

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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	180,302	18,807	199,109	113,355	16,732	130,087
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	180,301	18,807	199,108	113,354	16,732	130,086
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

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> </u>	<u> </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> </u>	<u> </u>
	420,495	251,436
	<u> </u>	<u> </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> </u>	<u> </u>
	420,495	251,436
	<u> </u>	<u> </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
	<hr/>	<hr/>
	17,149	110,510
	<hr/> <hr/>	<hr/> <hr/>

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
	<hr/>	<hr/>
	9,047	17,386
	<hr/> <hr/>	<hr/> <hr/>

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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	408,294	431,057	(494,389)	-	344,961
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

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
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
	443,704	345,266	(380,676)	-	408,294
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>

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.

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	-	-	-

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

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)
	<hr/>
Net cash provided by/(used in) operating activities	105,132
	<hr/>