,354	16,732	130,086

Notes to the accounts for the year ended 5 April 2024 (continued)

8 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2024	2023
	£	£
Depreciation	44,596	40,593
Interest payable	324	366
Operating lease rentals: property	10,064	-
Independent examiner's fee - independent exam	415	400
Independent examiner's fee - accounts	1,665	1,450
Independent examiner's fee - other	2,573	3,043
	<u>420,495</u>	<u>251,436</u>

9 Staff costs

Staff costs during the year were as follows:

	2024	2023
	£	£
Wages and salaries	362,824	203,359
Social security costs	30,987	15,233
Pension costs	8,413	4,794
Staff training	490	3,870
Freelance workers	17,781	24,180
	<u>420,495</u>	<u>251,436</u>

Allocated as follows:

Cost of raising funds	29,699	22,951
Charitable activities	341,556	190,761
Support costs	31,597	20,992
Governance costs	17,643	16,732
	<u>420,495</u>	<u>251,436</u>

One employee has employee benefits in excess of £60,000 (2023: Nil).

The average number of staff employed during the period was 11.3 (2023: 7.3).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £61,586 (2023: £54,321).

Notes to the accounts for the year ended 5 April 2024 (continued)

10 Trustee remuneration and expenses, and related party transactions

Neither the trustees nor any persons connected with them received any remuneration during the year (2023: £nil).

Two trustees received travel and subsistence expenses during the year; the total amount reimbursed was £355 (2023: £nil).

Aggregate donations from related parties were nil (2023: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Jake Mills, CEO of the charity, is married to the owner of Lovebug Films. During the year, the charity paid £1,680 to Lovebug Films for promotional materials (2023: £525).

11 Government grants

The government grants recognised in the accounts were as follows:

	2024 £	2023 £
NHS England	156,900	156,900
	<u> </u>	<u> </u>

There were no unfulfilled conditions and contingencies at the end of the period.

12 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Notes to the accounts for the year ended 5 April 2024 (continued)

13 Fixed assets: intangible assets

	Software £
Cost	
At 6 April 2023	190,560
At 5 April 2024	190,560
Depreciation	
At 6 April 2023	107,791
Charge for the year	38,112
At 5 April 2024	145,903
Net book value	
At 5 April 2024	44,657
<i>At 5 April 2023</i>	<i>82,769</i>

14 Fixed assets: tangible assets

	Equipment £
Cost	
At 6 April 2023	11,039
Additions	9,632
At 5 April 2024	20,671
Depreciation	
At 6 April 2023	5,203
Charge for the year	6,484
At 5 April 2024	11,687
Net book value	
At 5 April 2024	8,984
<i>At 5 April 2023</i>	<i>5,836</i>

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2024 (continued)

15 Debtors

	2024	2023
	£	£
Trade debtors	3,000	110,110
Prepayments and accrued income	13,749	-
Other debtors	400	400
	17,149	110,510

16 Creditors: amounts falling due within one year

	2024	2023
	£	£
Tax and social security	6,574	15,536
Other creditors and accruals	2,473	1,850
	9,047	17,386

Notes to the accounts for the year ended 5 April 2024 (continued)

17 Analysis of movements in restricted funds

	Balance at 6 April 2023	Income	Expenditure	Transfers	Balance at 5 April 2024
	£	£	£	£	£
NHS England	145,875	156,900	(91,111)	-	211,664
Nominet	40,000	-	(34,875)	-	5,125
New Philanthropy Capital	-	50,000	(42,392)	-	7,608
Total	185,875	206,900	(168,378)	-	224,397

Comparative period

	Balance at 6 April 2022	Income	Expenditure	Transfers	Balance at 5 April 2023
	£	£	£	£	£
NHS England	-	156,900	(11,025)	-	145,875
Nominet	-	40,000	-	-	40,000
Enterprise Development Fund	-	9,890	(9,890)	-	-
Total	-	206,790	(20,915)	-	185,875

Name of restricted fund	Description, nature and purposes of the fund
NHS England	To further charitable activities.
Nominet	For the development of the Hub of Hope.
New Philanthropy Capital	For the Signpost+ programme, which aims to improve mental health signposting for young people.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2024 (continued)

18 Analysis of movement in unrestricted funds

	Balance at 6 April 2023 £	Income £	Expenditure £	Transfers £	As at 5 April 2024 £
General fund	314,411	431,057	(456,277)	(47,871)	241,319
Designated fund:					
Fixed assets	93,883	-	(38,112)	(2,129)	53,642
Hub of Hope	-	-	-	50,000	50,000
	408,294	431,057	(494,389)	-	344,961

Comparative period

	Balance at 6 April 2022 £	Income £	Expenditure £	Transfers £	As at 5 April 2023 £
General fund	325,135	345,266	(343,254)	(12,736)	314,411
Designated fund:					
Fixed assets	118,569	-	(37,422)	12,736	93,883
	443,704	345,266	(380,676)	-	408,294

Name of unrestricted fund

Description, nature and purposes of the fund

General fund	The free reserves after allowing for all designated funds.
Designated fund - Fixed assets	The fixed assets are essential for the future operation of the charity and so are excluded from free reserves.
Designated fund - Hub of Hope	Development of the intangible asset application 'The Hub of Hope', a mental health support portal.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2024 (continued)

19 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2024 £
Intangible fixed assets	-	44,657	-	44,657
Tangible fixed assets	-	8,984	-	8,984
Net current assets	241,320	50,000	224,397	515,717
Total	241,320	103,641	224,397	569,358

Comparative period

	General fund £	Designated funds £	Restricted funds £	Total 2023 £
Intangible fixed assets	-	82,769	-	82,769
Tangible fixed assets	5,836	-	-	5,836
Net current assets/(liabilities)	308,574	11,114	185,875	505,563
Total	314,410	93,883	185,875	594,168

20 Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows

	Property		Equipment	
	2024 £	2023 £	2024 £	2023 £
Less than one year	26,837	-	-	-
One to five years	6,709	-	-	-
Over five years	-	-	-	-
	33,546	-	-	-

21 Reconciliation of net movement in funds to net cash flow from operating activities

	2024 £
Net income/(expenditure)	(24,811)
Adjustments for:	
Depreciation expense	44,596
Interest paid	324
Decrease in receivables	93,361
Decrease in payables	(8,338)
Net cash provided by/(used in) operating activities	105,132

Accounts

CHASING THE STIGMA

Trustees' Annual Report
and Financial Statements
for the year ended 5 April 2023

Chasing the Stigma

Reference and administration information

Charity number 1170757

Registered office and operational address

Burlington House, Crosby Road North, L22 0PJ

Trustees

Trustees who served during the year and up to the date of this report were as follows:

Andrew Smith	
Nikki Girvan	
Elizabeth Israeli	(Appointed May 2022)
Sonya Clarkson	(Appointed May 2022)
Anindita Sarkar	(Appointed September 2023)
Sarah Francis	(Appointed September 2023)
Angela Samata	(Resigned September 2023)
Chris Clarke	(Resigned May 2022)

Key management personnel

Jake Mills	Chief Executive
------------	-----------------

Bankers

NatWest, City Branch, 2-8 Church Street, Liverpool, L1 3BG

Independent examiner

Patrick Morrello ACA, Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS

Email: info@chasingthestigma.co.uk

Telephone: 0151 318 4747

Instagram: chasingstigma

Twitter: @chasingstigma

Facebook: chasingstigma

Chasing the Stigma

Trustees annual report for the year ended 5 April 2023

The trustees present their report and the unaudited financial statements for the year ended 5 April 2023.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Our Details

Chasing the Stigma is a national mental health charity with big ambitions; to reduce suicide, eradicate stigma and enable everyone in the country to be able to access clear pathways to mental health care.

Head Office: Burlington House, Crosby Road North, Waterloo, Liverpool, L22 0PJ

Email: info@chasingthestigma.co.uk

Telephone: 01513184747

Instagram: [chasingstigma](#)

Twitter: [@chasingstigma](#)

Facebook: [chasingstigma](#)

Chasing the Stigma is a charitable incorporated organisation, registered as a charity on 14th December 2016 under charity number 1170757.

Chasing the Stigma is governed by a board of Trustees who are responsible for the governance and strategic direction of the charity as well as supporting the Chief Executive and staff in delivering on our key priorities. A list of Trustees can be found on our website.

All trustees give their time voluntarily and receive no benefits from the charity.

Objectives, Values and Vision

Chasing the Stigma is a national mental health charity on a mission to normalise and humanise conversations about mental health, ensuring that everyone in the UK can access clear pathways to support, whenever and wherever they need it.

With lived experience at our core, we are driven to create a society where there is no longer a stigma associated with mental health, where people are as comfortable talking about their mental health as their physical health, and where everyone can find appropriate support before they reach a point of crisis, leading to a significant long-term reduction in self-harm and suicide.

Our objectives are:

- To promote and protect the physical and mental health of those experiencing mental illness of any description through the provision of support, education, and practical advice.

- To advance the education of the general public in all areas relating to mental illness.
- To influence and shape public mental health policy by promoting the needs of service users and the general public more broadly through the provision of support, education and practical advice.

Our vision is to live in a society where there is no longer a stigma associated with mental health, where people are as comfortable talking about their mental health as their physical health, and where everyone can access timely support wherever they are in the UK at any stage of their mental health journey.

We strive to achieve this mission by providing pioneering training services, delivering awareness-raising campaigns, lobbying for change and operating the UK's largest and most comprehensive directory of community mental health services, the Hub of Hope.

Our values are important to us and must be embodied in all we do:

- We listen to the needs and experiences of those we serve and work tirelessly to ensure that their voices are heard in the key decisions being made about mental health in the UK
- We believe it is a fundamental right for every person to enjoy positive mental wellbeing and are relentless in our pursuit of creating environments of understanding in every part of the UK and society
- We are there for people at every stage of their mental health journey, not just when they're in crisis
- We always remain human and approachable and speak a language that our beneficiaries understand
- We continue to be unapologetically bold and believe in our ability to be powerful agents for change

The trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Achievements and performance

The year 2022-23 marked a significant period for Chasing the Stigma as we made substantial investments in our staff and organisational structure. Our primary goal was to enhance efficiency, safety, and overall performance in serving the people we are dedicated to helping. Recognising the substantial growth and expanded audience reach, along with the endorsements and utilisation of our platforms, it became imperative to establish a strong foundation and structure to support our future growth.

The balance of having to progress at pace whilst having to ensure we could do so effectively and responsibly was paramount to our overall strategy.

In addition to the significant need for recruitment and restructuring in terms of staffing, equal importance was placed on analysing and enhancing the governance of the charity. This was done to ensure that it keeps pace with the rapid growth of our operations and remains well-suited to fulfil its purpose.

The following highlights the notable achievements in the charity's main activities, all of which are undertaken to advance Chasing the Stigma's charitable objectives for the benefit of the public.

Governance

Chasing the Stigma welcomed the appointments of two new Trustees, Sonya Clarkson and Lizzie Israeli, who were appointed on May 1st, 2022. Sonya brings expertise in HR and Organisational Development, while Lizzie brings experience in senior fundraising and corporate partnerships within the third sector. Their appointments were made

following a comprehensive board governance review, which included a skills gap analysis to identify areas for improvement and development. These new Trustees will contribute their knowledge and skills to enhance the Board of Trustees representation and effectiveness.

In addition to the new Trustees, there was also a new appointment for the position of Chair. This appointment came after the resignation of Chris Clarke, who, following a rigorous and transparent application and interview process, was appointed as the Director of Business and Operational Development at Chasing the Stigma. This appointment was made with the full agreement and sign-off from the Charity Commission.

Due to the resignation, the board of trustees unanimously selected and appointed Professor Andy Smith as the new Chair, while Angela Samata became Deputy Chair.

After completing a thorough onboarding process and allowing sufficient time for adjustment, the board conducted a comprehensive evaluation of skills gaps and established objectives. This exercise aimed to identify any potential needs for future recruitment, which is planned to take place during the summer of 2023.

Partnerships

Partnership work has always been a fundamental aspect of our core values at Chasing the Stigma. We strongly believe in the power of collaboration to create a unified and coherent message for the benefit of the public. Our approach has consistently been to work with organisations from various sectors, aiming to reach those individuals who are in greatest need of support. However, during 2022-23, the number of partners expressing interest in collaborating with Chasing the Stigma experienced rapid growth. We were approached by prominent entities within our field, further highlighting the significance of our work.

We were able to secure new partnerships, with organisations such as Mind, Student Roost, New River, as well as Derbyshire Healthcare NHS Foundation Trust.

Those new partnerships were on top of the renewal and ongoing partnerships with significant organisations such as Network Rail and the Premier League as well as numerous NHS Trusts such as Sussex Partnership NHS Foundation Trust and Central and North West London NHS Foundation Trust.

Our ongoing collaboration with NHS England and the Department of Health and Social Care continues to drive substantial traffic to the Hub of Hope. This is achieved through the integration of our platform on websites, mandates, and promotional materials, solidifying the Hub of Hope as the nation's leading mental health signposting tool.

Hub of Hope

The Hub of Hope experienced an unexpected surge in demand, surpassing any forecasts or planning. This growth, which resulted in a 553% increase in users in 2022 compared to the previous year, was attributed to its mention by the Secretary of State for Health about COVID-19 Shielding Guidance, reaching 3.6 million vulnerable individuals, and the national exposure of the Hub of Hope on NHS.uk.

To address the increased demand and ensure the Hub of Hope could sustainably continue to effectively handle user needs, it was clear that we would require urgent investment in its technological infrastructure. The approach to this investment and consideration were divided into two aspects, the first aspect focused on immediate infrastructure work to support the platform's current form with the second aspect of work focusing the future planning and optimisation for the Hub of Hope.

Chasing the Stigma recognised the importance of engaging with external experts to conduct independent and effective research and scoping. This work should include a comprehensive assessment of the current technological capabilities of the Hub of Hope and an examination of the desired roadmap for future developments. The research should also include gathering insights from a diverse range of Hub of Hope users, including individuals with lived experience, frontline workers, partners, NHS England, and the Department of Health and Social Care. This approach

will be vital to ensure that future planning for the platform considers the needs and perspectives of various stakeholders.

We must have a platform that enables continuous growth to cope with the increasing demand and possess the necessary agility to develop and adapt according to the evolving needs of users and partners, with a specific focus on quality assurance across all content on the platform.

Following this research Chasing the Stigma will develop a full tender documentation to find a suitable technology provider who can meet these requirements and support Chasing the Stigma in achieving its goals.

It was also deemed vital that investment was made into staffing to effectively support the success of the Hub of Hope. Several positions were highlighted that would be crucial for this success, namely a Head of Digital Development and Insights, to bring technological expertise in-house, to make informed strategic decisions and to oversee all developments, outreach, and quality assurance. A Service Development Manager, responsible for research, outreach, and quality assurance. Service Development Officers, responsible for inputting services and maintaining listing quality and a Data Insights Officer to explore the data analytics and insights of the platform. Some of these positions will require recruitment, while others require internal restructuring.

Ambassador of Hope

Chasing the Stigma's Ambassador of Hope training program, designed and delivered from a lived experience perspective, continues to thrive, and expand. In the year 22-23, over 5000 individuals were equipped with the knowledge and skills to become ambassadors for mental health awareness and support. The comprehensive training covered various aspects of mental health, including common conditions, signs and symptoms, and available support resources.

This training has played a vital role in fostering a compassionate and well-informed community within over 30 organisations across different sectors, including the NHS and higher education.

As part of organisational restructuring and recruitment efforts, the Head of Training and Development, along with the Training Manager, have successfully onboarded a diverse group of Ambassador of Hope trainers. These trainers are now responsible for delivering the training to organisations throughout the UK, ensuring widespread access and impact.

Future programmes and developments are currently being considered for 23-24 onwards.

Awards

Chasing the Stigma achieved notable recognition through multiple national awards in 22-23. We are proud to have won two categories at the Positive Practice MH Collaborative Awards, specifically for our outstanding Suicide Prevention Services and Innovation in Digital Mental Health. Additionally, we were honoured with a Third Sector Care Award for our exemplary use of Technology. Our impactful "There's Always Hope" campaign with Network Rail also received recognition, earning a bronze prize at the Charity Film Awards. Furthermore, Chasing the Stigma was shortlisted for prestigious awards such as Charity Times, Third Sector and This Can Happen Awards, further highlighting our commitment to excellence in the charitable sector.

The Trustees take great pride in the accomplishments made throughout the year and extend their heartfelt gratitude to all those who have supported our charity. We are immensely thankful to our partners and individual fundraisers across the UK who have wholeheartedly embraced a variety of events, including golfing days, walks, half/full marathons, cycling, music shows, skydiving, and even incorporating charitable donations into wedding gifts. We would like to express our special appreciation to National Car Parks (NCP), Admiral Taverns, Alive Fitness, ByElleven, as well as Matthew Smith and Michael O'Leary for their invaluable support.

Financial review

The statement of Financial Activities shows the funds balance as:

Restricted funds: £185,875

Unrestricted funds: £314,410

Designated unrestricted fund: £93,883

Income is generated through donations and legacies, fundraising activities, grants and the trading of Ambassador of Hope training, as well as Hub of Hope licensing.

The board are extremely grateful to all those who fundraised for Chasing the Stigma across the year, each and every effort is appreciated.

Expenditure on charitable activities shows a total of £358,060. With the number of staff members increasing, as well as a significant development to the Hub of Hope and the Ambassador of Hope Training programme, Chasing the Stigma has been able to offer hope and support to hundreds of thousands of people across the UK.

Reserves policy

Restricted funds are excluded from charity reserves, as any such amounts held are for defined purposes. The charity seeks to build reserves sufficient to cover operational costs for three months should there be a significant loss of income.

The Trustees have agreed that reserves held are to grow in line with the overall growth of the organisation.

In addition, there will be a contingency reserve at the discretion of the committee to reflect known risk areas for the forthcoming year. The balance of unrestricted reserves is to be included in the budgeted spend for the forthcoming year.

The free reserves of the charity currently stand at £314,410 which significantly exceeds the free reserves target.

Going Concern

The board of Trustees are confident that the charity remains financially healthy enough to continue for the foreseeable future of the organisation.

Structure, governance, and management

The organisation is a charitable incorporated organisation (CIO) and has no share capital. Chasing the Stigma registered as a charity on 14 December 2016.

The charity was established under its governing document which established the objects and powers of the charity and is governed under its constitution.

Trustees are appointed for the skills they bring to the Charity. All new trustees are nominated and elected by the existing board as set out in the constitution document, and the Chair of Trustees is nominated by the Trustees.

The Board of Trustees, which can have up to 13 members, administers the charity. The board meets a minimum of 4 times each calendar year. The Chief Executive directs and manages the day-to-day operations of the charity and has delegated authority.

Statement of responsibilities of the trustees

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).

Charity law 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, of the charity for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on a concern basis unless it is inappropriate to presume that the charity will continue in operation

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. 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.

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

The trustees' annual report has been approved by the trustees on 05 / 02 / 2024 and signed on their behalf by



Prof Andy Smith, Chair of Board of Trustees.

Chasing the Stigma

Independent examiner's report to the trustees for the year ended 5 April 2023

I report on the accounts of the charity for the year ended 5 April 2023 set out on pages 9 to 23.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of ICAEW.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Other matters

Your attention is drawn to the fact that the charity has prepared the accounts (financial statements) in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn. We understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

P Morrello

Patrick Morrello ACA
Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester, M60 0AS

Date: 05 / 02 / 2024

Chasing The Stigma
Statement of Financial Activities
for the year ended 5 April 2023

	Note	Unrestricted funds £	Restricted funds £	Total funds 2023 £	<i>Unrestricted funds £</i>	<i>Restricted funds £</i>	<i>Total funds 2022 £</i>
Income from:							
Donations and legacies	3	76,805	-	76,805	77,866	-	77,866
Charitable activities	4	268,460	206,790	475,250	251,703	51,918	303,621
Total income		345,265	206,790	552,055	329,569	51,918	381,487
Expenditure on:							
Raising funds	5	43,531	-	43,531	22,303	-	22,303
Charitable activities	6	337,145	20,915	358,060	115,523	80,928	196,451
Total expenditure		380,676	20,915	401,591	137,826	80,928	218,754
Net income for the year	8	(35,411)	185,875	150,464	191,743	(29,010)	162,733
Transfer between funds		-	-	-	-	-	-
Net movement in funds for the year		(35,411)	185,875	150,464	191,743	(29,010)	162,733
Reconciliation of funds							
Total funds brought forward		443,704	-	443,704	251,960	29,010	280,970
Total funds carried forward		408,293	185,875	594,168	443,703	-	443,703

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Chasing The Stigma

Balance sheet as at 5 April 2023

	Note	2023	2022
		£	£
Fixed assets			
Intangible fixed assets	12	82,769	113,292
Tangible fixed assets	13	5,836	5,277
Total fixed assets		88,605	118,569
Current assets			
Debtors	14	110,510	3,152
Cash at bank and in hand		412,439	326,649
Total current assets		522,949	329,801
Liabilities			
Creditors: amounts falling due in less than one year	15	(17,386)	(4,667)
Net current assets		505,563	325,134
Total assets less current liabilities		594,168	443,703
Net assets		594,168	443,703
The funds of the charity:			
Restricted income funds	16	185,875	-
Unrestricted income funds	17	408,293	443,704
Total charity funds		594,168	443,703

For the year in question, the charity was entitled to exemption from an audit under section 144 of the Charities Act 2011. The Charity Commission has not ordered an audit to be carried out under Section 146 of Charities Act 2011.

The notes on pages 12 to 23 form part of these accounts.

Approved by the trustees on 05 / 02 / 2024 and signed on their behalf by:



Prof. Andy Smith

Chasing The Stigma

Statement of Cash Flows for the year ending 5 April 2023

	Notes	2023 £
Cash provided by/(used in) operating activities	19	96,786
<i>Cash flows from investing activities</i>		
Purchase of tangible fixed assets		(10,630)
Cash provided by/(used in) investing activities		(10,630)
<i>Cash flows from financing activities</i>		
Interest paid		(366)
Cash provided by/(used in) financing activities		(366)
Increase/(decrease) in cash and cash equivalents in the year		85,790
Cash and cash equivalents at the beginning of the year		326,649
Cash and cash equivalents at the end of the year		412,439

This analysis was not required in the prior year as they were a small charity.

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2019.

The accounts (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 required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Chasing The Stigma meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Preparation of the accounts on a going concern basis

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

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Notes to the accounts for the year ended 5 April 2023 (continued)

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

Income generated by sales of licences for usage of the Hub of Hope is recognised in the period of receipt and not deferred. There is no right to claw back or matched expenditure in future periods.

d Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

e Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

f Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of fundraising and associated support costs.
- Expenditure on charitable activities includes the costs of activities undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 7.

Notes to the accounts for the year ended 5 April 2023 (continued)

h Tangible and intangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	33%
Intangible assets: software	20%

i Debtors

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

j Cash at bank and in hand

Cash at bank and cash 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.

k Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

l Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

m Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 9. There were no outstanding contributions at the year end.

2 Legal status of the charity

The charity is a Charitable Incorporated Organisation and has no share capital. The registered office address is disclosed on page 1.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2023 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2023 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2022</i> £
Small grants and donations	76,805	-	76,805	77,866	-	77,866
Total	76,805	-	76,805	77,866	-	77,866

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2023 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total 2022</i> £
Mental health education services	268,460	-	268,460	251,703	-	251,703
Restricted grants	-	206,790	206,790	-	51,918	51,918
Total	268,460	206,790	475,250	251,703	51,918	303,621

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2023 (continued)

5 Cost of raising funds

	Unrestricted £	Restricted £	2023 £	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>2022</i> £
Staff costs	22,951	-	22,951	12,335	-	12,335
Fundraising	6,610	-	6,610	2,649	-	2,649
Support costs (see note 7)	12,173	-	12,173	6,353	-	6,353
Governance costs (see note 7)	1,797	-	1,797	966	-	966
	<u>43,531</u>	<u>-</u>	<u>43,531</u>	<u>22,303</u>	<u>-</u>	<u>22,303</u>

6 Analysis of expenditure on charitable activities

	2023 £	2022 £
Staff costs	190,761	102,526
Depreciation	37,422	33,090
IT costs	13,761	
Support costs (see note 7)	101,181	52,808
Governance costs (see note 7)	14,935	8,027
	<u>358,060</u>	<u>196,451</u>
Restricted expenditure	20,915	80,928
Unrestricted expenditure	337,145	115,523
	<u>358,060</u>	<u>196,451</u>

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2023 (continued)

7 Analysis of support and governance costs

	Support £	Governance £	Total 2023 £	Support £	Governance £	Total 2022 £
Staff costs	20,992	16,732	37,724	11,281	8,993	20,274
Premises	20,047	-	20,047	15,208	-	15,208
Administration	23,260	-	23,260	13,718	-	13,718
Accountancy	4,893	-	4,893	1,975	-	1,975
Finance costs	366	-	366	37	-	37
Depreciation	3,171	-	3,171	1,054	-	1,054
IT costs	3,009	-	3,009	1,943	-	1,943
Travel and subsistence	9,004	-	9,004	2,372	-	2,372
Advertising and marketing	5,527	-	5,527	4,827	-	4,827
Professional fees	23,086	-	23,086	6,746	-	6,746
	<u>113,355</u>	<u>16,732</u>	<u>130,087</u>	<u>59,161</u>	<u>8,993</u>	<u>68,154</u>

Allocated in proportion to staff costs as follows:

Cost of raising funds	12,173	1,797	13,970	6,353	966	7,319
Charitable activities	101,181	14,935	116,116	52,808	8,027	60,835
	<u>113,354</u>	<u>16,732</u>	<u>130,086</u>	<u>59,161</u>	<u>8,993</u>	<u>68,154</u>

Notes to the accounts for the year ended 5 April 2023 (continued)

8 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2023	2022
	£	£
Depreciation	40,594	34,144
Interest payable	366	37
Independent examiner's fee	400	150
Accountancy services	4,493	1,825
	<u> </u>	<u> </u>

9 Staff costs

Staff costs during the year were as follows:

	2023	2022
	£	£
Wages and salaries	203,359	92,599
Social security costs	15,233	3,804
Pension costs	4,794	2,016
Staff training	3,870	-
Freelance workers	24,180	36,716
	<u> </u>	<u> </u>
	251,436	135,135
	<u> </u>	<u> </u>

Allocated as follows:

Cost of raising funds	22,951	12,335
Charitable activities	190,761	102,526
Support costs	20,992	11,281
Governance costs	16,732	8,993
	<u> </u>	<u> </u>
	251,436	135,135
	<u> </u>	<u> </u>

No employee has employee benefits in excess of £60,000 (2022: Nil).

The average number of staff employed during the period was 7.3 (2022: 4.6).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer.

Notes to the accounts for the year ended 5 April 2023 (continued)

10 Trustee remuneration and expenses, and related party transactions

Neither the trustees nor any persons connected with them received any remuneration or reimbursed expenses during the year (2022: £nil).

No trustees received travel and subsistence expenses during the year (2022: £nil).

Aggregate donations from related parties were nil (2022: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

Jake Mills, CEO of the charity, is married to the owner of Lovebug Films. During the year, the charity paid £525 to Lovebug Films for promotional materials, on normal commercial terms (2022: £nil).

11 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

12 Fixed assets: intangible assets

	Software £
Cost	
At 6 April 2022	183,660
Additions	6,900
At 5 April 2023	190,560
Depreciation	
At 6 April 2022	70,368
Charge for the year	37,423
Disposals	-
At 5 April 2023	107,791
Net book value	
At 5 April 2023	82,769
At 5 April 2022	113,292

Notes to the accounts for the year ended 5 April 2023 (continued)

13 Fixed assets: tangible assets

	Equipment £
Cost	
At 6 April 2022	7,309
Additions	3,730
At 5 April 2023	11,039
Depreciation	
At 6 April 2022	2,032
Charge for the year	3,171
At 5 April 2023	5,203
Net book value	
At 5 April 2023	5,836
At 5 April 2022	5,277

14 Debtors

	2023 £	2022 £
Trade debtors	110,110	-
Prepayments and accrued income	-	3,152
Other debtors	400	-
	110,510	3,152

15 Creditors: amounts falling due within one year

	2023 £	2022 £
Tax and social security	15,536	3,767
Other creditors and accruals	1,850	900
	17,386	4,667

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2023 (continued)

16 Analysis of movements in restricted funds

	Balance at 6 April 2022	Income	Expenditure	Transfers	Balance at 5 April 2023
	£	£	£	£	£
NHS England	-	156,900	(11,025)	-	145,875
Nominet	-	40,000	-	-	40,000
Enterprise Development Fund	-	9,890	(9,890)	-	-
Total	-	206,790	(20,915)	-	185,875

Comparative period

	Balance at 6 April 2021	Income	Expenditure	Transfers	Balance at 5 April 2022
	£	£	£	£	£
NHS England	27,609	-	(27,609)	-	-
Health and Social Care	-	51,918	(51,918)	-	-
Nominet	1,401	-	(1,401)	-	-
Total	1,401	51,918	(80,928)	-	-

Name of	Description, nature and purposes of the fund
NHS England	To further charitable activities
Nominet	For the development of the Hub of Hope
Enterprise Development Fund	For the development of the Hub of Hope

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2023 (continued)

17 Analysis of movement in unrestricted funds

	Balance at 6 April 2022 £	Income £	Expenditure £	Transfers £	As at 5 April 2023 £
General fund	325,135	345,266	(343,254)	(12,736)	314,410
Designated fund: Hub of Hope	118,569	-	(37,422)	12,736	93,883
	443,704	345,266	(380,676)	-	408,293

Comparative period

	Balance at 6 April 2021 £	Income £	Expenditure £	Transfers £	As at 5 April 2022 £
General fund	131,616	329,569	(104,736)	(31,314)	325,135
Designated fund: Hub of Hope	120,345	-	(33,090)	31,314	118,569
	251,961	329,569	(137,826)	-	443,704

Name of unrestricted fund

Description, nature and purposes of the fund

General fund	The free reserves after allowing for all designated funds
Designated fund : Hub of Hope	Development of the intangible asset application 'The Hub of Hope'. Mental health support portal to embed in client websites and fixed asset equipment.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2023 (continued)

18 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2023 £
Intangible fixed assets	-	82,769	-	82,769
Tangible fixed assets	5,836	-	-	5,836
Net current assets	308,574	11,114	185,875	505,563
Total	314,410	93,883	185,875	594,168
<i>Comparative period</i>				
	<i>General fund £</i>	<i>Designated funds £</i>	<i>Restricted funds £</i>	<i>Total 2022 £</i>
<i>Intangible fixed assets</i>	-	120,344	-	120,344
<i>Tangible fixed assets</i>	3,821	-	-	3,821
<i>Net current assets/(liabilities)</i>	99,783	17,242	39,780	156,805
<i>Total</i>	<i>103,604</i>	<i>118,569</i>	<i>-</i>	<i>280,970</i>

19 Reconciliation of net movement in funds to net cash flow from operating activities

	2023 £
Net income/(expenditure)	150,464
Adjustments for:	
Depreciation expense	40,594
Interest paid	366
Increase in receivables	(107,358)
Increase in payables	12,720
Net cash provided by/(used in) operating activities	96,786

Patrick Morrello
Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester
M60 0AS

Dear Patrick

This representation letter is provided in connection with your preparation and independent examination of the financial statements of Chasing The Stigma for the year ending 5 April 2023.

Audit exemption

We confirm that the charity accounts do not need to be audited under Section 144 of Charities Act 2011, that no Independent Examination is required under Section 145 of Charities Act 2011, and that the Charity Commission has not ordered an audit to be carried out under Section 146 of Charities Act 2011.

Financial statements

1. We have fulfilled our responsibilities as trustees, as set out in the terms of your engagement dated 28 November 2023 for preparing financial statements in accordance with the Charities Act 2011 and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). You have drafted these financial statements on our behalf. The financial statements give a true and fair view of the financial position of Chasing The Stigma as of 5 April 2023 and of the results of its operations for the year then ended. We have fulfilled our responsibilities for making accurate representations to you.
2. Significant assumptions used by us in making accounting estimates, including those measured at fair value, are reasonable.
3. We have no plans or intentions that may materially alter the carrying value and where relevant the fair value measurements or classification of assets and liabilities reflected in the financial statements.
4. We have disclosed all known actual or possible litigation and claims whose effects should be considered when preparing the financial statements and these have been disclosed in accordance with the requirements of accounting standards.
5. Related party relationships and transactions have been appropriately accounted for and disclosed in accordance with the requirements of accounting standards.
6. All events since the balance sheet date which require disclosure or which would materially affect the amounts in the financial statements have been adjusted or disclosed in the financial statements.
7. We confirm the financial statements are free of material misstatements, including omissions.

8. We confirm that, having considered our expectations and intentions for the next twelve months, and the availability of working capital, the charitable incorporated organisation is a going concern. We confirm that the disclosures in the accounting policies are an accurate reflection of the reasons for our consideration that the financial statements should be drawn up on a going concern basis.

Information provided

1. All accounting records and relevant information have been made available to you for the purpose of your preparation and independent examination of the financial statements. We have provided to you all other information requested and given unrestricted access to persons within the charitable incorporated organisation from whom you have deemed it necessary to request information. All other records and related information including minutes of all management and shareholders meetings have been made available to you.
2. We confirm that we have disclosed all bank accounts and cash holdings in our control to you, and that all transactions through those accounts and balances on them at the balance sheet date are adequately reflected in the accounting records and the financial statements. We have no loan or overdraft facilities with any bank.
3. All transactions undertaken by the charitable incorporated organisation have been properly reflected in the accounting records and are reflected in the financial statements.
4. We acknowledge our responsibility for the design, implementation and maintenance of controls to prevent and detect fraud. We have disclosed to you the results of our assessment of the risk that the financial statements may be materially misstated as a result of fraud.
5. We have disclosed to you all information in relation to allegations of fraud, or suspected fraud affecting the charitable incorporated organisation's financial statements communicated by employees, former employees, analysts, regulators or others.
6. We confirm that we are not aware of any possible or actual instance of non-compliance with those laws and regulations which provide a legal framework within which the charitable incorporated organisation conducts its business and which could affect the financial statements. The charitable incorporated organisation has complied with all aspects of contractual agreements that could have a material effect on the financial statements in the event of non-compliance.
7. We confirm that we have disclosed to you the identity of the charitable incorporated organisation's related parties and all related party relationships and transactions relevant to the charitable incorporated organisation that we are aware of.
8. The charitable incorporated organisation has satisfactory title to all assets, and there are no liens or encumbrances on the assets except for those disclosed in the financial statements.
9. There are no liabilities, contingent liabilities or guarantees to third parties other than those disclosed in the financial statements.

Charity specific representations

1. All income to which the charity is entitled has been recorded in the accounting records and is reflected in the accounts, including donations collected by supporters and other third parties.
2. Restricted funds have been applied to the purpose for which they were intended by the funder or donor.
3. Where an intended recipient of a grant has been made aware that a grant will be paid to them, any resulting constructive obligation has been recognised in the accounts.
4. All correspondence with the regulators has been made available to you including any serious incident reports.
5. Appropriate controls are in place to ensure overseas payments are applied for charitable purposes.

We confirm to the best of our knowledge and belief that the above representations are made on the basis of enquiries of management and staff with relevant knowledge and experience and, where appropriate, of inspection of supporting documentation sufficient to satisfy ourselves that we can properly make each of the above representations to you.

Yours sincerely

Signed on behalf of the trustees by:



.....
(Andy Smith, Trustee, Chasing The Stigma)



.....
(Jake Mills, CEO, Chasing The Stigma)

Date 05 / 02 / 2024
Date.....

Title	C44 CtS - Accounts for signing 2023
File name	C44 CtS - Accounts 2023.pdf and 1 other
Document ID	6c205dad2c17dddc533adb984422b117acd819
Audit trail date format	DD / MM / YYYY
Status	● Signed

Document history

 SENT	05 / 02 / 2024 11:39:55 UTC	Sent for signature to Jake Mills (jake@chasingthestigma.co.uk), Andy Smith (andy@chasingthestigma.co.uk) and Patrick Morrello (patrick@tsa.coop) from info@manchesteraccountancy.org IP: 82.9.74.72
 VIEWED	05 / 02 / 2024 12:00:17 UTC	Viewed by Jake Mills (jake@chasingthestigma.co.uk) IP: 92.9.141.189
 SIGNED	05 / 02 / 2024 12:00:49 UTC	Signed by Jake Mills (jake@chasingthestigma.co.uk) IP: 92.9.141.189
 VIEWED	05 / 02 / 2024 12:32:20 UTC	Viewed by Andy Smith (andy@chasingthestigma.co.uk) IP: 193.62.12.193
 SIGNED	05 / 02 / 2024 12:35:30 UTC	Signed by Andy Smith (andy@chasingthestigma.co.uk) IP: 193.62.12.193

Title	C44 CtS - Accounts for signing 2023
File name	C44 CtS - Accounts 2023.pdf and 1 other
Document ID	6c205dad2c17dddc533adb984422b117acd819
Audit trail date format	DD / MM / YYYY
Status	Signed

Document history

 VIEWED	05 / 02 / 2024 14:39:32 UTC	Viewed by Patrick Morrello (patrick@tsa.coop) IP: 92.16.12.136
 SIGNED	05 / 02 / 2024 14:39:49 UTC	Signed by Patrick Morrello (patrick@tsa.coop) IP: 92.16.12.136
 COMPLETED	05 / 02 / 2024 14:39:49 UTC	The document has been completed.

Accounts

REGISTERED CHARITY NUMBER: 1170757

CHASING THE STIGMA



Trustees' Annual Report
and Financial Statements to the year ended 5 April 2022

Chasing the Stigma

Reference and administration information

Charity number 1170757

Registered office and operational address Burlington House, Crosby Road North, L22 0PJ

Trustees

Trustees who served during the year and up to the date of this report were as follows:

Chris Clarke	(Resigned May 2022)
Andrew Smith	
Angela Samata	
Nikki Girvan	
Elizabeth Israeli	(Appointed May 2022)
Sonya Clarkson	(Appointed May 2022)

Key management personnel

Jake Mills Chief Executive

Bankers

NatWest
City Branch
2-8 Church Street
Liverpool
L1 3BG

Independent examiner

Patrick Morrello ACA, Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

Email: info@chasingthestigma.co.uk

Telephone: 0151 318 4747

Instagram: [chasingstigma](#)

Twitter: [@chasingstigma](#)

Facebook: [chasingstigma](#)

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

The trustees present their report and the unaudited financial statements for the year ended 5 April 2022.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the constitution and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Chasing the Stigma is a charitable incorporated organisation, registered as a charity on 14th December 2016 under charity number 1170757.

Chasing the Stigma is governed by a board of Trustees who are responsible for the governance and strategic direction of the charity as well as supporting the Chief Executive and staff in delivering on our key priorities. A list of Trustees can be found on our website.

All trustees give their time voluntarily and receive no benefits from the charity.

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

Objectives, Values and Vision

Chasing the Stigma exists to normalise the discussion of mental health and remove the stigma that is so often attached to it. We aim to act as the voice of people who experience – or are affected by – mental health issues. We are ordinary people with lived experience of a vast array of mental health concerns, so we talk like normal people too.

We are not clinical or counselling experts, we direct people to those that are using the Hub of Hope. We share our personal understanding and experiences to enable others to talk more freely about their issues, empower them to get help and raise awareness.

As such, our tone of voice is relaxed, friendly and non-judgmental.

When working with large organisations, public bodies, and the government, we represent the voice of ordinary people living with mental health issues. We will challenge, we will hold power to account, and we will speak up – but we listen too.

Our objectives are to:

- To promote and protect the physical and mental health of those experiencing mental illness of any description through the provision of support, education, and practical advice.
- To advance the education of the general public in all areas relating to mental illness.
- To influence and shape public mental health policy by promoting the needs of service users and the general public more broadly through the provision of support, education and practical advice.

We get under the skin to the heart of a challenge. We bring clarity to complex issues and needs with the insights and experience necessary to ensure that the problem or opportunity we're addressing is the right one.

And with our creative approach to our products and methodologies, the aim drives the approach and solutions, and not vice versa.

We aim to empower those without a platform to find their voice and bring their experience to the conversation, educating and influencing decision-makers to make positive change in creatively combatting the stigma associated with mental illness. This is achieved through workplace training (The Ambassador of Hope programme) and the development of the Hub of Hope online support platform.

The trustees review the aims, objectives, and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help.

The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

Achievements and Performance

Governance

After a comprehensive board governance review, led by Chair Chris Clarke, the Trustees identified key actions for improvement and development. One of those key areas included the recruitment of new board members. The recruitment process began in December 2021, with a number of applicants being considered by the board, with the view to recruiting after interviews by May 2022.

Significant Partnerships

At Chasing the Stigma, our aim has always been to enable everyone in the country to access clear pathways to mental health care and we know that through the Hub of Hope, we are able to offer the tools and methods to enable that to happen. However, to truly achieve that aim, we need to create consistent signposting across the country. We know we can't achieve that alone and nor do we intend to. Which is why collaboration is key.

The Hub of Hope has become the biggest Mental Health signposting tool in the UK and our ambition is for all providers of mental health care, advice and support to use the Hub of Hope as their signposting tool. Which is why we created signposting partnerships. These key partnerships will allow other providers to adopt the Hub of Hope as their own signposting tool, embedding it into their own platforms and processes, populating it with their service information and pushing the same consistent message of how to find mental health support, wherever you are in the country.

Throughout 2021/22 we have created a number of significant partnerships including Central and North West London NHS Foundation Trust, Sussex Partnership NHS Foundation Trust, Centre for Mental Health, Association of Mental Health Providers, If U Care Share and many others.

The Hub of Hope was also signposted to on NHS.uk as the source to find charitable support for your mental health, which saw a dramatic increase of users on the Hub of Hope.

Alongside these Signposting partnerships, we secured significant promotion through other partnerships with Network Rail and NCP car parks. With the Hub of Hope promoted in train stations and car parks across the UK.

The partnership with Network Rail in particular saw a range of promotional activities, including a television advert, also used on social media and a '*Brighter Journeys*' campaign, which saw a unique flower and sensory installation appear in different rail stations across the UK.

We are incredibly grateful to all our partners for the opportunities they have granted us and continue to work in a way that is mutually beneficial, sharing our own insights and expertise throughout to ensure that all campaigns and promotions have the biggest impact possible on those we are trying to support.

Collaboration will always be at the heart of everything we do, without competition, rivalry, or politics. Our ambition is to work with as many organisations as possible, to enable, promote and enhance each other's work, while creating a consistent message around signposting.

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

Award Winners

Chasing the Stigma was the winner of the 2022 Digital Leaders Impact Award. We were also highly commended in the This Can Happen Awards.

Hub of Hope

As a result of partnerships and significant promotional activity, the Hub of Hope has had to develop at a pace to cope with unprecedented demand.

A *significant* increase in users, sessions, and page views, which was beyond anything we could have anticipated, has meant we had to act quickly and effectively to ensure the platform continues to operate in a safe and efficient manner while remaining accurate and user-friendly.

We had to invest time and funds into the development of the Hub of Hope, while also ensuring the servers and infrastructure remained robust and able to cope with an increase in demand.

For context of that growth, between April 2021 and March 2022 the Hub of Hope has attracted:

- 158,658 users - 324% increase from the previous year
- 43,313 sessions – 385% increase from the previous year
- 1,187,115 page views – 1352% from the previous year

We have also been able to grow the team supporting the Hub of Hope, with several positions being created to support the administration. By building this additional resource, we have been able to double the number of services listed within the directory, as well as implement a robust quality assurance process for all listings.

The Hub of Hope is now undoubtedly a resource of national significance.

Ambassador of Hope

Ambassador of Hope is Chasing the Stigma's mental health training programme, created and delivered from lived experience.

The programme aims to train as many people as possible across society in mental health training. The purpose of the training isn't to make participants mental health experts but instead to equip as many people as possible with the basic skills and knowledge to be able to understand mental health, the challenges of poor mental health and to know what to do if they or anybody they know ever suffers.

The delivery of the Ambassador of Hope training is regulated by Chasing the Stigma, with all sessions delivered by the organisation.

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

Since the breakout of Covid 19, the Ambassador of Hope training has mostly been delivered virtually but has gone from strength to strength, with us delivering to more organisations and people than ever before.

Over this last year we have:

- Trained more than 4000 people in Ambassador of Hope mental health Training
- More than 35 major companies rolling out Ambassador of Hope to staff
- Delivered training to more than 450 front-line NHS staff
- Delivered to almost 2000 university staff and students
- Supported organisations with consultation support for staff, dealing with the change of working environment and pressures as a result of the pandemic.

Future Plans

Chasing the Stigma has had significant growth over the past 12 months which, in many ways, is beyond anything we had comprehended or planned for. The increase in demand is something we had to react to and cope with, however, moving forward, it is crucially important for us to work less reactively and instead build on the recent success to help future-proof the organisation.

A hugely important factor in that future-proofing will come in ensuring we have a workforce that is able to cope with demand and help grow and develop our offerings. That is why we will aim to create a new staffing structure and create new positions within the charity.

With an objective view, we will review all aspects of the organisation and our work. We will develop a new business, marketing and fundraising strategy, as well as work with experts, partners and people who use our resources to review the effectiveness, usability and delivery of the Hub of Hope and Ambassador of Hope training programme.

As always, it is our intention to make the Hub of Hope the nation's go-to signposting tool, however, what is important for us is to look at how we can explore the possibilities that come alongside that; for example, can we explore data collected within the resource to understand what mental health provision looks like across the UK.

We will continue to grow important partnerships, across several sectors, to reach as many people in need as possible.

It is important for us to continue to be bold and ambitious, but it will always remain vital to us that we listen, collaborate and produce person-focused solutions to problems.

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

We aim to continue to push forward with the Ambassador of Hope programme, while exploring the possibility of creating a young person's offer.

We will continue to monitor and develop the immediate need to strengthen our internal governance to ensure that the board develop at the same pace and rate as the operational side of the organisation.

Most importantly, we aim to continue to be seen to be a voice of hope for unrepresented communities and support their access to mental health support and services to ensure that everybody, everywhere, knows there is always hope.

Financial Report

The statement of Financial Activities shows the funds balance as:

Restricted funds: £nil

Unrestricted funds: £443,703

Designated unrestricted fund: £118,568

Free reserves: £325,135

Income is generated through donations and legacies, fundraising activities and grants.

The board are also extremely grateful to all those who fundraised for Chasing the Stigma across the year, each and every effort is appreciated.

Expenditure on charitable activities shows a total of £248,754. With the number of staff members increasing, as well as a significant development to the Hub of Hope and the Ambassador of Hope Training programme, Chasing the Stigma has been able to offer hope and support to hundreds of thousands of people across the UK.

Surplus generated on unrestricted funds amounted £198,796 which has been added to reserves brought forward.

Reserves Policy

Restricted funds are excluded from charity reserves, as any such amounts held are for defined purposes. The charity seeks to build reserves sufficient to cover operational costs for three months should there be a significant loss of income.

The Trustees have agreed that reserves held are to grow in line with the overall growth of the organisation.

In addition, there will be a contingency reserve at the discretion of the committee to reflect known risk areas for the forthcoming year. The balance of unrestricted reserves is to be included in budgeted spend for the forthcoming year.

The free reserves of the charity currently stand at £330,412 which significantly exceeds the free reserves target of 6 months of admin and running costs.

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

Going Concern

The board of Trustees are confident that the charity remains financially healthy enough to continue for the foreseeable future of the organisation with around thirteen months of free reserves available.

Governance

Trustees are appointed for the skills they bring to the Charity. All new trustees are nominated and elected by the existing board. As set out in the constitution document, the Chair of Trustees is nominated by the Trustees.

The Board of Trustees, which can have up to 13 members, administers the charity. The board meets a minimum of 4 times each calendar year. The Chief Executive directs and manages the day-to-day operations of the charity and has delegated authority.

Chasing the Stigma

Trustees' annual report for the year ended 5 April 2022

Statement of responsibilities of the trustees

The trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the aims and objectives and in planning future activities and setting policy for the future.

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

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

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 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. 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.

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

The trustees' annual report has been approved by the trustees on 03 / 01 / 2023 and signed on their behalf by



Prof Andy Smith, Chair of Board of Trustees.

Chasing The Stigma

Independent examiner's report to the trustees for the year ended 5 April 2022

I report on the accounts of the charity for the year ended 5 April set out on pages 11 to 22.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Other matters

Your attention is drawn to the fact that the charity has prepared the accounts (financial statements) in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

We understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



03 / 01 / 2023

Patrick Morrello ACA
Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester, M60 0AS

Chasing The Stigma

Statement of Financial Activities for the year ended 5 April 2022

	Note	Unrestricted funds £	Restricted funds £	Total funds 2022 £	Unrestricted funds £	Restricted funds £	Total funds 2021 £
Income from:							
Donations and legacies	3	77,866	-	77,866	39,609	-	39,609
Charitable activities	4	251,703	51,918	303,621	23,327	180,360	203,687
Total income		329,569	51,918	381,487	62,936	180,360	243,296
Expenditure on:							
Charitable activities	6	137,826	80,928	218,754	27,897	121,017	148,914
Total expenditure		137,826	80,928	218,754	27,897	121,017	148,914
Net income for the year	7	191,743	(29,010)	162,733	35,039	59,343	94,382
Transfer between funds		-	-	-	48,573	(48,573)	-
Net movement in funds for the year		191,743	(29,010)	162,733	83,612	10,770	94,382
Reconciliation of funds							
Total funds brought forward		251,960	29,010	280,970	168,348	18,240	186,588
Total funds carried forward		443,703	-	443,703	251,960	29,010	280,970

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

All income and expenditure derive from continuing activities.

Chasing The Stigma

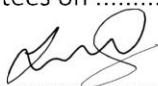
Balance sheet as at 5 April 2022

	Note	2022	2021
		£	£
Fixed assets			
Intangible fixed assets	11	113,292	120,344
Tangible fixed assets	12	5,277	3,821
Total fixed assets		118,569	124,165
Current assets			
Debtors	13	3,152	33,507
Cash at bank and in hand	-	326,649	125,022
Total current assets		329,801	158,529
Liabilities			
Creditors: amounts falling due in less than one year	14	(4,667)	(1,724)
Net current assets		325,134	156,805
Total assets less current liabilities		443,703	280,970
Net assets		443,703	280,970
The funds of the charity:			
Restricted income funds	15	-	29,010
Unrestricted income funds	16	443,703	251,960
Total charity funds		443,703	280,970

For the year in question, the charity was entitled to exemption from an audit under section 144 of the Charities Act 2011. The Charity Commission has not ordered an audit to be carried out under Section 146 of Charities Act 2011.

The notes on pages 13 to 22 form part of these accounts.

Approved by the trustees on **03 / 01 / 2023** and signed on their behalf by:



Prof. Andy Smith

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

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

Chasing The Stigma meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Preparation of the accounts on a going concern basis

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

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

Income generated by sales of licences for usage of the Hub of Hope is recognised in the period of receipt and not deferred. There is no right to claw back or matched expenditure in future periods.

d Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

e Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

f Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Expenditure on charitable activities includes the costs of activities undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g Tangible and intangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	33%
Intangible assets: software	20%

h Debtors

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

Notes to the accounts for the year ended 5 April 2022 (continued)

i Cash at bank and in hand

Cash at bank and cash 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.

j Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

k Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

l Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 8. There were no outstanding contributions at the year end.

2 Legal status of the charity

The charity is a Charitable Incorporated Organisation and has no share capital. The registered office address is disclosed on page 1.

Notes to the accounts for the year ended 5 April 2022 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2022 £	Unrestricted £	Restricted £	Total 2021 £
Small grants and donations	77,866	-	77,866	39,609	-	39,609
Total	77,866	-	77,866	39,609	-	39,609

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2022 £	Unrestricted £	Restricted £	Total 2021 £
Mental health education services	251,703	-	251,703	23,327	-	23,327
Restricted grant	-	51,918	51,918	-	180,360	180,360
Total	251,703	51,918	303,621	23,327	180,360	203,687

5 Investment income

All of the charity's investment income arises from money held in interest bearing deposit accounts. All investment income is unrestricted.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2022 (continued)

6 Analysis of expenditure on charitable activities

	Total 2022	Total 2021
	£	£
Staff costs	135,135	82,903
General administration	15,661	10,065
Fundraising	2,649	-
Travel and subsistence	2,372	1,822
Advertising and marketing	4,827	8,173
Computer costs	-	6,095
Premises	15,208	9,675
Depreciation	34,144	28,741
Accountancy	1,975	1,440
Professional fees	6,746	-
Finance costs	37	-
	<u>218,754</u>	<u>148,914</u>
Restricted expenditure	80,928	121,017
Unrestricted expenditure	137,826	27,897
	<u>218,754</u>	<u>148,914</u>

7 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2022	2021
	£	£
Depreciation	34,144	28,741
Interest payable	37	-
Independent examiner's fee	150	150
Accountancy	1,825	600
	<u>36,156</u>	<u>29,491</u>

8 Staff costs

Staff costs during the year were as follows:

	2022	2021
	£	£
Wages and salaries	92,599	65,855
Social security costs	3,804	-
Pension costs	2,016	4,020
Freelance workers	36,716	-
	<u>135,135</u>	<u>69,875</u>

Notes to the accounts for the year ended 5 April 2022 (continued)

No employee has employee benefits in excess of £60,000 (2021: Nil).

The average number of staff employed during the period was 4.6 (2021: 3.6).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £42,073 (2021: £40,347).

9 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2021: Nil).

No members of the management committee received travel and subsistence expenses during the year (2021: £nil).

Aggregate donations from related parties were nil (2021: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2021: nil).

10 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2022 (continued)

11 Fixed assets: intangible assets

	Software £
Cost	
At 6 April 2021	157,623
Additions	26,037
At 5 April 2022	183,660
Depreciation	
At 6 April 2021	37,279
Charge for the year	33,089
Disposals	-
At 5 April 2022	70,368
Net book value	
At 5 April 2022	113,292
At 5 April 2021	120,344

12 Fixed assets: tangible assets

	Equipment £
Cost	
At 6 April 2021	4,799
Additions	2,510
At 5 April 2022	7,309
Depreciation	
At 6 April 2021	978
Charge for the year	1,054
At 5 April 2022	2,032
Net book value	
At 5 April 2022	5,277
At 5 April 2021	3,821

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2022 (continued)

13 Debtors

	2022 £	2021 £
Value Added Tax	-	33,507
Prepayments and accrued income	3,152	-
	<u>3,152</u>	<u>33,507</u>

14 Creditors: amounts falling due within one year

	2022 £	2021 £
Tax and social security	3,767	-
Other creditors and accruals	900	1,724
	<u>4,667</u>	<u>1,724</u>

15 Analysis of movements in restricted funds

	Balance at 6 April 2021 £	Income £	Expenditure £	Transfers £	Balance at 5 April 2022 £
NHS England	27,609	-	(27,609)	-	-
Nominet	1,401	-	(1,401)	-	-
Department of Health and Social Care	-	51,918	(51,918)	-	-
Total	<u>29,010</u>	<u>51,918</u>	<u>(80,928)</u>	<u>-</u>	<u>-</u>

Comparative period

	Balance at 6 April 2020 £	Income £	Expenditure £	Transfers £	Balance at 5 April 2021 £
NHS England	-	92,000	(64,391)	-	27,609
National Lottery	-	50,000	(47,609)	(2,391)	-
Nominet	18,240	38,360	(9,017)	(46,182)	1,401
Total	<u>18,240</u>	<u>180,360</u>	<u>(121,017)</u>	<u>(48,573)</u>	<u>29,010</u>

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2022 (continued)

Name of restricted fund	Description, nature and purposes of the fund
NHS England	To further charitable activities
Nominet	For the development of the Hub of Hope
Department of Health and Social Care	To fund staff and equipment

16 Analysis of movement in unrestricted funds

	Balance at 6 April 2021 £	Income £	Expenditure £	Transfers £	As at 5 April 2022 £
General fund	131,616	329,569	(104,736)	(26,036)	330,413
Designated fund: Hub of Hope	120,344	-	(33,090)	26,036	113,290
	251,960	329,569	(137,826)	-	443,703

Comparative period

	Balance at 6 April 2020 £	Income £	Expenditure £	Transfers £	As at 5 April 2021 £
General fund	65,246	62,936	-	3,434	131,616
Designated fund: Hub of Hope	103,102	-	(27,897)	45,139	120,344
	168,348	62,936	(27,897)	48,573	251,960

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Designated fund : Hub of Hope	Development of the intangible asset application 'The Hub of Hope'. Mental health support portal to embed in client websites and fixed asset equipment.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2022 (continued)

17 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2022 £
Intangible fixed assets	-	113,292	-	113,292
Tangible fixed assets	5,277	-	-	5,277
Net current assets	325,136	(2)	-	325,134
Total	330,413	113,290	-	443,703
<i>Comparative period</i>				
	<i>General fund £</i>	<i>Designated funds £</i>	<i>Restricted funds £</i>	<i>Total 2021 £</i>
<i>Intangible fixed assets</i>	-	120,344	-	120,344
<i>Tangible fixed assets</i>	3,821	-	-	3,821
<i>Net current assets/(liabilities)</i>	99,783	17,242	39,780	156,805
<i>Total</i>	<i>103,604</i>	<i>120,344</i>	<i>29,010</i>	<i>280,970</i>

Accounts

REGISTERED CHARITY NUMBER: 1170757



Trustees' Annual Report
and Financial Statements for the Year Ended 5 April 2021

Chasing the Stigma

Reference and administration information

Charity number 1170757

Registered office and operational address Burlington House, Crosby Road North, L22 0PJ

Trustees

Trustees who served during the year and up to the date of this report were as follows:

Chris Clarke
Andrew Smith
Angela Samata
Nikki Girvan

Key management personnel

Jake Mills Chief Executive

Bankers

NatWest
City Branch
2-8 Church Street
Liverpool
L1 3BG

Independent examiner

Patrick Morrello ACA, Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

Email: info@chasingthestigma.co.uk

Telephone: 01513184747

Instagram: [chasingstigma](#)

Twitter: [@chasingstigma](#)

Facebook: [chasingstigma](#)

Chasing The Stigma

Trustees' annual report for the year ended 5 April 2021

Charity Ambassador

Joe Tracini

Chasing the Stigma is a charitable incorporated organisation, registered as a charity on 14th December 2016 under charity number 1170757.

Chasing the Stigma is governed by a board of Trustees who are responsible for the governance and strategic direction of the charity as well as supporting the Chief Executive and staff in delivering on our key priorities. A list of Trustees can be found on our website.

All trustees give their time voluntarily and receive no benefits from the charity.

The trustees present their report and the unaudited financial statements for the year ended 5 April 2021. Included within the trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

Chasing the Stigma is a national mental health charity with big ambitions; to reduce suicide, to eradicate stigma and to enable everyone in the country to be able to access clear pathways to mental health care.

Chasing The Stigma
Trustees' annual report for the year ended 5 April 2021

Contents

- 5. Objectives, Values and Vision
- 6. Achievements and Performance
- 7. Future Plans
- 8. Financial Report
- 9. Statement from Trustees

Chasing The Stigma

Trustees' annual report for the year ended 5 April 2021

Objectives, Values and Vision

Chasing the Stigma exists to normalise the discussion of mental health and remove the stigma that is so often attached to it. We aim to act as the voice of people who experience – or are affected by – mental health issues. We are ordinary people with lived experience of a vast array of mental health concerns, so we talk like normal people too.

We are not clinical or counselling experts, we direct people to those that are using the Hub of Hope. We share our personal understanding and experiences to enable others to talk more freely about their issues, empower them to get help and raise awareness.

As such, our tone of voice is relaxed, friendly and non-judgmental.

When working with large organisations, public bodies, and government, we represent the voice of ordinary people living with mental health issues. We will challenge, we will hold power to account, and we will speak up – but we listen too.

Our objectives are to:

- To promote and protect the physical and mental health of those experiencing mental illness of any description through the provision of support, education, and practical advice.
- To advance the education of the general public in all areas relating to mental illness.
- To influence and shape public mental health policy by promoting the needs of service users and the general public more broadly through the provision of support, education and practical advice.

We get under the skin to the heart of a challenge. We bring clarity to the complex issues and needs with the insights and experience necessary to ensure that the problem or opportunity we're addressing is the right one.

And with our creative approach to our products and methodologies, the aim drives the approach and solutions, and not vice versa.

We aim to empower those without a platform to find their voice and bring their experience to the conversation, educating and influencing decision makers to make positive change in creatively combatting the stigma associated with mental illness.

The trustees review the aims, objectives, and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work in the reporting period. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help.

The review also helps the trustees ensure the charity's aims, objectives and activities remained focused on its stated purposes.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set.

Chasing The Stigma

Trustees' annual report for the year ended 5 April 2021

Achievements and Performance

Charity Rebrand

With the growth of Chasing the Stigma over recent years, it was decided that a rebrand was necessary to help refresh and reflect our image as an innovative and strong organisation. This rebrand included a new logo, website and social media approach to tie in all our work and create a consistent message around our values and objectives.

The rebrand work was carried out by *Nonconform* who worked alongside the CEO, staff and board to understand the charities vision, voice and values.

Hub of Hope

The Hub of Hope has continued to grow in size and structure, with a significant amount of developments, investment and attention in the platform across the last year.

There has been a significant increase of users across the years, with spikes directly correlating with Government announcements, particularly around lockdowns, school closures and even the lifting of certain restrictions. There has also been some progress in brokering partnerships with major organisations such as NHS England, to look at how the Hub of Hope can be used much more widely as a resource for all and it continues to receive a high number of referrals from organisations such as Rethink Mental Illness and Mind.

We have invested time and funds into the development of the Hub of Hope to make it a much more accessible, robust and safer platform able to cope with an increase in demand. We also developed a formal licensing partnership offer, which will allow us to work better alongside key partners, to create consistency around mental health signposting, while generating income to sustain the platform.

Between April 2020 and March 2021 the Hub of Hope has attracted:

- 37,385 users
- 43,313 sessions
- 81,752 page views

With the Growth of a Hub of Hope data admin team, we have been able to increase the amount of support services registered on the Hub of Hope, meaning we have services registered in more than 800 major cities across the UK and Jersey.

Ambassadors of Hope

Our Ambassador of Hope training programme was the aspect of our work most affected by the Covid-19 pandemic. As a face to face training programme, all sessions were postponed or cancelled.

Chasing The Stigma

Trustees' annual report for the year ended 5 April 2021

However, our team embraced the changed and developed an online offer, which meant we could offer the same training and support to businesses virtually. This offer went from strength to strength and to date is the preferred option for all clients. Over this last year we have:

- Trained 29 major companies in the Ambassador of Hope programme
- Trained over 300 front line NHS staff
- Offered round table support, bringing together HR representatives from partner organisations to help with shared learning in the face of adversity brought on by the pandemic.
- Developed an extended, AoH plus offering

Campaigns and Partnerships

We have continued to develop close relationships with potential partners to help develop our work and reach more people across the UK. Notably, we have been working closely with Network Rail to develop a national campaigning, which will see the Hub of Hope promoted on a television advert and across social platforms. The partnership would also involve Hub of Hope Posters being used in Network Rail stations across the UK. A partnership of this scale is new territory for Chasing the Stigma and has the potential to be completely transformational as a springboard to allow us to grow our reach nationally.

Future Plans

The growth of the Charity is very much dependent upon the ability to secure funding. In the current climate, we know funding is particularly difficult to secure however, in the face of adversity comes opportunity and the work of Chasing the Stigma has never been as important as it has been this last year.

That is why we will develop a fundraising strategy which will include a combination of trading, to become as self-sustainable as possible, while looking to engage and secure funding from other avenues.

The organisation will continue to drive developments forward, building on the success of the previous year to look for new, innovative and person focused approaches to reach more people and improve many more lives.

It is our intention to make the Hub of Hope the nation's go-to signposting tool. Although a bold ambition, it is one we feel is not only achievable but necessary. However, we acknowledge this is something we cannot do alone, nor would we want to, and so collaboration is key. We aim to develop key strategic partnerships to raise public awareness of the Hub of Hope and key messages. This will include working with the NHS, Government and key stakeholders within the mental health sector and beyond to create consistent messaging around signposting, to change old ways of working and ensure everybody within the UK knows and understands how to access support if and when they need it.

We aim to equip more people than before with the knowledge and skills to look after their own and others mental health through our Ambassador of Hope training programme and aim to particularly reach more young people by developing a youth offer.

Chasing The Stigma

Trustees' annual report for the year ended 5 April 2021

Over the next twelve months we aim to strengthen and extend our core team, to allow us to achieve more in areas we are currently lacking. These roles will include a Business Development manager and another data input administrator.

We also have acknowledged the immediate need to strengthen our internal governance so that we can continue to mature.

Most importantly, we aim to continue to be seen to be a voice of hope for unrepresented communities and support their access to mental health support and services to ensure that everybody, everywhere, knows there is always hope.

Financial Report

The statement of Financial Activities shows the funds balances as:

Restricted funds: £29,010

Unrestricted funds: £131,616

Designated unrestricted fund: £120,344

Income is generated through donations and legacies, fundraising activities and grants.

The board of trustees are particularly thankful to NHS England, Safely Held Spaces and Nominet for their financial support this year.

The board are also extremely grateful to all those who fundraised for Chasing the Stigma across the year, each and every effort is appreciated.

Expenditure on charitable activities shows a **total of £148,914**. With the number of staff members increasing, as well as significant development to the Hub of Hope and the Ambassador of Hope Training programme, Chasing the Stigma has been able to offer hope and support to hundreds of thousands of people across the UK.

Surplus generated on unrestricted funds amounted £66,369 which has been added to reserves brought forward.

Reserves Policy

Restricted funds are excluded from charity reserves, as any such amounts held are for defined purposes. The charity seeks to build reserves sufficient to cover operational costs for three months should there be a significant loss of income.

The Trustees have agreed that reserves held are to grow in line with the overall growth of the organisation.

In addition, there will be a contingency reserve at the discretion of the committee to reflect known risk areas for the forthcoming year. The balance of unrestricted reserves is to be included in budgeted spend for the forthcoming year.

Chasing The Stigma

Trustees' annual report for the year ended 5 April 2021

The free reserves of the charity currently stand at £116,500 which significantly exceeds the free reserves target.

Going Concern

The board of Trustees are confident that the charity remains financially healthy enough to continue for the foreseeable future and the organisation

Governance

Trustees are appointed for the skills they bring to the Charity. All new trustees are nominated and elected by the existing board as set out in the constitution document, the Chair of Trustees is nominated by the Trustees.

The Board of Trustees, which can have up to 13 members, administers the charity. The board meets a minimum of 4 times each calendar year. The Chief Executive directs and manages the day-to-day operations of the charity and has delegated authority.

Chasing The Stigma

Trustees' annual report for the year ended 5 April 2021

Statement from Trustees

Statement of responsibilities of the trustees

The trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the aims and objects and in planning future activities and setting policy for the future.

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).

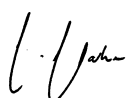
Charity law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees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

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice 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 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. 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.

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

The trustees' annual report has been approved by the trustees on 25th January 2022 and signed on their behalf by



28 / 01 / 2022

Chris Clarke, Chair of Board of Trustees.

Chasing The Stigma

Independent examiner's report to the trustees for the year ended 5 April 2020

I report on the accounts of the charity for the year ended 5 April set out on pages ~~13-11~~ to ~~222-96~~.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Other matters

Your attention is drawn to the fact that the charity has prepared the accounts (financial statements) in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

We understand that this has been done in order for the accounts to provide a true and fair view in accordance with the Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Acthave not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



28 / 01 / 2022

Patrick Morrello ACA
Third Sector Accountancy Limited
Holyoake House
Hanover Street
Manchester, M60 0AS

Chasing The Stigma
Statement of Financial Activities
for the year ended 5 April 2021

	Note	Unrestricted funds £	Restricted funds £	Total funds 2021 £	<i>Unrestricted funds £</i>	<i>Restricted funds £</i>	<i>Total funds 2020 £</i>
Income from:							
Donations and legacies	3	39,609	-	39,609	26,603	-	26,603
Charitable activities	4	23,327	180,360	203,687	83,819	48,240	132,059
Total income		62,936	180,360	243,296	110,422	48,240	158,662
Expenditure on:							
Charitable activities	6	27,897	121,017	148,914	67,882	3,512	71,394
Total expenditure		27,897	121,017	148,914	67,882	3,512	71,394
Net income for the year	7	35,039	59,343	94,382	42,540	44,728	87,268
Transfer between funds		48,573	(48,573)	-	68,576	(68,576)	-
Net movement in funds for the year		83,612	10,770	94,382	111,116	(23,848)	87,268
Reconciliation of funds							
Total funds brought forward		168,348	18,240	186,588	57,232	42,088	99,320
Total funds carried forward		251,960	29,010	280,970	168,348	18,240	186,588

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Chasing The Stigma

Balance sheet as at 5 April 2021

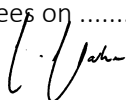
	Note	2021	2020
		£	£
Fixed assets			
Intangible fixed assets	11	120,344	93,718
Tangible fixed assets	12	3,821	-
Total fixed assets		124,165	93,718
Current assets			
Debtors	13	33,507	9,817
Cash at bank and in hand	-	125,022	113,375
Total current assets		158,529	123,192
Liabilities			
Creditors: amounts falling due in less than one year	14	(1,724)	(30,788)
Net current assets		156,805	92,404
Total assets less current liabilities		280,970	186,122
Net assets		280,970	186,122
The funds of the charity:			
Restricted income funds	15	29,010	18,240
Unrestricted income funds	16	251,960	168,348
Total charity funds		280,970	186,588

For the year in question, the charity was entitled to exemption from an audit under section 144 of the Charities Act 2011. The Charity Commission has not ordered an audit to be carried out under Section 146 of Charities Act 2011.

The notes on pages 13 to 22 form part of these accounts.

28/01/2022

Approved by the trustees on and signed on their behalf by:



Chris Clarke (trustee)

1 Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a Basis of preparation

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

Chasing The Stigma meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b Preparation of the accounts on a going concern basis

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

c Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

d Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the Bank.

e Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

f Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Expenditure on charitable activities includes the costs of activities undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

g Tangible and intangible fixed assets

Individual fixed assets costing £500 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Office fixtures and equipment	33%
Intangible assets: software	20%

h Debtors

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

i Cash at bank and in hand

Cash at bank and cash 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.

j Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

k Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

l Pensions

Employees of the charity are entitled to join a defined contribution 'money purchase' scheme. The charity's contribution is restricted to the contributions disclosed in note 8. There were no outstanding contributions at the year end.

2 Legal status of the charity

The charity is a Charitable Incorporated Organisation and has no share capital. The registered office address is disclosed on page 1.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2021 (continued)

3 Income from donations and legacies

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted £</i>	<i>Restricted £</i>	<i>Total 2020 £</i>
Small grants and donations	39,609	-	39,609	26,603	-	26,603
Total	39,609	-	39,609	26,603	-	26,603

4 Income from charitable activities

	Unrestricted £	Restricted £	Total 2021 £	<i>Unrestricted £</i>	<i>Restricted £</i>	<i>Total 2020 £</i>
Mental health education services	23,327	-	23,327	83,819	-	83,819
Restricted grant	-	180,360	180,360	-	48,240	48,240
Total	23,327	180,360	203,687	83,819	48,240	132,059

5 Investment income

All of the charity's investment income arises from money held in interest bearing deposit accounts. All investment income is unrestricted.

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2021 (continued)

6 Analysis of expenditure on charitable activities

	Total 2021	Total 2020
	£	£
Staff costs	82,903	36,472
Direct project costs	-	10,585
General administration	10,065	7,023
Travel and subsistence	1,822	1,675
Charitable donations	-	475
Advertising and marketing	8,173	2,324
Computer costs	6,095	1,247
Premises	9,675	1,397
Depreciation	28,741	9,516
Accountancy	1,440	680
	<u>148,914</u>	<u>71,394</u>
Restricted expenditure	121,017	3,512
Unrestricted expenditure	27,897	67,882
	<u>148,914</u>	<u>71,394</u>

7 Net income/(expenditure) for the year

This is stated after charging/(crediting):	2021	2020
	£	£
Independent examiner's fee	150	150
Accountancy	600	600
	<u>750</u>	<u>750</u>

8 Staff costs

Staff costs during the year were as follows:

	2021	2020
	£	£
Wages and salaries	65,855	41,216
Pension costs	4,020	1,867
	<u>69,875</u>	<u>43,083</u>

Notes to the accounts for the year ended 5 April 2021 (continued)

No employee has employee benefits in excess of £60,000 (2020: Nil).

The average number of staff employed during the period was 3.6 (2020: 1.6).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel of the charity were £40,347 (2020: £33,069).

9 Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2020: Nil).

No members of the management committee received travel and subsistence expenses during the year (2020:£nil).

Aggregate donations from related parties were nil (2020: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

The wife of CEO Jake Mills was paid £500 through her company, Lovebug Films, to produce promotional videos. The payment was made under normal commercial terms

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2020: nil).

10 Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

Notes to the accounts for the year ended 5 April 2021 (continued)

11 Fixed assets: intangible assets

	Software
Cost	£
At 6 April 2020	103,101
Additions	60,007
Adjustment to cost	(5,485)
At 5 April 2021	157,623
Depreciation	
At 6 April 2020	9,383
Charge for the year	27,896
Disposals	-
At 5 April 2021	37,279
Net book value	
At 5 April 2021	120,344
<i>At 5 April 2020</i>	<i>93,718</i>

12 Fixed assets: tangible assets

	Equipment
Cost	£
At 6 April 2020	599
Additions	4,200
At 5 April 2021	4,799
Depreciation	
At 6 April 2020	133
Charge for the year	845
At 5 April 2021	978
Net book value	
At 5 April 2021	3,821
<i>At 5 April 2020</i>	<i>466</i>

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2021 (continued)

13 Debtors

	2021 £	2020 £
Value Added Tax	33,507	7,969
Prepayments and accrued income	-	1,848
	<u>33,507</u>	<u>9,817</u>

14 Creditors: amounts falling due within one year

	2021 £	2020 £
Other creditors and accruals	1,724	30,788
	<u>1,724</u>	<u>30,788</u>

15 Analysis of movements in restricted funds

	Balance at 6 April 2020 £	Income £	Expenditure £	Transfers £	Balance at 5 April 2021 £
NHS England	-	92,000	(64,391)	-	27,609
National Lottery	-	50,000	(47,609)	(2,391)	-
Nominet	18,240	38,360	(9,017)	(46,182)	1,401
	<u>18,240</u>	<u>180,360</u>	<u>(121,017)</u>	<u>(48,573)</u>	<u>29,010</u>

Comparative period

	Balance at 6 April 2019 £	Income £	Expenditure £	Transfers £	Balance at 5 April 2020 £
Albert Gubay Foundation	42,088	-	(3,512)	(38,576)	-
Nominet	-	48,240	-	(30,000)	18,240
	<u>42,088</u>	<u>48,240</u>	<u>(3,512)</u>	<u>(68,576)</u>	<u>18,240</u>

Notes to the accounts for the year ended 5 April 2021 (continued)

Name of restricted fund	Description, nature and purposes of the fund
NHS England	To further charitable activities
National Lottery	To fund staff and equipment
Nominet	For the development of the Hub of Hope

16 Analysis of movement in unrestricted funds

	Balance at 6 April 2020 £	Income £	Expenditure £	Transfers £	As at 5 April 2021 £
General fund	65,246	62,936	-	3,434	131,616
Designated fund: Hub of Hope	103,102	-	(27,897)	45,139	120,344
	168,348	62,936	(27,897)	48,573	251,960

Comparative period

	Balance at 6 April 2019 £	Income £	Expenditure £	Transfers £	As at 5 April 2020 £
General fund	29,316	110,422	(67,882)	(6,610)	65,246
Designated fund: Hub of Hope	27,916	-	-	75,186	103,102
	57,232	110,422	(67,882)	68,576	168,348

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Designated fund : Hub of Hope	Development of the intangible asset application 'The Hub of Hope'. Mental health support portal to embed in client websites

Chasing The Stigma

Notes to the accounts for the year ended 5 April 2021 (continued)

17 Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2021 £
Intangible fixed assets	-	120,344	-	120,344
Tangible fixed assets	3,821	-	-	3,821
Net current assets	127,795	-	29,010	156,805
Total	131,616	120,344	29,010	280,970
<i>Comparative period</i>				
	<i>General fund £</i>	<i>Designated funds £</i>	<i>Restricted funds £</i>	<i>Total 2020 £</i>
<i>Intangible fixed assets</i>	-	93,718	-	93,718
<i>Tangible fixed assets</i>	-	-	-	-
<i>Net current assets/(liabilities)</i>	64,780	9,384	18,240	92,404
<i>Total</i>	64,780	103,102	18,240	186,122