

BE ME PROJECT

England & Wales · Charity number 1175239

Details

Status Registered

Legal form CIO

Registered 2017-10-19

Register [View on the Charity Commission register](#)

Contact

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The Mayflower Centre
Lyons Court
Dorking
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Website <http://www.bemeproject.org>

Activities

Objects: 1) TO ADVANCE YOUNG PEOPLE IN LIFE THROUGH PROJECTS AND ACTIVITIES AND ADVANCE THE SOCIAL, MORAL, CULTURAL AND SPIRITUAL EDUCATION OF THE PUBLIC, THROUGH COURSES, CLASSES, ACTIVITIES, ADVICE AND GUIDANCE SO AS TO DEVELOP THEIR SKILLS, CAPACITIES AND CAPABILITIES TO ENABLE THEM TO PARTICIPATE IN SOCIETY AS MATURE AND RESPONSIBLE INDIVIDUALS. 2) TO ADVANCE THE CHRISTIAN FAITH FOR THE BENEFIT OF THE PUBLIC THROUGH COURSES, CLASSES AND ACTIVITIES.

Activities: Be Me Project provides support for a wide spectrum of people ranging from young people in secondary school to younger women within our communities. It delivers courses and one to one sessions that encourage positive mental wellbeing, confident mind-sets, inspiring people to be uniquely themselves and raising levels of self esteem and resilience.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, Religious Activities, Economic/community Development/employment
- **Who:** Children/young People, The General Public/mankind

Geography

- Cumbria
- Kent
- Surrey

Finances

| Period end | Income | Expenditure | Assets | Employees |
|------------|----------|-------------|--------|-----------|
| 2025-07-31 | £234,786 | £190,948 | - | - |
| 2024-07-31 | £176,288 | £179,206 | - | - |
| 2023-07-31 | £176,961 | £173,041 | - | - |
| 2022-07-31 | £171,553 | £100,569 | - | - |
| 2021-07-31 | £69,108 | £57,354 | - | - |

Trustees

| Name | Role | Appointed |
|-----------------------|------|------------|
| ALISON RUTH THOMAS BA | | 2017-10-19 |
| Dr Elisabeth Moffett | | 2022-02-01 |
| Elizabeth Marlow | | 2022-02-01 |
| JUSTIN THOMAS | | 2017-10-19 |
| PIERIS HAJITTOFI | | 2017-10-26 |
| Richard Harrington | | 2024-09-17 |
| Stephen Barnes | | 2022-02-01 |

BE ME PROJECT

England & Wales - Charity number 1175239

Accounts

BE ME PROJECT

identity ~ truth ~ purpose



10 YEARS



TRUSTEES' ANNUAL REPORT 1ST AUGUST 2024 - 31ST JULY 2025

“

I don't want it to end! It made me look forward to Monday! It was always fun and I always felt very welcomed and comfortable. It starts the week off good and I feel better after Be Me.

Participant

”

CHALLENGES

- Continuing sharp increase in the need for mental health support for young people, and emotionally-based non attendance
- Schools acknowledging that they cannot educate without wellbeing intervention
- It is harder to get well qualified course leaders for part time work in the cost of living crisis

OUR RESPONSE

- Exploration of new ways of providing our services that can get to significantly more people cost-efficiently
- Developing new ways of providing longer-term support to beneficiaries and schools beyond the current courses
- Investing in a larger more stable and well trained team



WE HAVE
SUPPORTED
754 PEOPLE
THIS YEAR

CHAIR'S REMARKS

This financial year 2024/25 saw Be Me Project celebrate its 10th anniversary. From a small start in 2014, CEO Lu Mason created the 'She is' course to run in one school when she saw how so many girls needed to build their confidence, positivity and self-esteem. That year she ran two courses. Our 10th year saw us run 141 courses in 22 schools - a record 754 beneficiaries, both male and female. Our analysis of course outcomes has shown that wellbeing grew by 50% amongst our beneficiaries.



It has also been a year of challenges. It is harder to get funding, particularly long-term multi-year, as many grant funders and trusts are hit with an ever-increasing number of applications. Charities are finding it harder to keep going and many have not survived the last year. The demand for our services has increased, as has the complexity of the mental and behavioural needs of our beneficiaries, whilst the cost-of-living crisis has increased our need to provide stable long-term work for our team - all have put pressure on Be Me Project. I have been so impressed with those in Head Office, plus our course leaders and helpers who have trod a difficult path with great wisdom and sensitivity and enabled us to grow the work.

We continue to thrive with a strong culture and a passionate team with lived experience. Funding needs are largely met for the next year, and we are particularly grateful to Joseph Rank for a multi-year core grant that has helped us invest in our structure, as well as the other multi-year funders who enable us to plan with confidence for at least the short/medium term. We are grateful, too, for those who have supported Be Me Project, either through fundraising or regular giving, and for those who have offered their time and expertise to enable us to continue to grow and develop.

The year ahead is already full of new beneficiaries, some new schools, new leaders and several new initiatives that can help with our longer-term resilience.

I want to extend a huge thank you to the many people who are involved with the Be Me Project - whether they provide leadership and direction; admin and processes; fundraise; lead and help on courses; pray and support; oversee finance or design; give and encourage - you are all so valuable and we could not do any of this without you.

Thank you.

Alison Thomas, Chair

“

Be Me is a great group project they help build confidence and things like that and I would recommend it to anyone

Participant

”

“

It's been great! feel more understood and find it a bit easier to talk about how I feel

Participant

”

OUR STORY

Be Me Project has grown significantly since it started in 2014. In 2022-23 we expanded by over 50%. It has continued to grow in each subsequent year, and in the last year reached a record 754 beneficiaries with 141 courses in 22 schools. Our main centre of provision is around our Head Office in Surrey, whilst we also have a significant operation in Cumbria. Our strategic plan is to consolidate and maintain our size through 2025-6, whilst also innovating in new areas to provide longer term beneficiary support through longer term follow on, mentoring and volunteering opportunities.

Our courses are 'free of charge' for the host organisation and participants so that they can be accessed by vulnerable or disadvantaged members of the community. We will continue to ensure that a high proportion of our courses are in areas of social deprivation such as North Leatherhead, Goodwyns and Chart Downs in Surrey, and lower income areas of Barrow in Cumbria.

We have a strong delivery team in place, with course leaders who have lived experiences to draw on, and who are supported with a



programme of wellbeing check ins and training.

We continue to receive excellent feedback from participants, parents of participants and schools. For example, from two schools this year:

“

The courses have proved an extremely effective way for our students to work together to build their emotional resilience. The Be Me Project offered our students a supportive and nurturing environment, which gave them the opportunity to engage with insightful discussions whilst carrying out practical exercises. Students have left sessions feeling far more positive

Senior Teacher

”

“

Knowing the Be Me Project provides a safe, protected time for students struggling in school is really reassuring for support staff. The reality is that we are very stretched at times and these sessions improve the wellbeing of students. Your leaders are so helpful and approachable

Senior Teacher

”

Our programme is inspired by a theory of change:

Be Me Project exists to give young people a better start in life. It is based on a theory of change; the outputs from our courses are improved self-esteem and confidence, and greater positivity. As a result, young people are able to better recognise and value their self-worth, enjoy an improved educational experience, strengthen family/peer relationships, and ultimately, they have a better start in life with improved resilience and mental wellbeing.



OUR AIMS AND OBJECTIVES

Be Me Project uses its bespoke discussion-based courses to improve the mental wellbeing of vulnerable people in our community, primarily in schools. We have two courses - She Is and Who Am I? - which run over 7-9 weeks with sessions of 1-hour per week, for either boys or girls, typically in Years 8-9 but including some Year 7 and 10.

Specifically, we aim to:

- Improve self-esteem (like being the way I am, perceived wellbeing)
- Improve confidence
- Improve positivity (fewer negative thoughts, managing emotions, less anxiety, better resilience)

Participants complete an emotional barometer survey at the start and end of the course. This means we can measure change and impact of the course against the key outcomes. Improvements in these areas benefit beneficiaries in the short/medium term by:

- Helping them integrate better into the education system/ community
- Build strategies for coping with difficult situations and identifying boundaries
- Build relationships with peers and family
- Signpost to further support or be an aid before further professional support is available

In each course we try to ensure that the participants relate to each other, to help them get the best out of the sessions and to keep up long-term positive friendships. In the longer term, the impact is an improved educational experience and more confident and able members of the community.

“

It helped my daughter a lot. She said how good the Be Me course was, which is praise indeed from a teenager! Thank you for giving her the opportunity to learn about herself during these challenging years. I think the opportunity to learn about yourself and your social environment in a safe space was absolutely invaluable and we are so grateful she had this chance

Parent

”



HOW WE HELP

Be Me Project supports young people struggling with depression, anxiety, low self-esteem, and who are struggling with their mental health. Those who work with us have lived experience so can empathise with our participants and not judge them. A good way to get an overview of how we help is via our 6-minute video on the front page of our website www.bemeproject.org

Over the last three years we have increased our focus on longer term follow up. We have always had individuals who go on to become course assistants, mentors or even help in our office, but we now actively seek to follow up all beneficiaries with the option of drop-in sessions and a contact six months later on, along with providing some positive reminders on our social media platforms. In some schools we now place a regular team in school one lunchtime per week for anyone who wishes to talk. We have been working in many of our schools for 8+ years, and so our leaders have good relationships with pupils across the year groups and with staff. When there are significant incidents, such as a death, we may be asked to go into school and be there to support affected students.



754 BENEFICIARIES
141 COURSES IN
22 SCHOOLS

APPROX. 2
BENEFICIARIES PER
GROUP ARE REFERRED
WITH SPECIAL
EDUCATIONAL NEEDS
AND A HIGH
PROPORTION ARE
NEURODIVERSE

We ask participants, "What one positive thing can you take away from the course, and tell yourself every day?"
Here are some of the replies:

"Focus on the step in front of you, not the whole staircase."

"Keep trying, never give up and don't worry about what others think of you."

"To be kind and to be confident and to be yourself."

"It's okay to be different."

"You don't have to be perfect."

"You don't need lots of fake friends, you only need a few good ones."

OTHER HIGHLIGHTS



10 YEAR BIRTHDAY

Be Me Project was ten years old in 2024! In October we held a music, cheese and birthday cake celebration in a local church to thank everyone who has supported us over the years. It was moving to see how some of the young people who experienced the course years ago have grown into young adults.



THREE PEAKS CHALLENGE

Following the success of the national Three Peaks challenge last year, the intrepid team of supporters took on the Yorkshire Three Peaks 12-hour challenge and raised nearly £5,000. As well as raising money, this is a great opportunity for us to hear from those who want to give; for example, one donor wrote on our fundraising page "Thank you for your amazing work! You have helped my daughter more than you will ever know!"

TEAM

We have a team of six people employed part time by the organisation, including a Senior Management Team of two, a Grants & Trusts Manager, an Office Manager and two of our key course leaders. Our office in Dorking is a hub for all of our Surrey leaders and we also have regular course leader meetings and evening training sessions to ensure good communication, shared values and good quality control. This year we carried out a survey of our team engagement, and received top scores for 'Proud to be a Member of this Charity', 'Proud of the work I do', 'Understand the Goals and Objectives', and the 'Vision and Goals are important to me'. The team asked for more opportunities for training and to talk to each other, and we have implemented regular team meetings as well as more social events.



LOCAL NETWORKING

We meet with local charities and organisations to share and learn, including Mole Valley Partnership, Surrey Youth Focus and Surrey Community Action, and we attended the Community Foundation Surrey 20th birthday and their networking events.



CHURCHES

We remain very grateful to those churches and individuals from churches who support us. Be Me Project took part in the Guildford Diocese Youth Catalyst conference, where we led a session for 60 young people on identity and influences, and we also worked with this organisation for their mission week in a Church of England school.



IN SCHOOLS AND CHURCHES

Several of our schools have given “thank you” donations to our work or fundraised for us to contribute to the cost of a course; we are always encouraged by this kind of support. We aim to work with schools beyond the courses by taking part in their initiatives such as wellbeing events at three of our schools; one for parents and two for young people. We also support school community projects where we can, for example we took our beneficiaries to a school project at the hospital garden. Our CEO also managed to get up to Cumbria in term time this year, to see the schools there in action.

We now collect teacher feedback; 87% said they had seen evidence that courses had impacted positively on the emotional wellbeing of the students that attended.



“

Be me is a really good place to express yourself and find the good in each other.

Participant

”



PARENT FEEDBACK

Nearly 1 in 5 parents responded to our first parent survey to find out the impact they have seen in their child from our courses. 70+% said they had seen an improvement in confidence and positivity in their child since attending a Be Me course and well over half said that the course had helped their child a lot. As a result of feedback, we have instigated a parent page on our website.



ONGOING GOVERNANCE

Of note, we assessed and improved our quality assessment, revised our fundraising strategy, carried out a strategic review and looked at succession planning.



NEW INITIATIVES

We are exploring the idea of having service delivery partners with a new cost structure across a range of locations for our Who Am I? course and we trialed this in the summer term. We will develop this further in the year ahead, as a potentially exciting way of reaching a wider range geographically. As part of this initiative, we revised our course handbook, adding many more optional activities for leaders to draw on. We are also trialing wellbeing workshops where courses are not suitable, either in school, or in the community in school holidays.

“ _____

A great community that can be easy to talk to. A break away from everything else. Really loved this!

Participant

_____ ”

“ _____

I really love doing Be Me because it is one hour every week I get to relax and chat. It's really fun and relaxing. It has helped. If I could do it again I would.

Participant

_____ ”

FUTURE STRATEGIC AIMS AND ASPIRATIONS

We will continue with our much-needed courses to enable amazing changes in young people's lives and will expand into more schools within our core area of Surrey: at least two new schools in the next year. Specifically, we aspire:

- To build on our strong roots in the community, consolidate our existing partnerships and grow new partners, so that we are known throughout Surrey and Cumbria as a source of support for young people.
- To grow our teams with more volunteers and course leaders, investing in their wellbeing and training, and providing them with regular, sustainable work.
- To develop our longer-term beneficiary support, including, where we can, a weekly lunchtime additional session so that pupils can connect on a regular basis and continue to improve their wellbeing. We also aim to grow some of them into 'young leader' roles.
- Secure new multi-year funders to expand and provide long-term sustainability for our work.
- Explore the role of service delivery partners as a way of expanding our work cost-effectively.

“

I have loved seeing Be Me Project grow over the last ten years into the wonderful charity it is today.

Our early ideas and passions have flourished into huge opportunities and over the years this has had a lasting impact on lives. I never tire of seeing young people grow in confidence and self-esteem, learning to recognise their unique value and worth. In a world where they face increasing new challenges, watching them rediscover joy and hope is heart-lifting and means I never tire of leading this wonderful organisation

”

Lucy Mason, Be Me Project CEO



BE ME PROJECT

Trustees Report For the year ended 31 July 2025

The Trustees submit their annual report and the financial statements of Be Me Project (“the Charity”) for the year ended 31 July 2025. The financial statements have been prepared in the format prescribed by the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP2019 (FRS102)) and the Financial Reporting Standard 102. The legal and administrative information set out earlier in this document forms part of this report.

I. Structure, Governance & Management

I.1 Governance and leaders

Our Governance Plan sets out how we as a charity are governed, and considers the requirements and guidance laid down by the Charities Commission and Companies House where applicable.

The charity takes reasonable care to organise and control its affairs reasonably, responsibly, and effectively with adequate risk management systems.

The Governance Team (Trustees and management) will work with the staff, volunteers and supporters to ensure the best implementation of the charity’s objectives and purposes for the benefit of all participants of Be Me Project and those with whom we are associated.

Trustees are selected as required, to ensure appropriate skills and experience on the board of trustees. They are appointed solely by existing Trustees (having considered the views of the CEO), subject to a minimum 75% agreement of the Trustees.

All Trustees are interviewed, referenced and DBS checked.

I.2 Risk Management

The Trustees acknowledge that they have a responsibility for the identification and proper management of risks faced by the Charity in achieving its primary aims. The Trustees have therefore assessed the major risks to which the Charity is exposed, in particular those relating to the specific operational areas of the Charity, its investments and its finances. The Trustees believe that, by monitoring reserve levels, by ensuring that controls exist over key financial systems, and by examining the operational risks faced by the Charity, they have established effective systems and procedures to mitigate those risks. We conduct risk assessments and have a business continuity plan. Our free reserves are set at £45,000 to ensure we have sufficient funds to run the operation for three months to closure, should this become necessary.

2. Financial Review

Funding for the Charity comes primarily from donations from charitable trusts and individuals. Every grant or donation is vital to our work and made a huge difference and we are grateful for them all.

Donors of £8,000+:

- Community Foundation for Surrey
- Cumbria Community Foundation
- St Faith’s Trust
- Benefact Trust
- Francis C Scott Charitable Trust
- Frieda Scott Charitable Trust
- Joseph Rank

BE ME PROJECT

Trustees Report For the year ended 31 July 2025

2.1 Financial Activity and Financial Position

The Charity has had a very good year financially and has met its ambitious goals in terms of the numbers of those it has helped. It has also been successful in terms of grants received, financial management and the continued building of awareness of our work. We have been delighted to be in receipt of some generous grants this year in an increasingly difficult climate, especially those that are multi-year, enabling us to build our sustainability.

2.2 Reserves Policy

The Trustees have set free reserves at £45,000 equivalent to approximately 3 months budgeted routine expenditure. The majority of the remainder of our cash at bank and in hand is grants received for courses to be run in academic year 2025-26. The Trustees are of the opinion that this provides sufficient flexibility to cover temporary shortfalls in incoming resources and will allow the Charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. At 31 July 2025 the Charity had net free reserves of £72,054 (2024: £56,001) as follows:

| | 2025 £ | 2024 £ |
|--|----------------|----------------|
| Total reserves | 199,057 | 155,219 |
| Less: fixed assets | (931) | (1,311) |
| Less: restricted reserves | (126,072) | (97,907) |
| | 72,054 | 56,001 |
| Free reserves requirement: | | |
| 3 months' budgeted routine expenditure | 45,000 | 45,000 |

2.3 Investment Policy

Funds not immediately required for working capital are placed in a bank deposit account.

3. Plans for Future Periods

We will continue with our much-needed courses to enable amazing changes in young people's lives and will expand into more schools within our core area of Surrey: at least two new schools in the next year. Specifically, we aspire:

- To build on our strong roots in the community, consolidate our existing partnerships and grow new partners, so that we are known throughout Surrey and Cumbria as a source of support for young people.
- To grow our teams with more volunteers and course leaders, investing in their wellbeing and training, and providing them with regular, sustainable work.
- To develop our longer-term beneficiary support, including, where we can, a weekly lunchtime additional session so that pupils can connect on a regular basis and continue to improve their wellbeing. We also aim to grow some of them into 'young leader' roles.
- Secure new multi-year funders to expand and provide long-term sustainability for our work.
- Explore the role of service delivery partners as a way of expanding our work cost-effectively.

BE ME PROJECT

Trustees Report For the year ended 31 July 2025

4. Responsibilities of Trustees for the Financial Statements

The Trustees are responsible for preparing the report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice. Charity law in England and Wales requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that period.

In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles of the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the activities of the Charity will continue.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enables them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the governing document.

The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the Charity and financial information included in the Charity's website.

8. Approval

The report of the Trustees was approved by the Trustees on 18th November 2025 and signed on its behalf by:



Alison Thomas
Chair of Trustees

BE ME PROJECT

Report of the Independent Examiner to the Trustees of Be Me Project For the year ended 31 July 2025

I report on the accounts of Be Me Project for the year ended 31 July 2025, set out on pages 16 to 23.

This report is made solely to the Trustees in accordance with section 145 of the Charities Act 2011 (“the Act”). My independent examination has been undertaken so that I might state to the Trustees those matters I am required to state to them in an independent examiner’s report and for no other purpose. To the fullest extent permitted by the law, I do not accept responsibility to anyone other than the Charity and the Trustees for my independent examination, for this report, or the opinions I have formed.

Respective responsibilities of Trustees and examiner

The Trustees consider that an audit is not required for this year (under section 144(2) of the Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner’s statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a ‘true and fair view’ which is not a matter considered as part of an independent examination.

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.



John Helm ACA

18th November 2025

BE ME PROJECT

Statement of Financial Activities For the year ended 31 July 2025

| | Note | Unrestricted Funds 2025 £ | Restricted Funds 2025 £ | Total 2025 £ | Unrestricted Funds 2024 £ | Restricted Funds 2024 £ | Total 2024 £ |
|--|------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Income from: | 2 | | | | | | |
| Donations and legacies | | 46,101 | 186,344 | 232,445 | 45,075 | 129,979 | 175,054 |
| Income Trading | | - | - | - | 76 | - | 76 |
| Investments | | 2,341 | - | 2,341 | 1,158 | - | 1,158 |
| Total Income | | 48,442 | 186,344 | 234,786 | 46,309 | 129,979 | 176,288 |
| Expenditure on: | 3 | | | | | | |
| Raising funds | | 4,456 | 6,929 | 11,385 | 5,857 | 8,801 | 14,658 |
| Charitable activities | | 28,313 | 151,250 | 179,563 | 47,555 | 116,993 | 164,548 |
| Total Expenditure | | 32,769 | 158,179 | 190,948 | 53,412 | 125,794 | 179,206 |
| Net income/(expenditure) before tax | | 15,673 | 28,165 | 43,838 | (7,103) | 4,185 | (2,918) |
| Tax payable | 4 | - | - | - | - | - | - |
| Net income/(expenditure) after tax | | 15,673 | 28,165 | 43,838 | (7,103) | 4,185 | (2,918) |
| Transfers between funds | | - | - | - | - | - | - |
| Other recognised gains and losses | | - | - | - | - | - | - |
| Net movement in funds | | 15,673 | 28,165 | 43,838 | (7,103) | 4,185 | (2,918) |
| Total funds brought forward | | 57,312 | 97,907 | 155,219 | 64,415 | 93,722 | 158,137 |
| Total funds carried forward | | 72,985 | 126,072 | 199,057 | 57,312 | 97,907 | 155,219 |

BE ME PROJECT

Balance Sheet As at 31 July 2025

| | Note | Unrestricted Funds 2025 £ | Restricted Funds 2025 £ | Total Funds 2025 £ | Total Funds 2024 £ |
|--|------|------------------------------------|----------------------------------|--------------------------|--------------------------|
| Fixed Assets | | | | | |
| Tangible Assets | 6 | 931 | - | 931 | 1,311 |
| | | 931 | 0 | 931 | 1,311 |
| Current Assets | | | | | |
| Stock | | 8,110 | - | 8,110 | 8,562 |
| Debtors | 7 | 410 | - | 410 | 930 |
| Cash at Bank and in Hand | | 66,845 | 126,072 | 192,917 | 146,865 |
| | | 75,365 | 126,072 | 201,437 | 156,357 |
| Creditors - Amounts Falling Due Within One Year | 8 | 3,311 | - | 3,311 | 2,449 |
| Net Current Assets | | 72,054 | 126,072 | 198,126 | 153,908 |
| Net Assets | | 72,985 | 126,072 | 199,057 | 155,219 |
| Represented By: | | | | | |
| Unrestricted Income Funds | | 72,985 | - | 72,985 | 57,312 |
| Restricted Income Funds | 9 | - | 126,072 | 126,072 | 97,907 |
| Total Funds | | 72,985 | 126,072 | 199,057 | 155,219 |

These financial statements were approved by the Trustees on 18th November 2025 and signed on their behalf by:



Alison Thomas
Chair of Trustees

Company Registration Number: 7548705

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2025

1. Accounting Policies

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

Basis of accounting

The financial statements have been prepared under the Charities Act 2011, the Companies Act 2006 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting.

The Charity meets the definition of a public benefit entity under FRS 102.

Going Concern

There are no material uncertainties about the charity's ability to continue as a going concern and accordingly the accounts have been drawn up on a going concern basis.

Income recognition

Voluntary income and donations (including legacies) are accounted for once the Charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations is accounted for in the period to which the relevant donation is received. Grant income is recognised on a receivable basis.

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

Expenditure recognition

Expenditure is accrued as soon as a liability is considered probable, and the amount of obligation can be measured reliably. Longer term liabilities are discounted to present value. The Charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Charitable expenditure includes those costs in fulfilling the Charity's principal objects, as outlined in the Report of the Trustees. Charitable expenditure includes governance costs and an apportionment of support costs. Governance costs comprise all costs involving the public accountability of the Charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees.

Stock

Stock is valued at the lower of cost and net realisable value.

Debtors

Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

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

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2025

1. Accounting Policies (continued)

Creditors and provisions

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

Fund accounting

The funds held by the charity are either:

- Unrestricted general funds - these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.
- Restricted funds - these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

2. Income

| | Unrestricted Funds 2025 £ | Restricted Funds 2025 £ | Total 2025 £ | Total 2024 £ |
|------------------------|------------------------------------|----------------------------------|--------------------|--------------------|
| Donations & legacies | | | | |
| Donations | 43,200 | 1,505 | 44,705 | 44,582 |
| Gift Aid tax reclaimed | 2,901 | - | 2,901 | 1,423 |
| Grants | - | 184,839 | 184,839 | 129,049 |
| | <u>46,101</u> | <u>186,344</u> | <u>232,445</u> | <u>175,054</u> |
| Other trading | | | | |
| Sale of merchandise | - | - | - | 76 |
| Investments | | | | |
| Bank Interest | 2,341 | - | 2,341 | 1,158 |
| | <u>48,442</u> | <u>186,344</u> | <u>234,786</u> | <u>176,288</u> |

3. Expenditure

3a. Expenditure on Raising Funds

| | Unrestricted 2025 £ | Restricted 2025 £ | Total 2025 £ | Total 2024 £ |
|-------------|---------------------------|-------------------------|--------------------|--------------------|
| Fundraising | <u>4,456</u> | <u>6,928</u> | <u>11,385</u> | <u>14,658</u> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2025

3. Expenditure (continued)

3b. Expenditure on Charitable activities

| | Unrestricted 2025 £ | Restricted 2025 £ | Total 2025 £ | Total 2024 £ |
|---------------------------|---------------------------|-------------------------|--------------------|--------------------|
| Direct course expenditure | - | 117,142 | 117,142 | 101,668 |
| Support costs | 27,295 | 34,107 | 61,402 | 61,860 |
| Governance costs | 1,020 | - | 1,020 | 1,020 |
| | <u>28,315</u> | <u>151,249</u> | <u>179,564</u> | <u>164,548</u> |

3c. Staff Costs

| | 2025 £ | 2024 £ |
|--|---------------|---------------|
| Included within Expenditure on Raising Funds and Expenditure on Charitable Activities are the following staff costs: | | |
| Gross salaries | 71,232 | 58,804 |
| Social security costs | - | - |
| Pension contributions | 688 | 664 |
| | <u>71,920</u> | <u>59,468</u> |
| Of which: gross salaries and benefits paid to Key Management Personnel: | <u>45,030</u> | <u>44,016</u> |

The average number of employees during the year:

| | Number | Number |
|-------------------|----------|----------|
| Full time workers | - | - |
| Part time workers | 6 | 5 |
| | <u>6</u> | <u>5</u> |

No employee received payments in excess of £60,000 during the year. Trustees are not paid a salary or expenses.

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2025

4. Net income/(expenditure)

Net income/(expenditure) is stated after charging:

| | Unrestricted 2025 £ | Restricted 2025 £ | Total 2025 £ | Total 2024 £ |
|---|---------------------------|-------------------------|--------------------|--------------------|
| Depreciation | 584 | - | 584 | 1,016 |
| Independent examination fee | 1,020 | - | 1,020 | 1,020 |
| Other fees charged by independent examiner | 1,320 | - | 1,320 | 732 |

5. Taxation

As a charity, Be Me Project is exempt from tax on income and gains falling within the provisions of the Corporation Taxes Act 2010 or the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen on the Charity.

6. Tangible Fixed Assets

| | Computer Equipment £ |
|-----------------------|----------------------------|
| Cost | |
| At 1 August 2024 | 4,063 |
| Additions | 204 |
| Disposals | - |
| At 31 July 2025 | 4,267 |
| Depreciation | |
| At 1 August 2024 | 2,752 |
| Charge for Year | 584 |
| Disposals | - |
| At 31 July 2025 | 3,336 |
| Net Book Value | |
| At 31 August 2025 | 931 |
| At 31 August 2024 | 1,311 |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2025

7. Debtors

| | 2025 £ | 2024 £ |
|-------------------------|-----------|-----------|
| Gift Aid tax receivable | 410 | 930 |

8. Creditors - Amounts Falling Due Within One Year

| | 2025 £ | 2024 £ |
|-----------------|--------------|--------------|
| Accruals | 2,400 | 1,500 |
| Other creditors | 911 | 949 |
| | 3,311 | 2,449 |

9. Restricted Funds

| 9a Current year | At 1 August 2024 £ | Income £ | Expenditure £ | Transfers £ | At 31 July 2025 £ |
|---------------------|-----------------------------|----------------|------------------|----------------|----------------------------|
| Course costs | 77,688 | 132,034 | (103,022) | (10,557) | 96,143 |
| Core costs | 10,305 | 46,874 | (38,891) | 6,021 | 24,309 |
| Management salaries | 1 | - | (2,146) | 2,145 | 0 |
| Hub administration | 9,913 | 7,436 | (14,120) | 2,391 | 5,620 |
| | 97,907 | 186,344 | (158,179) | 0 | 126,072 |

Transfers between course costs and other restricted funds were made to correct historical errors.

| 9b Prior year | At 1 August 2023 £ | Income £ | Expenditure £ | Transfers £ | At 31 July 2024 £ |
|--------------------------------|-----------------------------|----------------|------------------|----------------|----------------------------|
| Course costs | 65,641 | 88,057 | (76,010) | - | 77,688 |
| Core costs | 3,578 | 25,114 | (18,387) | - | 10,305 |
| Income development/fundraising | 8,737 | - | (8,737) | - | 0 |
| Management salaries | 4,690 | 1,295 | (5,984) | - | 1 |
| Hub administration | 11,076 | 15,419 | (16,582) | - | 9,913 |
| | 93,722 | 129,885 | (125,700) | 0 | 97,907 |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2025

9. Restricted Funds (continued)

Descriptions of the restricted funds are as follows:

Course costs – funds raised for Surrey, Cumbria and Kent to run courses.

Core costs - funds raised for central coordination and administration.

Income development/fundraising - funds raised to assist with the raising of income

Management salaries - funds raised for salaries for the CEO and Head of Operations & Development.

Hub administration - funds raised for the local administration of courses and building of schools' relationships

10. Related Party Transactions

The aggregate unrestricted donations made by Trustees to the Charity were £10,120 (2024: £11,098).

BE ME PROJECT

England & Wales - Charity number 1175239

Accounts

BE ME PROJECT

identity ~ truth ~ purpose



TRUSTEES' ANNUAL REPORT 1ST AUGUST 2023 - 31ST JULY 2024

“

Two things young people are struggling with at the moment – their mental health and wellbeing and, as a result, their sense of identity and their self-worth. Be Me courses help our students explore their own identity, develop a sense of purpose and help them grow in confidence as they understand what is true and meaningful for them going forward.

————— A Deputy Head —————

”

CHALLENGES

- Sharp increase in the need for mental health support for young people and increase in non-attendance at school
- Schools finding it increasingly difficult to educate without wellbeing intervention
- Loss of statutory funding revenue streams means smaller pot of funds available

OUR RESPONSE

- Investing in a larger, more stable and well trained team with clear roles and responsibilities
- Experimenting with new ways of providing longer-term support to beneficiaries
- Investing in longer term relationships with schools, with clear lines of accountability on both sides
- Exploring new avenues for funding with the appointment of a Grants & Trusts Manager



WE HAVE
SUPPORTED
671 PEOPLE
THIS YEAR

CHAIR'S REMARKS

Be Me Project has reached its 10th year and looking back over the decade we can see how far we have grown in that time. From a two-person outreach in one school, we now have six part-time employees, 22 paid course leaders and assistants, 16-20 volunteers and are reaching 18 schools, with nearly 700 people on courses in the last year. This year saw further growth of 15%, after a sharp increase of 50% in the previous year.



In the current challenging times, many charities have been affected financially, and it has been harder to get the funding needed, as charities chase fewer and smaller pots. Be Me Project is very grateful to its funders who have contributed to us raising the £176,000 needed, and I want to thank our fundraising team, who have worked exceptionally hard to achieve this. Also, a special thank you to those completing the Three Peaks Challenge in June.

Our admin, policies and organisational structure have been well-managed and are robust. Our plans for the coming year are to

consolidate where we are, whilst also trialling new ways to provide longer term support, including via social media, presence in school and drop-in sessions.

Schools are reporting more difficult behaviour, increasing mental health problems and lack of confidence, due to many factors. It has been a demanding challenge for those leading courses and shows how vital the work of BMP is to today's young people. It is important for us to continue to build on the first 10 years. Our impact research and statistics show the positive change in individuals' confidence, self-

esteem and ability to work and learn, as well as to socialise in a healthy way.

Thank you to those who work for Be Me, the dedication that often takes them the extra mile; for those funders who saw how important our work is and stood beside us; our supporters in donating or fundraising; and the team of trustees who give of their time and expertise. And a special thank you to our founder and CEO, Lucy Mason, whose vision, passion, heart and dedication over the past decade have been integral to the help and encouragement given by Be Me Project to over three thousand young people.

Alison Thomas, Chair

“

It was really chilled sharing thoughts and feelings in each of our lives, in a safe environment, to get stuff off my chest. I guess it made me think about how to deal with situations in life and feel a lot less stressed over them. I learnt all about me and that I'm worth just as much as anyone else.

Year 9 Participant

”

OUR STORY

Be Me Project has grown significantly since it started in 2014. In 2022-23 we expanded by over 50% and in 2023-24 we consolidated this growth and grew a further 15% to 130 courses 671 beneficiaries and we are now in 18 schools. Our main centre of provision is around our Head Office in Surrey, whilst we also have a significant operation in Cumbria and a small one in Kent. Our strategic plan is to continue to consolidate our rapid growth through 2024-5, whilst also innovating in new areas to provide longer term beneficiary support e.g. through longer term follow on and mentoring and volunteering opportunities.

Our courses are 'free of charge' for the host organisation and participants so that they can be accessed by vulnerable or disadvantaged members of the community. We will continue to ensure that a high proportion of our courses are in areas of social deprivation such as North Leatherhead, Goodwyns and Chart Downs in Surrey, and lower income areas of Tonbridge and Barrow in Cumbria.

We have a strong team in place, with many of our leaders having personal experiences to draw on, plus a programme of wellbeing check ins and training.



We continue to receive excellent feedback from participants, parents of participants and schools, and from local councillors.

Our programme is inspired by a theory of change:

Be Me Project exists to give young people a better start in life. It is based on a theory of change; the outputs from our courses are improved self-esteem and confidence, and greater positivity. As a result, young people are able to better recognise and value their self-worth, enjoy an improved educational experience, strengthen family/peer relationships, and ultimately, they have a better start in life with improved resilience and mental wellbeing.



“

If we don't look after students' health and mental wellbeing at school we probably just need to go home. You can't educate a child who is not completely well or supported in their wholeness and that includes their mental wellbeing so that they can flourish.

Deputy Head

”

OUR AIMS AND OBJECTIVES

Be Me Project uses its bespoke discussion-based courses to improve the mental wellbeing of vulnerable people in our community, primarily in schools. We have two courses – She Is and Who Am I? – which run over 7-9 week sessions of 1-hour per week, for either boys or girls, typically in Years 8-9 but including some Year 7 and 10.

Specifically, we aim to

- Improve self-esteem (like being the way I am, perceived wellbeing)
- Improve confidence
- Improve positivity (fewer negative thoughts, managing emotions, less anxiety, better resilience)

Participants complete an emotional barometer survey at the start and end of the course. This means we can measure change and impact of the course against the key outcomes.

Improvements in these areas benefit beneficiaries in the short/medium term by

- Helping them integrate better into the education system/ community
- Build strategies for coping with difficult situations and identifying boundaries
- Build relationships with peers and family
- Signpost to further support or be a temporary aid before further professional support is available.

In each course we try to ensure that the participants relate to each other, to help them get the best out of the sessions and to keep up long-term encouraging friendships.

In the longer term, the impact is an improved educational experience and more confident and able members of the community.



“

Be Me Project has worked with this cohort of young people to outstanding effect. We have seen an improvement in their attendance, an increase in their motivation in class and a reduction in friendship issues.

Head of Year

”



HOW WE HELP

Be Me Project supports young people struggling with depression, anxiety, low self-esteem, and who are struggling with their mental health. Those who work with us have all experienced difficult times so can empathise with our participants and not judge them.

Over the last two years we have increased our focus on longer term follow up. We have always had individuals who go on to become course assistants, mentors or even help in our office, but we now actively seek to follow up all beneficiaries with the option of drop-in sessions and a contact six months later on, along with providing some positive reminders on our social media platforms. We are also experimenting with placing a regular person in school one lunchtime per week for anyone who wishes to talk.

This year we reworked all our course material to refresh and update it.

Although schools are the largest part of our work, we also carry out a small number of courses in the community. This year has included a course at ESDAS (East Surrey Domestic Abuse Service) and at a hostel for the homeless.



671 BENEFICIARIES
130 COURSES IN **18**
SCHOOLS
80 COURSES IN SURREY
38 IN CUMBRIA
12 IN KENT

APPROX. 2
BENEFICIARIES PER
GROUP ARE REFERRED
WITH SPECIAL
EDUCATIONAL NEEDS
AND A HIGH
PROPORTION ARE
NEURODIVERSE

One of our beneficiaries did a work experience week with us this summer and wrote movingly about her experience of Be Me, including:

“

When the course had finished, I felt that I had changed: I started saying no to people, and I started doing skin care as a way to wind down. This year I came back to Be Me for work experience. I have had the pleasure to sit in on one of the courses and to see how Be Me works. The sessions have genuinely helped people and there has been masses of work put into each of the girls individually.

”



OTHER HIGHLIGHTS



TEAM

We now have six people employed by the organisation, including a part time Grants & Trusts Manager. We have also improved our organisation and management with clearer contracts and with service agreements with schools.

In September, five of the Surrey team ventured up to Cumbria to meet with the team there, to share ideas and learning and some cold lake swimming!

“

At first (on the course) I was really insecure and used to be negative and quite stressed... I would say Be Me is very helpful with self-love and learning about other people and how to be more happy, to be a better version of yourself.

”



VIDEO

We were privileged to get a professional video made at relatively low cost. This can be viewed on our website www.bemeproject.org. In the making of it, we were overwhelmed by the positive comments of head teachers and course participants, with the latter talking movingly of the journey they had been over the 7-9 weeks of the course, leading them to a place of greater confidence, security and friendship.

“

Before the course I felt not sure about myself and a bit down, Be Me has helped me realise that every person is worth it. Be Me is very helpful with self-love and learning about other people and how to set rules with them. Since Be Me I've felt a lot happier and a bit prouder of who I am.

”





THREE PEAKS CHALLENGE

We have had lots of fundraising and awareness events; our biggest event was a sponsored walk of 14 people over the Three Peaks which raised over £10,000. We are so grateful to those who gave so generously of their money and time to this memorable event.

LOCAL NETWORKING

As well as continuing to invite in local counsellors to hear about our work, we held a session for the outgoing High Sheriff this year. We also attended a Surrey Community Foundation event which led to a joint initiative with Surrey Care Trust where we take some of our beneficiaries to their Gateway Community Garden.



IN SCHOOLS AND CHURCHES

Some of our schools are now giving small donations to our work and are also fundraising via non-uniform days; we are always encouraged by this kind of support. We remain very grateful to those churches and individuals from churches who support us.



SOCIAL MEDIA

We have made a concerted effort to ensure our social media sites have consistent branding and messaging, and engaging material is posted regularly. It's great to see some of our beneficiaries participating in our quizzes/holiday ideas, and liking our posts, particularly on Instagram at beme_project.

FUTURE STRATEGIC AIMS AND ASPIRATIONS

We will continue with our much-needed courses to enable amazing changes in young people's lives, and will expand into more schools within our core area of Surrey: at least two new schools in the next year. Specifically, we aspire:

- To build on our strong roots in the community, consolidate our existing partnerships and grow new partners, so that we are known throughout Surrey and Cumbria as a source of support for young people
- To grow our teams with more volunteers and course leaders, investing in their wellbeing and training and providing them with regular, sustainable work
- To develop our longer-term beneficiary support, including providing tools and reminders on social media and -in some schools- providing a weekly lunchtime leader so that pupils can connect on a regular basis and continue to improve their wellbeing. We also aim to grow some of them into 'young leader' roles.
- Secure new multi-year funders to expand and provide long term sustainability for our work.

“

My son has come on leaps and bounds since taking part in the Be Me project. Before having some Be Me sessions he was very anxious, tearful and wouldn't step out of his comfort zone to join any school clubs. Since finishing the Be Me course, he has participated in basketball club and is now a full member of the school's Sea Cadet Unit; he seems to be more settled with his moods at home and able to deal with most things that are thrown his way. I owe them a massive thank you.

Parent

”

BE ME PROJECT

Annual Report of the Trustees For the year ended 31 July 2024

The Trustees submit their annual report and the financial statements of Be Me Project (“the Charity”) for the year ended 31 July 2024. The financial statements have been prepared in the format prescribed by the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP2019 (FRS102)) and the Financial Reporting Standard 102. The legal and administrative information set out earlier in this document forms part of this report, as does the Chair report Our story, Impact and Highlights.

I. Structure, Governance & Management

I.1. Trustees

Governance and leaders

Our Governance Plan sets out how we as a charity are governed, and considers the requirements and guidance laid down by the Charities Commission and Companies House where applicable.

The charity takes reasonable care to organise and control its affairs reasonably, responsibly, and effectively with adequate risk management systems.

The Governance Team (Trustees and management) will work with the staff, volunteers and supporters to ensure the best implementation of the charity’s objectives and purposes for the benefit of all participants of Be Me Project and those with whom we are associated.

Trustees are selected as required, to ensure appropriate skills and experience on the board of trustees. They are appointed solely by existing Trustees (having considered the views of the CEO), subject to a minimum 75% agreement of the Trustees.

All Trustees are interviewed, referenced and DBS checked.

I.2 Risk Management

The Trustees acknowledge that they have a responsibility for the identification and proper management of risks faced by the Charity in achieving its primary aims. The Trustees have therefore assessed the major risks to which the Charity is exposed, in particular those relating to the specific operational areas of the Charity, its investments and its finances. The Trustees believe that, by monitoring reserve levels, by ensuring that controls exist over key financial systems, and by examining the operational risks faced by the Charity, they have established effective systems and procedures to mitigate those risks. We conduct risk assessments and have a business continuity plan. In the last year we have increased our free reserves to £45,000 to ensure we have sufficient funds to run the full operation for three months to closure, should this become necessary.

2. Financial Review

Funding for the Charity comes primarily from donations from charitable trusts and individuals. Every grant or donation is vital to our work and made a huge difference and we are grateful for them all.

Donors of £10,000+:

- Community Foundation for Surrey
- Cumbria Community Foundation
- St Faith’s Trust
- Benefact Trust
- Francis C Scott Charitable Trust

BE ME PROJECT

Annual Report of the Trustees For the year ended 31 July 2024

2.1 Financial Activity and Financial Position

The Charity has had a very good year financially and has met its ambitious goals in terms of the numbers of those it has helped. It has also been successful in terms of grants received, financial management and the continued building of awareness of our work. We have been delighted to be in receipt of a wide range of generous grants this year, which include several that are multi-year, enabling us to build our sustainability. These include a five-year scale-up fund from Surrey Community Foundation, and three-year grants from Benefact Trust, Frances Scott, St Faiths Trust and Cumbria Community Foundation. We are entering our third year in each of these.

2.2 Reserves Policy

The Trustees have examined the requirements for free reserves, in other words those unrestricted funds not invested in tangible fixed assets. The Trustees consider that, given the nature of the Charity's work, free reserves are set at £45,000 equivalent to approximately 3 months budgeted routine expenditure. The majority of the remainder of our cash at bank and in hand is grants received for courses to be run in academic year 2024-25. The Trustees are of the opinion that this provides sufficient flexibility to cover temporary shortfalls in incoming resources and will allow the Charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. At 31 July 2024 the Charity had net free reserves of £56,001 (2023: £66,095) as follows:

Total reserves

Less: fixed assets

Less: restricted reserves

| 2024 £ | 2023 £ |
|---------------|---------------|
| 155,219 | 158,137 |
| (1,311) | 1,680 |
| (97,907) | (93,722) |
| 56,001 | 66,095 |
| 45,000 | 21,000 |

Free reserves requirement:

3 months' budgeted routine expenditure

2.3 Investment Policy

Funds not immediately required for working capital are placed in a bank deposit account.

3. Plans for Future Periods

We will continue with our much-needed courses to enable amazing changes in young people's lives and will expand into more schools within our core area of Surrey: at least two new schools in the next year. Specifically, we aspire:

- To build on our strong roots in the community, consolidate our existing partnerships and grow new partners, so that we are known throughout Surrey and Cumbria as a source of support for young people.
- To grow our teams with more volunteers and course leaders, investing in their wellbeing and training, and providing them with regular, sustainable work.
- To develop our longer-term beneficiary support, including providing tools and reminders on social media and -in some schools- providing a weekly lunchtime leader so that pupils can connect on a regular basis and continue to improve their wellbeing. We also aim to grow some of them into 'young leader' roles.
- Secure new multi-year funders to expand and provide long-term sustainability for our work.

4. Responsibilities of Trustees for the Financial Statements

The Trustees are responsible for preparing the report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice. Charity law in England and Wales requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that period.

BE ME PROJECT

Annual Report of the Trustees For the year ended 31 July 2024

- select suitable accounting policies and apply them consistently;
- observe the methods and principles of the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the activities of the Charity will continue.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enables them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the governing document.

The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the Charity and financial information included in the Charity's website.

5. Approval

The report of the Trustees was approved by the Trustees on 26th November 2024 and signed on its behalf by:

A handwritten signature in black ink, appearing to read "Alison Thomas", is written on a light grey rectangular background.

Alison Thomas
Trustee

BE ME PROJECT

Report of the Independent Examiner to the Trustees of Be Me Project For the year ended 31 July 2024

I report on the accounts of Be Me Project for the year ended 31 July 2024, set out on pages 14 to 21.

This report is made solely to the Trustees in accordance with section 145 of the Charities Act 2011 ("the Act"). My independent examination has been undertaken so that I might state to the Trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by the law, I do not accept responsibility to anyone other than the Charity and the Trustees for my independent examination, for this report, or the opinions I have formed.

Respective responsibilities of Trustees and examiner

The Trustees consider that an audit is not required for this year (under section 144(2) of the Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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.



John Helm ACA

27th November 2024

BE ME PROJECT

Statement of Financial Activities For the year ended 31 July 2024

| | Note | Unrestricted Funds 2024 £ | Restricted Funds 2024 £ | Total 2024 £ | Unrestricted Funds 2023 £ | Restricted Funds 2023 £ | Total 2023 £ |
|--|------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Income from: | 2 | | | | | | |
| Donations and legacies | | 45,075 | 129,979 | 175,054 | 39,419 | 137,273 | 176,692 |
| Income Trading | | 76 | - | 76 | 178 | - | 178 |
| Investments | | 1,158 | - | 1,158 | 91 | - | 91 |
| Total Income | | 46,309 | 129,979 | 176,288 | 39,688 | 137,273 | 176,961 |
| Expenditure on: | 3 | | | | | | |
| Raising funds | | 5,857 | 8,801 | 14,658 | 827 | 20,988 | 21,815 |
| Charitable activities | | 47,555 | 116,993 | 164,548 | 29,272 | 121,954 | 151,226 |
| Total Expenditure | | 53,412 | 125,794 | 179,206 | 30,099 | 142,942 | 173,041 |
| Net (expenditure)/income before tax | | (7,103) | 4,185 | (2,918) | 9,589 | (5,669) | 3,920 |
| Tax payable | 4 | - | - | - | - | - | - |
| Net (expenditure)/income after tax | | (7,103) | 4,185 | (2,918) | 9,589 | (5,669) | 3,920 |
| Transfers between funds | | - | - | - | - | - | - |
| Other recognised gains and losses | | - | - | - | - | - | - |
| Net movement in funds | | (7,103) | 4,185 | (2,918) | 9,589 | (5,669) | 3,920 |
| Total funds brought forward | | 64,415 | 93,722 | 158,137 | 54,826 | 99,391 | 154,217 |
| Total funds carried forward | | 57,312 | 97,907 | 155,219 | 64,415 | 93,722 | 158,137 |

BE ME PROJECT

Balance Sheet As at 31 July 2024

| | Note | Unrestricted Funds 2024 £ | Restricted Funds 2024 £ | Total Funds 2024 £ | Total Funds 2023 £ |
|--|------|------------------------------------|----------------------------------|--------------------------|--------------------------|
| Fixed Assets | | | | | |
| Tangible Assets | 6 | 1,311 | - | 1,311 | 1,680 |
| | | 1,311 | 0 | 1,311 | 1,680 |
| Current Assets | | | | | |
| Stock | | 8,562 | - | 8,562 | 6,298 |
| Debtors | 7 | 930 | - | 930 | 1,620 |
| Cash at Bank and in Hand | | 48,958 | 97,907 | 146,865 | 150,841 |
| | | 58,450 | 97,907 | 156,357 | 158,759 |
| Creditors - Amounts Falling Due Within One Year | 8 | 2,449 | - | 2,449 | 2,302 |
| Net Current Assets | | 56,001 | 97,907 | 153,908 | 156,457 |
| Net Assets | | 57,312 | 97,907 | 155,219 | 158,137 |
| Represented By: | | | | | |
| Unrestricted Income Funds | | 57,312 | - | 57,312 | 64,415 |
| Restricted Income Funds | 9 | - | 97,907 | 97,907 | 93,722 |
| Total Funds | | 57,312 | 97,907 | 155,219 | 158,137 |

These financial statements were approved by the Trustees on 26th November 2024 and signed on their behalf by:



Alison Thomas
Trustee

Company Registration Number: 7548705

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2024

I. Accounting Policies

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

Basis of accounting

The financial statements have been prepared under the Charities Act 2011, the Companies Act 2006 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting.

The Charity meets the definition of a public benefit entity under FRS 102.

Going Concern

There are no material uncertainties about the charity's ability to continue as a going concern and accordingly the accounts have been drawn up on a going concern basis.

Income recognition

Voluntary income and donations (including legacies) are accounted for once the Charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations is accounted for in the period to which the relevant donation is received. Grant income is recognised on a receivable basis.

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

Expenditure recognition

Expenditure is accrued as soon as a liability is considered probable, and the amount of obligation can be measured reliably. Longer term liabilities are discounted to present value. The Charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Charitable expenditure includes those costs in fulfilling the Charity's principal objects, as outlined in the Report of the Trustees. Charitable expenditure includes governance costs and an apportionment of support costs. Governance costs comprise all costs involving the public accountability of the Charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees.

Stock

Stock is valued at the lower of cost and net realisable value.

Debtors

Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

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

Creditors and provisions

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

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2024

1. Accounting Policies (continued)

Fund accounting

The funds held by the charity are either:

- Unrestricted general funds - these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.
- Restricted funds - these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

2. Income

| | Unrestricted Funds 2024 £ | Restricted Funds 2024 £ | Total 2024 £ | Total 2023 £ |
|------------------------|------------------------------------|----------------------------------|--------------------|--------------------|
| Donations & legacies | | | | |
| Donations | 43,652 | 930 | 44,582 | 40,898 |
| Gift Aid tax reclaimed | 1,423 | - | 1,423 | 3,677 |
| Grants | - | 129,049 | 129,049 | 132,117 |
| | <u>45,075</u> | <u>129,979</u> | <u>175,054</u> | <u>176,692</u> |
| Other trading | | | | |
| Sale of merchandise | 76 | - | 76 | 178 |
| Investments | | | | |
| Bank Interest | 1,158 | - | 1,158 | 91 |
| | <u>46,309</u> | <u>129,979</u> | <u>176,288</u> | <u>176,961</u> |

3. Expenditure

3a. Expenditure on Raising Funds

| | Unrestricted 2024 £ | Restricted 2024 £ | Total 2024 £ | Total 2023 £ |
|-------------|---------------------------|-------------------------|--------------------|--------------------|
| Fundraising | <u>5,857</u> | <u>8,801</u> | <u>14,658</u> | <u>21,815</u> |

3b. Expenditure on Charitable activities

| | Unrestricted 2024 £ | Restricted 2024 £ | Total 2024 £ | Total 2023 £ |
|---------------------------|---------------------------|-------------------------|--------------------|--------------------|
| Direct course expenditure | 9,076 | 92,592 | 101,668 | 92,343 |
| Support costs | 37,459 | 24,401 | 61,860 | 57,725 |
| Governance costs | 1,020 | - | 1,020 | 1,158 |
| | <u>47,555</u> | <u>116,993</u> | <u>164,548</u> | <u>151,226</u> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2024

3. Expenditure (continued)

3c. Staff Costs

Included within Expenditure on Raising Funds and Expenditure on Charitable Activities are the following staff costs:

| | 2024 £ | 2023 £ |
|---|---------------|---------------|
| Gross salaries | 58,804 | 32,430 |
| Social security costs | - | - |
| Pension contributions | 664 | 674 |
| | <u>59,468</u> | <u>33,104</u> |
| Of which: gross salaries and benefits paid to Key Management Personnel: | <u>44,016</u> | <u>31,390</u> |

The average number of employees during the year:

| | Number | Number |
|-------------------|----------|----------|
| Full time workers | - | - |
| Part time workers | 5 | 2 |
| | <u>5</u> | <u>2</u> |

No employee received payments in excess of £60,000 during the year. Trustees are not paid a salary or expenses.

4. Net (expenditure)/income

Net (expenditure)/income is stated after charging:

| | Unrestricted 2024 £ | Restricted 2024 £ | Total 2024 £ | Total 2023 £ |
|--|---------------------------|-------------------------|--------------------|--------------------|
| Depreciation | 1,016 | - | 1,016 | 854 |
| Independent examination fee | 1,020 | - | 1,020 | 1,158 |
| Other fees charged by independent examiner | 732 | - | 732 | - |
| | <u>2,768</u> | <u>-</u> | <u>2,768</u> | <u>1,012</u> |

5. Taxation

As a charity, Be Me Project is exempt from tax on income and gains falling within the provisions of the Corporation Taxes Act 2010 or the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen on the Charity.

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2024

6. Tangible Fixed Assets

| | Computer Equipment £ |
|-----------------------|----------------------------|
| Cost | |
| At 1 August 2023 | 3,416 |
| Additions | 647 |
| Disposals | - |
| | <hr/> |
| At 31 July 2024 | 4,063 |
| | <hr/> <hr/> |
| Depreciation | |
| At 1 August 2023 | 1,736 |
| Charge for Year | 1,016 |
| Disposals | - |
| | <hr/> |
| At 31 July 2024 | 2,752 |
| | <hr/> <hr/> |
| Net Book Value | |
| At 31 August 2024 | 1,311 |
| | <hr/> <hr/> |
| At 31 August 2023 | 1,680 |
| | <hr/> <hr/> |

7. Debtors

| | 2024 £ | 2023 £ |
|-------------------------|-------------|-------------|
| Gift Aid tax receivable | 930 | 1,620 |
| | <hr/> <hr/> | <hr/> <hr/> |

8. Creditors - Amounts Falling Due Within One Year

| | 2024 £ | 2023 £ |
|-----------------|-------------|-------------|
| Accruals | 1,500 | 1,392 |
| Other creditors | 949 | 910 |
| | <hr/> | <hr/> |
| | 2,449 | 2,302 |
| | <hr/> <hr/> | <hr/> <hr/> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2024

9. Restricted Funds

| | At 1 August 2023 £ | Income £ | Expenditure £ | Transfers £ | At 31 July 2024 £ |
|--------------------------------|-----------------------------|----------------|------------------|----------------|----------------------------|
| 9a Current year | | | | | |
| Course costs | 65,641 | 88,057 | (76,010) | - | 77,688 |
| Core costs | 3,578 | 25,114 | (18,387) | - | 10,305 |
| Income development/fundraising | 8,737 | - | (8,737) | - | 0 |
| Management salaries | 4,690 | 1,295 | (5,984) | - | 1 |
| Hub administration | 11,076 | 15,419 | (16,582) | - | 9,913 |
| | <u>93,722</u> | <u>129,885</u> | <u>(125,700)</u> | <u>0</u> | <u>97,907</u> |
| 9b Prior year | | | | | |
| | At 1 August 2022 £ | Income £ | Expenditure £ | Transfers £ | At 31 July 2023 £ |
| Course costs | 57,858 | 86,119 | (78,336) | - | 65,641 |
| Core costs | 0 | 16,747 | (13,169) | - | 3,578 |
| Income development/fundraising | 28,650 | 1,000 | (20,913) | - | 8,737 |
| Management salaries | 11,860 | 13,175 | (20,345) | - | 4,690 |
| Hub administration | 1,023 | 20,232 | (10,179) | - | 11,076 |
| | <u>99,391</u> | <u>137,273</u> | <u>(142,942)</u> | <u>0</u> | <u>93,722</u> |

Descriptions of the restricted funds are as follows:

Course costs – funds raised for Surrey, Cumbria and Kent to run courses.

Core costs - funds raised for central coordination and administration.

Income development/fundraising - funds raised to assist with the raising of income, including the employment of a Grants and Trusts Manager (May 2024)

Management salaries - funds raised for salaries for the CEO and Head of Operations & Development.

Hub administration - funds raised for the local administration of courses and building of schools' relationships

10. Related Party Transactions

The aggregate unrestricted donations made by Trustees to the Charity were £11,098 (2023: £8,928).

BE ME PROJECT

England & Wales - Charity number 1175239

Accounts

BE ME PROJECT

identity ~ truth ~ purpose



TRUSTEES' ANNUAL REPORT 1ST AUG 2022 - 31ST JULY 2023

“

Be Me Project has bridged the void that exists in providing support for some of the vulnerable students in our society.

Be Me celebrates the worth of every individual, strives to give self-esteem and encouragement to all the young people whose life it touches. I have watched my students grow, feel able to express themselves and own their individual successes, no matter how small.

————— A Head of Year —————

”

CHALLENGES

- A continually growing need for mental health support for young people
- Schools have to meet both educational and wellbeing agendas, as well as tackle increasing non-attendance
- Time between identifying mental health concerns and getting external support is lengthening

OUR RESPONSE

- Building a larger, more stable and well trained team
- Working closely with schools, giving detailed feedback and signposting, and with our courses often encouraging attendance
- Flexible adapting of our resources to changing needs, including neurodiversity
- Investing in the longer term sustainability of our organisation



WE HAVE
SUPPORTED
540 PEOPLE
THIS YEAR

CHAIR'S REMARKS

It has been a tremendous privilege to be involved with Be Me Project these last nine years. Over that time we have seen Be Me Project grow not just numerically and financially, but also grow in terms of confidence, impact, and reputation. What started as a small group of girls in one school has now grown to 113 courses this year, impacting 540 young people, boys, girls and young women. Not only that, but the results, especially in our new post-covid world, have been wonderfully heartening, as we see young lives grow in confidence, armed with the tools to face the challenges of life. Be Me is now more widely known, not only in schools but also amongst other charities and organisations, and there is a growing interest in how and what we do.



Our team has grown too. From Lu on her own, we will have 4 employees in the coming year, 5 senior leaders, over 20 course leaders and helpers and several volunteers. The increase in funding, particularly the more long-term funding and grants, are enabling us to invest in people

and expand the payroll. Our back-up systems, safeguards and procedures are robust, and are reviewed vigorously to make sure we take care of those within Be Me, and those who Be Me take care of. Be Me is ultimately about people. The care, compassion and love shown by our

carefully chosen leaders and helpers are the backbone to who we are, and it impacts those we work with who are struggling with life, to give them courage, hope and a future. We are in an increasingly strong position to continue that into the foreseeable future.

Alison Thomas, Chair



“

My daughter has been going to weekly sessions with Be Me and I want to say a massive thank you. She loved it. We feel her confidence and self esteem have got a lot better, the last few weeks.

Parent

”

OUR STORY

Be Me Project has grown significantly since it started in 2014 in one school in Dorking. In 2021-22 we ran 70 courses; in 2022-23 we expanded by 52% to 113 courses, working with 540 beneficiaries. We more than doubled our provision in Surrey, consolidated our previous year's growth in Cumbria and are establishing Kent as a viable hub. Our strategic plan is to consolidate to 2024-5 in terms of locations and number of courses. We will continue to focus on Surrey as the core hub, whilst supporting a satellite hub in Cumbria and courses in Kent.

Our courses are 'free of charge' for the host organisation and participants so that they can be accessed by vulnerable or disadvantaged members of the community. We will continue to ensure that a high proportion of our courses are in areas of social deprivation such as North Leatherhead, Goodwyns and Chart Downs in Dorking, and lower income areas of Tonbridge in Kent and Barrow in Cumbria.

We have a strong team in place, including experienced leaders who provide oversight and training to newer paid or voluntary workers.

Our programme is based on the following values:

- **Inspiring people to believe they have identity, truth and purpose**
- **Respecting and accepting the unique worth and value of each individual**
- **Encouraging and building up each person**
- **Compassion and care**
- **Being real**



We continue to receive excellent feedback from participants, parents of participants and schools, and from local councillors.

“Be Me Project is a brilliant charity that supports young people and women to build their confidence and self-esteem. They help people to recognise their self-worth and realise their full potential, whilst spreading positivity along the way. They provide a caring and compassionate environment, a safe space where everyone can be candid about the pressures they are facing, be themselves and be proud of who they are.”

Joanna Killian, Chief Executive
Leadership Office, Resources – surreycc.gov.uk



“

My son has come on leaps and bounds since taking part in Be Me project

Parent

”



OUR MISSION

Be Me Project exists to give young people a better start in life. It is based on a theory of change; the outputs from our courses are improved self esteem and confidence, and greater positivity in young people. As a result, they are able to better recognise and value their self worth, enjoy an improved educational experience, strengthen family/peer relationships, and ultimately they have a better start in life with improved mental wellbeing.

OUR AIMS AND OBJECTIVES

Be Me Project uses its bespoke discussion-based courses to improve the mental wellbeing of vulnerable people in our community. Specifically, we aim to

- improve self esteem (like being the way I am, perceived wellbeing)
- improve confidence
- improve positivity (less negative thoughts, managing emotions, less anxiety, better resilience)

Participants complete an emotional barometer survey at the start and end of the course. This means we can measure change and impact of the course against the key outcomes. Improvements in these areas benefit beneficiaries in the short term by

- Helping them integrate better into the education system (or community)
- Build strategies for coping with difficult situations and identifying boundaries
- Build relationships with peers and family
- Signpost to further support or be a temporary aid before further professional support is available.

In the longer term the impact is an improved educational experience and more confident and able members of the community.

APPROX. 2
BENEFICIARIES PER
GROUP ARE REFERRED
WITH SPECIAL
EDUCATIONAL NEEDS
AND A HIGH
PROPORTION ARE
NEURODIVERSE

HOW WE HELP

We run two different courses for groups and 1:1 sessions. The 'She Is' course is craft-based as well as discussional, and designed specifically for girls and young women. Who Am I? is a slightly shorter course that works well with either boys or girls, and over 20% of our provision is now for boys. In each course we try to ensure that the participants relate to each other, to help them get the best out of the sessions and to keep up long term encouraging friendships.

“

The advice was the best part, and feeling like I was actually listened to. I would recommend this course to other people who need to get stuff off their minds.

13 year old

”

IMPACT

We are in our second year of impact data, and have some strong evidence of success. Participants are asked to rate themselves on various characteristics both at the start and the end of the course.



PRE COURSE VIEWS:

- Lack of self esteem
- Worries around achievements
- Worries about being judged by others
- Not good enough
- Angry and stressed

POST COURSE VIEWS:

- I can be myself
- I have learnt to talk and be open
- We are all different
- I have some coping strategies
- More confident in how to manage worries

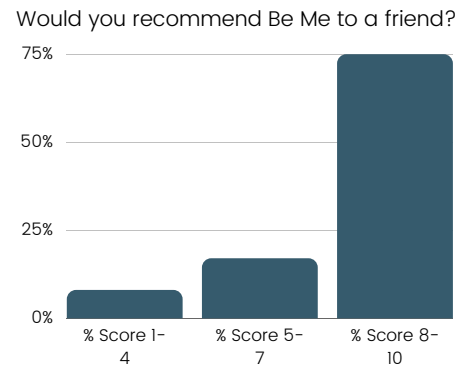


RECONNECT

Our six month reconnect project is in its infancy but we have found that whilst wellbeing nowadays varies, most who chose to recontact say that their confidence has improved, and their self esteem and resilience. All would recommend Be Me to a friend.

Since April we have a new streamlined questionnaire that enables us to get faster, easier to read and actionable results. Early results from the first 100 responses show:

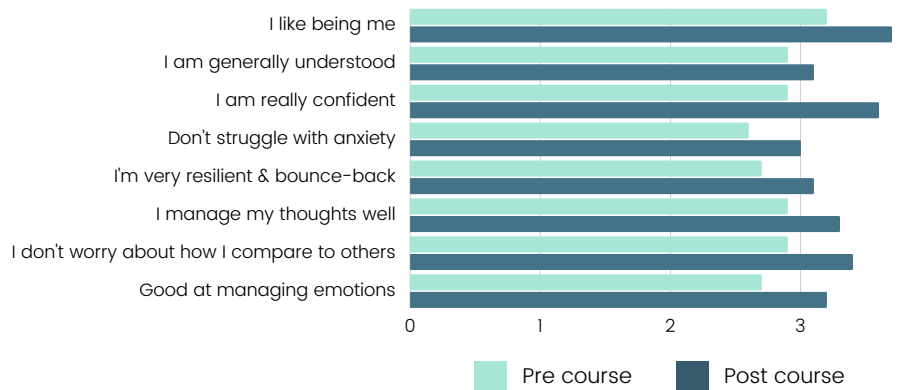
Three-quarters would definitely recommend Be Me to a friend.



Rating of wellbeing was at an average of 4.8/10 pre course. Post course, it rose to an average of 7.4/10 – **an increase of 50% on the starting average.**



Significant increase in most areas post course, particularly in liking self, confidence and managing emotions.



OTHER HIGHLIGHTS



BE ME SUMMER FUNDRAISER

We have had lots of fundraising and awareness events; our biggest event was a June summer band night, which raised over £2,200. Lots of other people have been very creative and generous in how they have fund raised for us, including

- Cotswold Ultra Challenge 100k walk : 6 people raising over £3000
- A local GP did the Hever Castle run and raised over £500



For the third year, Be Me Project was invited to have a stall at the Surrey Mental Health and Wellbeing Festival 'Mindfest'. We also spoke at the event about emotions to an audience of 100.

We spoke at a parents evening at one of our beneficiary schools, giving tips for young people's mental health .



ST GEORGE'S NIGHT

We were invited to a lovely performance by Abi F Jones, local singer-songwriter, where we were the nominated charity and for which over £400 was raised.



RADIO

Our CEO Lu, was interviewed live on UCB radio on the Ruth O'Reilly-Smith show about her life story and how and why she founded Be Me.

BE ME CONFERENCE

We had our annual Be Me conference for the South East in July; Cumbria is in September. We celebrated what we have achieved in the year, learnt more about specialist areas including autism, worked on some course material improvements and had lunch together.



LOCAL COUNCIL

In May, we were invited to lunch at Surrey County Council where we were awarded a certificate in recognition of Be Me outstanding contribution to Surrey and its residents. We have also been networking with local councillors. We have enjoyed inviting them to our offices, and showcasing our work.



“
Thank you for the 'Who Am I' project sessions. They were really helpful and it was nice to just speak to some new people who understood where I was coming from.

Participant

AUTISM CHAMPION TRAINING



Lu Mason completed the 2022-24 programme delivered by Autism by Experience CIC. We are incorporating her learning into our courses.



FUTURE STRATEGIC AIMS AND DEVELOPMENTS

- To build on our strong roots in the community, consolidate our existing partnerships and grow new partners within the regions we work in already.
- In particular, to be known throughout Surrey and Cumbria as a source of support for young people.
- Within all our regions, to grow our teams with more volunteers and course leaders.
- We will use the output of the new impact survey to get quicker results and analysis we can share with individual schools.
- To continue to develop our longer term support by recontacting participants and providing useful tools and reminders on social media.
- To invest in our team by employing key personnel as staff and building our training programme.
- To celebrate our ten year anniversary in 2024 in style!

“

The work that the Be Me project has delivered in our school has been transformational for many of our pupils, most of which were identified as vulnerable pupils who needed extra help and support to develop their self-esteem, confidence and social skills.

Deputy Head Teacher

”



GOVERNANCE & LEADERS

Our Governance Plan sets out how we as a charity are governed and considers the requirements and guidance laid down by the Charity Commission and Companies House where applicable.

The charity takes care to organise and control its affairs reasonably, responsibly and effectively with adequate risk management systems.

The Governance Team will work with the staff, volunteers and supporters to ensure the best implementation of the charity's objectives and purposes for the benefit of all participants of Be Me Project and those with whom we are associated.

Trustees are appointed solely by existing trustees (having considered the views of the CEO), subject to a minimum 75% agreement of the Trustees. All Trustees are interviewed, referenced and DBS checked.

RESPONSIBILITY OF TRUSTEES FOR FINANCIAL STATEMENT

The Trustees are responsible for preparing the report and the financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice. Charity law in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that period.

In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles of the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the activities of the Charity will continue.

The Trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and enables them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the governing document.

The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the Charity and financial information included in the Charity's website.

The report of the Trustees was approved by the Trustees on 21st November 2023 and signed on its behalf by:



Alison Thomas
Trustee

KEY INFORMATION FROM OUR FINANCIAL REPORTS YEAR TO 31ST JULY 2022

Risk Management

The Trustees acknowledge that they have a responsibility for the identification and proper management of risks faced by the Charity in achieving its primary aims. The Trustees have therefore assessed the major risks to which the Charity is exposed, in particular those relating to the specific operational areas of the Charity, its investments and its finances. The Trustees believe that, by monitoring reserve levels, by ensuring that controls exist over key financial systems, and by examining the operational risks faced by the Charity, they have established effective systems and procedures to mitigate those risks.

In the last year, we have conducted a full risk assessment and revised our policy, and have initiated a business continuity plan.

Financial Review

Funding for the Charity comes primarily from donations from charitable trusts and individuals.

Financial Activity and Financial Position

The Charity has had a very good year financially and has met its ambitious goals in terms of the numbers of those it has helped. It has also been successful in terms of grants received, financial management and the continued building of awareness of our work. We have been delighted to be in receipt of a wide range of generous grants this year, which include several that are multi-year, enabling us to build our sustainability. These include a five-year scale-up fund from Surrey Community Foundation, and three-year grants from Benefact Trust, Frances Scott, St Faiths Trust and Cumbria Community Foundation.

Reserves Policy

The Trustees have examined the requirements for free reserves, in other words those unrestricted funds not invested in tangible fixed assets. The Trustees consider that, given the nature of the Charity's work, free reserves should be equivalent to approximately 3 months' budgeted routine expenditure, plus committed future expenditure on other projects, where funds permit. The Trustees are of the opinion that this provides sufficient flexibility to cover temporary shortfalls in incoming resources and will allow the Charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. At 31 July 2023 the Charity had net free reserves of £xs follows:

| | 2023 £ | 2022 £ |
|--|----------------|----------------|
| Total reserves | 158,137 | 154,217 |
| Less: fixed assets | 1,680 | (1,050) |
| Less: restricted reserves | (93,722) | (99,391) |
| | 66,095 | 53,776 |
| Free reserves requirement: | | |
| 3 months' budgeted routine expenditure | 21,000 | 21,000 |

BE ME PROJECT

Report of the Independent Examiner to the Trustees of Be Me Project

I report on the accounts of the Be Me Project for the year ended 31 July 2023,

This report is made solely to the Trustees in accordance with section 145 of the Charities Act 2011 ("the Act"). My independent examination has been undertaken so that I might state to the Trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by the law, I do not accept responsibility to anyone other than the Charity and the Trustees for my independent examination, for this report, or the opinions I have formed.

Respective responsibilities of Trustees and examiner

The Trustees consider that an audit is not required for this year (under section 144(2) of the Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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.



John Helm ACA

21 November 2023

BE ME PROJECT

Statement of Financial Activities For the year ended 31 July 2023

| | Note | Unrestricted Funds 2023 £ | Restricted Funds 2023 £ | Total 2023 £ | Unrestricted Funds 2022 £ | Restricted Funds 2022 £ | Total 2022 £ |
|--|------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Income from: | 2 | | | | | | |
| Donations and legacies | | 39,419 | 137,273 | 176,692 | 28,334 | 142,788 | 171,122 |
| Income Trading | | 178 | - | 178 | 430 | - | 430 |
| Investments | | 91 | - | 91 | 1 | - | 1 |
| Total Income | | 39,688 | 137,273 | 176,961 | 28,765 | 142,788 | 171,553 |
| Expenditure on: | 3 | | | | | | |
| Raising funds | | 827 | 20,988 | 21,815 | 652 | 3,084 | 3,736 |
| Charitable activities | | 29,272 | 121,954 | 151,226 | (1,172) | 98,005 | 96,833 |
| Total Expenditure | | 30,099 | 142,942 | 173,041 | (520) | 101,089 | 100,569 |
| Net income/(expenditure) before tax | | 9,589 | (5,669) | 3,920 | 29,285 | 41,699 | 70,984 |
| Tax payable | 4 | - | - | - | - | - | - |
| Net income/(expenditure) after tax | | 9,589 | (5,669) | 3,920 | 29,285 | 41,699 | 70,984 |
| Transfers between funds | | - | - | - | - | - | - |
| Other recognised gains and losses | | - | - | - | - | - | - |
| Net movement in funds | | 9,589 | (5,669) | 3,920 | 29,285 | 41,699 | 70,984 |
| Total funds brought forward | | 54,826 | 99,391 | 154,217 | 25,541 | 57,692 | 83,233 |
| Total funds carried forward | | 64,415 | 93,722 | 158,137 | 54,826 | 99,391 | 154,217 |

BE ME PROJECT

Balance Sheet As at 31 July 2023

| | Note | Unrestricted Funds 2023 £ | Restricted Funds 2023 £ | Total Funds 2023 £ | Total Funds 2022 £ |
|--|------|------------------------------------|----------------------------------|--------------------------|--------------------------|
| Fixed Assets | | | | | |
| Tangible Assets | 6 | 1,680 | - | 1,680 | 1,050 |
| | | <u>1,680</u> | <u>0</u> | <u>1,680</u> | <u>1,050</u> |
| Current Assets | | | | | |
| Stock | | 6,298 | - | 6,298 | 7,663 |
| Debtors | 7 | 1,620 | - | 1,620 | 7,098 |
| Cash at Bank and in Hand | | 57,119 | 93,722 | 150,841 | 140,186 |
| | | <u>65,037</u> | <u>93,722</u> | <u>158,759</u> | <u>154,947</u> |
| Creditors - Amounts Falling Due Within One Year | 8 | 2,302 | - | 2,302 | 1,780 |
| | | <u>62,735</u> | <u>93,722</u> | <u>156,457</u> | <u>153,167</u> |
| Net Current Assets | | | | | |
| | | <u>62,735</u> | <u>93,722</u> | <u>156,457</u> | <u>153,167</u> |
| Net Assets | | <u>64,415</u> | <u>93,722</u> | <u>158,137</u> | <u>154,217</u> |
| Represented By: | | | | | |
| Unrestricted Income Funds | 9 | 64,415 | - | 64,415 | 54,826 |
| Restricted Income Funds | | - | 93,722 | 93,722 | 99,391 |
| | | <u>64,415</u> | <u>93,722</u> | <u>158,137</u> | <u>154,217</u> |
| Total Funds | | <u>64,415</u> | <u>93,722</u> | <u>158,137</u> | <u>154,217</u> |

These financial statements were approved by the Trustees on 21st November 2023 and signed on their behalf by:



Alison Thomas
Trustee

Company Registration Number: 7548705

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2023

I. Accounting Policies

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

Basis of accounting

The financial statements have been prepared under the Charities Act 2011, the Companies Act 2006 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting.

The Charity meets the definition of a public benefit entity under FRS 102.

Going Concern

There are no material uncertainties about the charity's ability to continue as a going concern and accordingly the accounts have been drawn up on a going concern basis.

Income recognition

Voluntary income and donations (including legacies) are accounted for once the Charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations is accounted for in the period to which the relevant donation is received. Grant income is recognised on a receivable basis.

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

Expenditure recognition

Expenditure is accrued as soon as a liability is considered probable, and the amount of obligation can be measured reliably. Longer term liabilities are discounted to present value. The Charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Charitable expenditure includes those costs in fulfilling the Charity's principal objects, as outlined in the Report of the Trustees. Charitable expenditure includes governance costs and an apportionment of support costs. Governance costs comprise all costs involving the public accountability of the Charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees.

Stock

Stock is valued at the lower of cost and net realisable value.

Debtors

Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

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

Creditors and provisions

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

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2023

1. Accounting Policies (continued)

Fund accounting

The funds held by the charity are either:

- Unrestricted general funds - these are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.
- Restricted funds - these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

2. Income

| | Unrestricted Funds 2023 £ | Restricted Funds 2023 £ | Total 2023 £ | Total 2022 £ |
|------------------------|------------------------------------|----------------------------------|--------------------|--------------------|
| Donations & legacies | | | | |
| Donations | 35,742 | 5,156 | 40,898 | 49,977 |
| Gift Aid tax reclaimed | 3,677 | - | 3,677 | 8,010 |
| Grants | - | 132,117 | 132,117 | 114,048 |
| | <u>39,419</u> | <u>137,273</u> | <u>176,692</u> | <u>172,035</u> |
| Other trading | | | | |
| Sale of merchandise | 178 | - | 178 | 430 |
| Investments | | | | |
| Bank Interest | 91 | - | 91 | - |
| | <u>39,688</u> | <u>137,273</u> | <u>176,961</u> | <u>172,465</u> |

In 2022 the Charity received a grant of £38,363 (2023: £nil) from Surrey Better Care, a local authority funded scheme.

3. Expenditure

3a. Expenditure on Raising Funds

| | Unrestricted 2023 £ | Restricted 2023 £ | Total 2023 £ | Total 2022 £ |
|-------------|---------------------------|-------------------------|--------------------|--------------------|
| Fundraising | <u>827</u> | <u>20,988</u> | <u>21,815</u> | <u>3,736</u> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2023

3. Expenditure (continued)

3b. Expenditure on Charitable activities

| | Unrestricted 2023 £ | Restricted 2023 £ | Total 2023 £ | Total 2022 £ |
|---------------------------|---------------------------|-------------------------|--------------------|--------------------|
| Direct course expenditure | 3,230 | 89,113 | 92,343 | 53,471 |
| Support costs | 24,884 | 32,841 | 57,725 | 42,440 |
| Governance costs | 1,158 | - | 1,158 | 922 |
| | <u>29,272</u> | <u>121,954</u> | <u>151,226</u> | <u>96,833</u> |

3c. Staff Costs

| | 2023 £ | 2022 £ |
|--|---------------|---------------|
| Included within Expenditure on Raising Funds and Expenditure on Charitable Activities are the following staff costs: | | |
| Gross salaries | 32,430 | 23,015 |
| Social security costs | - | - |
| Pension contributions | 674 | 526 |
| | <u>33,104</u> | <u>23,541</u> |
| Of which: gross salaries and benefits paid to Key Management Personnel: | <u>31,390</u> | <u>22,489</u> |

The average number of employees during the year:

| | Number | Number |
|-------------------|----------|----------|
| Full time workers | - | - |
| Part time workers | 2 | 2 |
| | <u>2</u> | <u>2</u> |

No employee received payments in excess of £60,000 during the year. Trustees are not paid a salary or expenses.

4. Net income/(expenditure)

Net income/(expenditure) is stated after charging:

| | Unrestricted 2023 £ | Restricted 2023 £ | Total 2023 £ | Total 2022 £ |
|--|---------------------------|-------------------------|--------------------|--------------------|
| Depreciation | 854 | - | 854 | 882 |
| Independent examination fee | 1,158 | - | 1,158 | 870 |
| Other fees charged by independent examiner | - | - | - | 1,554 |
| | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2023

5. Taxation

As a charity, Be Me Project is exempt from tax on income and gains falling within the provisions of the Corporation Taxes Act 2010 or the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen on the Charity.

6. Tangible Fixed Assets

| | Computer Equipment £ |
|-----------------------|-------------------------------------|
| Cost | |
| At 1 August 2022 | 1,932 |
| Additions | 1,484 |
| Disposals | - |
| | <hr/> |
| At 31 July 2023 | 3,416 |
| | <hr/> <hr/> |
| Depreciation | |
| At 1 August 2022 | 882 |
| Charge for Year | 854 |
| Disposals | - |
| | <hr/> |
| At 31 July 2023 | 1,736 |
| | <hr/> <hr/> |
| Net Book Value | |
| At 31 August 2023 | 1,680 |
| | <hr/> <hr/> |
| At 31 August 2022 | 1,050 |
| | <hr/> <hr/> |

7. Debtors

| | 2023 £ | 2022 £ |
|-------------------------|-------------------|-------------------|
| Gift Aid tax receivable | 1,620 | 7,097 |
| Accrued income | - | - |
| | <hr/> | <hr/> |
| | 1,620 | 7,097 |
| | <hr/> <hr/> | <hr/> <hr/> |

8. Creditors - Amounts Falling Due Within One Year

| | 2023 £ | 2022 £ |
|-----------------|-------------------|-------------------|
| Accruals | 1,392 | 1,155 |
| Other creditors | 910 | 625 |
| | <hr/> | <hr/> |
| | 2,302 | 1,780 |
| | <hr/> <hr/> | <hr/> <hr/> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2023

9. Restricted Funds

| 9a Current year | At 1 August 2022 £ | Income £ | Expenditure £ | Transfers £ | At 31 July 2023 £ |
|--------------------------------|-----------------------------|----------------|------------------|----------------|----------------------------|
| Course costs | 57,858 | 86,119 | (78,336) | - | 65,641 |
| Core costs | 0 | 16,747 | (13,169) | - | 3,578 |
| Income development/fundraising | 28,650 | 1,000 | (20,913) | - | 8,737 |
| Management salaries | 11,860 | 13,175 | (20,345) | - | 4,690 |
| Hub administration | 1,023 | 20,232 | (10,179) | - | 11,076 |
| | 99,391 | 137,273 | (142,942) | 0 | 93,722 |

| 9b Prior year | At 1 August 2021 £ | Income £ | Expenditure £ | Transfers £ | At 31 July 2022 £ |
|--------------------------------|-----------------------------|----------------|------------------|----------------|----------------------------|
| Course Costs | 47,537 | 64,154 | (53,833) | - | 57,858 |
| Core Costs | 734 | 15,556 | (16,290) | - | 0 |
| Income development/fundraising | 3,600 | 28,000 | (2,950) | - | 28,650 |
| Management salaries | 5,821 | 28,790 | (22,751) | - | 11,860 |
| Hub administration | - | 6,288 | (5,265) | - | 1,023 |
| | 57,692 | 142,788 | (101,089) | 0 | 99,391 |

Descriptions of the restricted funds are as follows:

Course costs – funds raised for Surrey, Cumbria, Kent and Brighton to run courses.

Core costs - funds raised for central coordination and administration.

Income development/fundraising - funds raised to assist with the raising of income, including for consultancy hours for an Income Development Manager.

Management salaries - funds raised for salaries for the CEO and COO.

Hub administration - funds raised for the local administration of courses and building of schools' relationships

10. Related Party Transactions

The aggregate unrestricted donations made by Trustees to the Charity were £8,928 (2022: £6,300).

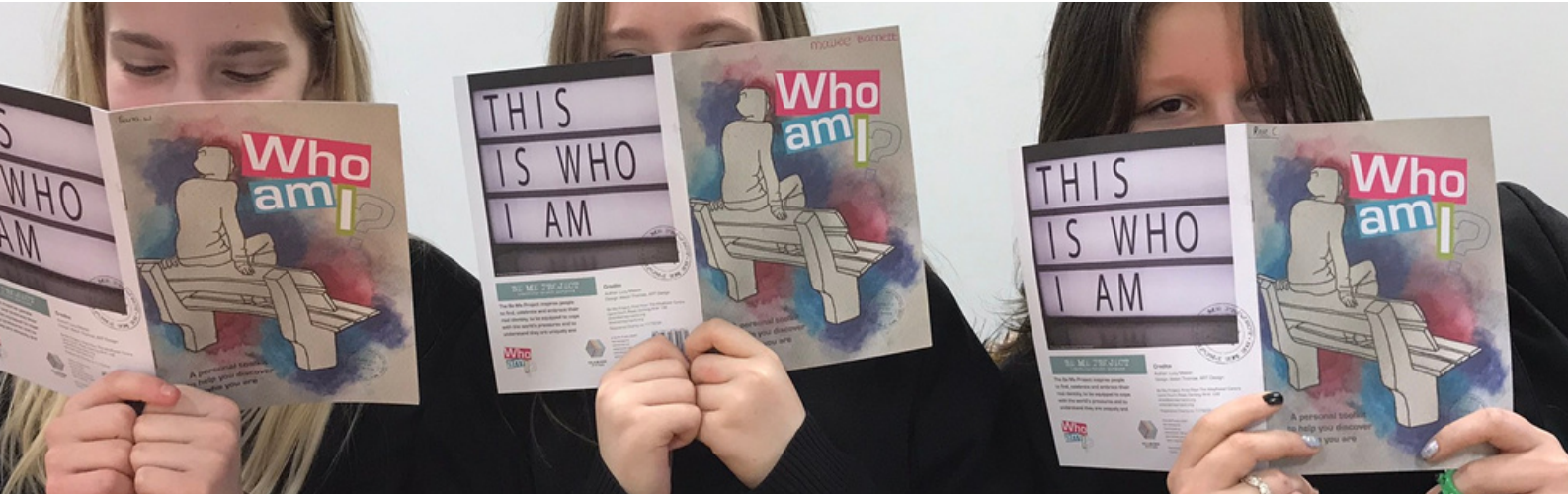
BE ME PROJECT

England & Wales - Charity number 1175239

Accounts

BE ME PROJECT

identity ~ truth ~ purpose



TRUSTEES' ANNUAL REPORT 1ST AUG 2021 - 31ST JULY 2022

“

On Be Me I made a new friend and started to get more confident about talking about my feelings. I feel a lot happier now, it has helped a lot with my mental health and other people have noticed and said I am back to being ME again!

”

CHALLENGES

- Increased anxiety levels and loneliness
- Difficulties of re-socialisation post covid
- Adapting to post pandemic life

OUR RESPONSE

- Adapting delivery style to post pandemic requirements
- Doubling our reach across our regions
- Growing and sustaining our team.

WE HAVE
SUPPORTED
OVER
500 PEOPLE
THIS YEAR



CHAIR'S REMARKS

Be Me project has continued to fulfil its charitable objectives and perform strongly both in terms of its offering and its financial security. The impact of the pandemic has largely dissipated in terms of the operational influences of Be Me Project and yet the damage to those it helps is only just emerging. The principles that underpin Be Me Project have not changed and remain fundamental to what we do.

Having been a trustee of Be Me Project since its formation, I have witnessed the integrity, passion and energy with which everyone involved has worked.

At our core remains a strong desire to enable attendees to see themselves in a different way - one of value, having been wonderfully made.

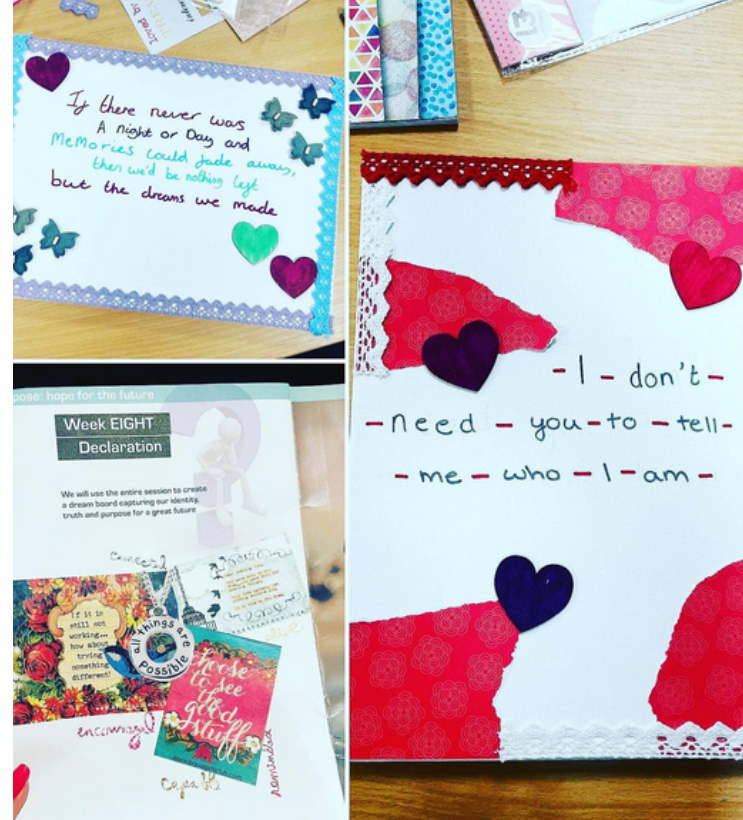
I am thrilled with the performance of Be Me Project and its stability and strong base upon which we have built and will continue to build. However, we are about more than just financial performance, we represent

some of the truths that so many people in our society need to receive. The changes in those who have attended our courses is a delight to witness. That is not to say that one course can fix people, but it is a door opened and a light shone. We do this with genuine compassion, understanding and no judgement and are the privileged recipients of the participants' sharing.

Three new Trustees have joined us in the last year and they bring a wealth of experience in the charitable, medical and psychology sectors.

Even though Be Me has grown substantially over the last year, I am certain the organisation is still in its infancy. The need is ever bigger, and so is our desire to help.

Richard Mason, Chair



“

I loved the crafts and it was comforting to talk about what was going on in my life in a safe place. I learnt about boundaries and what I should and shouldn't tolerate. Before, I felt rubbish about myself but now I know I am unique, special and worthy.

”

OUR STORY

Be Me Project has grown a lot since its early days. From our small beginnings trialling our first course with six girls in 2014, we now deliver a growing number of mental wellbeing courses to young people and women referred to us by community centres, GP surgeries and hostels in several counties across England. Our secondary school programmes are now in huge demand and we continue to expand to try to meet as much of this need as we can. We continue to offer online courses to enable us to reach further afield.

Between July 2021 and July 2022 we have helped over 500 participants. This is a considerable increase above our projected number but remains, sadly, a small fraction of the growing need. But we are excited to have had a good number of new volunteers and staff join us over the last 12 months and this trend looks set to continue.



There has been some wonderful feedback received from our participants which is so encouraging to us as a charity.

“ **I wish I'd had Be Me when I was at school.**

Young person living in a hostel

”

'BE ME SPURRED ME ON'

A woman referred to Be Me through Social Prescribing recently told us that one of her paintings had been published in a mental wellbeing book. Her confidence had grown little by little as the course progressed and she began believing in herself and recognising her talents. She says through Be Me she was spurred on to enter the competition. What a wonderful outcome!

“ **I enjoyed being able to speak up about how I am feeling as I can't always do that. I learnt how to handle my emotions and how to feel better in myself.**

13 year old

”



OUR MISSION

To support young people and women to celebrate that they are uniquely and wonderfully made for a purpose and to be equipped to build positive mental wellbeing and confidence in life.

OUR VALUES

- Inspiring people to believe they are uniquely and wonderfully made
- Respecting and accepting the unique worth and value of each individual
- Encouraging and building up each person
- Compassion and care
- Being real
- Led by Christian love

HOW WE HELP

We run 3 different courses in both 1:1 sessions and groups. The 'She Is' course is craft based. Who Am I? is discussion-based and 'Let's chat' is a very flexible course allowing attendees to select topics they feel best suited to them. In each course we try to ensure that the participants will relate well together to help them get the best out of the sessions and to, hopefully, keep up long term encouraging friendships - something which has happened frequently and given us great joy.

We have also had great joy in witnessing course participants then becoming a course assistant or asking to volunteer in another capacity.

This helps build long term confidence and gives a sense of purpose to those who do it. Be Me Project supports people struggling with depression,

anxiety, low self-esteem and vulnerable young women in the community struggling with their mental health. Our leaders and volunteers have all experienced difficult times so can empathise with our participants and not judge them.

OUR AIMS AND OBJECTIVES

- Build and enhance young people's and women's confidence and positive mental wellbeing
- Support vulnerable people to explore and develop tools to better manage their emotions.
- Develop resilience to help them better cope with life's ups and downs

“
Thank you so much for asking my Year 10 daughter to be a mentor for the Year 8 group. My daughter had lost herself and now I feel like I have her back. She's made better friend choices and she feels a lot happier. It was so helpful that she not only learnt things for herself, but she helped the younger ones too.

A young person's mum

CURRENTLY
1 IN 3
 BENEFICIARIES ARE STRUGGLING WITH
GENDER/SEXUALITY ISSUES

LAST TERM **47%**
OF STUDENTS HAD
**SPECIAL
EDUCATIONAL NEEDS
AND DISABILITIES**

**10% OF STUDENTS
HAD ASD**
**37% HAD NEEDS
SUCH AS ADHD, MLD,
SEMH AND SPLD**



Many of our course participants struggle with friendship and family issues and high anxiety. We also have those with disabilities, including partial deafness and in utero drug exposure which is affecting their mental health.

FEEDBACK:
**22% INCREASE
IN RESILIENCE**
**15% INCREASE
IN CONFIDENCE**

“

It encouraged me to come to school, because I struggled - and now I come in because of Be Me.

A 14 year student with low school attendance due to anxiety

”

'All of the girls took on board **positive messages to remember** when they struggled in some way. **All recommended it** to other pupils.

'They all reported that **they felt listened to** and had the **opportunity to discuss** a range of issues. It was noted that the girls continued through the year **more positively**.

'Emotional 'meltdowns' diminished significantly. Teachers reported an **improved attitude** to the girls' **learning** and the way they **coped with challenge**.'

-Head of Pastoral Care, Ashcombe School



85%

OF COURSE PARTICIPANTS REPORTED IMPROVEMENT IN THEIR CONFIDENCE & RESILIENCE



IMPACT

Over the last 12 months, Be Me Project has been collecting data and analysing the impact of two of the courses we run. A clearer picture will emerge in the future as we undertake further surveys with new attendees and re-survey recent attendees. We are really encouraged by the results and analysis undertaken to date.

'Who Am I?' - 85% of 115 participants surveyed in 2021 and 2022 score more positively in confidence and resilience overall at the end of the course than they did at the beginning.

'She Is' - By the end of the courses, there was positive movement in many areas of the surveyed responses, particularly around improved self-esteem/confidence and an improved sense of a unique identity.

“

There is a saying I heard a long time ago: "Become your own cheerleader"... I had no idea what that meant until after taking this course.

”

In consulting with the attendees prior to and after their course, they were asked to summarise their feelings of themselves.

PRE-COURSE VIEWS:

- I'm Anxious
- I'm not being heard
- I'm letting people down
- I feel judged by others
- I'm not 'good' enough
- I don't like my body

POST-COURSE VIEWS:

- I've enjoyed being able to talk and not be judged
- It's nice to know I'm not alone in how I feel
- I've been able to make some friends
- I felt safe
- It made me think things about myself that I've never thought before
- I've learned to be kind to myself



KEY ACHIEVEMENTS



We are purposeful about sharing our knowledge externally and have been involved in many events this year. We ran an LSA training morning, attended Mindfest in Dorking and undertook talks and workshops for schools and community events. We are involved in external forums such as the KT22.

Be Me Project were invited to have a stall at Mindfest, a mental health and wellbeing festival where Roman Kemp, Capital Radio DJ and presenter of BBC documentary 'Our Silent Emergency' was the keynote speaker.

We made lots of connections with people through this event, including a special young person named Jude.

Jude struggled with life. She was bullied a lot at school which made her withdrawn. She dropped out of secondary school and spent a couple of years in her bedroom, away from everybody. We met Jude's sister at Mindfest where we chatted about meeting up with Jude 1:1. Jude came once a week to do the 'She Is' Course and then started volunteering in the office helping our course leaders. She's now been volunteering with Be Me for five months. We can see, one day, Jude being a course assistant, helping others.

“ **It's good to have something to do every week that I enjoy with someone that I get along with. It helps me to de-stress and has encouraged introspection which has solidified my opinion of who I am.**

Jude, 16 years old

”

We made lots of connections with people through this event, including a special young person named Jude.

Premier.
ChristianRadio
where faith comes to life

Our CEO was asked to share her personal story and the journey of Be Me on Premier Radio with Hannah Scott Joynt. Lu felt privileged to be asked and many found her story very moving and inspiring.



GREASE NIGHT

We were chosen to be the nominated charity for the 'secret cinema' event at St Georges Church, Ashted. It was a brilliant evening and we raised almost £3,000!



DUKE OF EDINBURGH

Once again we have been asked to support a student in her DofE volunteering activity. This year a student has been running our social media posts under supervision, engaging with our followers with encouraging posts and news each week.



BE ME CONFERENCE

We held our first Be Me conference this June in Dorking. What a buzz! We had most of our team together from Cumbria, Kent, Surrey and Sussex. We shared best practice, personal experiences and our stories with one another, and celebrated the charity's achievements. Dr Jill Rasmussen, a highly regarded senior clinician in mental health, came and did some training with us, encouraging us in the work we are doing. We appreciated the time together to build each other up and get really excited about our future as a team!

MARY FRANCES TRUST

This year we partnered with Mary Frances Trust (a mental health and emotional wellbeing charity for adults in Surrey) by running an online course for 10 of their young adults - some at University, some were working and some were unable to work. One of the young adults from this group has recently joined our 'She Is' course in person and is thoroughly enjoying it.

“

I just wanted to say another thank you for the 'Who Am I' project sessions. They were really helpful and it was nice to just speak to some new people who understood where I was coming from.

”



FUTURE STRATEGIC AIMS AND DEVELOPMENTS

- Build on our strong roots in the community, consolidate our existing partnerships and develop relationships with new partners within the regions we work in already
- Grow our teams in all areas, taking on more volunteers and course leaders
- Open our second Surrey Hub in September 2022
- Develop our survey impact analysis by reanalysing our participants' mental wellbeing from six months to a year after the course has been completed
- Continue developing our feedback systems to the partnerships regarding participants' responses and any on-going help to be put in place
- Participate in the schools mental wellbeing event in July 2023
- Develop our 'Let's Live' activity book to support teenagers with helpful topics and advice.

“

Be Me taught me to like myself and to stop judging myself.

”



GOVERNANCE & LEADERS

Our Governance Plan sets out how we as a charity are governed and considers the requirements and guidance laid down by the Charity Commission and Companies House where applicable.

The charity takes care to organise and control its affairs reasonably, responsibly and effectively with adequate risk management systems.

The Governance Team will work with the staff, volunteers and supporters to ensure the best implementation of the charity's objectives and purposes for the benefit of all participants of Be Me Project and those with whom we are associated.

Trustees are appointed solely by existing trustees (having considered the views of the CEO), subject to a minimum 75% agreement of the Trustees. All Trustees are interviewed, referenced and DBS checked.

FINANCIAL

Be Me Project has had a very good year and has surpassed its goals in terms of the numbers of those it has helped. But it has also been successful in terms of grants received, financial management and the continued building of awareness of our work.

We have received 10 separate grants across our regions:

- Cumbria Community Foundation
- Cumbria Freida Scott
- Hadfield trust
- Liverpool BAE
- Kent Malling Memorial Institution
- Kent Community Foundation
- Clarion Futures
- Mary Frances Trust
- Community Foundation for Surrey (from Surrey Heartlands NHS Charities Community Partnership Fund, and Surrey County Council Public Health Community Fund)
- Better Care Fund Grant Programme

Every grant is vital to our work and makes a huge difference and we are grateful to them all.

KEY INFORMATION FROM OUR FINANCIAL REPORTS YEAR TO 31ST JULY 2022

Risk Management

The Trustees acknowledge that they have a responsibility for the identification and proper management of risks faced by the Charity in achieving its primary aims. The Trustees have therefore assessed the major risks to which the Charity is exposed, in particular those relating to the specific operational areas of the Charity, its investments and its finances. The Trustees believe that, by monitoring reserve levels, by ensuring that controls exist over key financial systems, and by examining the operational risks faced by the Charity, they have established effective systems and procedures to mitigate those risks.

Financial Review

Funding for the Charity comes primarily from donations from charitable trusts and individuals.

Financial Activity and Financial Position

The Statement of Financial Activities and Balance Sheet can be found on pages 13 and 14 respectively. The Charity's reserves increased by £70,984 during the year (2021: increased by £11,754). The balance sheet shows total net assets of £154,217 (2021: £83,233) of which £99,391 (2021: £57,692) is restricted. The unrestricted funds of £54,826 will be allocated to additional salaried management hours, hub leader(s) and core costs which will increase substantially at the start of the 2023 financial. The Charitable reserve is also included within this figure.

Reserves Policy

The Trustees have examined the requirements for free reserves, in other words those unrestricted funds not invested in tangible fixed assets. The Trustees consider that, given the nature of the Charity's work, free reserves should be equivalent to approximately 3 months' budgeted routine expenditure, plus committed future expenditure on other projects, where funds permit. The Trustees are of the opinion that this provides sufficient flexibility to cover temporary shortfalls in incoming resources and will allow the Charity to cope and respond to unforeseen emergencies whilst specific action plans are implemented. At 31 July 2022 the Charity had net free reserves of £53,776 (2021: £25,541) as follows:

| | 2022 | 2021 |
|--|----------------|---------------|
| | £ | £ |
| Total reserves | 154,217 | 83,233 |
| Less: fixed assets | (1,050) | - |
| Less: restricted reserves | (99,391) | (57,692) |
| | 53,776 | 25,541 |
| Free reserves requirement: | | |
| 3 months' budgeted routine expenditure | 21,000 | 10,000 |

BE ME PROJECT

Report of the Independent Examiner to the Trustees of Be Me Project

I report on the accounts of the Be Me Project for the year ended 31 July 2022.

This report is made solely to the Trustees in accordance with section 145 of the Charities Act 2011 ("the Act"). My independent examination has been undertaken so that I might state to the Trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by the law, I do not accept responsibility to anyone other than the Charity and the Trustees for my independent examination, for this report, or the opinions I have formed.

Respective responsibilities of trustees and examiner

The Trustees consider that an audit is not required for this year (under section 144(2) of the Act) and that an independent examination is needed.

It is my responsibility to:

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

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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.



John Helm ACA
22 November 2022

BE ME PROJECT

Statement of Financial Activities For the year ended 31 July 2022

| | Note | Unrestricted Funds 2022 £ | Restricted Funds 2022 £ | Total 2022 £ | Unrestricted Funds 2021 £ | Restricted Funds 2021 £ | Total 2021 £ |
|--|------|------------------------------------|----------------------------------|--------------------|------------------------------------|----------------------------------|--------------------|
| Income from: | 2 | | | | | | |
| Donations and legacies | | 28,334 | 142,788 | 171,122 | 22,676 | 46,145 | 68,821 |
| Income Trading | | 430 | - | 430 | 287 | - | 287 |
| Investments | | 1 | - | 1 | - | - | - |
| Total Income | | 28,765 | 142,788 | 171,553 | 22,963 | 46,145 | 69,108 |
| Expenditure on: | 3 | | | | | | |
| Raising funds | | 652 | 3,084 | 3,736 | - | 2,400 | 2,400 |
| Charitable activities | | (1,172) | 98,005 | 96,833 | 27,294 | 27,660 | 54,954 |
| Total Expenditure | | (520) | 101,089 | 100,569 | 27,294 | 30,060 | 57,354 |
| Net income/(expenditure) before tax | | 29,285 | 41,699 | 70,984 | (4,331) | 16,085 | 11,754 |
| Tax payable | 4 | - | - | - | - | - | - |
| Net income/(expenditure) after tax | | 29,285 | 41,699 | 70,984 | (4,331) | 16,085 | 11,754 |
| Net movement in funds | | 29,285 | 41,699 | 70,984 | (4,331) | 16,085 | 11,754 |
| Total funds brought forward | | 25,541 | 57,692 | 83,233 | 29,872 | 41,607 | 71,479 |
| Total funds carried forward | | 54,826 | 99,391 | 154,217 | 25,541 | 57,692 | 83,233 |

BE ME PROJECT

Balance Sheet As at 31 July 2022

| | Note | Unrestricted Funds 2022 £ | Restricted Funds 2022 £ | Total Funds 2022 £ | Total Funds 2021 £ |
|--|------|------------------------------------|----------------------------------|--------------------------|--------------------------|
| Fixed Assets | | | | | |
| Tangible Assets | 6 | 1,050 | - | 1,050 | - |
| | | 1,050 | 0 | 1,050 | 0 |
| Current Assets | | | | | |
| Stock | | 7,663 | - | 7,663 | 7,060 |
| Debtors | 7 | 7,098 | - | 7,098 | 913 |
| Cash at Bank and in Hand | | 40,795 | 99,391 | 140,186 | 76,006 |
| | | 55,556 | 99,391 | 154,947 | 83,979 |
| Creditors - Amounts Falling Due Within One Year | 8 | 1,780 | - | 1,780 | 746 |
| Net Current Assets | | 53,776 | 99,391 | 153,167 | 83,233 |
| Net Assets | | 54,826 | 99,391 | 154,217 | 83,233 |
| Represented By: | | | | | |
| Unrestricted Income Funds | 9 | 54,826 | - | 54,826 | 25,541 |
| Restricted Income Funds | | - | 99,391 | 99,391 | 57,692 |
| Total Funds | | 54,826 | 99,391 | 154,217 | 83,233 |

These financial statements were approved by the Trustees on 22 November 2022 and signed on their behalf by:



Alison Thomas
Trustee

Company Registration Number: 7548705

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2022

Accounting Policies

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

Basis of accounting

The financial statements have been prepared under the Charities Act 2011, the Companies Act 2006 and in accordance with the Charities Statement of Recommended Practice (Charities SORP (FRS 102)) and Financial Reporting Standard 102 (FRS 102). The financial statements are drawn up on the historical cost basis of accounting.

The Charity meets the definition of a public benefit entity under FRS 102.

Going Concern

There are no material uncertainties about the charity's ability to continue as a going concern and accordingly the accounts have been drawn up on a going concern basis.

Income recognition

Voluntary income and donations (including legacies) are accounted for once the Charity has entitlement to the income, it is probable the income will be received and the amount of income receivable can be reliably measured. Income from the recovery of tax on gift aided donations is accounted for in the period to which the relevant donation is received. Grant income is recognised on a receivable basis.

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

Expenditure recognition

Expenditure is accrued as soon as a liability is considered probable, and the amount of obligation can be measured reliably. Longer term liabilities are discounted to present value. The Charity is not registered for VAT and accordingly expenditure includes VAT where appropriate.

Expenditure included in Raising Funds includes amounts incurred in obtaining grants and other donations.

Charitable expenditure includes those costs in fulfilling the Charity's principal objects, as outlined in the Report of the Trustees. Charitable expenditure includes governance costs and an apportionment of support costs. Governance costs comprise all costs involving the public accountability of the Charity and its compliance with regulation and good practice. These costs include costs related to the independent examination and legal fees.

Debtors

Debtors are included at the settlement amount due. Prepayments are valued at the amount prepaid.

Cash at bank and in hand

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

Creditors and provisions

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

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2022

Accounting Policies (continued)

Fund accounting

The funds held by the charity are either:

- Unrestricted general funds - these are funds which can be used in accordance with the charitable objects at the discretion of the trustees.
- Restricted funds - these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Income

| | Unrestricted Funds 2022 £ | Restricted Funds 2022 £ | Total 2022 £ | Total 2021 £ |
|----------------------|------------------------------------|----------------------------------|--------------------|--------------------|
| Donations & legacies | | | | |
| Donations | 21,237 | 28,740 | 49,977 | 22,042 |
| Income tax reclaimed | 8,010 | - | 8,010 | 1,087 |
| Grants | - | 114,048 | 114,048 | 45,692 |
| | <u>29,247</u> | <u>142,788</u> | <u>172,035</u> | <u>68,821</u> |
| Other trading | | | | |
| Sale of merchandise | 430 | - | 430 | 287 |
| | <u>29,677</u> | <u>142,788</u> | <u>172,465</u> | <u>69,108</u> |

A grant from Surrey Better Care of £38,363 (2021: £nil), a local authority funded scheme, was received during the year.

Expenditure

Expenditure on Raising Funds

| | Unrestricted 2022 £ | Restricted 2022 £ | Total 2022 £ | Total 2021 £ |
|-------------|---------------------------|-------------------------|--------------------|--------------------|
| Fundraising | <u>652</u> | <u>3,084</u> | <u>3,736</u> | <u>2,400</u> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2022

Expenditure on Charitable activities

| | Unrestricted 2022 £ | Restricted 2022 £ | Total 2022 £ | Total 2021 £ |
|------------------|---------------------------|-------------------------|--------------------|--------------------|
| Courses | (6,150) | 59,621 | 53,471 | 29,069 |
| Support | 4,926 | 37,514 | 42,440 | 23,357 |
| Governance costs | 52 | 870 | 922 | 2,528 |
| | <u>(1,172)</u> | <u>98,005</u> | <u>96,833</u> | <u>54,954</u> |

Staff Costs

| | 2022 £ | 2021 £ |
|--|---------------|---------------|
| Included within Expenditure on Raising Funds and Expenditure on Charitable Activities are the following staff costs: | | |
| Gross salaries | 23,015 | 19,728 |
| Social security costs | - | - |
| Pension contributions | 526 | 249 |
| | <u>22,489</u> | <u>19,479</u> |
| Of which: gross salaries and benefits paid to Key Management Personnel: | <u>22,489</u> | <u>19,479</u> |

| | Number | Number |
|--|----------|----------|
| The average number of employees during the year: | | |
| Full time workers | - | - |
| Part time workers | 2 | 2 |
| | <u>2</u> | <u>2</u> |

No employee received payments in excess of £60,000 during the year. Trustees are not paid a salary or expenses.

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2022

Net income/(expenditure) before tax

Net income/(expenditure) before tax is stated after charging:

| | Unrestricted 2022 £ | Restricted 2022 £ | Total 2022 £ | Total 2021 £ |
|--|---------------------------|-------------------------|--------------------|--------------------|
| Depreciation | - | 882 | 882 | - |
| Independent examination fee | - | 870 | 870 | 330 |
| Other fees charged by independent examiner | - | 1,554 | 1,554 | 430 |
| | <u> </u> | <u> </u> | <u> </u> | <u> </u> |

Taxation

As a charity, Be Me Project is exempt from tax on income and gains falling within the provisions of the Corporation Taxes Act 2010 or the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen on the Charity.

Tangible Fixed Assets

| | Computer Equipment £ |
|-----------------------|----------------------------|
| Cost | |
| At 1 August 2021 | - |
| Additions | 1,932 |
| Disposals | - |
| | <u> </u> |
| At 31 July 2022 | <u>1,932</u> |
| Depreciation | |
| At 1 August 2021 | - |
| Charge for Year | 882 |
| Disposals | - |
| | <u> </u> |
| At 31 July 2022 | <u>882</u> |
| Net Book Value | |
| At 31 August 2022 | <u>1,050</u> |
| At 31 August 2021 | <u>0</u> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2022

Debtors

| | 2022 £ | 2021 £ |
|-------------------------|--------------|------------|
| Gift Aid Tax receivable | 7,097 | 913 |
| Accrued income | - | - |
| | <u>7,097</u> | <u>913</u> |

Creditors - Amounts Falling Due Within One Year

| | 2022 £ | 2021 £ |
|-----------------|--------------|------------|
| Accruals | 1,155 | 470 |
| Other creditors | 625 | 276 |
| | <u>1,780</u> | <u>746</u> |

Restricted Funds

| | At 1 August 2021 £ | Income £ | Expenditure £ | Transfers £ | At 31 July 2022 £ |
|---------------------|-----------------------------|----------------|------------------|----------------|----------------------------|
| Course Costs | 47,537 | 64,154 | (53,833) | - | 57,858 |
| Core Costs | 734 | 15,556 | (16,290) | - | 0 |
| Income development | - | 25,000 | - | - | 25,000 |
| Management salaries | 5,821 | 28,790 | (22,751) | - | 11,860 |
| Fundraising | 3,600 | 3,000 | (2,950) | - | 3,650 |
| Hub/Administration | - | 6,288 | (5,265) | - | 1,023 |
| | <u>57,692</u> | <u>142,788</u> | <u>(101,089)</u> | <u>0</u> | <u>99,391</u> |

BE ME PROJECT

Notes to the Financial Statements For the year ended 31 July 2022

Descriptions of the restricted funds are as follows:

Course Costs – funds raised for Surrey, Cumbria, Kent and Brighton to run courses

Core Costs - funds raised for central coordination and administration

Income development - funds raised for consultancy hours for an Income Development Manager

Management salaries - funds raised for salaries for CEO and COO

Fundraising - funds raised to assist with the raising of funds

Hub/Administration - funds raised for administration and marketing material development hours

Related Party Transactions

Richard Mason, a trustee until 31 July 2022, is the spouse of Lucy Mason, the founder and CEO of the Charity. During 2022 Lucy Mason received gross remuneration of £11,505 (2021: £9,625) and pension contributions of £301 (2021: £249).

The aggregate unrestricted donations made by Trustees to the Charity were £6,300 (2021: £4,050).

BE ME PROJECT

England & Wales - Charity number 1175239

Accounts

BE ME PROJECT

Annual Report and Accounts
for the year ended 31st July 2021

Charity no. 1175239

www.bemeproject.org
office@bemeproject.org

Head Office:
The Mayflower Centre
Dorking
RH4 1AB

Identity, Truth & Purpose

Tel no. 07467121423

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Legal and Administrative Information

| | |
|-----------------------|--|
| Trustees: | Alison Thomas Justin Thomas Peter Hajittofi Richard Mason (Chairperson) |
| Charity number: | 1175239 |
| Principal address: | Front Office, The Mayflower Centre Dorking RH4 1AB |
| Independent examiner: | Mr PJ Barton FCCA ART Accountant Limited Ground Floor 11 Manvers Street, Bath, BA1 1JQ |
| Bank: | Lloyds Bank |

Trustees Report

Chairperson's remarks:

It has been another difficult year for the world. Yet Be Me project has shown remarkable resilience and gone from strength to strength in the face of a global pandemic.

I have long been thrilled by the care and compassion that those at Be Me Project show and share with the girls and women they help. But I am equally proud of the tremendous efforts the whole team has put into Be Me project this year as they have adapted their courses to help all young people who are referred to Be Me. They have been highly reactive in incredibly difficult times and produced a bespoke course and run it across virtual meeting platforms, as an addition to their offering. And they've run that course substantially more than they've been able to run other courses in previous years.

Hopefully some normality will return in due course and I'm confident that Be Me Project will continue to develop and grow.

Richard Mason
Chair of Trustees

Our mission:

To support girls and women to celebrate that they are uniquely and wonderfully made for a purpose and to be equipped to build positive mental wellbeing and confidence in life.

Our aims and objectives:

- Build and enhance young people's and women's self-esteem and help them identify and celebrate their unique strengths. Our work will support them to recognise and celebrate their identity and potential.
- Support vulnerable people to explore and develop tools to better manage their emotions. These may be heightened since the beginning of Covid-19 and will include: anxiety, fear, stress, anger and grief.
- Develop resilience to help them better cope with life's ups and downs. We offer them the tools to continue building resilience as they go through life and face adverse challenges in the future.

Our Values:

1. Inspiring people to believe they are uniquely and wonderfully made

2. Respecting and accepting the unique worth and value of each individual
3. Encouraging and building up each person
4. Compassion and care
5. Being real
6. Led by Christian love

How we help:

Be Me Project was founded in 2014 and our Head Office is located in Dorking in Surrey. The organisation became a registered charity in 2017.

Be Me Project is a grassroots charity dedicated to developing positive mental wellbeing and supporting vulnerable individuals in our communities who are experiencing mental health challenges.

Our discussion and activity-based courses, mentoring and special events have a proven positive impact helping people build confidence and resilience, understand identity and self-worth and discover their future potential.

We have supported young people struggling with depression, anxiety and low self-esteem and vulnerable young women in the community struggling with their mental health. Our services are delivered in a range of settings including secondary schools, GP surgeries, hostels and community centres.

We have team hubs working in local communities in Surrey, Kent, Cumbria and Brighton.

Our Courses:

'She Is' is a secular course that consists of one hourly session over nine weeks. We work with schools to select the girls that would benefit the most. The course is aimed at Years 8 & 9 with six attendees and has embedded SMSC and British Values.

'Who am I?' This is a new course launched in 2020 for all young people and women. The course has been designed for one to one purposes or in a small group and it is for six weeks. We launched this course during Covid for online support and it can easily be run in person with social distancing.

'Let's Chat'

We developed in 2021 as a resource that can be used online or in a drop in sessions. There are 14 topic sessions which include cards with questions to promote deep and meaningful conversions. Each week the topic can be adaptable for the participants who attend.

Achievements and performance:

As with every grass roots charity, life has been challenging since the start of the Covid 19 pandemic. It has been a year of adaptation to ensure our provision of services is sustained: Working alongside 9 schools, 2 youth centres, 2 hostels, 2 GP surgeries and online provision.

- July 2020 - 2021 through the Covid pandemic we ran 68 courses and supported 267 participants. Comprising of 36 courses within Surrey, 25 courses within Cumbria, 6 courses in Kent and one 14 week hostel 'drop in' in Brighton.
- A self completion workbook was created and sent out to 500 vulnerable young people at home during the Spring 2020 school closure. With a further 100 workbooks sent to hostels with Kent.
- We developed a digital provision for mentoring and group work so we could reach people in lockdown.
- Working alongside NHS social prescribers for referrals our community groups have gained momentum
- Be Me was invited to lead a presentation to LSA's within a secondary school to help with strategies to support anxious young people.
- Created the 'Let's Chat' drop in course, specifically designed for hostel / youth centre type locations.
- We ran online a youth event for up to 30 young people supporting their mental wellbeing through Clarion Housing,
- Our social media sites have grown to over 10,000 followers.

Impact:

During 2021 we started to quantify the impact of our courses using a purpose designed survey that evaluates how people are feeling on an emotional level both at the start and at the end of a course. We have taken a selection of 52 participants that completed both surveys *and* gave permission to share data and we have analysed these.

The data shows a positive impact in raising emotional wellbeing of participants and we can see an increase in levels of confidence and resilience.

Across all participants answering all questions the average score is below the midpoint of the scale before the course and above it after the course. 71% score more positively overall at the end of the course than they did at the beginning.

All measures of confidence and resilience have increased overall, with particular improvements when comparing themselves to others, reduced anxiety and greater self-confidence.

Impact story (from a Year 9 Secondary student):

"I started 'She Is' in 2019 and I really enjoyed it because each week was a different theme with a creative craft which was super fun and relaxing to do. It was also really chilled sharing thoughts and feelings in each of our lives, in a safe environment, to get stuff off my chest. I guess it made me think about how to deal with situations in life and feel a lot less stressed over them. I learnt all about me and that I'm worth just as much as anyone else.

It was really nice to meet up online during Covid and do the 'Who am I' book because lockdown was a very uncertain time with an uphill battle, so just knowing someone understood my mind and could guide me through was a massive relief and began to change my outlook on life at the time.

One of the things I have learnt is that sometimes just being resilient is so important and not just giving up on the things I care about.

I'm so grateful to Be Me as I now feel so much more comfortable and confident as a person."

Future Plans:

Be Me Project has established a close relationship with a number of Secondary Schools in Surrey, Cumbria and Kent. We also partner with community hubs such as children's centres and youth clubs. We have recently seen an increase in GP and healthcare professionals contacting us and we have run courses in partnership with GP surgeries as part of social prescribing within the NHS.

We aim to expand our reach within the areas in which we are established by working with more secondary schools, establishing relationships with independent schools and also to work with a broader cross section of GP practices and healthcare specialists. There is also more potential to partner churches and community centres.

We are also seeking to expand the number of regional hubs and are actively investigating the licensing out some of our courses.

Structure, governance and management

Our Governance Plan sets out how we as a Charity are governed and considers & adopts the requirements and guidance laid down by the Charities Commission and Companies House where applicable.

The charity takes care to organise and control its affairs reasonably, responsibly and effectively with adequate risk management systems.

The Team work with the staff, volunteers and supporters to ensure the best implementation of the charity's objectives and purposes for the benefit of all participants of Be Me Project and those with whom we are associated.

Trustees are selected as required, to ensure efficiency and balance of the CIO. They are appointed solely by existing Trustees (having considered the views of the CEO), subject to a minimum 75% agreement of the Trustees. All Trustees are interviewed, referenced and DBS checked.

Three new trustees have been identified and accepted positions on the Board and will commence their respective roles shortly. The new trustees bring a wealth of experience in their respective industries and will be a huge benefit to Be Me project.

At present, Be Me Project has two part time salaried staff that oversee and manage the Charity and its volunteers / paid contributors, 3 part time hub leaders who run / set up courses, network and build partnerships with GP surgeries and community projects. We have another 6 course leaders, 11 assistants/volunteers who assist on courses, run our social media site, website design, administration support. Other than the 2 salaried staff, some of the other workers are self-employed and are paid for against invoices.

Financial Report

Be Me project has performed well as a charity both in terms of its endeavours and its finances in what has been a hugely turbulent and anxious time for staff, volunteers and, above all, those we strive to help through our work. We are aware that every charity has found the Covid pandemic challenging but Be Me project has fared remarkably well given the circumstances and has actually been able to both increase and, where necessary, adjust its service offering by offering online courses and providing purpose designed booklets for people to work through on their own. The principles that underpin Be Me project have not changed and remain fundamental to what we do. It has been essential to provide continuity and support to those we help, and our offering and associated costs reflect this drive. But it has not been easy.

2020 / 2021 our total income was £69,108 of which 66% were from grants and 33% from donations. We were able to run 68 courses with 267 attendees (the majority of which were online resulting in reduced costs). But to facilitate this substantial growth we have had to pay for 3 part time self-employed Hub leaders alongside the employed CEO and COO (also part time). The resultant Central and Administrative costs were £33,997.

Whereas in **2019 / 2020** the total income was £71,612; 72% of which was from grants. We were able to run 27 courses for circa 150 attendees. The CEO and COO became employed (part time) by Be Me project for the last 4 months of this period. The resultant Central and Administrative costs were £18,429.

This income is broadly consistent which is encouraging given the pandemic and the associated increased difficulty for many charities to secure funding. Grants have been secured from All Churches Trust, The Postcode Lottery, National Lottery, Clarion Futures, The Surrey Community Foundation, Townlands and Liverpool BAE.

Apart from the charitable donations, the charity funding is generally secured before courses are undertaken which eliminates much of the cash-flow risk. This represents good stability and secure foundations for the ongoing and growing work of Be Me Project.

Our current reserves policy is to maintain a minimum cash balance for £10,000. This has been set to cover three months annual expenditure. As a result of the Covid pandemic we had to flex the reserve to meet varying needs but has now been reset at £10,000.

The Trustee Report was approved by the Board of Trustees on Tuesday 1 February 2022



Richard Mason

Chair of Trustees

Date 1 February 2022

Be Me Project

Registered charity number 1175239

**INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF BE ME PROJECT**

I report on the financial statements of the charity for the year ending 31 July 2021 which are set out on pages 11 to 16.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the financial statements. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- (i) examine the financial statements under section 145 of the 2011 Act;
- (ii) to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- (iii) to state whether particular matters have come to my attention.

Basis of independent examiner's report

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

Independent examiner's statement

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

- (a) which gives me reasonable cause to believe that in any material respect the requirements:
 - (i) to keep accounting records in accordance with section 130 of the 2011 Act; and
 - (ii) to prepare financial statements which accord with the accounting records and comply with the accounting requirements of the 2011 Act; have not been met or
- (b) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.



Mr P.J. Barton FCCA
Art Accountants Limited
Chartered Certified Accountants
Ground Floor
11 Manvers Street
Bath
BA1 1JQ

Date: 2 February 2022

Be Me Project

Registered charity number 1175239

STATEMENT OF FINANCIAL ACTIVITIES For the year ended 31 July 2021

| INCOMING RESOURCES | Notes | Unrestricted Funds | Restricted Funds | Total 2021 | Total 2020 |
|---|-------|----------------------|----------------------|----------------------|----------------------|
| | | £ | £ | £ | £ |
| Grants | 5a | 378 | 45,314 | 45,692 | 51,490 |
| Donations | 5a | 22,298 | 831 | 23,129 | 18,272 |
| Be Me Project Reinforcement Event | 5a | 0 | 0 | 0 | 1,500 |
| Sundry Sales | 5b | 287 | 0 | 287 | 350 |
| TOTAL INCOMING RESOURCES | | <u>22,963</u> | <u>46,145</u> | <u>69,108</u> | <u>71,612</u> |
| RESOURCES EXPENDED | | | | | |
| Courses and related costs | 6a | 5,493 | 17,864 | 23,357 | 10,737 |
| Be Me Project Reinforcement Event | 6c | 0 | 0 | 0 | 0 |
| Central and Administrative Costs | 6b | 21,801 | 12,196 | 33,997 | 18,429 |
| Allocation of Central and Administrative Costs | 6d | 0 | 0 | 0 | 0 |
| TOTAL RESOURCES EXPENDED | | <u>27,294</u> | <u>30,060</u> | <u>57,354</u> | <u>29,166</u> |
| NET INCOMING/(OUTGOING) RESOURCES | | (4,331) | 16,085 | 11,754 | 42,446 |
| MOVEMENT IN FUNDS | | (4,331) | 16,085 | 11,754 | 42,446 |
| RESERVES BROUGHT FORWARD AT At 1 August 2020 | | 29,872 | 41,607 | 71,479 | 29,033 |
| RESERVES CARRIED FORWARD AT At 31 July 2021 | | <u>25,541</u> | <u>57,692</u> | <u>83,233</u> | <u>71,479</u> |

Be Me Project

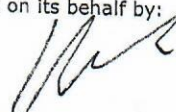
Registered charity number 1175239

BALANCE SHEET as at 31 July 2021

| | Notes | Unrestricted Funds | Restricted Funds | Total 2021 | Total 2020 |
|---|-------|--------------------|------------------|---------------|---------------|
| | | £ | £ | £ | £ |
| FIXED ASSETS | | | | | |
| Tangible fixed assets | | 0 | 0 | 0 | 0 |
| | | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| CURRENT ASSETS | | | | | |
| Stock | | 7,060 | 0 | 7,060 | 6,352 |
| Debtors and prepayments | 7 | 913 | 0 | 913 | 4,153 |
| Cash at bank and in hand | | 18,314 | 57,692 | 76,006 | 61,552 |
| | | <u>26,287</u> | <u>57,692</u> | <u>83,979</u> | <u>72,057</u> |
| LIABILITIES: AMOUNTS FALLING DUE WITHIN 1 YEAR | | | | | |
| | 8 | 746 | 0 | 746 | 578 |
| NET CURRENT ASSETS | | | | | |
| | | 25,541 | 57,692 | 83,233 | 71,479 |
| NET ASSETS | | | | | |
| | 10 | <u>25,541</u> | <u>57,692</u> | <u>83,233</u> | <u>71,479</u> |
| INCOME FUNDS | | | | | |
| Unrestricted | | 25,541 | 0 | 25,541 | 29,872 |
| Restricted | 9/10 | 0 | 57,692 | 57,692 | 41,607 |
| | | <u>25,541</u> | <u>57,692</u> | <u>83,233</u> | <u>71,479</u> |

The notes on pages 13 to 16 form part of these accounts.

Approved by the trustees of Be Me Project on 1 February 2022 and signed on its behalf by:



Richard Mason

Be Me Project

Registered charity number 1175239

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 31 July 2021

1a Accounting Policies

These Financial Statements have been prepared on an accruals basis under the historic cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts. The Financial Statements have been prepared in accordance with i) the Statement of Recommended Practice ii) Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) as amended on 14 December 2017 and iii) the Charities Act 2011.

1b The comparative figures for 2020 have been adjusted to reflect some very minor re-allocations.

1c **Incoming Resources.** Recognition of these are included within the Financial Statements when;

- Be Me Project becomes entitled to the resources;
- The trustees of Be Me Project are virtually certain that they will receive the resource.
- the monetary value can be measured with sufficient reliability.

1d **Incoming Resources with related expenditure.** Where incoming resources are deemed the property of Be Me Project the incoming resources (as with fund raising or contract income) and related expenditure, unless otherwise stated, are each reported gross in the Financial Statements.

1e **Tax reclaims.** Incoming resources from tax reclaims are included within the Financial Statements at the same time as the gift to which they relate.

1f **Expenditure and Liabilities.** Liabilities are recognised as soon as there is a legal or constructive obligation committing Be Me Project to pay out resources.

1g **Tangible Fixed Assets.** These are capitalised if they can be used for more than one year and are valued at cost. Items costing less than £1,000 are generally written off.

1h **Stock. Items** are valued at the lower of cost and net realisable value.

2 **Taxation.** Be Me Project is a registered charity and accordingly is exempt from taxation on its income and gains.

3 **Staff Costs (note 6b).** There are two employees of Be Me Project with all other related work for the charity being currently performed by volunteers or self employed contractors.

| | 2021 | 2020 |
|---|---------------|--------------|
| | £ | £ |
| Salaries and contractor fees of employees | 19,728 | 7,000 |
| Social Security costs | 0 | 0 |
| Pension costs | 249 | 21 |
| | <u>19,977</u> | <u>7,021</u> |

4 **Related Party Transactions.** Amounts of payments of out-of-pocket expenses to third parties for expenses incurred by trustees:

Number of trustees who were paid expenses
Total amount paid

| None | None |
|----------|----------|
| <u>0</u> | <u>0</u> |

There were no other reported related party transactions in the year

Be Me Project

Registered charity number 1175239

NOTES TO THE FINANCIAL STATEMENTS (continued) For the year ended 31 July 2021

| 5 INCOMING RESOURCES | | Unrestricted Funds £ | Restricted Funds £ | Total 2021 £ | Total 2020 £ |
|--|-----------|-------------------------------------|-----------------------------------|-----------------------------|-----------------------------|
| 5a Incoming Resources from Donors | | | | | |
| Grants from Funders | 1d | 378 | 45,314 | 45,692 | 51,490 |
| Gift Aid donations | 1d | 3,650 | 0 | 3,650 | 6,095 |
| Income tax recoverable on Gift Aid donations | 1f | 1,087 | 0 | 1,087 | 1,524 |
| Sundry donations | | 17,561 | 831 | 18,392 | 10,653 |
| Be Me Project Reinforcement Event | | 0 | 0 | 0 | 1,500 |
| | | <u>22,676</u> | <u>46,145</u> | <u>68,821</u> | <u>71,262</u> |
| 5b Sundry Net Income | | | | | |
| Sale of Booklets | | 75 | 0 | 75 | 275 |
| Sale of course items | | 212 | 0 | 212 | 75 |
| | | <u>287</u> | <u>0</u> | <u>287</u> | <u>350</u> |
| 5c Transfers | | | | | |
| Conversion of Funds from restricted | | <u>0</u> | <u>0</u> | <u>0</u> | <u>0</u> |
| TOTAL INCOMING RESOURCES | | <u>22,963</u> | <u>46,145</u> | <u>69,108</u> | <u>71,612</u> |

Be Me Project

Registered charity number 1175239

NOTES TO THE FINANCIAL STATEMENTS (continued) For the year ended 31 July 2021

| 6 RESOURCES USED | Notes | Unrestricted Funds £ | Restricted Funds £ | Total 2021 £ | Total 2020 £ |
|--|-------|----------------------------|--------------------------|----------------------|----------------------|
| 6a Activities Directly Relating to the work of Be Me Project | | | | | |
| Course Delivery | | 1,431 | 14,692 | 16,123 | 7,888 |
| Course Resources | | 4,027 | 3,043 | 7,070 | 2,542 |
| Course Supplies/Refreshments | | 35 | 129 | 164 | 307 |
| | | <u>5,493</u> | <u>17,864</u> | <u>23,357</u> | <u>10,737</u> |
| 6b Be Me Project Administrative costs | | | | | |
| Salaries and related costs | | 13,396 | 4,315 | 17,711 | 7,021 |
| Training & Conferences | | 100 | 0 | 100 | 799 |
| Printing, Postage & Stationery | | 177 | 264 | 441 | 399 |
| Rent & Service Charge | | 3,300 | 0 | 3,300 | 2,475 |
| IT and Web Design | | 197 | 900 | 1,097 | 550 |
| Insurance | | 537 | 0 | 537 | 457 |
| Travel & Subsistence | | 78 | 2,124 | 2,202 | 675 |
| Office Supplies | | 32 | 10 | 42 | 0 |
| Accountancy & Bookkeeping | | 2,268 | 0 | 2,268 | 990 |
| Independent Examiner Fees | | 260 | 0 | 260 | 400 |
| General Administration | | 2,136 | 587 | 2,723 | 1,553 |
| Office Equipment | 1h | 0 | 1,596 | 1,596 | 1,121 |
| Prior year stock adjustment | | (680) | 0 | (680) | 0 |
| Booklets | | 0 | 0 | 0 | 940 |
| Fund Raising | | 0 | 2,400 | 2,400 | 1,049 |
| | | <u>21,801</u> | <u>12,196</u> | <u>33,997</u> | <u>18,429</u> |
| 6c Be Me Reinforcement Event | | | | | |
| Various expenses incurred in organising a music event to which past attendees on courses were invited and where the principles of the courses were revisited | | 0 | 0 | 0 | 0 |
| 6d Allocation of Central and Administrative Costs | | | | | |
| 15% of Incoming Resources has been allocated to Restricted Funds | | 0 | 0 | 0 | 0 |
| TOTAL RESOURCES EXPENDED | | <u><u>27,294</u></u> | <u><u>30,060</u></u> | <u><u>57,354</u></u> | <u><u>29,166</u></u> |

Be Me Project

Registered charity number 1175239

NOTES TO THE FINANCIAL STATEMENTS (continued)

For the year ended 31 July 2021

| 7 DEBTORS FALLING DUE WITHIN ONE YEAR | Unrestricted £ | Restricted £ | 2021 £ | 2020 £ |
|---------------------------------------|-------------------|-----------------|------------|--------------|
| Other debtors and prepayments | 913 | 0 | 913 | 4,153 |
| Accrued income | 0 | 0 | 0 | 0 |
| | <u>913</u> | <u>0</u> | <u>913</u> | <u>4,153</u> |

| 8 LIABILITIES: AMOUNTS FALLING DUE WITHIN ONE YEAR | Unrestricted £ | Restricted £ | Total 2021 £ | Total 2020 £ |
|--|-------------------|-----------------|--------------------|--------------------|
| Accruals | 685 | 0 | 685 | 578 |
| Other creditors: | 61 | 0 | 61 | 0 |
| | <u>746</u> | <u>0</u> | <u>746</u> | <u>578</u> |

| 9 INCOME FUNDS | 2021 £ | 2020 £ |
|----------------|-----------|-----------|
|----------------|-----------|-----------|

The Restricted Income Funds comprises the following:

| | | |
|---------------|---------------|---------------|
| Surrey Area | 21,859 | 15,201 |
| Kent Area | 6,968 | 4,819 |
| Brighton Area | 5,855 | 892 |
| Cumbria Area | 13,155 | 20,695 |
| Head Office | 9,855 | 0 |
| Total | <u>57,692</u> | <u>41,607</u> |

10 MOVEMENT ON RESTRICTED INCOME FUNDS

| | Balance at start of year £ | Incoming resources £ | Outgoing resources £ | Transfers £ | Balance at end of year £ |
|---------------|----------------------------------|----------------------------|----------------------------|----------------|--------------------------------|
| Surrey Area | 15,201 | 16,354 | (9,696) | 0 | 21,859 |
| Kent Area | 4,819 | 3,275 | (1,126) | 0 | 6,968 |
| Brighton Area | 892 | 6,406 | (1,443) | 0 | 5,855 |
| Cumbria Area | 20,695 | 1,256 | (8,796) | 0 | 13,155 |
| Head Office | 0 | 18,854 | (8,999) | 0 | 9,855 |
| | <u>41,607</u> | <u>46,145</u> | <u>(30,060)</u> | <u>0</u> | <u>57,692</u> |