

Company registration number: 07264252

Charity registration number: 1173515

**MINDAPPLES**

**(A COMPANY LIMITED BY GUARANTEE)**

**ANNUAL REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2024**



**MINDAPPLES**  
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## **MINDAPPLES**

### **REFERENCE AND ADMINISTRATIVE DETAILS**

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<b>Trustees</b>	A W R Gibson R K Armes A Spreadbury C L Clark K Bance
<b>Registered Office</b>	86-90 Paul Street, Hoxton London EC2A 4NE
<b>Company Registration Number</b>	07264252
<b>Charity Registration Number</b>	1173515
<b>Bankers</b>	Royal Bank of Scotland London Drummonds Branch 49 Charing Cross London SW1A 2DX
<b>Independent Examiner</b>	N Smith Rotherham Taylor Limited 21 Navigation Business Village Navigation Way Ashton-on-Ribble Preston PR2 2YP

## **MINDAPPLES**

### **TRUSTEES' REPORT**

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The trustees have pleasure in presenting their report and the unaudited financial statements of the charitable company for the year ended 31 March 2024.

The financial statements have been prepared on an accruals basis in accordance with the accounting policies set out in the notes to the financial statements and comply with the charity's constitution, Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland published on 16 July 2014. The financial statements have been examined by an Independent Examiner.

#### **Structure, Governance and management**

Mindapples is Limited by guarantee and its governing document is its updated Memorandum and Articles of Association dated 21 June 2017.

The charitable company is a Registered Charity, number 1173515. The charitable company is incorporated in England and Wales No. 07264252.

The members of the trustee board hold no shares in the charitable company, but each member is a guarantor to an amount not exceeding £1, in the event of the winding up of the charitable company.

#### **Risk Review**

The board of trustees has examined the major strategic, business and operational risks which the charitable company faces and confirms that systems have been established to enable regular reports to be produced so that the necessary steps can be taken to lessen these risks.

#### **Public Benefit Statement**

The trustees are aware of the Charity Commission guidance on public benefit and take it into account when making decisions about the activities and finances of the charity.

#### **Objectives and Activities**

The objectives of Mindapples include the promotion and protection of good mental health worldwide in particular but not exclusively by campaigns, research, training and other services aimed at increasing the mental health of all people and encouraging greater understanding of and consideration for their mental health.

The charity's major activity for this period has been the provision of toolkits and campaign materials to charities and community groups, and training people to use these tools and materials to promote good mental health. The primary focus has been on schools, universities and young people, but services are provided to all charitable and voluntary organisations.

Mindapples does not make grants or provide social investment.

All trustees are voluntary and contribute their time for four meetings per year, plus an annual half-day 'away day', as well as time in between meetings to facilitate the development of new partnerships for the charity.

## **MINDAPPLES**

### **TRUSTEES' REPORT**

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#### **Trustee Recruitment and Appointment**

Trustees are appointed based on expertise and experience in one or more of the following areas: mental health awareness, psychology, fundraising and partnerships, public mental health promotion, financial and business administration, and training and education skills.

Under the Articles of Association, decisions on appointments must be made by the board.

#### **Trustee Induction and Training**

New trustees are provided with the Charity Commission Welcome Pack, the Articles of Association and the Board Terms of Reference, and access to archived documents showing the history of the charity and significant projects and evaluation data. They also complete a Declaration of Interests Form and a Statement of Expertise.

Trustees are actively encouraged to attend board meetings to ensure that they are always up to date with the latest activities of the charitable company.

The charity is run by the board of trustees and engages one person part-time on a freelance basis for office administration.

Project managers and trainers are engaged on a freelance basis for specific projects or training workshops. During the year under review the charity engaged two contractors on a part-time basis to support the evolution of the school's project.

Mindapples holds a 33% stake in Mindapples Trading Ltd (Company No. 10085965). A member of the Mindapples Board sits on the board of Mindapples Trading Ltd to represent the charity's interests.

#### **Achievements and Performance**

During the 2023-24 financial year, Mindapples' main achievements have been as follows:

- Delivered ongoing training and resources to the 89 schools our "Mindapples for schools" programme, continuing to support over 18,000 pupils and their communities
- Built our university programme, developing a competency framework for mental health in Universities in partnership with our 9 partner universities and Further Education colleges. Provided training of both students and staff and physical and digital resources.
- In December 2023, we participated in a public fund-raising campaign, The Big Give Christmas challenge, raising £12,000, to enable us to continue to deliver our "Mindapples for schools" programme over the course of 2024.
- Provision of wellbeing champions training to other charities and individual volunteers to encourage and support them to promote mental health and wellbeing in their communities.
- Continued to run a series of public webinars throughout the year, which leveraged our new ability to deliver talks online to reach a large public audience.
- Provision of Mindapples cards and promotional toolkits to partner organisations and volunteers to support their mental health and wellbeing promotion activities, particularly universities, schools, youth mental health projects and healthcare trusts.

## **MINDAPPLES TRUSTEES' REPORT**

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- Hire of the Mindapples Tree and distribution of printed learning materials to encourage conversations about how people look after their minds, by local authorities, universities, charities and companies promoting workplace wellbeing.

These activities have provided an environment for encouraging people to learn about how their minds work and what tools and techniques they could use to actively protect and promote their mental health.

Our focus continues to be on young people at transition points in their lives, particularly exam time, leaving school and leaving university, to equip them to understand and talk about mental health and mental functioning in a positive way, free from stigma.

### **Financial Review**

The charity is in a sustainable financial position. Total reserves increased in the year to £58,321 (2023: £40,891). There were three significant income streams in the year; public fundraising in partnership with "The Big Give Christmas Challenge" raised £14,184 for our "Mindapples for Schools" programme, a donation from Mindapples Trading Ltd of £27,000, and income from charitable activities, predominantly sales of training and resources to universities raised £19,284. Having invested in our programmes for young people over the previous years, we have created a solid and sustainable model, with the universities project approaching a self-sustaining financial position, and the schools project funded from charitable fund raising.

The board will continue to focus on the partnership strategy to boost the charity's income further, focussing primarily on young people in schools, universities and the wider community attached to these.

Mindapples Trading Ltd was profitable in the year ended 31 March 2024, which allowed it to make a generous donation of £27,000 to the core funds of the charity, to further diversify the charity's income stream.

Staffing has fluctuated over the course of the year, responding to opportunities and workload. Our flexible staffing model means that the charity has only one permanent part time staff member, which ensures low fixed costs, but we have developed a community of trained and committed trainers and consultants which we can deploy as and when required. The Board is sufficient at the current time to provide both volunteer time and the capacity to develop partnerships further, although we continue to look for opportunities to add new board members with relevant experience and skills.

## MINDAPPLES

### TRUSTEES' REPORT

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#### Reserves policy and going concern

The trustees have adopted a policy of maintaining sufficient cash reserves to cover ongoing overheads for the foreseeable future.

The trustees have prepared a budget and have concluded that the charity continues to be a going concern for the foreseeable future. On that basis they have continued to adopt the going concern basis when preparing the financial statements.

#### Funds held as custodian trustee on behalf of others

#### Reappointment of auditor

A resolution to re-appoint N Smith FCCA as independent examiner for ensuing year will be proposed at the annual general meeting.

SIGNED SECURELY  
18/12/2024  
18/12/2024 at 2:27:00 PM UTC

The annual report was approved by the trustees of the charity on ..... and signed on its behalf by:

SIGNED SECURELY  
*Catherine Clark*  
18/12/2024 at 2:27:00 PM UTC

.....  
C L Clark  
Trustee

## **MINDAPPLES**

### **INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MINDAPPLES ('THE COMPANY')**

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I report to the trustees on my examination of the financial statements of Mindapples ('the charitable company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet and related notes.

This report is made solely to the charity's trustees, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

#### **Responsibilities and basis of report**

As the trustees of the charitable company you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the charitable company are not required to be audited under Part 16 of the Act and are eligible for independent examination, I report in respect of my examination of the charitable company's financial statements carried out under section 145 of the Charities Act 2011 ('the 2011 Act') and in carrying out my examination I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the financial statements. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the financial statements present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

#### **Independent examiner's statement**

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

1. accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

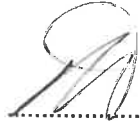


**MINDAPPLES**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF MINDAPPLES ('THE COMPANY')**

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



.....  
N Smith FCCA  
Independent Examiner  
Rotherham Taylor Limited  
21 Navigation Business Village  
Navigation Way  
Ashton-on-Ribble  
Preston  
PR2 2YP

Date:.....18/12/2024

**MINDAPPLES****STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024  
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)**

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	Note	Unrestricted funds £	Total 2024 £
<b>Income and Endowments from:</b>			
Donations and legacies	3	48,113	48,113
Charitable activities		19,284	19,284
Investment income		175	175
Total income		<u>67,572</u>	<u>67,572</u>
<b>Expenditure on:</b>			
Charitable activities	4	(35,057)	(35,057)
Support costs	5	(15,085)	(15,085)
Total expenditure		<u>(50,142)</u>	<u>(50,142)</u>
Net income		<u>17,430</u>	<u>17,430</u>
Net movement in funds		17,430	17,430
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>40,891</u>	<u>40,891</u>
Total funds carried forward	13	<u>58,321</u>	<u>58,321</u>

The notes on pages 11 to 17 form an integral part of these financial statements.

**MINDAPPLES****STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2024  
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)**

	Note	Unrestricted funds £	Total 2023 £
<b>Income and endowments from:</b>			
Donations and legacies	3	50,424	50,424
Charitable activities		18,945	18,945
Investment income		97	97
Total income		<u>69,466</u>	<u>69,466</u>
<b>Expenditure on:</b>			
Charitable activities	4	(68,823)	(68,823)
Support costs	5	<u>(17,353)</u>	<u>(17,353)</u>
Total expenditure		<u>(86,176)</u>	<u>(86,176)</u>
Net expenditure		<u>(16,710)</u>	<u>(16,710)</u>
Net movement in funds		(16,710)	(16,710)
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>57,601</u>	<u>57,601</u>
Total funds carried forward	13	<u>40,891</u>	<u>40,891</u>

The Statement of Financial Activities includes all gains and losses in the year.

All income and expenditures derive from continuing activities.

The funds breakdown for 2023 is shown in note 13.

The notes on pages 11 to 17 form an integral part of these financial statements.

**MINDAPPLES****(REGISTRATION NUMBER: 07264252)  
BALANCE SHEET AS AT 31 MARCH 2024**

	Note	2024 £	2023 £
<b>Fixed assets</b>			
Tangible assets	7	77	150
<b>Current assets</b>			
Stocks	8	11,633	10,347
Debtors	9	5,345	361
Cash at bank and in hand		48,403	33,750
		65,381	44,458
<b>Creditors: Amounts falling due within one year</b>	10	(7,137)	(3,717)
<b>Net current assets</b>		58,244	40,741
<b>Net assets</b>		58,321	40,891
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		58,321	40,891
<b>Total funds</b>	13	58,321	40,891

For the financial year ending 31 March 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Directors' responsibilities:**

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

SIGNED SECURELY  
18/12/2024  
18/12/2024 at 2:27:00 PM UTC

The financial statements on pages 8 to 17 were approved by the trustees, and authorised for issue on ..... and signed on their behalf by:

SIGNED SECURELY  
Catherine Clark  
18/12/2024 at 2:27:00 PM UTC

.....  
C L Clark  
Trustee

The notes on pages 11 to 17 form an integral part of these financial statements.

## **MINDAPPLES**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024**

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#### **1 CHARITY STATUS**

The charity is limited by guarantee, incorporated in England and Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

#### **2 ACCOUNTING POLICIES**

##### **Statement of compliance**

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

##### **Basis of preparation**

Mindapples meets the definition of public benefit entity under FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

##### **Going concern**

The trustees are of a view that the charitable company has sufficient resources for at least the next 12 months (from the date of approving the financial statements) and that there are no material uncertainties regarding going concern. As a result, the charitable company's financial statements have been prepared on a going concern basis.

##### **Income and endowments**

These are included in the Statement of Financial Activities when:

- the charity becomes entitled to the resources;
- it is more likely than not that the trustees will receive the resources; and
- the monetary value can be measured with sufficient reliability.

Cash donations are recognised as income where there is entitlement, sufficient certainty of receipt and the amount can be measured with sufficient reliability.

If a donation, grant or contract is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfillment of those conditions is wholly within the control of the charity and it is probable that those conditions will be fulfilled in the reporting period.

## **MINDAPPLES**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024**

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#### **Donations and legacies**

Grants and donations are only included in the Statement of Financial Activity when the general income recognition criteria are met. In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met.

Donated services and facilities are included in the Statement of Financial Activities when received, at the value of the gift to the charity, provided the value of the gift can be measured reliably.

In accordance with the Charities SORP (FRS 102), the time of volunteers is not recognised in the financial statement, but the trustees' annual report provides information about their contribution.

#### **Investment income**

Investment income is recognised in the financial statement when the receipt is probable and the amount receivable can be measured reliably.

#### **Governance and Support costs**

Support costs are incurred by functions that assist the work of the charity but do not directly undertake charitable activities.

General support costs include rent, travel and subsistence, office administration, finance and IT. Governance costs comprise of expenses involving the public accountability of the charity and its compliance with regulation and good practice, and comprise the cost of the independent examination.

The bases on which support costs have been allocated are set out in the notes to the financial statements.

#### **Liability recognition**

Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

#### **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 amortised cost using the effective interest rate method.

#### **Taxation**

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

#### **Depreciation and amortisation**

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Office equipment	33% straight line

## MINDAPPLES

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

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#### Stock

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell.

At the reporting date, stocks are assessed for impairment. If stocks are impaired, the carrying amount is reduced to its selling price less costs to complete and sell; the impairment loss is recognised immediately in profit or loss.

#### Trade 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 or charity discounts due.

#### Cash and cash equivalents

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

#### Trade creditors

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.

### 3 DONATIONS AND LEGACIES

	Unrestricted funds General £	Total funds £
Donations and legacies;		
Mindapples Trading Limited	27,333	27,333
The Big Give Christmas Challenge	14,184	14,184
Gift Aid	6,596	6,596
<b>Total for 2024</b>	<b>48,113</b>	<b>48,113</b>
<b>Total for 2023</b>	<b>50,424</b>	<b>50,424</b>

**MINDAPPLES****NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024****4 ANALYSIS OF EXPENDITURE ON CHARITABLE ACTIVITIES**

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Materials and direct costs	3,188	3,188
Subcontractor costs	5,540	5,540
Admin services CA	12,304	12,304
Wages and salaries	12,000	12,000
Staff pensions (Defined contribution) - pension scheme 1	173	173
Staff costs	331	331
Travel and subsistence	1,447	1,447
Governance costs	74	74
<b>Total for 2024</b>	<b>35,057</b>	<b>35,057</b>
<b>Total for 2023</b>	<b>68,823</b>	<b>68,823</b>

**5 ANALYSIS OF SUPPORT COSTS**

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Rent and office costs	4,225	4,225
Insurance	443	443
Independent examination fees	1,470	1,470
Admin services	3,076	3,076
Telephone	141	141
Website costs and computer software	4,034	4,034
Sundry expenses	223	223
Legal and professional	85	85
Accountancy fees	1,216	1,216
Bank charges	172	172
<b>Total for 2024</b>	<b>15,085</b>	<b>15,085</b>
<b>Total for 2023</b>	<b>17,353</b>	<b>17,353</b>



**MINDAPPLES****NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024**

The charity allocates costs directly to charitable activities as far as possible, and then apports the remaining costs between general support and the governance function based on the nature of expense.

**6 STAFF COSTS**

The aggregate payroll costs were as follows:

	2024 £	2023 £
<b>Staff costs during the year were:</b>		
Wages and salaries	12,000	23,385
Pension costs	173	355
Staff costs	<u>331</u>	<u>317</u>
	<u>12,504</u>	<u>24,057</u>

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

	2024 No	2023 No
Average number of employees	<u>1</u>	<u>1</u>

No employee received emoluments of more than £60,000 during the year

**7 TANGIBLE FIXED ASSETS**

	Office equipment £	Total £
<b>Cost</b>		
At 1 April 2023	<u>224</u>	<u>224</u>
At 31 March 2024	<u>224</u>	<u>224</u>
<b>Depreciation</b>		
At 1 April 2023	74	74
Charge for the year	<u>73</u>	<u>73</u>
At 31 March 2024	<u>147</u>	<u>147</u>
<b>Net book value</b>		
At 31 March 2024	<u>77</u>	<u>77</u>
At 31 March 2023	<u>150</u>	<u>150</u>

**MINDAPPLES****NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024****8 STOCK**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Stocks	<u>11,633</u>	<u>10,347</u>

**9 DEBTORS**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade debtors	4,770	-
Prepayments	328	115
Other debtors	<u>247</u>	<u>246</u>
	<u>5,345</u>	<u>361</u>

**10 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade creditors	1,740	60
Other creditors	3,997	2,257
Accruals	<u>1,400</u>	<u>1,400</u>
	<u>7,137</u>	<u>3,717</u>

**11 PENSION AND OTHER SCHEMES****Defined contribution pension scheme**

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £173 (2023 - £355)

**12 COMMITMENTS****Capital commitments**

The trustees have confirmed that at the year end there were no contingent liabilities or off balance sheet commitments requiring disclosure.

**MINDAPPLES****NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024**

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**13 FUNDS**

	<b>Balance at 1 April 2023 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>Balance at 31 March 2024 £</b>
<b>Unrestricted funds</b>				
General	<u>40,891</u>	<u>67,572</u>	<u>(50,142)</u>	<u>58,321</u>
	<b>Balance at 1 April 2022 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>Balance at 31 March 2023 £</b>
<b>Unrestricted funds</b>				
General	<u>57,601</u>	<u>69,466</u>	<u>(86,176)</u>	<u>40,891</u>

