HUMEN

England & Wales · Charity number 1174806

Details

Other names	GLOBAL HUMEN, HUMEN
Status	Registered
Legal form	CIO
Registered	2017-09-25
Register	View on the Charity Commission register

Contact

Address	125 Charing Cross Road London WC2H 0EW
Phone	020 7060 3168
Email	river@wearehumen.org
Website	www.wearehumen.org

Activities

Objects: For the public benefit, the advancement of health – in particular men's mental health - across the UK, specifically but not exclusively by: (a) the provision of accessible and preventative solutions to male mental ill-health;(b) the promotion of the prevention of male mental ill-health and the need for this to be a first-line approach; (c) the advancement of the education of the general public about all aspects of men's mental health and the need to improve and maintain it;(d) the promotion of equality and diversity by raising awareness around socially conditioned beliefs about gender.Nothing in this constitution shall authorise an application of the property of the CIO for the purposes which are not charitable in accordance with section 7 of the Charities and Trustee Investment (Scotland) Act 2005 and section 2 of the Charities Act (Northern Ireland) 2008.

Activities: HUMEN

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Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives, Disability, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** The General Public/mankind

Geography

- Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£293,888	£329,221	-	-
2024-03-31	£983,665	£819,962	£251,624	1
2023-03-31	£409,130	£242,775	-	-
2022-03-31	£185,309	£169,606	-	-
2021-03-31	£176,789	£53,616	-	-

Trustees

Name	Role	Appointed
Charles George Oliver Cutting		2025-05-01
Emily Cherrington		2025-04-08
Nicholas Coleridge		2023-03-17

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HUMEN

England & Wales - Charity number 1174806

Accounts

Chairman's Report

For the period 1 April 2024 to 31 March 2025

I am pleased to present my report as Chair of Trustees of HUMEN for the year ended 31 March 2025. This year has been one of significant activity, learning and strategic investment for the charity. Following an exceptional prior year, the trustees have focused on consolidating HUMEN's position, strengthening its foundations, and ensuring that its work continues to deliver clear public benefit in a sustainable and well-governed manner.

The Charity's Purpose and Public Benefit

HUMEN exists to improve and maintain men's mental health through accessible, preventative support and by challenging the stigma that continues to prevent many men from seeking help. The trustees have had due regard throughout the year to the Charity Commission's guidance on public benefit and are satisfied that the charity's activities during the period furthered its charitable objectives and delivered benefit to the public.

This Year's Activities

During the year under review, HUMEN continued to operate across two core and interconnected areas: raising awareness of men's mental health at scale, and supporting men to access help through engagement, partnerships and core support.

HUMEN maintained a strong public-facing profile, building on the impact of previous campaigns. During the year, the charity's flagship campaign Closing In continued to receive significant external recognition within the creative and healthcare communications sector.

Notably, Closing In secured HUMEN's first major sector award, winning against established national charities including Parkinson's UK and Cancer Research UK. The campaign was also shortlisted and nominated across further prestigious industry awards, including the Clio Health Awards - one of the most internationally recognised awards for creative excellence in health communications - and the Communiqué Awards, both widely regarded as leading benchmarks for excellence in healthcare and social impact communications.

Trustees regard this recognition as particularly significant given HUMEN's relative size and resources when compared with much larger, long-established charities. It provides independent validation of the charity's ability to communicate men's mental health issues in a way that cuts through, reaches new audiences, and influences public conversation, while remaining aligned with HUMEN's charitable objectives.

Alongside awareness raising, HUMEN continued to provide direct support through The HUMEN Space 1:1. Delivered in partnership with BetterHelp, this initiative provides beneficiaries with access to complementary professional therapy, helping to remove financial barriers and reduce the waiting times that often prevent men from seeking help early.

Building on the previous year's delivery of over 2,500 hours of support for 200 beneficiaries, and the subsequent expansion of a further 200 therapy spaces totalling 4,800 hours of provision, trustees have remained encouraged by the role this programme plays in providing immediate, accessible intervention for men in need.

The trustees continue to recognise both the impact and strategic importance of this partnership, while also maintaining oversight of the risks associated with reliance on a key delivery partner. Ensuring sustainability, safeguarding, and long-term resilience in the charity's direct support offer remains a priority as HUMEN develops.

In addition to campaign activity, HUMEN delivered a number of partnership and engagement events during the year. In June 2024, HUMEN partnered with Pfeffer Sal to deliver HUMEN x Pfeffer Sal, an event hosted by actor Tom Rhys Harries, at Pfeffer Sal's Warren Mews venue in London. The event combined wellbeing, conversation and community, featuring guest speakers, live music and opportunities for engagement around preventative mental health and self-care.

In October 2024, HUMEN delivered its inaugural fundraising gala, The Orange Ball, at Nobu London. This event marked an important milestone for the charity, representing its first large-scale fundraising event and a strategic step towards diversifying income streams and deepening relationships with supporters and corporate partners.

Trustees recognise that the significance of The Orange Ball extends beyond the funds raised on the night itself. As HUMEN's first flagship gala, it created a powerful platform to bring together major donors, brand partners, ambassadors and new supporters around the charity's mission. The event strengthened HUMEN's visibility within the philanthropic and corporate community, generated valuable introductions, and established a growing pipeline of future relationships that will be critical to the charity's long-term sustainability.

The Orange Ball also provided an opportunity to steward existing supporters more meaningfully, demonstrate HUMEN's impact directly, and build momentum for future years. Trustees consider this a foundational investment in HUMEN's fundraising infrastructure, with the potential to deliver increasing returns through repeat support, expanded partnerships and long-term donor engagement.

Digital Engagement and Reach

HUMEN's digital platforms continued to play a central role in its engagement with the public. Between April 2024 and March 2025, the charity's Instagram following grew from approximately 50,000 to 65,000. During this period, HUMEN published 78 reels, with daily impressions typically ranging between 70,000 and 250,000. Content addressing male vulnerability, social pressure and lived experience consistently generated the strongest engagement, reinforcing HUMEN's understanding of how best to reach and resonate with its audience.

Financial Review

The charity's total income for the year was £293,888 (2024: £983,665). Trustees consider it important to explain this variance clearly. The prior year included exceptionally high levels of in-kind corporate support and one-off contributions.

During 2024–25, HUMEN undertook the planning and delivery of its first major fundraising gala, The Orange Ball. Trustees note that inaugural gala events are widely recognised across the charitable sector as among the most resource-intensive to deliver, often requiring significant upfront investment of time, relationships and organisational capacity, with more limited immediate financial return. The preparation and delivery of The Orange Ball necessarily absorbed a substantial proportion of the charity's overall capacity during the year, reducing the scope to pursue other fundraising activity in parallel.

As of 31 March 2025, HUMEN held reserves of £215,397. The trustees consider this level of reserves to be appropriate with the charity's reserves policy, providing a prudent buffer against financial uncertainty.

Governance and Trusteeship

The trustees confirm that HUMEN continues to be governed in accordance with its constitution and the requirements of the Charities Act 2011. Key risks considered during the year included capacity constraints, reliance on a limited number of income sources and partners, and the challenge of scaling activity without

compromising quality. Trustees have continued to review and manage these risks appropriately.

Looking Ahead

Looking forward, the trustees believe that HUMEN is well positioned to build on the investments made during the year. The focus for the coming period will be on strengthening sustainable fundraising, refining strategic priorities and ensuring that growth is matched by appropriate governance, systems and impact measurement.

On behalf of the Board, I would like to thank HUMEN's staff, volunteers, partners and supporters for their continued commitment and generosity. Above all, we acknowledge the men who engage with HUMEN's work and place their trust in the charity at times of vulnerability. Their experiences remain central to everything we do.

Signed on behalf of the Trustees,

Nick Coleridge
Chair of Trustees
HUMEN

Date: 29/01/2026

HUMEN

Registered Charity No. 1174806

Accounts for the Year Ended

31/03/2025

Statement of Financial Activities (SoFA)
All funds unrestricted unless stated– figures rounded to nearest £

	2025 (£)	2024 (£)
Income from donations and legacies		
Gift Aid	9,500	5,350
Grants (Restricted funds)		307,486
Donations	100,389	10,000
Corporate donations	153,884	653,877
Income from investments		
Bank interest	3,921	1,610
Income from other activities		
Fundraising events income	26,194	4,563
Other income		779
Total income	**293,888**	**983,665**
Expenditure on charitable activities		
Wages costs	85,933	92,887
Professional fees	12,800	23,390
Travel	831	1,200
Film development costs	3,000	0
Photoshoots	942	104
Social Media	12,010	0
Website costs	554	20,005
Total charitable activities	**116,070**	**137,585**
Expenditure on fundraising costs		
Advertising and marketing	14,532	9,618
Donation platform fees	360	574
Stripe fees	1,750	0
Fundraising event costs	184,488	508,688
Total fundraising costs	**201,130**	**518,880**
Expenditure on administration		
Accountancy	2,005	1,866
Insurance	146	146
Office & general admin	5,449	7,411
Rent	2,750	2,521
Subscriptions	1,375	1,436
Bank charges	72	378
Depreciation	224	0
Other costs	0	149,739
Total administration costs	**12,021**	**163,497**
Total expenditure	**329,221**	**819,962**
Net movement in funds	**-35,333**	**163,703**
Funds brought forward	**250,730**	**87,027**
Funds carried forward	**215,397**	**250,730**

Balance Sheet
As at 31 March 2025
Figures shown to the nearest pound

		2025 (£)	2024 (£)
FIXED ASSETS			
Tangible fixed assets			
Computer equipment		**670**	**894**
CURRENT ASSETS			
Cash at bank and in hand			
Current account		18,123	27,014
Savings account		199,820	225,898
Stripe balance		25	35
Total current assets		**217,968**	**252,947**
CREDITORS: amounts falling due within one year			
PAYE		2,728	2,854
Pension control		514	257
Total creditors		**3,242**	**3,111**
NET CURRENT ASSETS		**214,726**	**249,836**
TOTAL NET ASSETS		**215,396**	**250,730**
FUNDS			
General unrestricted funds		**215,397**	**250,730**
Funds brought forward		**250,730**	**87,027**
Net movement in funds	-	35,333	163,703
Funds carried forward		**215,397**	**250,730**

1. Basis of preparation
The accounts have been prepared on an accruals basis in accordance with the Charities Act 2011 and the Charities Statement of Recommended Practice (FRS 102), applicable to charities in England and Wales. The charity is a Charitable Incorporated Organisation (CIO).

2. Funds
All funds of the charity are unrestricted unless stated otherwise and may be used at the discretion of the trustees in furtherance of the charitable objectives of the charity.

3. Income
Income is recognised when the charity is legally entitled to the income, it is probable that the income will be received and the amount can be measured reliably. Income is analysed by category in the Statement of Financial Activities.

4. Expenditure

Expenditure is recognised when a legal or constructive obligation exists, resulting in the probable transfer of economic benefits, and the amount can be measured reliably. Expenditure is analysed by charitable activities, fundraising costs and administration.

5. Staff costs

The total staff costs for the year were £85,933 (2024: £92,887).

The number of employees whose emoluments for the year (excluding employer pension costs) fell within the following band was:

£70,001 – £80,000: 1

6. Trustees' remuneration and expenses
No trustees received remuneration or other benefits from the charity during the year. No trustee expenses were reimbursed during the year.

7. Related party transactions
There were no related party transactions during the year.

8. Donated goods, facilities and services
Donated goods, facilities, and services are recognised as income at their fair value when the charity has entitlement, and the value can be measured reliably. An equivalent amount is recognised as an expense.

9. Comparative information
Comparative figures have been re-presented where necessary to align with the current year's presentation. This has not resulted in any change to the total funds reported at 31 March 2024.

Independent Examiner's Report to the Trustees of HUMEN

I report to the trustees on my examination of the accounts of HUMEN for the year ended 31 March 2025.

Responsibilities and basis of report

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

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

Independent examiner's statement

I have examined the accounts which have been prepared on an accruals basis in accordance with the Charities SORP (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn.

Name: **Hasan Shah**

Signature:



Date: 21/01/2026

HUMEN

Registered Charity No. 1174806

Accounts for the Year Ended

31/03/2025

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Independent examiner's statement

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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.

Name: **Hasan Shah**

Signature:



Date: 21/01/2026

HUMEN

England & Wales - Charity number 1174806

Accounts

HUMEN

Registered Charity No. 1174806

Accounts for the Year Ended

31st March 2024

HUMEN

Trustees' report for the year ended 31st March 2024

Reference and Administrative Details of the Charity, and its Trustees

Charity Name: HUMEN

Registered Charity Number: 1174806

Structure and governance: Charitable incorporated Organisation; registered 25th September 2017 and governed by a constitution amended on 1st September 2022

Registered Address: 3rd Floor Front, 121-123 Charing Cross Road, London, WC2H 0EW

Trustees: Mr Renato Giacon

Mr Nick Coleridge

Independent Examiner: Harry Levine, Green Levine & Associates (ACA)

Appointment of Trustees

New trustees are appointed by a resolution passed at an officially convened meeting of the charity trustees. In selecting individuals for appointment as trustees, HUMEN's trustees have regard to the skills, knowledge and experience needed for the effective administration of the charity.

The Charitable Objectives

The objects of HUMEN are:

For the public benefit, the advancement of health – in particular men's mental health – across the UK, specifically but not exclusively by:

(a) The provision of accessible and preventative solutions to male mental ill-health;
(b) The promotion of the prevention of male mental ill-health and the need for this to be a first-line approach;

(c) The advancement of the education of the general public about all aspects of men's mental health and the need to improve and maintain it; and
(d) The promotion of equality and diversity by raising awareness around socially conditioned beliefs about gender.

The Charity's Main Activities

HUMEN is leading a movement to improve and maintain men's mental health principally through The HUMEN Spaces, non-clinical and anonymous spaces for men to talk, listen and connect on a regular basis across the UK in order to provide an accessible and preventative solution to men suffering in silence and dying too young. It further supports its aim through social and other media.

This Year's Activities

HUMEN has experienced a remarkable and transformative year, marked by innovative initiatives that have significantly advanced mental health support. The launch of The HUMEN Space 1:1 in November 2023 stands as a pioneering achievement, offering beneficiaries an unparalleled three months of complementary therapy. This initiative not only exceeds existing NHS provisions but also effectively addresses the pressing issue of prolonged waiting times, demonstrating our commitment to accessible mental health care. The early success of this program underscores its vital role in the community.

In August 2023, our strategic partnership with BetterHelp yielded over 2,500 hours of invaluable support for 200 beneficiaries, showcasing our dedication to enhancing mental health resources. Following a pivotal meeting in January, we expanded this collaboration by adding 200 additional therapy spaces, resulting in a total of 4,800 hours of therapy. This substantial increase amplifies our service reach and reinforces our mission to provide essential mental health support.

The Closing In campaign, executed with the unwavering support of Saatchi & Saatchi Wellness, has significantly elevated HUMEN's profile. Preliminary statistics reveal a remarkable reach across social media platforms, effectively raising awareness about mental health issues. Our eye-catching four-storey billboards at Outernet London now an iconic landmark, grabbing public

attention and driving a fourfold increase in website inquiries. This campaign has successfully engaged individuals with HUMEN's services, particularly the HUMEN Space 1:1 initiative.

Furthermore, our partnership with Ted Baker for the men's underwear campaign launched in June 2023 exemplifies our alignment with values promoting body positivity and openness regarding male mental health. Ted Baker's donation and their expressed interest in extending the partnership into 2024 highlight the positive impact and potential for ongoing collaboration.

Looking ahead, we were poised to host our inaugural fundraising gala, The Orange Ball, in February 2024. However, in light of the profound loss of our dear friend and collaborator Russell Norman, we had to make the heartfelt decision to postpone this event to October 2024, dedicating it as a tribute to his memory.

In summary, HUMEN has established significant partnerships and launched groundbreaking initiatives that underscore our unwavering commitment to advancing mental health awareness and support. Our achievements this year reflect not only our dedication to the cause but also the incredible potential for future growth and impact within the community.

Campaigns

Ted Baker x HUMEN “We’ve Got You.” Underwear Campaign

In a powerful partnership, Ted Baker and HUMEN joined forces for an impactful men's underwear campaign launched in June 2023. Recognising HUMEN's dedication to promoting body positivity, openness about men's mental health, and the celebration of diverse representations of men. This groundbreaking campaign seamlessly aligns with HUMEN's values and seeks to challenge stereotypes, fostering a positive and inclusive narrative around masculinity. To underscore their commitment, Ted Baker generously donated £5,000 in support of HUMEN's mission. Early impact assessments reveal a significant positive response, with increased awareness about men's mental health and a notable uptick in inquiries for support services.

“The brand is partnering with HUMEN, a men's health charity committed to addressing and improving men's mental health, in the form of a charitable donation. Given that a substantial percentage of suicides in the UK and US involve men, Ted Baker's support for The HUMEN Space is a commendable effort to combat this issue and provide accessible solutions for men struggling with their mental health. The "We've Got You." campaign signifies a turning point for Ted Baker and the broader fashion industry. It underscores the brand's commitment to inclusivity, diversity and innovation, surpassing the traditional boundaries of marketing to make a meaningful societal impact. This campaign does much more than advertising underwear: It promotes self-acceptance and empowerment for all men.”



Closing In Campaign

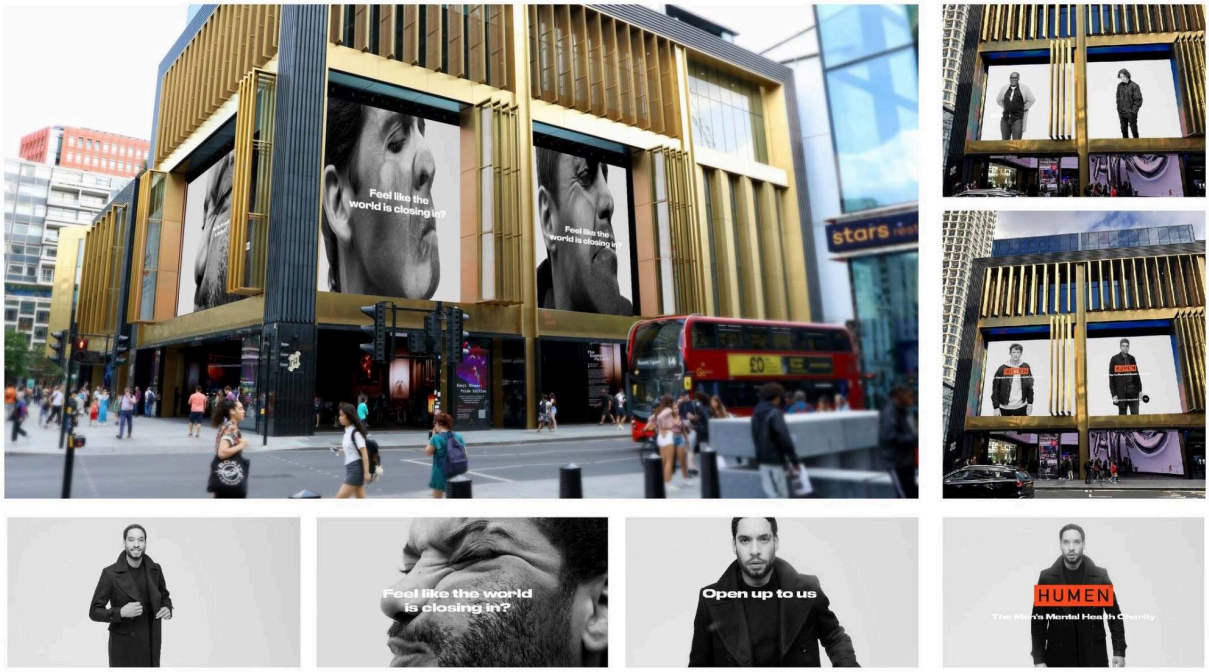
Making the Men’s Mental Health Crisis Impossible to Ignore

This year we created our largest Digital Out of Home campaign yet. Partnering for a second time with the fantastic advertising agency Saatchi &

Saatchi Wellness UK who donated their time and skills to our original campaign.

Harnessing HUMEN's transformative power of storytelling, integrating art and film into our core identity to resonate with men nationwide. Our latest campaign, 'Closing In', utilised digital billboards to catalyse a movement addressing the unprecedented crisis in men's mental health within the UK. By vividly portraying the internal struggles many men face, this campaign conveyed two crucial messages: that male emotions are valid, widely shared, and deserve acknowledgment, and that speaking out before reaching a breaking point is both necessary and courageous. 'Closing In' emphasised that while societal norms often equate strength with silence, true bravery is found in vulnerability and communication. Through this narrative approach, we aim to dismantle the stigma surrounding men's mental health, fostering a culture where seeking help and expressing emotions are seen as strengths, not weaknesses.

We secured several of our long term celebrity supporters of HUMEN, including securing new ones. Featuring: Cyril Nri (Bridgerton, Cucumber), Tom Rhys Harries (White Lines, Unforgotten), Sean Teale (Skins, Reign), Royce Pierreson (The Witcher), Harry Collett (House of the Dragon), River Hawkins (The Pope's Exorcist and founder of HUMEN). The concept of the billboard campaign was to showcase what looked like a celebrity taking part in a high end fashion shoot, presented in black and white, like many are. However the world soon starts closing in on the men in the billboard, until their faces are painfully crushed up against the glass with them unable to breathe. The powerful videos and imagery aims to shed light on the daily pressures faced by men, and emphasises the vital importance of open conversation. Outernet London, a new entertainment, culture and art district in the West End was selected as it includes the largest digital exhibition space in Europe. The area also has a 223,000 daily footfall, with a 85,000 footfall inside the district's Now building.



Launched as part of Men's Health Month 2023 to promote The HUMEN Space 1:1 project. This innovative initiative offers beneficiaries an unprecedented 14 hours of complementary therapy over a three-month period, surpassing the current NHS provision of 6 to 12 hours. Moreover, this service significantly reduces waiting times compared to NHS mental health services, which range from 6 to 18 weeks.

The HUMEN Space 1:1 represents a substantial advancement in accessible mental health support, addressing critical gaps in existing services. By offering a more comprehensive therapeutic program without the extended wait times associated with public healthcare, HUMEN is poised to make a profound impact on men's mental health outcomes. This initiative not only demonstrates HUMEN's commitment to innovative solutions but also highlights its role in complementing and enhancing the broader landscape of mental health services in the UK.

Hawkins negotiated this groundbreaking advertising deal worth over half a million pounds with Outernet and ADOT in The Now Building. Situated within the heart of London, The Now Building boasts ‘the world’s largest LED canvas’ by pixel density, drawing in a staggering 6.25 million visitors within its inaugural year. By securing prime advertising space for the charity’s Closing In campaign in this iconic location, launching on International Men’s Day in

November 2023 running through to January 2024; a six-week campaign run at the district's busiest time of year, Hawkins has ensured that the charity's message reaches millions, sparking conversations and igniting change on a scale previously unimaginable.



River Hawkins, the founder of HUMEN, said, *"I wanted to create a campaign that defies the narrow confines of traditional masculinity and shed light on the universality of mental health. Communicating that mental health is an inherent part of everyone's journey, that we all have to manage and invest in. Shifting the narrative, and highlighting the personal impact of mental health rather than attributing it to conscious decisions. I wanted to evoke a sense of vulnerability, steering away from the antiquated perceptions of what it means to be a man. It's about redefining the conversation in a new way and emphasising that vulnerability and challenges are not exclusive to a particular gender but are shared human experiences."*

Nanda Marth, Creative Director of Saatchi & Saatchi Wellness, added, *"This has been a wonderful collaborative effort with so many people and organisations giving their time and expertise for such an important cause. So proud that our sister Publicis agencies, Langland and Prodigious, immediately put their hands up to help us deliver this powerful message."*

ADOT Foundation, said, *"ADOT Foundation proudly supports HUMEN's powerful awareness campaign "Closing in" by donating airtime on Outernet London's cutting-edge VISTA screens. ADOT hopes that this platform will create a shift in perspective of what it means to be a man and will amplify HUMEN's important message "open up to us" ADOT spotlights pressing issues of today and proudly promotes Men Mental Health awareness."*

https://www.adsoftheworld.com/campaigns/closing-in-making-the-men-s-mental-health-crisis-impossible-to-ignore

https://marcommnews.com/publicis-agencies-create-bold-new-campaign-for-mens-mental-health-charity-humen-asking-the-question-ever-feel-like-the-world-is-closing-in-on-you/

https://lbbonline.com/news/publicis-agencies-launch-star-studded-campaign-for-mens-mental-health-charity-humen

Awards

In a testament to the charity's impactful and dynamic work, HUMEN clinched its first major award for 'Closing In', triumphing over established entities like Cancer Research UK (founded 2002) and Parkinson's UK (founded 1969). Despite being founded just six years ago, the charity's innovative approach and unwavering dedication have garnered widespread recognition and acclaim, signalling a paradigm shift within the third sector.



Following our earlier success at the EMMAs, we also received nominations for both a Clio Award and a Communiqué Award in the category 'Charitable Campaign of the Year.' The Clio Awards, established in 1959, are renowned for honoring creative excellence in advertising and marketing across various sectors, with the Clio Health Awards specifically recognizing outstanding achievements in healthcare communications. Meanwhile, the Communiqué Awards are often referred to as the 'Oscars' of healthcare communications, celebrating the industry's dedication to innovation and excellence.

This recognition underscores our commitment to advancing the discourse surrounding male mental health and well-being through artistic expression, creative media, and documentary storytelling. By illuminating critical issues related to men's mental health, often overlooked or underrepresented, we strive to foster a deeper understanding and awareness within society. Our initiatives draw upon the lived experiences of our beneficiaries, promoting self-reflection and encouraging positive mental health practices.

The acknowledgement from both prestigious awards not only highlights our impactful work but also reinforces HUMEN's role as a leader in addressing male mental health challenges. We are dedicated to continuing this vital conversation and expanding our reach to support those in need.

The HUMEN Space

The HUMEN Space 1:1 initiative, introduced in November 2023, stands as a pioneering project in our commitment to advancing mental health support. This innovative program distinguishes itself by offering beneficiaries an extensive three months of free therapy, inclusive of two follow-up sessions, thereby surpassing the standard 6 to 12 hours provided by current NHS offerings. Going beyond the norm, the initiative addresses the considerable waiting times for NHS services, ranging from 6 to 18 weeks, and eliminates other barriers to entry.

In August 2023, HUMEN secured a significant partnership with BetterHelp, the world's leading online therapy platform. BetterHelp generously provided HUMEN with three months of free therapy for 200 beneficiaries, resulting in over 2,500 hours of invaluable support. The HUMEN Space 1:1, in collaboration

with BetterHelp, signifies a significant leap forward in making mental health resources more accessible and impactful for those in need.

A HUMEN Space beneficiary shared, *"I highly recommend HUMEN's therapy program, especially to new parents navigating the challenging transition to fatherhood. During a time when I felt overwhelmed by the pressures of work, family, and my own mental health, HUMEN's three months of free therapy became a lifeline."* This statement highlights how the program serves as a critical resource for those feeling burdened by the complexities of their new roles.

The support provided through HUMEN's program is instrumental in normalizing the complex emotions associated with parenthood. The participant noted that *"the support I received was a crucial part of normalising the complex emotions I was experiencing,"* emphasizing how professional guidance can help individuals navigate their feelings and stressors effectively.

Moreover, the therapy not only aids personal well-being but also enhances relationships within families. The participant remarked, *"The professional guidance I received not only helped me support my wife and find a better work-life balance but, most importantly, it allowed me to prioritise my own wellbeing. The HUMEN Space offers transformative support for new parents, particularly during the challenging transition to fatherhood. Its therapy program is designed to address the unique pressures that come with parenting, work, and mental health, providing essential tools for emotional well-being."* This underscores the program's holistic approach to mental health, which benefits both individual participants and their families.

Through compassionate conversations and tailored strategies, The HUMEN Space initiative empowers parents to manage stress and adapt to life's changes. The participant reflected on this by stating, *"Through compassionate, open conversations, I learned effective coping strategies and gained valuable perspective on parenthood and life's challenges."* This illustrates the program's focus on equipping individuals with practical tools for long-term success.

The HUMEN Space as a whole is not just a temporary solution; it is a transformative experience that offers essential support during one of life's most significant transitions. As articulated by the participant, *"For any new*

parent feeling overwhelmed, The HUMEN Space was truly transformative," reinforcing its vital role in fostering resilience and emotional health in new parents.

Looking ahead to 24/25, HUMEN aspires to solidify its commitment to mental health support by aiming to secure a three-year partnership with BetterHelp. This strategic initiative reflects our dedication to fostering sustained and impactful mental health services for beneficiaries. A long-term collaboration with BetterHelp holds the potential to significantly enhance the reach and effectiveness of the HUMEN Space 1:1 initiative, ensuring a consistent provision of quality therapy to individuals in need. Such a partnership aligns with our mission to create lasting positive changes in the mental health landscape, making accessible and comprehensive support a reality for a broader audience. The envisioned three-year collaboration with BetterHelp symbolises a proactive step toward building a more resilient and supportive mental health ecosystem.

Website and Social Media

HUMEN's social media presence has experienced remarkable growth, solidifying its position as a pivotal asset for the organization. Our digital platforms have become instrumental in fostering connections with a diverse and expanding audience, including supporters, beneficiaries, and individuals facing mental health challenges and suicide risk. We achieved unprecedented expansion across our social media channels, with Instagram and Facebook audiences growing by an impressive 385% and 322%, respectively.

These platforms have proven invaluable in reaching our target demographic, particularly young men, allowing us to cultivate and engage with a community that might otherwise be inaccessible due to financial limitations. Our social media strategy aligns seamlessly with our charitable objectives, amplifying the impact of our campaigns and media initiatives.

Furthermore, our rapidly growing social media following has significantly enhanced our appeal to grant-giving organizations and potential corporate partners. These stakeholders place high value on our demonstrated ability to

actively engage a broad audience and generate substantial impact, which our social media efforts consistently deliver.

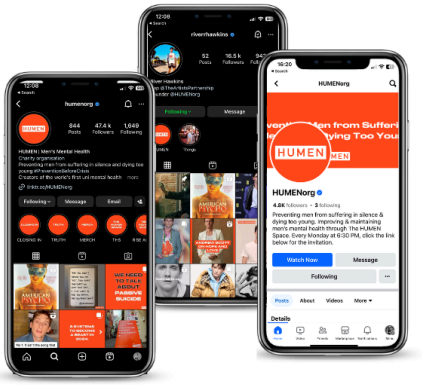
Below is a snapshot of our reach, which has only continued to grow.



SOCIAL MEIDA THE NUMBERS

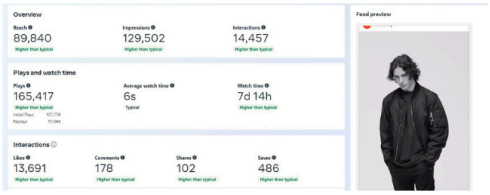
A COMBINED REACH OF

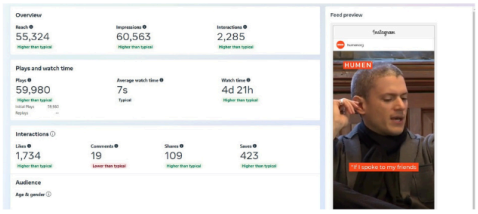
- **75K+ Followers**
- **700,000 Views**
- **5K+ Followers**
- **8K+ Visitors Per Month**



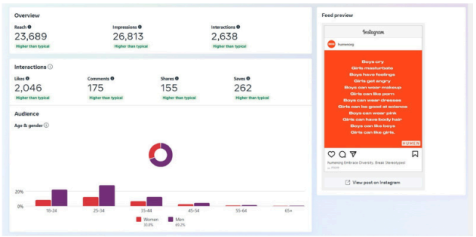
ORGANIC REACH EXAMPLE POSTS

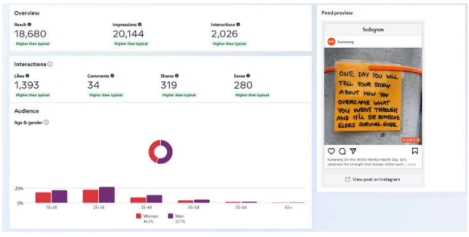
REEL





STATIC





HUMEN has achieved remarkable milestones in website engagement over the past year, demonstrating its growing influence and commitment to improving men's mental health. The charity's website has garnered over 94,000 page views, reflecting a significant 102% increase compared to the previous year, we a device breakdown of 52% mobile and 48% on desktop. This growth in engagement not only underscores the effectiveness of HUMEN's outreach efforts but also highlights the increasing public interest in men’s mental health issues.

The surge in page views indicates a strong and expanding audience for HUMEN's resources and services. This level of engagement is particularly noteworthy in the context of digital trends, where user attention is often fleeting. The increase in average session duration typically suggests that users are finding value in the content provided. Such engagement is crucial for a charity focused on mental health, as it fosters a deeper understanding of the issues at hand and encourages individuals to seek help or support.

The increase in engagement also opens up opportunities for HUMEN to expand its reach through targeted campaigns and initiatives. With more visitors coming to the website, there is potential for increased donations and participation in events.

Looking ahead, we can build on this momentum by continuing to enhance its digital presence. Strategies may include optimising content for search engines, increasing social media integration, and utilising interactive elements on the website to further engage users. By maintaining this focus on user experience and community involvement, HUMEN can improve sustained growth in website traffic and ultimately drive greater impact in its mission.

The Orange Ball

We were set to execute our inaugural fundraising gala - The Orange Ball in February 2024. However, in the wake of the unfortunate passing of our dear friend and collaborator on the gala Russell Norman, we had to make the decision to postpone The Orange Ball from to October 2024, additionally making it a tribute in his honour. Russell played a pivotal role in curating the menu and supported the overall experience of The Orange Ball. As part of our

strategic considerations, we have opted to shift the venue to Nobu London, engaging in discussions to host the gala there. This decision not only offers a more cost-effective solution due to in house audio and visual capabilities and a reduction in cost per head. This move is expected to amplify brand visibility and offers sponsors the opportunity to showcase their involvement on a broader scale.

To bolster the success of The Orange Ball in October 2024, we have partnered with East Of Eden PR, a renowned firm that specialises in the charity sector. Currently, they are actively engaging with 20 different high-value brands. The collaboration aims to establish meaningful partnerships that not only support the event financially but also contribute to its overall success.

In addition, we are in the early stages of discussions with various hosts and entertainers to ensure an unforgettable experience for attendees; creating an atmosphere that pays homage to Russell Norman's contributions while embracing the spirit of celebration and philanthropy.



Finances

We achieved a remarkable increase in our receipts, achieving an impressive total of £983,665, a significant rise from £409,130 in the previous year. This

growth underscores the enduring strength and resilience of our organisation, reflecting our commitment to excellence and real change.

The substantial funding we received was primarily sourced from a diverse array of respected trusts, foundations, donors, and corporate partnerships. This robust backing not only highlights the confidence that stakeholders have in our mission but also positions us favorably for future initiatives.

Looking ahead to the upcoming year, we anticipate a temporary decrease in receipts as we embark on executing our inaugural Orange Ball gala. This event represents a pivotal moment for HUMEN, as we expand our capacity to host our first fundraising gala. While we expect initial costs associated with this ambitious undertaking to impact our financial performance and capacity, we view this as a strategic investment in our future growth and outreach capabilities.

In summary, our financial trajectory demonstrates not only our current success but also our proactive approach to enhancing our fundraising efforts through innovative events like The Orange Ball. We remain committed to leveraging the support of our community and partners to drive sustainable growth and impact in the years to come.

Reserves

The trustees of HUMEN hold a fiduciary responsibility to effectively manage financial risk and ensure that the organisation can meet its financial obligations as they arise. As a relatively nascent charity, HUMEN has strategically established a policy to maintain unrestricted cash reserves equivalent to a minimum of three months' expenditure. This prudent approach not only safeguards the charity's operational continuity but also enhances its financial resilience in an unpredictable funding environment.

This approach fosters stakeholder confidence among donors and partners who seek assurance that their contributions are being managed responsibly. A transparent reserves policy enhances HUMEN's credibility and supports its long-term sustainability objectives.

Our Team

River Hawkins' strategic acumen and commitment to the cause are evident in his decision making and negotiation skills, evidenced by the array of sponsorship deals and incredible working relationships he has secured and fostered. Partnerships with industry giants such as Decathlon, Heineken, BetterHelp, Vitabiotics, Ted Baker, Outernet, Global and Amazon underscore the widespread support and recognition of the charity's mission.

HUMEN has strategically embraced outsourcing as a means to optimise its operational efficiency and cost-effectiveness. This decision is particularly salient in the Third Sector, where resource constraints often necessitate innovative approaches to sustain impactful programs without incurring excessive overhead costs.

Outsourcing allows us to engage specialised expertise on a project-by-project basis, thereby circumventing the financial burden associated with hiring full-time personnel. This model is especially advantageous for charities that operate within fluctuating demand cycles, as it provides the flexibility to scale resources up or down according to specific project needs. By leveraging external providers, HUMEN can allocate its financial resources more judiciously.

The financial implications of outsourcing are significant. By engaging third-party service providers for functions such as marketing, event management, and administrative support, we can realise substantial cost savings. This approach eliminates the need for long-term commitments associated with permanent staff, including salaries, benefits, and training expenses. According to industry insights, charities that implement outsourcing strategies can reduce operational costs by as much as 30% while simultaneously enhancing service delivery capabilities.

Moreover, outsourcing mitigates the risks associated with underutilisation of staff during off-peak periods. By employing external experts only when necessary, we have been able to maintain a lean operational structure that adapts dynamically to changing project demands. It is also extremely advantageous due to our pro bono relationships as no cost is involved with these partnerships, such as Saatchi and Saatchi Wellness. This not only preserves financial resources but also enhances organisational agility, an

essential characteristic in the nonprofit landscape where responsiveness to community needs is paramount.

Outsourcing also affords us access to specialised knowledge and skills that may not be available in-house. For instance, by partnering with experts in marketing or advertising we can enhance its outreach efforts and program effectiveness without the steep learning curve associated with developing these competencies internally. This strategic alignment with external specialists ensures that HUMEN remains at the forefront of best practices in mental health promotion and community engagement.

By delegating non-core functions to external partners, HUMEN can concentrate its internal resources on its primary mission—advancing men's mental health awareness and support services. This focus is critical for maximizing impact that directly benefits our beneficiaries.

Speaking on these strategic achievements, River Hawkins emphasised the importance of perseverance and collaboration in driving social change. *"My journey with HUMEN underscores the transformative power of perseverance and belief in one's vision. Together, we can rewrite the narrative surrounding men's mental health, creating a world where support is accessible to all."*

River Hawkins continues to break new ground and inspire change, his unwavering commitment to men's mental health serves as a beacon of hope for millions around the world. As the nonprofit sector continues to evolve in response to economic pressures and changing societal needs, outsourcing will likely remain a pivotal strategy for organisations like us seeking to optimise our operations while fulfilling their critical missions.

Public Statement Benefit

The activities of HUMEN, which the trustees have overseen, have been in line with the guidance issued by the Charity Commission on public health and in accordance with Section 17 of the Charities Act 2011.

Signed on behalf of the Trustees



Nick Coleridge

(Acting) Chair and Trustee

Date: 29thJan25

Humen

Accounts for the year ended 31st March 2024

Receipts and Payments Account for the year ended 31st March 2024

	Note	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2024
		£	£	£	£
Receipts					
Grants			307,486	307,486	317,500
Corporate Donations		653,877		653,877	12,000
Donations		2,945		2,945	6,042
Gift Aid		5,350		5,350	11,244
Other		14,007		14,007	62,344
Total Receipts	**1**	**676,179**	**307,486**	**983,665**	**409,130**
Payments					
Funds Spent on Projects		123,220		123,220	225,673
Fundraising Costs		24,500		24,500	1,569
Other Costs		671,742		671,742	15,533
Total Payments	**2**	**819,962**		**819,962**	**242,775**
Surplus of Receipts over Payments		**163,703**		**163,703**	**166,355**

Humen

Accounts for the year ended 31st March 2023

1. Income

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2022
Grants				
Postcode Society Trust		16,486	16,486	
Oliver Fisher		280,000	280,000	
Cherry Parkes				280,000
Robertson Trust		11,000	11,000	10,000
Evan Cornish Foundation				3,500
Other Grants				24.000
Total Grants		**307,486**	**307,486**	**317,500**
Corporate Donations				
Decathlon				-
DPD Donation				-
Other	653,877		653,877	12,000
Total Corporate Donations	**653,877**		**653,877**	**12,000**
Donations				
Major donors	11,617		11,617	6,042
Other	2,945		2,945	-
Total Donations	**14,562**		**14,562**	**6,042**
Gift Aid	5,350		5,350	11,244
Sponsored Events	779		779	62,074
Total Receipts	**6,129**		**6,129**	**7,331**
Interest Received	**1,610**		**1,610**	**270**
				409,130

2. Payments

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2023
Personnel costs	96,993	-	96,993	170,574
Rent	2,521	-	2,521	10,433
Marketing	16,723	-	16,763	36,514
Fundraising costs	508,688	-	508,688	1,569
Donation platform costs	574	-	574	598
Legal and other advisor costs	25,256	-	25,256	1,609
HUMEN Space		4,276	4,276	12,572
IT costs	20,005	-	20,005	387
Campaign costs	24,500	-	24,500	6,013
Insurance	146		146	146
Other costs	120,280	-	120,280	23,60
	815,686	**4,276**	**819,962**	**242,775**

HUMEN
BALANCE SHEET AS AT 31 MARCH 2024

	2024
Fixed Assets	
Tangible Assets	
Computer Equipment	894
Total Fixed Assests	894
Cash at Bank and In Hand	
current 8803	27,014
Savings 8811	225,898
Cash at Bank and In Hand	252,912
Current Assests	
Prepayments	0
Stripe	35
Total current Assests	35
NET CURRENT ASSESTS	252,947
Creditors amout falling due within one year	
Traid creditors	
Creditors	0
Total Trade Creditors	894
current liabilities	2,854
Payroll clearing	0
Pension Control	257
Total curret liabilities	3,111
Total creditors: amount falling due within one year	3,111
NET CURRENT ASSESTS (liabilities	249,836
Total Assets Less Current Liabilities	250,730
chairty funds	
Opening Balance Equity	137,985
Retained Earnings	-50,958
Surplus for the year	163,703
Total Charity Funds	250,730

HUMEN

Registered Charity Number 1174806

Independent examiner's report to the trustees of HUMEN

I report to the trustees on my examination of the accounts of HUMEN for the year ended 31 March 2024.

Responsibilities and basis of report

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

I report in respect of my examination of the Trust's accounts carried out under section 145 of 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 Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or

2. the accounts do not accord with those records.

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

Signed: Harry J levine

Name:
Green Levine & Associates

Address:
132A Boundary Road
London
NW8 0RH

Date: 29/01/2024

HUMEN

England & Wales - Charity number 1174806

Accounts

HUMEN

Registered Charity No. 1174806

Accounts for the Year Ended
31st March 2023

HUMEN

Trustees' report for the year ended 31st March 2023

Reference and Administrative Details of the Charity, and its Trustees

Charity Name:	HUMEN
Registered Charity Number:	1174806
Structure and governance:	Charitable incorporated Organisation; registered 25th September 2017 and governed by a constitution amended on 1st September 2022
Registered Address:	3rd Floor Front, 121-123 Charing Cross Road, London, WC2H 0EW
Trustees:	Mr Renato Giacon Mr Nick Coleridge
Independent Examiner:	Harry Levine, GreenLevine & Associates (ACA)

Appointment of Trustees

New trustees are appointed by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as trustees, HUMEN's trustees have regard to the skills, knowledge and experience needed for the effective administration of the charity.

The Charitable Objectives

The objects of HUMEN are:

For the public benefit, the advancement of health – in particular men's mental health – across the UK, specifically but not exclusively by:

(a) The provision of accessible and preventative solutions to male mental ill-health;

(b) The promotion of the prevention of male mental ill-health and the need for this to be a first-line approach;

(c) The advancement of the education of the general public about all aspects of men's mental health and the need to improve and maintain it; and

(d) The promotion of equality and diversity by raising awareness around socially conditioned beliefs about gender.

The Charity's Main Activities

HUMEN is leading a movement to improve and maintain men's mental health principally through The HUMEN Spaces, non-clinical and anonymous spaces for men to talk, listen and connect on a regular basis across the UK in order to provide an accessible and preventative solution to men suffering in silence and dying too young. It further supports its aim through social and other media.

This Year's Activities

In the wake of the COVID-19 pandemic and the subsequent transition to online operations, HUMEN has made significant strides in the financial year up to 31st March 2023. The charity has not only reopened its physical spaces but has also expanded its presence by establishing new locations, including Birmingham. This expansion, alongside the continuation of the HUMEN online space, has allowed for a broader engagement with the global community, underscoring the organisation's commitment to its mission of supporting mental health and wellbeing in an evolving societal landscape.

HUMEN has experienced remarkable growth across various fronts. Community engagement saw a significant increase, with membership growing by over 15% to 82,405 community members and direct beneficiaries. Social

media has played a pivotal role in this expansion, with audience numbers on Instagram and Facebook skyrocketing by 263.4% and 254.4%, respectively. These platforms have been crucial in reaching younger men and supporting the charity's objectives, bolstering its appeal to grant-giving bodies and potential corporate partners. The success of campaigns such as Rise Against Suicide and the University Mental Health League Table (UMHLT) has further elevated HUMEN's profile, demonstrating the organisations ability to significantly impact mental health awareness and support.

Looking ahead, HUMEN aims to launch new projects, expand its spaces, continue its impactful campaigns, and further increase its social media reach, all while leveraging the power of storytelling and strengthening strategic partnerships to advance its mission of improving mental health services and awareness nationwide.

Despite ongoing efforts in mental health awareness and support, the challenge remains stark. In 2022, England saw a persistently high number of suicides, underscoring the grave reality that suicide continues to be the leading cause of death among men under the age of 50. Men still account for approximately three-quarters of all suicide deaths annually, a distressing statistic that highlights the gender disparity in mental health outcomes. Recent data from the Office for National Statistics (ONS) indicate that men, particularly those from mixed and white ethnic backgrounds, face the highest rates of suicide. The Samaritans' crucial role in providing support is more apparent than ever, with their helplines answering a call every 10 seconds. Furthermore, the stark reality that someone dies by suicide every 90 minutes in the UK alone emphasises the critical importance of our mission to lower these numbers and address this public health emergency.

The HUMEN Spaces

In response to the COVID-19 pandemic, the closure of all our physical HUMEN Spaces last year necessitated a pivot to fully online operations.

This financial year, up to 31st March 2023, saw us earnestly working towards our core charitable objectives, with a strong focus on not just reopening our physical spaces but also broadening our footprint by establishing new locations, including in cities like Birmingham.

Achieving this goal marks a significant milestone for us. We have continued to operate the online HUMEN space, leveraging the broader engagement and impact achieved during its online-only period. Our strategy of blending physical presence with our online platform ensures that we stay connected with our community across the globe, emphasising our dedication to our mission in an evolving world.

Community

We grew our community by over 15% during the year ending 31st March 2022, with 82,405 community members and direct beneficiaries for the financial year.

Social Media

Social media remains a formidable asset for HUMEN, serving as a key channel to connect with a vast audience, which has not only continued to grow but also thrived, drawing in supporters, beneficiaries, and individuals grappling with suicide and mental health issues. This year, we witnessed an exceptional growth in our social media presence, with our audience on Instagram and Facebook expanding by 263.4% and 254.4% respectively, reflecting a significant increase that includes a 15% growth from our last report.

Social media proves to be an invaluable tool in reaching our core demographic, especially younger men, enabling us to cultivate and engage with a community that would otherwise be out of reach due to financial constraints. Our platforms are instrumental in supporting our charitable objectives, aligning seamlessly with our campaigns and media efforts.

Moreover, our burgeoning social media following enhances our appeal in the eyes of grant-giving entities and prospective corporate partners. Both are keen on seeing our active engagement with a diverse audience and our capacity to generate a broad impact, which our social media efforts successfully deliver.

Rise Against Suicide

The second Rise Against Suicide campaign, which took place on 4th December 2022, marked a remarkable achievement, doubling its reach to an impressive 507 million, showcasing a 101% increase compared to the

previous year. This expansion was evident as the event unfolded seamlessly across 18 locations, up from 11 in collaboration with Decathlon last year, with 16 of these venues being Heineken pubs, thanks to our successful partnership, alongside two independently recruited venues. This growth underscores our ability to foster meaningful collaborations and extend our event's footprint.

Despite the challenging landscape for public fundraising, impacted by the cost of living and projected declines in charity income, our campaign navigated these waters with strategic adaptations. While fundraising did not meet our ambitious targets, the campaign was still an overwhelming success for HUMEN as well as gaining a total media reach of 507 million. The coverage included an exclusive video for the Independent plus 32 broadcast pieces including the BBC, London Live and ITV.

The engagement of celebrities, including Harry Collett and Dr. Kishan Bodalia, brought a unique dimension to our campaign, despite facing more challenges compared to the previous year's star-studded support. This variance in celebrity involvement offers lessons in leveraging public figures' influence effectively.

University Mental Health League Table

UMHLT campaign marked a significant milestone in raising awareness about the state of mental health services across universities. Launched with a 24-hour exclusive by The Guardian on June 29th 2022, the campaign quickly gained momentum, amassing a remarkable media reach of 218,513,727 within the first week alone. Key media highlights include substantial coverage by major outlets such as The Guardian with a reach of 23 million, BBC Radio 1 reaching 11 million, the Telegraph Online at 25 million, and the BBC website with 20 million.

Despite the campaign's success, it faced challenges from lower-performing universities attempting to discredit the data. However, HUMEN's strategic collaboration with Premier PR, Advance Pro Bono, and Grape Data ensured a strong defense through robust responses and additional data publication where needed.

Central to the campaign's success is its role in spotlighting the discrepancies in university mental health services and catalysing discussions about the urgent need for improved support for students. This initiative has not only enhanced HUMEN's position in advocating for men's mental health but has also generated valuable content for engaging Major Donors, supporting grant applications, and sparking new partnership dialogues, such as with Dr. Kishan Bodalia, a prominent media doctor and mental health influencer.

Through strategic media engagement, robust defense against criticism, and innovative advertising efforts, the UMHLT campaign has made significant strides in promoting the importance of mental health support in academic settings, underscoring HUMEN's commitment to improving mental health awareness and services at universities nationwide.

Finances

We were encouraged by reaching a similar level of fundraising from previous year, in-spite of the limitations resulting from COVID-19 lockdown and social distancing. We increased our receipts to £409,00 , from £185,309 in the previous year, reflecting the continuing strength of the organisation. Much of our funding came from respected trusts, foundations and donors.

Reserves

The trustees have a duty to manage financial risk and ensure financial commitments can be met as they fall due. HUMEN is a relatively new charity, and, in the current circumstances, the trustees aim to hold unrestricted cash balances equivalent to a minimum of three months unrestricted expenditure. At the year end, our unrestricted reserves represented more than three months' expenditure.

Our team

None of what we have achieved in the past year would have been possible without the dedication and enthusiastic commitment of founder River Hawkins and the team of volunteers who are responsible for supporting the operations of The HUMEN Spaces. What our volunteers do is remarkable, and the trustees are extremely grateful to them all.

Looking Forward

The key objectives for the next financial year are to:

- Launch the HUMEN Space 1:1 with a leading psychotherapy platform

- Expand the HUMEN Spaces to new locations
- Evolve the annual suicide preveniton campaign
- Launch our inaugural charity fundraising gala
- Continue to use the power of storytelling, a core identity of HUMEN to expand our reach
- Continue to grow our strategic partnerships
- Refine and expand the HUMEN University Mental Health League
- Advance our 60k+ strong social media reach via our platforms
- Secure high value media Gifts-in-Kind (TV and Digital Out of Home), increasing visibility to reach more men in need
- Develop the HUMEN website to include additional functionalities such as a resources page, an in memory page and an impact page

Public Benefit Statement

The activities of HUMEN, which the trustees have overseen, have been in line with the guidance issued by the Charity Commission on public health and in accordance with Section 17 of the Charities Act 2011.

Signed on behalf of the Trustees



Nick Coleridge
(Acting) Chair and Trustee
Date: 25th Janaury 2024

HUMEN

Accounts for the year ended 31st March 2023

Signed by the Chair
On behalf of all the Trustees



Nick Coleridge
(Acting) Chair and Trustee
Date: 25th Janaury 2024

HUMEN

Accounts for the year ended 31st March 2022

HUMEN

Registered Charity Number 1174806

Independent examiner's report to the trustees of HUMEN

I report to the trustees on my examination of the accounts of HUMEN for the year ended 31 March 2023.

Responsibilities and basis of report

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

I report in respect of my examination of the accounts carried out under section 145 of 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 Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or

2. the accounts do not accord with those records.

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

Signed:

Name:
Harry Levine, GreenLevine & Associates

Relevant professional qualification and membership of professional bodies:
Associate Chartered Accountant (ACA)

Address:

Date:

Humen

Accounts for the year ended 31st March 2023

Receipts and Payments Account for the year ended 31st March 2023

	Note	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2022
		£	£	£	£
Receipts					
Grants		24,000	293,500	317,500	33,769
Corporate Donations		-	12,000	12,000	14,750
Donations		6,042	-	6,042	134,213
Gift Aid		11,244	-	11,244	2,565
Other		62,344	-	62,344	12
Total Receipts	**1**	**103,630**	**305,500**	**409,130**	**185,309**
Payments					
Funds Spent on Projects		213,101	12,572	225,673	(151,314)
Fundraising Costs		1,569	-	1,569	(222)
Other Costs		15,523	10	15,533	(18,070)
Total Payments	**2**	**230,193**	**12,582**	**242,775**	**(169,606)**
Excess of Receipts over Payments				**166,355**	**15,702**
Cash in Bank at 31st March 2022				153,687	137,985
Cash in Bank at 31st March 2023				**320,042**	**153,687**

Statement of Assets as at 31st March 2022 **2023**

	Note	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2022
		£	£	£	£
Cash in Bank		-	-	320,042	153,687
Total Assets		**-**	**-**	**320,042**	**153,687**
		-	-	-	**-**

Humen

Accounts for the year ended 31st March 2023

1. Income

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2022
Grants				
Garfield Weston Foundation	-	-	-	1,500
Main Grants	-	-	-	9,060
Cherry Parkes	-	280,000	280,000	-
Robertson Trust	-	10,000	10,000	-
Evan Cornish Foundation	-	3,500	3,500	-
Other Grants	24,030	-	24.000	9,580
Total Grants	**24,000**	**293,500**	**317,500**	**33,769**
Corporate Donations				
Decathlon	-	-	-	14,500
DPD Donation	-	-	-	-
Other	-	12,000	12,000	250
Total Corporate Donations	**-**	**12,000**	**12,000**	**14,750**
Donations				
Major donors	6,042	-	6,042	56,100
Other	-	-	-	78,113
Total Donations	**6,042**	**-**	**6,042**	**134,213**
Gift Aid	11,244	-	11,244	2,565
Sponsored Events	-	62,074	62,074	12
Total Receipts	**103,630**	**367,582**	**408,860**	**185,309**
Interest Received	**270**		**270**	
	35,244			

2. Payments

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2022
Personnel costs	170,574	-	170,574	(121,195)
Rent	10,433	-	10,433	(10,925)
Marketing	36,514	-	36,514	(3,258)
Fundraising costs	1,569	-	1,569	(222)
Donation platform costs	598	-	598	(430)
Legal and other advisor costs	1,609	-	1,609	-
HUMEN Space		12,572	12,572	(1,370)
IT costs	387	-	387	-
Campaign costs	6,013	-	6,013	(25,061)
Insurance	136	10	146	(145)
Other costs	2,360	-	2,360	(7,000)
	230,193	**12,582**	**242,775**	**(169,606)**

HUMEN

Registered Charity Number 1174806

Independent examiner's report to the trustees of HUMEN

I report to the trustees on my examination of the accounts of HUMEN for the year ended 31 March 2023.

Responsibilities and basis of report

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

I report in respect of my examination of the accounts carried out under section 145 of 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 Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or

2. the accounts do not accord with those records.

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

Signed:

Name:
Green Levine & Associates

Address:

132A Boundary Road
London
NW8 0RH

Date:

25/1/24

HUMEN

England & Wales - Charity number 1174806

Accounts

HUMEN

Registered Charity No. 1174806

Accounts for the Year Ended
31st March 2022

HUMEN

Trustees' report for the year ended 31st March 2022

Reference and Administrative Details of the Charity, and its Trustees

Charity Name:	HUMEN
Registered Charity Number:	1174806
Structure and governance:	Charitable incorporated Organisation; registered 25th September 2017 and governed by a constitution amended on 1st September 2020
Registered Address:	3rd Floor Front, 121-123 Charing Cross Road, London, WC2H 0EW
Trustees:	Mr Renato Giacon Mr Jaimin Allen Mr Jason Kelly (appointed 31st March 2022) Mrs Caroline McGovern (resigned 31st March 2022) Mr Jeff Holland (resigned 27th March 2022)
Independent Examiner:	Graeme Smith, ACA

Appointment of Trustees

New trustees are appointed by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as trustees, HUMEN's trustees have regard to the skills, knowledge and experience needed for the effective administration of the charity.

The Charitable Objectives

The objects of HUMEN are:

For the public benefit, the advancement of health – in particular men's mental health – across the UK, specifically but not exclusively by:

(a) The provision of accessible and preventative solutions to male mental ill-health;

(b) The promotion of the prevention of male mental ill-health and the need for this to be a first-line approach;

(c) The advancement of the education of the general public about all aspects of men's mental health and the need to improve and maintain it; and

(d) The promotion of equality and diversity by raising awareness around socially conditioned beliefs about gender.

The Charity's Main Activities

HUMEN is leading a movement to improve and maintain men's mental health principally through The HUMEN Spaces, non-clinical and anonymous spaces for men to talk, listen and connect on a regular basis across the UK in order to provide an accessible and preventative solution to men suffering in silence and dying too young. It further supports its aim through social and other media.

This Year's Activities

The financial year began with the continued disruption of a COVID-19 lockdowns and restrictions on movement as it had in the previous year, a state of affairs that has continued to highlight mental health issues and the importance of a preventative approach. Thankfully, by the end of the financial year the government had announced the lifting of all restrictions in England, following the successful vaccination problem.

Notwithstanding, there were over 5,000 suicides registered in England in 2021. Suicide is the biggest cause of death in men under the age of 50 and around three quarters of deaths from suicides each year are men. On top of this, according to data from the Office for National Statistics (ONS), the highest rates of suicide in men have been in mixed and white ethnic groups. The Samaritans answer a call for help every 10 seconds, and tragically, around every 90 minutes someone dies from suicide in the UK alone. Our mission remains as critical as ever in a bid to reduce these numbers.

The HUMEN Spaces

Because of the COVID-19 restrictions, all physical HUMEN Spaces remained closed throughout the financial year, and we continued to operate the online HUMEN space on a weekly basis. Whilst the preference would always be to hold physical spaces, one of the positives of holding the space online was to enable a wider geographical reach. In fact, attendance increased on the online platform which included attendees from many different countries from Australia, South Africa, USA, India, Bali, Spain, Italy, Dubai, and Peru.

It is the intention of HUMEN to commence the re-opening of the physical spaces during the year ending 31st March 2023, and to continue with the online HUMEN space. As one of our core charitable objectives, we see re-opening the existing spaces, as well as expanding into new cities, as a key priority going into the next financial year.

Community

We grew our community by over 37% during the year ending 31st March 2022, with 52,304 community members and direct beneficiaries for the financial year.

Social Media

Social media continues to be a strength for HUMEN. We are able to reach a large audience that has continued to grow, attracting supporters, beneficiaries, and those affected by suicide and mental health challenges. During the year our social audience expanded by 228.9% and 221.2% for Instagram and Facebook respectively.

Social media is an effective way to reach our target demographic, particularly for younger men, and allows us to build and engage with an audience that would otherwise be too expensive to reach sustainably. Our channels support our charitable mission and are also used to align with campaigns and press activity.

Our social media audience also acts as an asset in the context of grant applications to trusts, and for potential partnerships with corporations. In both cases, organisations want to see us engaging with a broad audience and having a wide impact and reach, which social media provides.

Rise Against Suicide

The year saw the successful launch of the Rise Against Suicide Sunrise Walk, which took place on 4th November 2021, in the lead up to International Men's Day. The campaign involved each participant walking 4,657 metres in honour of the 4,657 men who took their lives during 2020, and aimed to bring friends, families and communities together. The campaign featured HUMEN ambassador Andrew Scott, as well as brand supporters David Gandy and Emma Rigby whose support we are very grateful for.

The campaign was an overwhelming success and raised approximately £63,000 for HUMEN as well as attaining a total media reach of 231 million. The coverage included a double page spread in the Daily Mail and Belfast Telegraph, plus 9 broadcast hits including BBC Morning Live and Sky News.

The second version of this campaign took place on 4th December 2022, whereby we honoured the 5,151 men who took their lives in 2021.

University Mental Health League Table

During the year, we saw the completion of the data compilation for the first ever university mental health league table, ranking universities according to how well they support student's mental wellbeing. The first table was published shortly after the year end on 22nd June 2022, involving 80 universities, and the unique and insightful nature of this campaign received significant press coverage and media reach.

It is one of HUMEN's key aims to continue with this campaign and to widen the survey further to include all universities to continue to raise awareness of mental wellbeing amongst students and under 24s in general.

Finances

We were encouraged by reaching a similar level of fundraising from previous year, in-spite of the limitations resulting from COVID-19 lockdown and social distancing. We increased our receipts to £185,309, from £176,789 in the previous year, reflecting the continuing strength of the organisation. Much of our funding came from respected trusts, foundations and donors. Our reserves increased to £153,687 as of 31st March 2022 (from £137,985 as of 31st March 2021).

Reserves

The trustees have a duty to manage financial risk and ensure financial commitments can be met as they fall due. HUMEN is a relatively new charity, and, in the current circumstances, the trustees aim to hold unrestricted cash balances equivalent to a minimum of three months' unrestricted expenditure. At the year end, our unrestricted reserves represented more than three months' expenditure.

Our team

None of what we have achieved in the past year would have been possible without the dedication and enthusiastic commitment of founder River Hawkins and the team of volunteers who are responsible for supporting the operations of The HUMEN Spaces. What our volunteers do is remarkable, and the trustees are extremely grateful to them all.

Looking forward

The key objectives for the next financial year are to:

- Re-open the existing physical HUMEN spaces in line with the removal of COVID-19 restrictions
- Expand the spaces to new locations
- Launch the second year of Rise Against Suicide Campaign
- Refine and expand the University Mental Health League
- Continue to increase social media reach via our platforms

Public Benefit Statement

The activities of HUMEN, which the trustees have overseen, have been in line with the guidance issued by the Charity Commission on public health and in accordance with Section 17 of the Charities Act 2011.

Signed on behalf of the Trustees



Jaimin Allen
(Acting) Chair and Trustee
Date:

HUMEN

Accounts for the year ended 31st March 2022

Receipts and Payments Account for the year ended 31st March 2022

	Note	Unrestricted Funds £	Restricted funds £	Total £	Y/E 31st March 2021 £
Receipts					
Grants		2,209	31,560	33,769	57,080
Corporate Donations		10,750	4,000	14,750	5,000
Donations		134,213	-	134,213	106,672
Gift Aid		2,565	-	2,565	8,032
Other		12	-	12	5
Total Receipts	**1**	**149,749**	**35,560**	**185,309**	**176,789**
Payments					
Funds Spent on Projects		(124,660)	(26,654)	(151,314)	(47,695)
Fundraising Costs		(222)	-	(222)	(1,138)
Other Costs		(16,635)	(1,435)	(18,070)	(4,783)
Total Payments	**2**	**(141,517)**	**(28,089)**	**(169,606)**	**(53,616)**
Excess of Receipts over Payments		**8,231**	**7,471**	**15,702**	**123,173**
Cash in Bank at 31st March 2021		115,405	22,580	137,985	14,811
Cash in Bank at 31st March 2022		**123,636**	**30,051**	**153,687**	**137,985**

Statement of Assets as at 31st March 2022

	Note	Unrestricted Funds £	Restricted funds £	Total £	Y/E 31st March 2021 £
Cash in Bank		123,636	30,051	153,687	137,985
Total Assets		**123,636**	**30,051**	**153,687**	**137,985**

Signed by the Chair
On behalf of all the Trustees



Jaimin Allen
(Acting) Chair and Trustee

HUMEN

Accounts for the year ended 31st March 2022

1. Income

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2021
Grants				
Garfield Weston Foundation	-	15,000	15,000	-
Main Grants	-	9,060	9,060	-
RG Foundation	-	-	-	22,500
City Bridge	-	-	-	15,000
Julia & Hans Rausing Trust	-	-	-	10,000
Other Grants	2,209	7,500	9,709	9,580
Total Grants	**2,209**	**31,560**	**33,769**	**57,080**
Corporate Donations				
Decathlon	10,500	4,000	14,500	-
DPD Donation	-	-	-	5,000
Other	250	-	250	-
Total Corporate Donations	**10,750**	**4,000**	**14,750**	**5,000**
Donations				
Major donors	56,100	-	56,100	60,000
Other	78,113	-	78,113	46,672
Total Donations	**134,213**	**-**	**134,213**	**106,672**
Gift Aid	2,565	-	2,565	8,032
Other	12	-	12	5
Total Receipts	**149,749**	**35,560**	**185,309**	**176,789**

2. Payments

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2021
Personnel costs	(103,303)	(17,893)	(121,195)	(44,490)
Rent	(9,954)	(971)	(10,925)	(1,900)
Marketing	(3,074)	(184)	(3,258)	(1,426)
Fundraising costs	(222)	-	(222)	(1,138)
Donation platform costs	(430)	-	(430)	(885)
Legal and other advisor costs	-	-	-	(878)
HUMEN Space	-	(1,370)	(1,370)	(613)
IT costs	-	-	-	(399)
Campaign costs	(17,854)	(7,207)	(25,061)	(280)
Insurance	(136)	(9)	(146)	(144)
Other costs	(6,545)	(454)	(7,000)	(1,461)
	(141,517)	**(28,089)**	**(169,606)**	**(53,616)**

HUMEN

Registered Charity Number 1174806

Independent examiner's report to the trustees of HUMEN

I report to the trustees on my examination of the accounts of HUMEN for the year ended 31 March 2022.

Responsibilities and basis of report

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

I report in respect of my examination of the accounts carried out under section 145 of 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 Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or

2. the accounts do not accord with those records.

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

Signed: 

Name:
Graeme Smith

Relevant professional qualification and membership of professional bodies:
Associate Chartered Accountant (ACA)

Address:

30 Acorn Way
London
SE23 2XU
UK

Date: 23 January 2023

HUMEN

England & Wales - Charity number 1174806

Accounts

HUMEN

Registered Charity No. 1174806

Accounts for the Year Ended
31st March 2021

HUMEN

Trustees' report for the year ended 31st March 2021

Reference and Administrative Details of the Charity, and its Trustees

Charity Name:	HUMEN
Registered Charity Number:	1174806
Structure and governance:	Charitable incorporated Organisation; registered 25th September 2017 and governed by a constitution amended on 1st September 2020
Registered Address:	3rd Floor Front, 121-123 Charing Cross Road, London, WC2H 0EW
Trustees:	Mr Jaimin Allen (appointed 6th November 2021) Mr Stephen Brough (resigned 31st March 2021) Mr William Donoghue (appointed 21st October 2020, resigned 30th June 2021) Mr Renato Giacon Mr Jeff Holland Ms Caroline McGovern (appointed 16th December 2020) Ms Patricia Nicholson (resigned 20th November 2021)
Independent Examiner:	Graeme Smith, ACA

Appointment of Trustees

New trustees are appointed by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as trustees, HUMEN's trustees have regard to the skills, knowledge and experience needed for the effective administration of the charity.

The Charitable Objectives

The objects of HUMEN are:

For the public benefit, the advancement of health – in particular men's mental health – across the UK, specifically but not exclusively by:

(a) The provision of accessible and preventative solutions to male mental ill-health;

(b) The promotion of the prevention of male mental ill-health and the need for this to be a first-line approach;

(c) The advancement of the education of the general public about all aspects of men's mental health and the need to improve and maintain it; and

(d) The promotion of equality and diversity by raising awareness around socially conditioned beliefs about gender.

The Charity's Main Activities

HUMEN is leading a movement to improve and maintain men's mental health principally through The HUMEN Spaces, non-clinical and anonymous spaces for men to talk, listen and connect on a regular basis across the UK in order to provide an accessible and preventative solution to men suffering in silence and dying too young. It further supports its aim through social and other media.

This Year's Activities

We grew our community by over 52% the year ending 31st March 2021 with 38,078 community members and 2,689 direct beneficiaries for the financial year.

The HUMEN Spaces

We sought to respond to the challenges faced with the closure of our physical HUMEN Spaces due to lockdowns and social-distancing limitations. We continued to expand our HUMEN Spaces online and this format has allowed us to focus on particular demographics. For example, we launched an online HUMEN Space dedicated to PoC/BAME individuals.

Press Coverage

Press activity and campaigning continued during the series of regional and national lockdowns. Health Foundation data showed that depression rates doubled thanks to the restrictions placed on people, while GP diagnoses were down by a quarter. The need for HUMEN's services became only more critical, and we were able to generate coverage including on the BBC TV news for the launch of the HUMEN Space Online.

Social Media

Social media continues to be a strength for HUMEN. We are able to reach a large audience that has continued to grow, attracting supporters, beneficiaries, and those affected by suicide and mental health challenges. During the year our social audience expanded by 40% to over 30,000.

Social media is an effective way to reach our target demographic, particularly for younger men, and allows us to build and engage with an audience that would otherwise be too expensive to reach sustainably. Our channels support our charitable mission and are also used to align with campaigns and press activity.

Our future plans include continued growth, using our social channels to drive direct donations, and expansion to add TikTok to our repertoire. We are currently present on both Facebook and Twitter, with the majority of our audience on Instagram.

Our social media audience also acts as an asset in the context of grant applications to trusts, and for potential partnerships with corporates. In both cases, organisations want to see us engaging with a broad audience and having a wide impact and reach, which social media provides.

University Mental Health League Table

We are creating the first comprehensive university mental health league table to hold universities accountable for how well they support their students. To explore the concept, we conducted a number of surveys using our social media channels to better understand how our followers, many of whom are university students, view the support offered by their university in mental health.

After considering the feedback received, we decided to create the first ranking, based on the results of more expensive surveying conducted by an independent third-party professional firm, of university mental health. The first league table will include 80 universities. Data collection is currently under way, with the results to be published shortly. We intend to release a new ranking every year, adding more universities to the ranking year on year.

Finances

We were encouraged by the increase in fundraising for the year and the growth of our reserves, in-spite of the limitations on fundraising resulting from COVID-19 lockdown and social distancing. We more than tripled our fundraising for the year to £176,789, from £53,315 on the previous year, reflecting the increasing strength of the organisation. Much of our funding came from respected trusts and foundations. Our reserves increased to £137,985 as of 31st March 2021 (from £14,811 as of 31st March 2020).

Reserves

The trustees have a duty to manage financial risk and ensure financial commitments can be met as they fall due. HUMEN is a relatively new charity, and, in the current circumstances, the trustees aim to hold unrestricted cash balances equivalent to a minimum of three months' unrestricted expenditure. At the year end, our unrestricted reserves represented more than three months' expenditure.

Our team

None of what we have achieved in the past year would have been possible without the dedication and enthusiastic commitment of founder River Hawkins and the team of volunteers who are responsible for supporting the operations The HUMEN Spaces. What our volunteers do is remarkable, and the trustees are extremely grateful to them all.

Looking forward

The financial year began and ended with the disruption of a COVID-19 lockdown, a state of affairs that has highlighted mental health issues and the importance of a preventative approach. The way we adapted and have managed has been impressive, and HUMEN will emerge from the crisis a more resilient organisation even better able to make an invaluable contribution to improving mental health among men and thereby benefiting society as a whole.

Public Benefit Statement

The activities of HUMEN, which the trustees have overseen, have been in line with the guidance issued by the Charity Commission on public health and in accordance with Section 17 of the Charities Act 2011.

Signed on behalf of the Trustees



Jeff Holland
(Acting) Chair and Trustee
Date:

HUMEN

Accounts for the year ended 31st March 2021

Receipts and Payments Accout for the year ended 31st March 2021

	Note	Unrestricted Funds £	Restricted funds £	Total £	Y/E 31st March 2020 £
Receipts					
Grants		32,500	24,580	57,080	10,000
Corporate Donations		5,000	-	5,000	1,362
Donations		96,672	10,000	106,672	34,083
Gift Aid		8,032	-	8,032	7,870
Other		5	-	5	-
Total Receipts	**1**	**142,209**	**34,580**	**176,789**	**53,315**
Payments					
Funds Spent on Projects		(37,544)	(10,151)	(47,695)	(39,332)
Fundraising Costs		(1,138)	-	(1,138)	(1,666)
Other Costs		(2,934)	(1,849)	(4,783)	(2,866)
Total Payments	**2**	**(41,616)**	**(12,000)**	**(53,616)**	**(43,864)**
Excess of Receipts over Payments		**100,593**	**22,580**	**123,173**	**9,451**
Cash in Bank at 31st March 2020		14,811	-	14,811	5,360
Cash in Bank at 31st March 2021		**115,405**	**22,580**	**137,985**	**14,811**

Statement of Assets as at 31st March 2021

	Note	Unrestricted Funds £	Restricted funds £	Total £	Y/E 31st March 2020 £
Cash in Bank		115,405	22,580	137,985	14,811
Total Assets		**115,405**	**22,580**	**137,985**	**14,811**

Signed by the Chair
On behalf of all the Trustees

Jeff Holland
(Acting) Chair and Trustee

HUMEN

Accounts for the year ended 31st March 2021

1. Income

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2020
Grants				
RG Foundation	22,500	-	22,500	-
City Bridge	-	15,000	15,000	-
Julia & Hans Rausing Trust	10,000	-	10,000	-
Stelios Philanthropic Foundation	-	-	-	10,000
Other Grants	-	9,580	9,580	-
Total Grants	**32,500**	**24,580**	**57,080**	**10,000**
Corporate Donations				
DPD Donation	5,000	-	5,000	-
Other	-	-	-	1,362
Total Corporate Donations	**5,000**	**-**	**5,000**	**1,362**
Donations				
Major donors	50,000	10,000	60,000	-
Other	46,672	-	46,672	34,083
Total Donations	**96,672**	**10,000**	**106,672**	**34,083**
Gift Aid	8,032	-	8,032	7,870
Other	5	-	5	-
Total Receipts	**142,209**	**34,580**	**176,789**	**53,315**

2. Payments

	Unrestricted Funds	Restricted funds	Total	Y/E 31st March 2020
Personnel costs	(34,790)	(9,700)	(44,490)	(15,700)
Rent	(100)	(1,800)	(1,900)	-
Marketing	(1,426)	-	(1,426)	(2,668)
Fundraising costs	(1,138)	-	(1,138)	(1,666)
Donation platform costs	(885)	-	(885)	-
Legal and other advisor costs	(878)	-	(878)	-
HUMEN Space	(162)	(451)	(613)	(3,791)
IT costs	(399)	-	(399)	(1,600)
Campaign costs	(280)	-	(280)	(17,173)
Insurance	(144)	-	(144)	-
Other costs	(1,413)	(49)	(1,461)	(1,266)
	(41,616)	**(12,000)**	**(53,616)**	**(43,864)**

HUMEN

Registered Charity Number 1174806

Independent examiner's report to the trustees of HUMEN

I report to the trustees on my examination of the accounts of HUMEN for the year ended 31 March 2021.

Responsibilities and basis of report

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

I report in respect of my examination of the accounts carried out under section 145 of 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 Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or

2. the accounts do not accord with those records.

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

Signed: Graeme Smith

Name:
Graeme Smith

Relevant professional qualification and membership of professional bodies:
Associate Chartered Accountant (ACA)

Address: 30 Acorn Way
London
SE23 2XV

Date: 29 Jan 2022