

# INSPIRE LGBT

England & Wales · Charity number 1176164

## Details

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Other names	IT GETS BETTER UK
Status	Registered
Legal form	CIO
Registered	2017-12-07
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Address	41B Ridgeway Road Chesham Buckinghamshire HP5 2EH
Phone	0300 015 0013
Email	<a href="mailto:info@itgetsbetter.org.uk">info@itgetsbetter.org.uk</a>
Website	<a href="http://www.itgetsbetter.org.uk">www.itgetsbetter.org.uk</a>

## Activities

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**Objects:** TO PROMOTE EQUALITY & DIVERSITY FOR THE PUBLIC BENEFIT AND IN PARTICULAR THE ELIMINATION OF DISCRIMINATION ON THE GROUNDS OF SEXUAL ORIENTATION AND GENDER IDENTITY BY:A. PRODUCING AN ARCHIVE OF MATERIAL TO RAISE AWARENESS OF THE PUBLIC ABOUT THE ISSUES & DIFFICULTIES AFFECTING THE LIVES OF LESBIAN, GAY, BISEXUAL & TRANSGENDER (LGBT) PEOPLE.B. PROVIDING AN ONLINE RESOURCE CREATED BY THE WIDER LESBIAN, GAY, BISEXUAL AND TRANSGENDER (LGBT) COMMUNITY WITH A VIEW TO COMBAT THE DISPROPORTIONATE LEVELS OF REPORTED SUICIDAL THOUGHTS AND ACTIONS IN LGBT YOUTH.

**Activities:** It Gets Better UK otherwise know as Inspire LGBT works to inspire and empower LGBT youth by sharing stories of members of the LGBT community.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Economic/community Development/employment, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, Other Defined Groups, The General Public/mankind

## Geography

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- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-03-31	£72,545	£70,053	-	-
2024-03-31	£67,480	£41,271	-	-
2023-03-31	£12,560	£12,728	-	-
2022-03-31	£8,020	£2,640	-	-
2021-03-31	£14,503	£547	-	-

## Trustees

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Name	Role	Appointed
Daniel Balfour		2025-01-22
Dr Alexander Rhys OBE		2026-04-01
Dr Jane Moffat		2025-01-22
Jessica Costa Silva		2025-01-22
Rachel Marie Gardham		2025-02-12

**INSPIRE LGBT**

England & Wales - Charity number 1176164

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# Accounts

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**IT GETS  
BETTER<sup>®</sup>  
UNITED  
KINGDOM**

# Annual Report

For the period 01/04/2024 to 31/03/2025

Charity name: Inspire LGBT (operating as It Gets Better UK)

Charity registration number: 1176164

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# Introduction



When a charity reaches a milestone in its development, there is often a moment of reflection, not just about where you've been, but about the path forward. For It Gets Better UK, 2024–25 was a year of significant expansion. We reached more communities, collected more stories, and strengthened the infrastructure that allows us to deliver our mission sustainably. The question that guided us was clear: how do we grow our reach while staying true to our values?

The answer revealed itself through the dedication of our Regional Ambassadors and volunteers. As we attended Pride events in Scotland and the Midlands for the first time, reaching ten Prides overall with a combined reach of over 270,000 people, and gathered hundreds of new stories, we witnessed the transformative power of local leadership. Each new Regional Ambassador brought not just their time and energy, but their deep understanding of their communities' needs. They created spaces where LGBTQ+ people could share their journeys, often for the first time.

Growth, however, brings its own challenges. How do we ensure quality whilst expanding? How do we support volunteers across the country? How do we build financial resilience to sustain our work long-term? In 2024–25, we took deliberate steps to address these questions. We appointed three part-time leadership roles, a Volunteer Manager, Social Media Manager, and CEO, to provide structure and support. We diversified our income through grants and corporate partnerships. We created systems and processes that will allow us to scale responsibly.

Still, our greatest achievement this year wasn't measured in numbers, though the statistics are encouraging: 5,100 video views (up 52%), 106 hours of watch time, stories collected across ten cities. What mattered most were the moments we witnessed, the young person who took time to reflect on their message to their younger self, the volunteer who felt transformed by the conversations they had, the viewer who left a comment saying simply, "Thank you for inspiring me."

These moments remind us why our work matters. In a world where LGBTQ+ young people still face disproportionate challenges, our archive of hope serves as a lifeline. Every story we collect, every Pride stall we staff, every video we share reinforces a simple but powerful message: you are not alone, your identity is valid, and it gets better.

To our trustees, who provide strategic guidance and governance with unwavering commitment, thank you. To our Regional Ambassadors and volunteers, who give countless hours to staff events, gather stories, and spread hope in their communities, your dedication is the foundation of everything we do. To our corporate partners and donors, whose financial support allows us to plan confidently for the future, we are deeply grateful. To the LGBTQ+ people who have shared their stories with vulnerability and courage, you are changing lives.

As we look ahead, we do so with optimism and clarity of purpose. This year has shown us that when we combine passionate volunteers with sustainable infrastructure, we can reach more young people than ever before. The journey continues, and we are honoured to walk it together.

**Dr Alex Rhys FinstLM FRSA**

(he/him)

CEO/Founder

# Objectives and Activities



The object of the charity as outlined within the governing constitution is:

**To promote equality & diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation and gender identity by:**

1. Producing an archive of material to raise awareness of the public about the issues & difficulties affecting the lives of lesbian, gay, bisexual & transgender (LGBT) people.
2. Providing an online resource created by the wider lesbian, gay, bisexual and transgender (LGBT) community with a view to combat the disproportionate levels of reported suicidal thoughts and actions in LGBT youth.

In the performance of meeting these objectives the trustees have had regard to the guidance issued by the Charity Commission on public benefit.

## Strategy

This was a year of significant growth in reach and depth. The charity focused on three strategic priorities:

1. **Expanding national presence** by attending more Pride events and strengthening the Regional Ambassador network to ensure LGBTQ+ young people across the UK can encounter stories of hope and inclusion.
2. **Growing the national story archive** by gathering new video and written stories that reflect diverse lived experiences and can be shared online year-round.
3. **Strengthening financial resilience** by diversifying income through grants and corporate partnerships, allowing for long-term planning and programme development.

By aligning all activities with these goals, the charity ensured that every project – whether a Pride stall, a short film, or a social media post – contributed to its mission of inspiring and uplifting LGBTQ+ youth.

# Achievements and Performance



## Pride 2024

Pride season is the charity's busiest time of year. All summer, we celebrate our community and call for a better future through stalls across the UK where we collect and share stories of local LGBTQ+ people. Prides were identified and led by volunteer Regional Ambassadors, whose local knowledge ensured maximum impact. This year saw a first-ever presence in Scotland and the Midlands, laying foundations for further expansion.

**In 2024–25, the charity attended ten Pride events across the UK with a combined public reach of over 270,000 people.**

Edinburgh Pride	42,500
Walsall Pride	3,000+
Cambridge Pride	15,000+
Pride in London	32,000
UK Black Pride (London)	25,000
Trans+ Pride London	55–60,000+
National Student Pride (London)	2,000+
Brighton Pride Fabuloso in the Park	55,000
Bristol Pride	40,000+
Bristol Trans Pride Community Day	600+

Approximate Attendance

At each Pride, volunteers created welcoming spaces where people could:

- **Collect and share stories** – Visitors responded to prompts such as “a message to my younger self,” often taking time to reflect before returning to record their thoughts. Many had never before been invited to articulate their experiences as LGBTQ+ people.
- **Browse and connect with existing stories** – New and legacy stories were on display and later shared through the charity's website, YouTube and social channels.
- **Access resources and signposting** – Volunteers provided information about support services and listened to personal experiences, enabling visitors to leave with both inspiration and practical next steps.

The impact was profound, for both attendees and volunteers:

- “A message to my younger self: you are not what is wrong with the world.”
- “Embrace the change, allow your identity to evolve. It's ok to take your time to find out who you truly are. I'm queer, I'm ace, I'm trans, and I'm happy!”
- “It reminded me of the importance of sharing stories and the power there is in conversation, connection and hope for the future.”
- “Meeting so many people and hearing their stories made me feel loved.”
- “Many attendees spent a long time thinking about their answer and some were clearly emotional. It showed how powerful it is simply to have a space to reflect on your journey.”

This sustained and heartfelt engagement demonstrates the unique role of Pride in both collecting and amplifying the stories that give LGBTQ+ young people hope.

### Regional Ambassadors



Regional Ambassadors spread a message of hope locally and help people to engage with the charity’s work. Their work included:

- Partnerships – building links with local LGBT+ groups and schools to grow the story collection and share resources.
- Pride leadership – planning and delivering It Gets Better UK presence at local Prides.
- Year-round stalls and events – ensuring continued visibility and opportunities for engagement beyond Pride season.

Illustrative projects included a story-collection drive with an inclusive football club in Glasgow and a craft workshop in Birmingham inviting creative responses to “a message to my younger self.” Through their dedication, Regional Ambassadors ensured that the charity’s message reached communities that might otherwise be untouched.

In 2024–25, 22 Ambassadors were active across the UK, including:

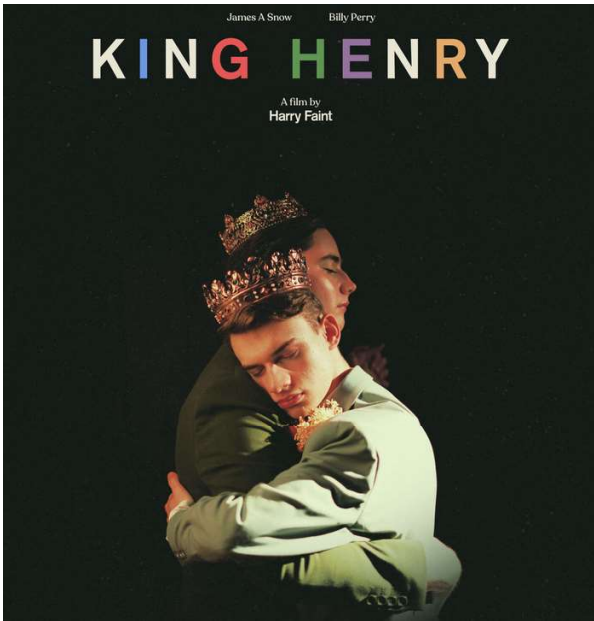
- Scotland (2) – Edinburgh and Glasgow
- North West (2) – Stockport and Tameside
- Yorkshire and the Humber (1) – Leeds
- Midlands (4) – Coventry, Sutton Coldfield, Wolverhampton and one additional location
- South West (4) – Bath, Bristol (2) and Exeter
- South East (6) – Crawley, Brighton (2), Slough, Woking and Brentwood
- London (3)



## Redken Safe Spaces

A key corporate partnership with Redken enabled the nationwide Safe Spaces campaign.

The programme trained salon professionals and provided practical resources to help salons become visibly welcoming to LGBTQ+ clients, embedding inclusion into everyday public spaces and encouraging countless small acts of allyship.



## King Henry Film Project

The charity co-funded King Henry, a short film telling the story of two gay young people nominated for Prom King and King. Screened at multiple film festivals, the film sparked dialogue on inclusion and the legacy of Section 28.

Work began on an accompanying schools resource to help educators discuss identity, allyship and the power of supportive communities. Early audience surveys showed greater understanding of LGBTQ+ inclusion and increased confidence to challenge discrimination.

## It Gets Better Video Library

Digital storytelling continues to be central to the charity's mission.

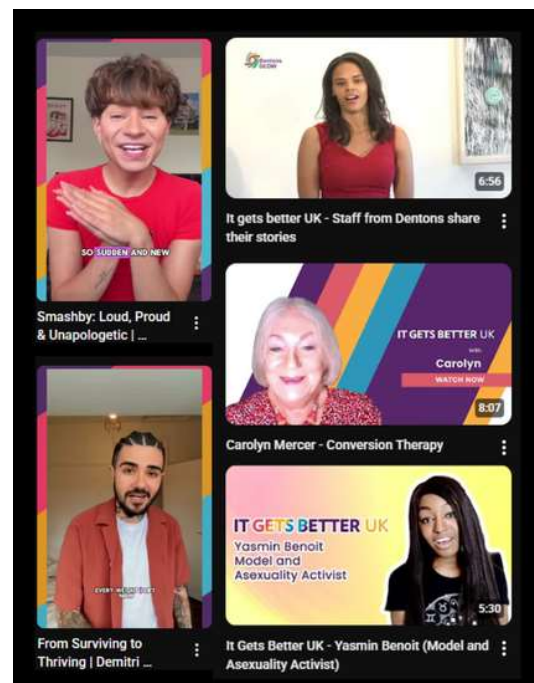
During 2024–25:

- Videos were viewed 5,100 times, an increase of 52 % over the previous year.
- Total watch time rose to 106 hours.

Viewers frequently described the content as life-affirming:

- “This is such an amazing story. Thank you for being an example for all who need to know that we all have a place in this world.”
- “Thank you for inspiring me.”

These stories remain available year-round to anyone seeking reassurance and connection.



# Structure, Governance and Management

Inspire LGBT is a Charitable Incorporated Organisation (CIO) governed by a constitution. Trustees are appointed through a competitive, skills-based process to ensure an appropriate mix of expertise and diversity.

The Board provides strategic oversight, ensures that activities deliver public benefit, and monitors risk and financial management.

Volunteers, particularly Regional Ambassadors, remain central to programme delivery and local engagement.

## Volunteer Manager

supporting the recruitment, training and wellbeing of volunteers and Regional Ambassadors

## Social Media Manager

leading digital storytelling and engagement across all platforms

## Chief Executive Officer

responsible for overall leadership, financial management and delivery of the strategic plan

## Staffing and Organisational Development

During the year the charity strengthened its capacity by appointing three part-time freelance roles (each 0.5 FTE) - a volunteer manager, social media manager, and CEO.

The creation of the CEO role was carefully managed to ensure transparency and independence. The charity's founder, who was then Chair of Trustees, resigned from the Board - together with their spouse - when the idea of establishing a CEO role was first discussed, and neither played any part in shaping the role, recruitment or appointment.

Recruitment was conducted through a competitive and impartial process that included external oversight from the Chief Executive of the LGBT Consortium, and the appointment was formally approved by the Charity Commission.

This new staffing model provides strong leadership and supports the charity's ambition to scale its impact while maintaining robust governance and financial management.

# Financial Review

Income for the year was £72,544.86, derived primarily from corporate Pride partnerships, supplemented by donations, merchandise sales and speaking fees.

Expenditure totalled £70,053.23, focused on charitable activities, volunteer support and governance.

The year closed with an unrestricted surplus of £2,491.63, bringing reserves to £51,221.04, equivalent to just over six months of core expenditure.

The trustees maintain a reserves policy of holding at least six months of essential operating costs (or £500, whichever is greater).

This ensures the charity can meet obligations and plan responsibly even in a challenging funding environment.



# Reference and Administrative Details

**Charity name:** Inspire LGBT (operating as It Gets Better UK)  
**Registered charity number:** 1176164

**Charity's principal address:** 41B Ridgeway Road, Chesham, HP5 2EH

**Trustees:**

Jesse Finch Gnehm (Chair – elected substantively 21<sup>st</sup> October 2024)  
Dr Alexander Rhys (Chair – stood down 1<sup>st</sup> July 2024)  
Dr Hefin Rhys (stood down 1<sup>st</sup> July 2024)  
Sophie Macken (stood down – 19 April 2024)  
Suneet Sharma (stood down – 9 October 2024)  
Molly Deegan  
Lauren James (stood down 15 February 2025)  
Amalia Loizidou (stood down 3 October 2025)  
Rachel Gardham (appointed 12 February 2025)  
Jessica Costa Silva (appointed 22<sup>nd</sup> January 2025)  
Daniel Balfour (appointed 22<sup>nd</sup> January 2025)  
Dr Jane Moffat (appointed 22<sup>nd</sup> January 2025)

**Assets:** The charity does not own any property or land.

**Accountants:**

Solutions Accountancy & Bookkeeping Ltd  
1 The Mews  
Little Brunswick Street  
Huddersfield  
HD1 5JL

**Declarations:**

The trustee is responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust deed. The Trustee is also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees.



Full name: Jesse Finch Gnehm  
Position: Chair  
Date: 10 November 2025

Inspire LGBT (operating as It Gets Better UK)

Independent Examiners Report

Independent Examiner's Report to the trustees of Inspire LGBT (operating as It Gets Better UK)

I report to the trustees on my examination of the financial statements of Inspire LGBT (operating as It Gets Better UK) for the year ended 31 March 2025.

Responsibilities and basis of report

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

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I can 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:

- the accounting records were not kept in respect of the charity as required by section 130 of the Act; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements 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 financial statements to be reached.



Vicky Newham CPAA

Solutions Accountancy & Bookkeeping Ltd

1 The Mews

Little Brunswick Street

Huddersfield

HD1 5JL

10 November 2025

Inspire LGBT (operating as It Gets Better UK)  
Statement of Financial Activities  
for the year ended 31 March 2025

	Notes	Unrestricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Income and endowments from:				
Donations and legacies	3	72,545	72,545	66,913
Charitable activities	4	-	-	567
Total		72,545	72,545	67,480
Expenditure on:				
Raising funds	5	961	961	231
Charitable activities	6	31,660	31,660	41,040
Other	7	37,432	37,432	-
Total		70,053	70,053	41,271
Net gains on investments		-	-	-
Net income	8	2,492	2,492	26,209
Transfers between funds		-	-	-
Net income before other gains/(losses)		2,492	2,492	26,209
Other gains and losses				
Net movement in funds		2,492	2,492	26,209
Reconciliation of funds:				
Total funds brought forward		48,189	48,189	21,980
Total funds carried forward		50,681	50,681	48,189

Inspire LGBT (operating as It Gets Better UK)

Balance Sheet

at 31 March 2025

Charity No. 1176164		2025 £	2024 £
Current assets			
Cash at bank and in hand		51,221	48,729
		<u>51,221</u>	<u>48,729</u>
Creditors: Amount falling due within one year	10	(540)	(540)
Net current assets		<u>50,681</u>	<u>48,189</u>
Total assets less current liabilities		<u>50,681</u>	<u>48,189</u>
Net assets excluding pension asset or liability		<u>50,681</u>	<u>48,189</u>
Total net assets		<u><u>50,681</u></u>	<u><u>48,189</u></u>
The funds of the charity			
Restricted funds	11		
Unrestricted funds	11		
General funds		50,681	48,189
		<u>50,681</u>	<u>48,189</u>
Reserves	11		
Total funds		<u><u>50,681</u></u>	<u><u>48,189</u></u>

Approved by the trustees on 10 November 2025

And signed on their behalf by:



J.F. Gnehm

Trustee

10 November 2025

for the year ended 31 March 2025

## 1 Accounting policies

### Basis of preparation

The financial statements have been prepared in accordance with Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

### Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

### Fund accounting

**Unrestricted funds** These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.

**Designated funds** These are unrestricted funds earmarked by the trustees for particular purposes.

**Revaluation funds** These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values.

**Restricted funds** These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

### Income

**Recognition of income** Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.

**Income with related expenditure** Where income has related expenditure the income and related expenditure is reported gross in the SoFA.

**Donations and legacies** Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.

**Volunteer help** The value of any volunteer help received is not included in the accounts.

Notes to the Accounts

Expenditure

Recognition of expenditure Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Expenditure on raising funds These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.

Expenditure on charitable activities These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.

Grants payable All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid.

Governance costs These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.

Other expenditure These are support costs not allocated to a particular activity.

Taxation

The charity is exempt from tax on its charitable activities.

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand.

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2 Statement of Financial Activities - prior year

	Unrestricted funds 2024 £	Total funds 2024 £
Income and endowments from:		
Donations and legacies	66,913	66,913
Charitable activities	567	567
Total	<u>67,480</u>	<u>67,480</u>
Expenditure on:		
Raising funds	231	231
Charitable activities	41,040	41,040
Total	<u>41,271</u>	<u>41,271</u>
Net income	<u>26,209</u>	<u>26,209</u>
Net income before other gains/(losses)	26,209	26,209
Other gains and losses:		
Net movement in funds	<u>26,209</u>	<u>26,209</u>
Reconciliation of funds:		
Total funds brought forward	21,980	21,980
Total funds carried forward	<u><u>48,189</u></u>	<u><u>48,189</u></u>

3 Income from donations and legacies

	Unrestricted £	Total 2025 £	Total 2024 £
Donations	2,545	2,545	7,604
Corporate Pride Partnership	70,000	70,000	59,309
	<u>72,545</u>	<u>72,545</u>	<u>66,913</u>

4 Income from charitable activities

	Total 2025 £	Total 2024 £
Talks	-	567
	<u>-</u>	<u>567</u>

## 5 Expenditure on raising funds

	Unrestricted	Total 2025	Total 2024
	£	£	£
<i>Costs of generating voluntary income</i>			
Donations	961	961	231
	<u>961</u>	<u>961</u>	<u>231</u>

## 6 Expenditure on charitable activities

	Unrestricted	Total 2025	Total 2024
	£	£	£
<i>Expenditure on charitable activities</i>			
Talks	27,060	27,060	35,618
	898	898	1,291
	2,599	2,599	3,591
<i>Governance costs</i>			
Independent Examination	540	540	540
	563	563	-
	<u>31,660</u>	<u>31,660</u>	<u>41,040</u>

## 7 Other expenditure

	Unrestricted	Total 2025	Total 2024
	£	£	£
Employee costs	37,432	37,432	-
	<u>37,432</u>	<u>37,432</u>	<u>-</u>

## 8 Net income before transfers

	2025	2024
	£	£
This is stated after charging:		
Independent Examiner's fee	540	540

## 9 Staff costs

No employee received emoluments in excess of £60,000.

## 10 Creditors:

amounts falling due within one year

	2025	2024
	£	£
Accruals	540	540
	<u>540</u>	<u>540</u>

## 11 Movement in funds

	At 1 April 2024	Incoming resources (including other gains/losses ) £	Resources expended £	At 31 March 2025 £
Restricted funds:				
Unrestricted funds:				
General funds	48,189	72,545	(70,053)	50,681
Total funds	<u>48,189</u>	<u>72,545</u>	<u>(70,053)</u>	<u>50,681</u>

## 12 Analysis of net assets between funds

	Unrestricted funds £	Total £
Net current assets	50,681	50,681
	<u>50,681</u>	<u>50,681</u>

## 13 Reconciliation of net debt

	At 1 April 2024 £	Cash flows £	At 31 March 2025 £
Cash and cash equivalents	48,729	2,492	51,221
	<u>48,729</u>	<u>2,492</u>	<u>51,221</u>
Net debt	<u>48,729</u>	<u>2,492</u>	<u>51,221</u>

Inspire LGBT (operating as It Gets Better UK)  
Statement of Cash flows  
for the year ended 31 March 2025

	2025 £	2024 £
Cash flows from operating activities		
Net income per Statement of Financial Activities	2,492	26,209
Adjustments for:		
Increase in trade and other payables	-	540
Net cash provided by operating activities	<u>2,492</u>	<u>26,749</u>
Net cash from investing activities	<u>-</u>	<u>-</u>
Net cash from financing activities	<u>-</u>	<u>-</u>
Net increase in cash and cash equivalents	2,492	26,749
Cash and cash equivalents at the beginning of the year	48,729	21,980
Cash and cash equivalents at the end of the year	<u>51,221</u>	<u>48,729</u>
Components of cash and cash equivalents		
Cash and bank balances	51,221	48,729
	<u>51,221</u>	<u>48,729</u>

Inspire LGBT (operating as It Gets Better UK)  
Detailed Statement of Financial Activities  
for the year ended 31 March 2025

	Unrestricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
Income and endowments from:			
Donations and legacies			
Donations	2,545	2,545	7,604
Corporate Pride Partnership	70,000	70,000	59,309
	<u>72,545</u>	<u>72,545</u>	<u>66,913</u>
Charitable activities			
Talks	-	-	567
	<u>-</u>	<u>-</u>	<u>567</u>
Total income and endowments	72,545	72,545	67,480
Expenditure on:			
Costs of generating donations and legacies			
Donations	961	961	231
	<u>961</u>	<u>961</u>	<u>231</u>
Total of expenditure on raising funds	961	961	231
Charitable activities			
Talks	27,060	27,060	35,618
	898	898	1,291
	2,599	2,599	3,591
	<u>30,557</u>	<u>30,557</u>	<u>40,500</u>
Governance costs			
Independent Examination	540	540	540
	563	563	-
	<u>1,103</u>	<u>1,103</u>	<u>540</u>
Total of expenditure on charitable activities	31,660	31,660	41,040
Employee costs			
Temporary staff	37,432	37,432	-
	<u>37,432</u>	<u>37,432</u>	<u>-</u>
Total of expenditure of other costs	<u>37,432</u>	<u>37,432</u>	<u>-</u>
Total expenditure	70,053	70,053	41,271
Net gains on investments	-	-	-
	<u>2,492</u>	<u>2,492</u>	<u>26,209</u>
Net income	2,492	2,492	26,209
Net income before other gains/(losses)	<u>2,492</u>	<u>2,492</u>	<u>26,209</u>

Inspire LGBT (operating as It Gets Better UK)  
Detailed Statement of Financial Activities

Other Gains	-	-	-
Net movement in funds	2,492	2,492	26,209
Reconciliation of funds:			
Total funds brought forward	48,189	48,189	21,980
Total funds carried forward	50,681	50,681	48,189

**IT GETS  
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@itgetsbetteruk



@itgetsbetteruk



It Gets Better UK



It Gets Better UK

**INSPIRE LGBT**

England & Wales - Charity number 1176164

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# Accounts

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## **Trustees' Annual Report for the period**

**From 01/04/2023 To 31/03/2024**

**Charity name: Inspire LGBT (operating as It Gets Better UK)**

**Charity registration number: 1176164**

### **Objectives and Activities**

The object of the charity as outlined within the governing constitution is:

To promote equality & diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation and gender identity by:

- A. Producing an archive of material to raise awareness of the public about the issues & difficulties affecting the lives of lesbian, gay, bisexual & transgender (LGBT) people.
- B. Providing an online resource created by the wider lesbian, gay, bisexual and transgender (LGBT) community with a view to combat the disproportionate levels of reported suicidal thoughts and actions in LGBT youth.

In the performance of meeting these objectives the trustees have had regard to the guidance issued by the Charity Commission on public benefit.

### **Achievements and Performance**

#### **Participation in Pride Events**

After the pandemic restricted our ability to participate in events, we were able to return to Pride celebrations this year in full force, attending six Pride events across the UK. This marks a substantial increase from last year, where we attended just one event. Among the highlights was our presence at Pride in London, as well as at Cambridge Pride, where a visitor shared a deeply moving message: "I'm still alive because of you." This moment stands as a powerful reminder of the importance of our work and the life-changing, sometimes life-saving, impact we have on individuals within the LGBTQ+ community.

We aim to continue increasing our presence at Pride events in the coming year, building on the momentum generated by our Regional Ambassadors and our investment in event resources.

#### **Funding of Short Film: *King Henry***

A major highlight this year was our funding of the short film *King Henry*, which tells the story of two gay youth nominated for Prom King and King. The film has been featured in multiple film festivals and has resonated deeply with audiences. We are currently in the process of developing educational content to accompany the film, which will be used in schools and youth settings. This initiative aligns

with our mission to inspire and uplift LGBTQ+ youth, offering them a positive and relatable portrayal of their experiences.

### **Corporate Partnerships**

We have also made significant strides in building relationships with corporate partners. Two key partnerships stood out this year:

- **Redken:** We collaborated with Redken on a groundbreaking campaign aimed at training their stylists to make salons a safe space for the LGBTQ+ community. This initiative reflects our commitment to promoting inclusive environments for all and helping businesses become more attuned to the needs of LGBTQ+ individuals.
- **ELF:** Our ongoing partnership with ELF has once again provided valuable financial support, with ELF donating a portion of their Pride sales to It Gets Better UK. This partnership has enabled us to continue funding vital activities and projects that directly benefit the LGBTQ+ community.

Looking forward, we plan to expand our partnerships further, seeking new opportunities that align with our mission and values, allowing us to increase our impact and outreach.

### **Social Media Growth and Engagement**

This year, our social media presence has expanded significantly, reaching wider audiences and driving deeper engagement. We saw strong growth across all platforms, particularly on Instagram and TikTok, the latter of which was introduced this year as a new channel for us. Thousands of people have interacted with our content, which continues to resonate strongly with LGBTQ+ youth. Our collaboration with a social media agency has also been pivotal in enhancing our community engagement, allowing us to foster an even more engaged and active online community.

### **Financial Review**

This year, our financial position remains strong, with significant growth in our income compared to the previous period. Our total receipts for the year amounted to £67,480.17, with the majority coming from corporate Pride partnerships (£59,293.96). We also received £7,604.07 in donations and £567.14 from talks. This demonstrates the increasing recognition of our work and the growing support from both individuals and corporate partners, enabling us to expand our impact.

Our total payments for the year came to £40,731.02, with the largest expenditures being directed toward charitable activities (£35,618.31) and tools and equipment (£3,590.71) to support our work. Volunteer recruitment costs amounted to £1,291.00, ensuring that we continue to grow our ambassador network across the UK. Our fundraising costs remained low at £216.00, reflecting our ongoing commitment to maintaining cost efficiency.

As a result of our careful financial management, we ended the year with cash funds of £48,729.41, compared to £21,980.26 at the end of the previous year. This significant improvement in our reserves positions us well for future growth, allowing us to plan confidently for the next stages of our strategic development.

We are grateful to ELF and Redken for their support through their partnerships and to all the donors and corporate partners who have contributed to our success this year. Their generosity has been crucial in funding our charitable activities and expanding our reach.

Our reserves policy remains the same: we will always hold enough to ensure we can cover our core costs for six months, or £500, whichever is greater. This prudent approach to financial management ensures the long-term sustainability of our charity as we continue to uplift and empower LGBTQ+ youth.

### **Structure, Governance and Management**

The charity is constituted as a CIO operating under a constitution.

The charity is currently managed by eight trustees who are appointed by the board. The Board would like to thank Victoria Clarke and Imogen Burt, for all their contributions. The board regularly reviews the skills of the trustees to review if further appointments are needed. During this period the board appointed two trustees with expertise in social media management – Molly Deegan, and Fundraising – Lauren James. Recruitment of any trustees is done through a competitive selection process, including interviews by at least two trustees.

## Reference and Administrative details

Charity name: Inspire LGBT (operating as It Gets Better UK)

Registered charity number: 1176164

Charity's principal address: 41B Ridgeway Road, Chesham, HP5 2EH

### Trustees:

Dr Alexander Rhys

Dr Hefin Rhys

Sophie Macken

Suneet Sharma

Jesse Finch Gnehm

Victoria Clarke (resigned 30 June 2023)

Imogen Burt (resigned 30 June 2023)

Molly Deegan (appointed 1 August 2023)

Lauren James (appointed 20 June 2023)

Amalia Loizidou

Assets: The charity does not own any property or land.

### Accountants

Solutions Accountancy & Bookkeeping Ltd

1 The Mews

Little Brunswick Street

Huddersfield

HD1 5JL

### Declarations

The trustee is responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust deed. The Trustee is also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

**The trustees declare that they have approved the trustees' report above.**

**Signed on behalf of the charity's trustees**

Signature(s)



Full name(s) Dr Alexander Rhys

Position (eg Secretary, Chair, Chair  
etc)

Date 19/11/2024

Inspire LGBT (operating as It Gets Better UK)

Independent Examiners Report

Independent Examiner's Report to the trustee of Inspire LGBT (operating as It Gets Better UK)

I report to the trustees on my examination of the financial statements of Inspire LGBT (operating as It Gets Better UK) for the year ended 31 March 2024.

Responsibilities and basis of report

As the charity's trustee you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I can 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:

- the accounting records were not kept in respect of the charity as required by section 130 of the Act; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements 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 financial statements to be reached.



CPAA

Solutions Accountancy & Bookkeeping Ltd

1 The Mews

Little Brunswick Street

Huddersfield

HD1 5JL

19 November 2024

Inspire LGBT (operating as It Gets Better UK)  
Statement of Financial Activities  
for the year ended 31 March 2024

	Notes	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income and endowments from:				
Donations and legacies	3	66,913	66,913	12,560
Charitable activities	4	567	567	-
Total		67,480	67,480	12,560
Expenditure on:				
Raising funds	5	231	231	248
Charitable activities	6	41,040	41,040	12,480
Total		41,271	41,271	12,728
Net gains on investments		-	-	-
Net income/(expenditure)	7	26,209	26,209	(168)
Transfers between funds		-	-	-
Net income/(expenditure) before other gains/(losses)		26,209	26,209	(168)
Other gains and losses				
Net movement in funds		26,209	26,209	(168)
Reconciliation of funds:				
Total funds brought forward		21,980	21,980	22,148
Total funds carried forward		48,189	48,189	21,980

Inspire LGBT (operating as It Gets Better UK)

Balance Sheet

at 31 March 2024

Charity No. 1176164	2024	2023
	£	£
Current assets		
Cash at bank and in hand	48,729	21,980
	<u>48,729</u>	<u>21,980</u>
Creditors: Amount falling due within one year	9 (540)	-
Net current assets	<u>48,189</u>	<u>21,980</u>
Total assets less current liabilities	<u>48,189</u>	<u>21,980</u>
Net assets excluding pension asset or liability	<u>48,189</u>	<u>21,980</u>
Total net assets	<u><u>48,189</u></u>	<u><u>21,980</u></u>
The funds of the charity		
Restricted funds	10	
Unrestricted funds	10	
General funds	48,189	21,980
	<u>48,189</u>	<u>21,980</u>
Reserves	10	
Total funds	<u><u>48,189</u></u>	<u><u>21,980</u></u>

Approved by the trustees on 19 November 2024

And signed on their behalf by:



A. Rhys

Trustee

19 November 2024

for the year ended 31 March 2024

## 1 Accounting policies

### Basis of preparation

The financial statements have been prepared in accordance with Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

### Fund accounting

**Unrestricted funds** These are available for use at the discretion of the trustees in furtherance of the general objects of the charity.

**Restricted funds** These are available for use subject to restrictions imposed by the donor or through terms of an appeal.

### Income

**Recognition of income** Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability.

**Income with related expenditure** Where income has related expenditure the income and related expenditure is reported gross in the SoFA.

**Donations and legacies** Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income.

**Volunteer help** The value of any volunteer help received is not included in the accounts.

**Investment income** This is included in the accounts when receivable.

### Expenditure

**Recognition of expenditure** Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

**Expenditure on raising funds** These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs.

**Expenditure on charitable activities** These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs.

**Governance costs** These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs.

**Other expenditure** These are support costs not allocated to a particular activity.

### Taxation

The charity is exempt from tax on its charitable activities.

Trade and other creditors

Short term creditors are measured at the transaction price. Other creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2 Statement of Financial Activities - prior year

	Unrestricted funds 2023 £	Total funds 2023 £
Income and endowments from:		
Donations and legacies	12,560	12,560
Total	<u>12,560</u>	<u>12,560</u>
Expenditure on:		
Raising funds	248	248
Charitable activities	12,480	12,480
Total	<u>12,728</u>	<u>12,728</u>
Net income	<u>(168)</u>	<u>(168)</u>
Net income before other gains/(losses)	(168)	(168)
Other gains and losses:		
Net movement in funds	<u>(168)</u>	<u>(168)</u>
Reconciliation of funds:		
Total funds carried forward	<u><u>(168)</u></u>	<u><u>(168)</u></u>

3 Income from donations and legacies

	Unrestricted £	Total 2024 £	Total 2023 £
Donations	7,604	7,604	2,560
Corporate Pride Partnership	59,309	59,309	10,000
	<u>66,913</u>	<u>66,913</u>	<u>12,560</u>

4 Income from charitable activities

	Unrestricted £	Total 2024 £	Total 2023 £
Talks	567	567	-
	<u>567</u>	<u>567</u>	<u>-</u>

5 Expenditure on raising funds

	Unrestricted	Total 2024	Total 2023
	£	£	£
<i>Costs of generating voluntary income</i>			
Raising Funds	231	231	248
	<u>231</u>	<u>231</u>	<u>248</u>

6 Expenditure on charitable activities

	Unrestricted	Total 2024	Total 2023
	£	£	£
<i>Expenditure on charitable activities</i>			
Charitable Activity	35,618	35,618	4,975
Volunteer Recruitment	1,291	1,291	704
Volunteer Training	-	-	1,291
Tools and Equipment	3,591	3,591	5,510
<i>Governance costs</i>			
Independent Examination	540	540	-
	<u>41,040</u>	<u>41,040</u>	<u>12,480</u>

7 Net income/(expenditure) before transfers

	2024	2023
	£	£
This is stated after charging:		
Independent Examiner's fee	540	-

8 Staff costs

No employee received emoluments in excess of £60,000.

9 Creditors:

amounts falling due within one year

	2024	2023
	£	£
Accruals	540	-
	<u>540</u>	<u>-</u>

## 10 Movement in funds

	At 1 April 2023	Incoming resources (including other gains/losses ) £	Resources expended £	At 31 March 2024 £
Restricted funds:				
Unrestricted funds:				
General funds	21,980	67,480	(41,271)	48,189
Total funds	<u>21,980</u>	<u>67,480</u>	<u>(41,271)</u>	<u>48,189</u>

## 11 Analysis of net assets between funds

	Unrestricted funds £	Total £
Net current assets	48,189	48,189
	<u>48,189</u>	<u>48,189</u>

## 12 Reconciliation of net debt

	At 1 April 2023 £	Cash flows £	At 31 March 2024 £
Cash and cash equivalents	21,980	26,749	48,729
	<u>21,980</u>	<u>26,749</u>	<u>48,729</u>
Net debt	<u>21,980</u>	<u>26,749</u>	<u>48,729</u>

Inspire LGBT (operating as It Gets Better UK)  
Detailed Statement of Financial Activities  
for the year ended 31 March 2024

	Unrestricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
Income and endowments from:			
Donations and legacies			
Donations	7,604	7,604	2,560
Corporate Pride Partnership	59,309	59,309	10,000
	<u>66,913</u>	<u>66,913</u>	<u>12,560</u>
Charitable activities			
Talks	567	567	-
	<u>567</u>	<u>567</u>	<u>-</u>
Total income and endowments	67,480	67,480	12,560
Expenditure on:			
Costs of generating donations and legacies			
Raising Funds	231	231	248
	<u>231</u>	<u>231</u>	<u>248</u>
Total of expenditure on raising funds	231	231	248
Charitable activities			
Charitable Activity	35,618	35,618	4,975
Volunteer Recruitment	1,291	1,291	704
Volunteer Training	-	-	1,291
Tools and Equipment	3,591	3,591	5,510
	<u>40,500</u>	<u>40,500</u>	<u>12,480</u>
Governance costs			
Independent Examination	540	540	-
	<u>540</u>	<u>540</u>	<u>-</u>
Total of expenditure on charitable activities	41,040	41,040	12,480
Total expenditure	41,271	41,271	12,728
Net gains on investments	-	-	-
	<u>26,209</u>	<u>26,209</u>	<u>(168)</u>
Net income/(expenditure)			
Net income/(expenditure) before other gains/(losses)	26,209	26,209	(168)
Other Gains	-	-	-
	<u>26,209</u>	<u>26,209</u>	<u>(168)</u>
Net movement in funds	26,209	26,209	(168)
Reconciliation of funds:			

Inspire LGBT (operating as It Gets Better UK)  
Detailed Statement of Financial Activities

Total funds brought forward	21,980	21,980	22,148
Total funds carried forward	<u>48,189</u>	<u>48,189</u>	<u>21,980</u>

**INSPIRE LGBT**

England & Wales - Charity number 1176164

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# Accounts

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## **Trustees' Annual Report for the period**

**From 01/04/2022 To 31/03/2023**

**Charity name: Inspire LGBT (operating as It Gets Better UK)**

**Charity registration number: 1176164**

## **Objectives and Activities**

The object of the charity as outlined within the governing constitution is:

To promote equality & diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation and gender identity by:

- A. Producing an archive of material to raise awareness of the public about the issues & difficulties affecting the lives of lesbian, gay, bisexual & transgender (LGBT) people.
- B. Providing an online resource created by the wider lesbian, gay, bisexual and transgender (LGBT) community with a view to combat the disproportionate levels of reported suicidal thoughts and actions in LGBT youth.

In the performance of meeting these objectives the trustees have had regard to the guidance issued by the Charity Commission on public benefit.

## **Achievements and Performance**

This year has been a core year for consolidation of the charity coming out of the pandemic. This has included a recruitment drive for new Regional Ambassador volunteers across the UK to be the local link to the charity. We successfully recruited 15 new Regional Ambassadors covering the South East, South West, Midlands and Scotland, however we still have large areas of the UK that are not reflected. We will continue to focus on those areas next year.

Alongside onboarding the new volunteers we have also invested in our marketing materials to equip them with the resources to undertake their activity.

Due to the current climate and the impact on LGBTQ+ people, and in order to best support the volunteers who are central to what we do we have also invested in Mental Health First Aid training, which was completed by eight volunteers who are now certified Level 2.

With the Covid-19 restrictions now lifting we were able to attend Pride events again, including Pride in London. We will continue to scale this activity across the UK next year with the onboarding of the Regional Ambassadors.

We have continued to create videos and social media content which is core to our activity. Our content reached 590,000 people last year, which is a reduction of 16% from last year. However, whilst the reach went down we saw an increase in followers of 32%, an increase of engagement of 86% and an increase in views of our videos of 534%.

## **Financial Review**

As a small, volunteer run charity our financial position at the end of the reporting period remained healthy. We had a significant increase in expenditure this year, resulting in a small deficit.

Our core running costs and expenditure continue to be low. The largest expenditure was the one off purchase of new materials to equip the Regional Ambassadors to undertake local Pride events. Where possible these have been chosen to be ever-green to increase sustainability and reduce future costs. This was partly funded through a grant we received from the Lola Foundation, which with their approval was re-purposed towards this activity.

We received a number of donations through our website, as well as receiving funds through retailers where part of the purchase is donated to charity. In particular we are again grateful to ELF for their generous donation as part of their Pride partnership with us.

Our reserves policy is that we will always hold enough to ensure we can pay core costs for 6 months, or £500, whichever value is greater.

## **Structure, Governance and Management**

The charity is constituted as a CIO operating under a constitution.

The charity is currently managed by eight trustees who are appointed by the board. The Board would like to thank Becca Williamson, for all their contributions. The board regularly reviews the skills of the trustees to review if further appointments are needed. During this period the board appointed two additional trustees with expertise in volunteer management – Imogen Burt and Amalia Loizidou. Recruitment of any trustees is done through a competitive selection process, including interviews by at least two trustees.

## Reference and Administrative details

Charity name: Inspire LGBT (operating as It Gets Better UK)

Registered charity number: 1176164

Charity's principal address: 41B Ridgeway Road, Chesham, HP5 2EH

Trustees:

Dr Alexander Rhys

Dr Hefin Rhys

Sophie Macken

Suneet Sharma

Jesse Finch Gnehm

Victoria Clarke

Imogen Burt (appointed October 2022)

Amalia Loizidou (appointed October 2022)

Becca Williamson (resigned July 2022)

Assets: The charity does not own any property or land.

## Declarations

**The trustees declare that they have approved the trustees' report above.**

**Signed on behalf of the charity's trustees**

**Signature(s)** A Rhys

**Full name(s)** Dr Alexander Rhys

**Position (eg Secretary, Chair  
Chair, etc)**

**Date** 6 August 2023

## Receipts and Payment account

	Unrestricted	Restricted	Total
<b>Receipts</b>			
Donations	£2,559.56		£2,559.56
Corporate Pride Partnership	£10,000.00		£10,000.00
<b>Total Receipts</b>			<b>£12,559.56</b>
<b>Payments</b>			
Volunteer Recruitment	£704.03		£704.03
Volunteer Training	£1,291.00		£1,291.00
Charitable Activity	£4,974.68		£4,974.68
Raising Funds	£248.00		£248.00
Tools and Equipment	£2,894.37	£2,615.59	£5,509.96
<b>Total Payments</b>			<b>£12,727.67</b>
<b>Cash funds at 31 March 2022</b>			<b>£22,148.37</b>
<b>Cash funds at 31 March 2023</b>			<b>£21,980.26</b>

## Statement of Assets and Liabilities as of 31 March 2023

### Cash funds

Cash at bank and in hand

£21,980.26

**Total cash funds**

**£21,980.26**

### Funds

Restricted funds

£0

Unrestricted funds

General funds

£21,980.26

**Total funds**

**£21,980.26**

**INSPIRE LGBT**

England & Wales - Charity number 1176164

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# Accounts

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## **Trustees' Annual Report for the period**

**From 01/04/2021 To 31/03/2022**

**Charity name: Inspire LGBT (operating as It Gets Better UK)**

**Charity registration number: 1176164**

## **Objectives and Activities**

The object of the charity as outlined within the governing constitution is:

To promote equality & diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation and gender identity by:

- A. Producing an archive of material to raise awareness of the public about the issues & difficulties affecting the lives of lesbian, gay, bisexual & transgender (LGBT) people.
- B. Providing an online resource created by the wider lesbian, gay, bisexual and transgender (LGBT) community with a view to combat the disproportionate levels of reported suicidal thoughts and actions in LGBT youth.

In the performance of meeting these objectives the trustees have had regard to the guidance issued by the Charity Commission on public benefit.

## **Achievements and Performance**

Following the first year of Covid-19 and the impacts on our plans, this year was hoped to be a more fruitful year in starting to scale the charity more across the UK, including attending various Pride events. Unfortunately like many charities, as Covid continued into its second year and Pride events were cancelled across the UK the impact on our activity was significant.

Nonetheless we have continued to make It Gets Better videos which have been promoted through our website and social media channels.

With the debate around banning conversion therapy re-opening across the UK, we also produced our first video series of conversion therapy survivors talking about their experiences which have been well received.

Alongside the video series we have also introduced a new blog series including interviews with members of the LGBTQ+ community talking about their lives and experiences. This has added a new and valued method of engaging with members of the community outside of our normal video series.

With face to face meetings and Pride events confirmed as going ahead next year our work will now focus again on scaling the charity across the UK. This includes growing our Regional Ambassadors programme which sees volunteers across the UK form links to their local community about the charity.

During the last year we have seen a 20 percent increase in growth across our social media accounts, and our content has reached over 700,000 people.

For the first time we have also undertaken a programmatic campaign to engage people with our video content. We're grateful for the agency 'twogether' who have chosen us as their charity partner for their guidance and support in developing and implementing the campaign. The campaign launched during LGBT History Month reaching over a million people, resulting in over a thousand people engaging with the website.

## **Financial Review**

As a small, volunteer run charity our financial position at the end of the reporting period was healthy. Our annual running costs and expenditure continue to be low, with the majority being spent on our first programmatic advertising campaign, and the creation of new videos.

We received a number of donations through our website, as well as receiving funds through retailers where part of the purchase is donated to charity. In particular we are again grateful to ELF for their generous donation as part of their Pride partnership with us.

We have again significantly increased our current funds – this is largely in part due to the ongoing pandemic resulting in Pride events being cancelled for a second year. We would normally have expected attendance at these events to have been a significant annual expenditure which was not realised.

We continue to hold some restricted funding due to a grant from the Lola Foundation last year. The aim of this funding was to run a programme of work that was cancelled during the pandemic. We are in conversations with the Lola Foundation on whether that grant can be redirected to another project or returned to them.

Our reserves policy is that we will always hold enough to ensure we can pay core costs for 6 months, or £500, whichever value is greater.

## **Structure, Governance and Management**

The charity is constituted as a CIO operating under a constitution.

The charity is currently managed by seven trustees who are appointed by the board. The Board would like to thank Cecilia Dominici, for all her contributions having recently stepped down. The board regularly reviews the skills of the trustees to review if further appointments are needed. During this period the board appointed four additional trustees with expertise in volunteer management, knowledge of the wider LGBTQ+ community and social media expertise – Becca Williamson, Suneet Sharma, Victoria Clarke and Phil Adlem. One of those trustees, Phil Adlem, unfortunately had to step down following their appointment. Recruitment of any trustees is done through a competitive selection process, including interviews by at least two trustees.

## **Reference and Administrative details**

Charity name: Inspire LGBT (operating as It Gets Better UK)

Registered charity number: 1176164

Charity's principal address: 41B Ridgeway Road, Chesham, HP5 2EH

Trustees:

Dr Alexander Rhys

Dr Hefin Rhys

Sophie Macken

Suneet Sharma

Becca Williamson

Jesse Finch Gnehm

Victoria Clarke

Assets: The charity does not own any property or land.

## **Declarations**

**The trustees declare that they have approved the trustees' report above.**

**Signed on behalf of the charity's trustees**

**Signature(s)** A Rhys

**Full name(s)** Dr Alexander Rhys

**Position (eg Secretary, Chair  
Chair, etc)**

**Date** 23 August 2022

## Receipts and Payment account

	Unrestricted	Restricted	Total
<b>Receipts</b>			
Donations	£3,032.09		£3,032.09
Corporate Pride Partnership	£4,988.00		£4,988.00
<b>Total Receipts</b>			<b>£8,020.09</b>
<b>Payments</b>			
Advertising	£1,655.50		£1,655.50
Income Generation	£129.60		£129.60
Volunteer Recruitment	£108.00		£108.00
Website	£111.75		£111.75
Video expenses	£600.00		£600.00
ICO registration	£35.00		£35.00
<b>Total Payments</b>			<b>£2,639.85</b>
<b>Cash funds at 31 March 2021</b>			<b>£16,768.13</b>
<b>Cash funds at 31 March 2022</b>			<b>£22,148.37</b>

## Statement of Assets and Liabilities as of 31 March 2022

### Cash funds

Cash at bank and in hand

£22,148.37

**Total cash funds**

**£22,148.37**

### Funds

Restricted funds

£2,615.59

Unrestricted funds

General funds

£19,532.78

**Total funds**

**£22,148.37**

**INSPIRE LGBT**

England & Wales - Charity number 1176164

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# Accounts

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## **Trustees' Annual Report for the period**

**From 01/04/2020 To 31/03/2021**

**Charity name: Inspire LGBT (operating as It Gets Better UK)**

**Charity registration number: 1176164**

## **Objectives and Activities**

The object of the charity as outlined within the governing constitution is:

To promote equality & diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation and gender identity by:

- A. Producing an archive of material to raise awareness of the public about the issues & difficulties affecting the lives of lesbian, gay, bisexual & transgender (LGBT) people.
- B. Providing an online resource created by the wider lesbian, gay, bisexual and transgender (LGBT) community with a view to combat the disproportionate levels of reported suicidal thoughts and actions in LGBT youth.

In the performance of meeting these objectives the trustees have had regard to the guidance issued by the Charity Commission on public benefit.

## **Achievements and Performance**

This report covers our second full year since launching on 11<sup>th</sup> October 2018, working to continue to establish ourselves across the UK and building our volunteer network to further achieve our charitable objectives.

Like many charities the impact of Covid-19 on our plans for this year has been significant. As we have continued to grow we planned on attending more Pride events across the UK, however due to the lockdowns in place these events were understandably cancelled with some taking place online.

Therefore, our continued focus during the year was on continuing to grow and expand our archive of positive and uplifting stories of people within the LGBT community, as well as curating positive LGBT news and content to inspire, empower and uplift LGBT youth.

With the impact of lockdown across the UK hitting, and the significant impact on the mental health of young LGBT people we partnered up with the British LGBT Awards to run the In This Together campaign. The campaign involved famous people within the LGBTQ+ community creating positive messages aimed at those who might be in lockdown with people who they perhaps weren't out to, or who didn't accept them for who they are, letting

them know that they're seen and accepted. About 20 different celebrities took part, and those videos on YouTube have been accessed over 30,000 times.

## **Financial Review**

As a small, volunteer run charity our financial position at the end of the reporting period was healthy. Our annual running costs and expenditure were low, with the majority being spent on the website or social media advertising.

We received a number of donations through our website, as well as receiving funds through retailers where part of the purchase is donated to charity. In particular we are grateful to ELF for their generous donation as part of their Pride partnership with us. We have also been given a grant from the Lola Foundation to run a project over the coming year.

Whilst we have significantly increased our current funds this is in major part due to not being able attend Pride events this year which would have been our main expenditure. We will therefore continue to utilise that income to enable our Regional Ambassadors to attend more Pride events throughout the UK when possible.

Our reserves policy is that we will always hold enough to ensure we can pay core costs for 6 months, or £500, whichever value is greater.

## **Structure, Governance and Management**

The charity is constituted as a CIO operating under a constitution.

The charity is currently managed by five trustees who are appointed by the board. The Board would like to thank Helen Maree Rawlings Morris, one of the founding trustees for all her contributions having recently stepped down. The board regularly reviews the skills of the trustees to review if further appointments are needed, and will shortly be appointing two additional trustees with expertise in volunteer management, and knowledge of the wider LGBTQ+ community. Recruitment of any trustees is done through a competitive selection process, including interviews by at least two trustees.

## **Reference and Administrative details**

Charity name: Inspire LGBT (operating as It Gets Better UK)

Registered charity number: 1176164

Charity's principal address: 41B Ridgeway Road, Chesham, HP5 2EH

Trustees:  
Dr Alexander Rhys  
Dr Hefin Rhys  
Sophie Macken  
Cecilia Dominici  
Jesse Finch Gnehm

Assets: The charity does not own any property or land.

## **Declarations**

**The trustees declare that they have approved the trustees' report above.**

**Signed on behalf of the charity's trustees**

**Signature(s)** A Rhys

**Full name(s)** Dr Alexander Rhys

**Position (eg Secretary, Chair  
Chair, etc)**

**Date** 26 August 2021

## Receipts and Payment account

	Unrestricted	Restricted	Total
<b>Receipts</b>			
Donations	£1,728.96		£1,728.96
Corporate Pride Partnership	£10,000.00		£10,000.00
Grant – Iola Foundation		£2,773.84	£2,773.84
<b>Total Receipts</b>			<b>£14,502.80</b>
<b>Payments</b>			
Advertising	£90.00		£90.00
Income Generation	£20.00		£20.00
Volunteer Expenses	£66.00		£68.45
Website	£212.47		£212.47
MakeRoomFor Project		£158.25	£158.25
<b>Total Payments</b>			<b>£546.72</b>
<b>Cash funds at 31 March 2020</b>			<b>£2,812.05</b>
<b>Cash funds at 31 March 2021</b>			<b>£16,768.13</b>

## Statement of Assets and Liabilities as of 31 March 2020

### Cash funds

Cash at bank and in hand

£16,768.13

**Total cash funds**

**£16,768.13**

### Funds

Restricted funds

£2,615.59

Unrestricted funds

General funds

£14,152.54

**Total funds**

**£16,768.13**