

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
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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)
		<hr/>
Cash provided by/(used in) investing activities		(10,630)
		<hr/>
<i>Cash flows from financing activities</i>		
Interest paid		(366)
		<hr/>
Cash provided by/(used in) financing activities		(366)
		<hr/>
Increase/(decrease) in cash and cash equivalents in the year		85,790
Cash and cash equivalents at the beginning of the year		326,649
		<hr/>
Cash and cash equivalents at the end of the year		412,439
		<hr/>

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.

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
	<hr/>
At 5 April 2023	190,560
	<hr/>
Depreciation	
At 6 April 2022	70,368
Charge for the year	37,423
Disposals	-
	<hr/>
At 5 April 2023	107,791
	<hr/>
Net book value	
At 5 April 2023	82,769
	<hr/>
At 5 April 2022	113,292
	<hr/>

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

13 Fixed assets: tangible assets

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

14 Debtors

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

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
	<hr/>	<hr/>
	17,386	4,667
	<hr/> <hr/>	<hr/> <hr/>

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
	<u>443,704</u>	<u>345,266</u>	<u>(380,676)</u>	<u>-</u>	<u>408,293</u>

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
	<u>251,961</u>	<u>329,569</u>	<u>(137,826)</u>	<u>-</u>	<u>443,704</u>

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>				
	General fund £	Designated funds £	Restricted funds £	Total 2022 £
Intangible fixed assets	-	120,344	-	120,344
Tangible fixed assets	3,821	-	-	3,821
Net current assets/(liabilities)	99,783	17,242	39,780	156,805
Total	103,604	118,569	-	280,970

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.....




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