

BIGMOOSE

England & Wales · Charity number 1179222

Details

Status Registered

Legal form CIO

Registered 2018-07-17

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

Contact

Address Green & Co
Pembroke House
Ty Coch Lane
Llantarnam Park Way
Cwmbran
Gwent
NP44 3AU

Phone 07542850251

Email project15@bigmoose.co

Website www.bigmoosecharity.co

Activities

Objects: The objects of the CIO are, for the public benefit:(a) The relief of those in need by reason of youth, age, ill-health (especially mental ill-health), disability, financial hardship or other social disadvantage (including in particular, homelessness) by any charitable means; and(b) The advancement of education of the general public about mental health, suicide prevention and homelessness through the provision of training, information and in any other exclusively charitable ways which the trustees from time to time think fit.

Activities: We are a mental health charity that provides early and timely intervention for people struggling with their mental health. We provide therapy to people and work to help people with their mental health, reduce homelessness and prevent suicide. We fundraise through events and people individually fundraising.

Classification

- **How:** Provides Other Finance, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Cardiff

Finances

Period end	Income	Expenditure	Assets	Employees
2025-07-31	£1,459,046	£1,306,484	£1,065,896	7
2024-07-31	£1,309,695	£727,979	£913,334	6
2023-07-31	£613,812	£380,641	£331,618	4
2022-07-31	£162,396	£106,307	-	-
2021-07-31	£27,956	£4,965	-	-

Trustees

Name	Role	Appointed
Bethan Lee		2022-03-09
Jane Frances Sin		2023-06-08
Oliver Smith		2022-03-09
TANIA JENNER		2018-10-11

BIGMOOSE

England & Wales - Charity number 1179222

Accounts

REGISTERED CHARITY NUMBER: 1179222

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2025
FOR
BIGMOOSE CHARITY**

Green & Co
Chartered Certified Accountants
and Registered Auditors (Statutory Auditor)
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

BIGMOOSE CHARITY

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FOR THE YEAR ENDED 31ST JULY 2025**

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BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

The trustees present their report with the financial statements of the charity for the year ended 31st July 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objectives of the CIO are, for the public benefit: the relief of hardship and distress for people in the UK and such other places as may seem appropriate by:

(a) the relief of those in need by reason of youth, age, ill-health (especially mental ill-health), disability, financial hardship or other social disadvantage (including in particular, homelessness) by any charitable means; and

(b) the advancement of education of the general public about mental health, suicide prevention and homelessness through the provision of training, information and in any other exclusively charitable ways which the trustees from time to time think fit.

Our Mission

1. **Saving lives through fast and effective therapy** - we've continued to provide free, fast, solution focused therapy with no waitlists or criteria, ensuring people in crisis get the support they need, when they need it most.
2. **Building community through events** - from the ultra fun run to the Cardiff half, we've brought thousands of people together to stand for mental health, raise awareness, and prove the power in community taking action.
3. **Dreaming big to create change** - we've taken bold steps this year to make an impact, from pulling off our biggest event to date to growing our team and spaces. all with one clear focus: saving and changing lives, together.

Significant activities

This year has been an incredible year for Bigmoose. In 2024-2025 we've pushed ourselves further than ever before with events and challenges that have brought thousands of people together to stand for better mental health. We've had kinging-it's North to South Wales cycle challenge, our Cardiff half marathon team was our biggest yet, and the 'why we run' multi-day ultramarathon, where Bigmoose was chosen as the designated charity again. These events significantly contributed to our fundraising efforts and increased public awareness.

In April, we delivered our second-ever ultra fun run, this time, six times bigger than our inaugural event, with 6,069 runners taking part to represent the 6,069 lives lost to suicide in England and Wales in 2023. It was an emotional, powerful, and record-breaking day for us all.

Our wing walking challenge was a big success with a sell out day, and now, we've just sold out our biggest ever Cardiff half team of over 220 runners all raising £500 which will fund 274 people through a full course of therapy.

Behind the scenes, we've continued to grow our team, expand our therapy services, and settle into our new office space, giving us the room to do even more. This year has been defined by ambition and impact. Bigger teams. Bigger events. Bigger dreams. And the goal remaining the same, to change and save lives.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

ACHIEVEMENTS AND PERFORMANCE

Charitable activities

Providing Therapy

Throughout the second half of 2024 and the first half of 2025, Bigmoose continued to provide life-changing therapy to those who reached out for help. Demand has continued to rise, with 2,531 people supported during this period, compared to 1,098 in 2023/2024. We are proud to have upheld our three non-negotiables, ensuring every person who comes to us receives the care they deserve:

- Every client receives a reply within 24 hours.
- Every client is offered a first session within one week of referral.
- Every client is treated as an individual, with a bespoke referral plan tailored to their needs.

We are also extremely proud to provide support seven days a week, 365 days a year. Our team is always on call, including weekends and even Christmas day because we know that mental health doesn't pause for weekends or holidays, and neither do we.

The feedback we continue to receive from clients shows us that the system we have built is not only robust, but also highly effective in delivering meaningful outcomes. The human givens approach we use is fast-paced and solution focused, enabling people to make progress quickly. Clients consistently share that they experience noticeable improvements after only a small number of sessions, this shows that with the right support, change can happen both rapidly and sustainably.

Providing Training

This year we've continued to invest in education and prevention, running suicide first aid and mental health first aid courses with more already booked in for the rest of the year. These courses are equipping people with the tools to spot the signs, start life-saving conversations, and support those who are struggling. Every course delivered helps to break down stigma, build confidence, and create ripple effects of hope in workplaces, schools, and communities.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

ACHIEVEMENTS AND PERFORMANCE

Fundraising activities

Ultra Fun Run

A defining highlight of this year was our ultra fun run, our inclusive looped running event in Bute Park, Cardiff. What began with 1,000 participants in 2024 grew to an extraordinary 6,069 in 2025. This number carried deep significance, representing the 6,069 people who died by suicide in England and Wales in 2023. Each runner symbolised one of those lives and on April 13th we came together as a community to remember, reflect, and take action.

The event reached far beyond Cardiff, with runners joining virtually from over 50 locations around the world. Together, we raised more than £100,000, but equally important, we raised vital awareness of Bigmoose and the work we are doing to prevent suicide and support mental health.

Why We Run

Another unforgettable highlight for Bigmoose this year was 'why we run'. In September, fifty ultra runners gathered in St Davids, Pembrokeshire, to take on the extraordinary challenge of running 250km across five days along the rugged Welsh coastline. It was a test of resilience, endurance, and community spirit, with every step taken in support of our mission. Each runner fundraised for Bigmoose, and together they raised over £84,000 enough to fund 210 people through a full course of therapy.

Beyond the fundraising, 'why we run' created powerful ripples of awareness. It brought people together, sparked conversations about mental health and suicide prevention and showcased the strength of collective action. The impact stretched far wider than Pembrokeshire, in September alone, our reach on social media surpassed 1,000,000 people, spreading hope and inspiring others to get involved.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

FINANCIAL REVIEW

Financial position

Our main focus as a charity is to continue growing our income and diversifying our revenue streams so we can meet the rising demand for support. Referrals have increased by 130.5% year on year and this growth is largely driven by events but mainly word of mouth. When people graduate from our service and have a positive experience, they share their story and the ripple effect brings more people to us who need help.

In early 2022, we built our own bespoke software to track referrals and gather valuable data insights. This system has proven invaluable over the past few years, enabling us to make informed and strategic decisions. A recent development has been the introduction of a 'tagging' feature, allowing us to record the key challenges clients are facing for example, financial worries, anxiety, relationship difficulties, or eating disorders.

This level of detail gives us a much deeper understanding of how our service is being used and where the greatest needs lie. It also strengthens our grant applications, as we can evidence the areas where demand is highest. Importantly, it allows us to create focused projects and interventions that respond directly to the issues we are seeing most regularly.

Principal risks and uncertainties

Like all charities, Bigmoose faces several risks and uncertainties that could impact our ability to deliver services. The most significant are:

- Funding sustainability - reliance on fundraising events, grants and donations could make us vulnerable to wider economic pressures.
- Increasing demand - referrals continue to rise year on year, which places pressure on our capacity to maintain our three non-negotiables (reply within 24 hours, session within one week, bespoke referrals).
- Workforce resilience - as a small team delivering a 7-day service, there is a risk of staff burnout if growth is not managed carefully.
- External environment - changes in public funding priorities, cost of living pressures, or wider societal shifts in mental health needs could affect demand and resourcing.

Our strategies for managing these risks include:

- Diversifying income streams, including monthly giving, legacy giving, high-net-worth philanthropy, grants, and corporate partnerships.
- Expanding our team and systems to ensure capacity keeps pace with demand.
- Investing in staff wellbeing, stewardship training, and development to build resilience and retention.
- Strengthening data collection and reporting, so we can evidence impact and adapt our strategy in response to trends.

Factors likely to affect future financial performance

Looking ahead, our financial performance will be influenced by several key factors:

- Continued growth in referrals - demand for therapy is expected to rise further, driving the need for increased income to sustain delivery.
- Fundraising events - large-scale events such as the ultra fun run and project 1 million 2.0 are expected to play a central role in income generation, but they also rely on continued strong participation and community engagement which we will keep a focus on through marketing, social media and talks.
- Grant funding success - the ability to secure and retain multi-year grants will have a significant impact on financial stability.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

- Economic climate - the wider cost of living crisis may influence individual giving and corporate support, while also increasing demand for our services.
- New income streams - growth in areas such as legacy giving, monthly donations, and corporate partnerships will play a crucial role in long-term sustainability.

Principal funding sources

A core focus for Bigmoose is building long lasting, impactful relationships with our fundraisers. We have invested in training our team in stewardship to ensure every fundraiser feels fully supported and has the best possible experience when raising money for us.

We believe our success in this area comes from the exceptional way we manage relationships and engage with supporters. By caring for our fundraisers, guiding them through challenges, and celebrating their achievements, we create meaningful connections that last well beyond a single event or campaign.

Businesses and community groups, such as running clubs, also play a vital role in our fundraising. Our strategy is to support these partners with the same energy and commitment they show us. We believe these relationships should be mutually beneficial and our ambition is to build long-term partnerships that last at least three years, creating a foundation for sustainable impact.

Grant funding has been a significant focus for us this year, with applications submitted to a wide range of funders. Over the past few years, we have worked hard to build a strong and transparent reporting system, enabling us to clearly evidence the impact of every pound received. This investment in robust reporting not only demonstrates accountability but also strengthens our position when applying for future funding opportunities.

We have seen firsthand how this approach creates positive outcomes, for example, by securing and successfully delivering on smaller grants, such as those received from the National Lottery, we have been able to provide detailed reports that highlight both outcomes and impact. In turn, this has led to invitations to apply for larger, medium-scale grants, creating a clear pathway for growth and sustainability.

Our focus remains on refining this process, ensuring that every funder has confidence in the work we are doing and in the lives being changed through their support.

Key Fundraisers

Kinging It - Craig and Aimee, known as kinging it, are youtubers who have built a loyal following over the past decade by sharing their adventures as they travel the world. This year, to support Bigmoose, they brought together a team of 50 cyclists to ride the length of Wales from North to South, raising £100,000 along the way.

Amy Hughes - Amy took on the remarkable challenge of running 53km every single day for 53 consecutive days. Her determination and resilience not only inspired thousands of people but also raised over £20,000 to support Bigmoose and fund life-changing therapy for those in need.

Duncan Covey - during his adventure of cycling around the world, he experienced a life-threatening trauma when he was mugged at gunpoint. This led him to reach out to Bigmoose for support, and following a successful therapy journey he chose to give back. He went on to organise a fundraiser, raising over £20,000 to help others access the same life-changing support he had received.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

FINANCIAL REVIEW

Reserves policy

We aim to maintain our reserves at a minimum level of £132,000, ensuring sufficient funds to cover at least three months of expenses. In addition we aim to maintain reserves at a minimum level of £225,000, ensuring sufficient funds to cover at least three months of therapy costs. Reserves are currently at £1,065,896, included in this is a grant of £639,317 received in January 2025 that was for the year ended 31 December 2025.

The Board reviews the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil our continuing obligations.

FUTURE PLANS

The charity's main priority moving forward is to build long-lasting and reliable income streams that will sustain and grow our impact. To support this, we have redefined the roles within our team and welcomed two new starters. These additions strengthen our capacity, enabling us to expand into new areas of focus, create stronger systems, and develop opportunities such as legacy giving and high-net-worth philanthropy.

Our key priorities for the year ahead include:

- Growing our monthly giving campaign, increasing the number of people who donate regularly and creating a stable foundation of support.
- Strengthening our grant application process, with an emphasis on improving success rates and securing more sustainable funding.
- Continuing to deliver suicide first aid training courses for companies, equipping teams with the skills and confidence to talk about mental health and suicide, and helping to create safer, more supportive workplaces.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

The charity is controlled by its governing document and constitutes a Charitable Incorporated Organisation (CIO).

Organisational structure

Trustees

The charity is overseen by a board of four trustees. Trustees provide strategic leadership, ensure compliance with charity law and regulations and safeguard the charity's assets. The trustees are ultimately responsible for the charity's governance and financial health. Bethan Lee is the current chair of trustees.

Leadership Team

The trustees delegate day-to-day management to the executive team.

Jeff Smith, CEO - responsible for overall leadership, delivery of strategy, and reporting to the trustees.

Chloe Smith, COO - responsible for operations, logistics, and supporting the CEO in the delivery of the charity's strategy.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

STRUCTURE, GOVERNANCE AND MANAGEMENT

Decision making

Trustees meet monthly to review progress, approve strategy, and monitor financial performance.

Trustees sign off on:

- The annual budget and accounts.
- All payments or commitments over £5,000.
- New policies or significant changes to existing ones.

The leadership team has delegated authority to make decisions on operational matters, manage staff and volunteers, and approve spending below £5,000.

The trustees review management accounts at each board meeting. An independent examination or audit is conducted annually in line with charity commission requirements. Financial decisions are made with transparency, documented in board minutes, and aligned with the charity's mission.

Trustees are accountable to the charity commission and the public for ensuring the charity delivers public benefit.

The CEO is accountable to the trustees for the delivery of strategy and operations. The COO and wider team report into the CEO.

Trustees ensure appropriate policies (safeguarding, risk, data protection, financial management, conflicts of interest) are in place and regularly reviewed. All governance processes are guided by the charity commission's code of governance.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

STRUCTURE, GOVERNANCE AND MANAGEMENT

Induction and training of new trustees

We place strong emphasis on building a diverse and well-rounded board, bringing together individuals with varied skills and experiences to enhance our effectiveness.

Onboarding

Our trustee onboarding process is designed to ensure a smooth transition into the role, it includes:

1. Initial conversations - a one-to-one meeting with the chair, followed by meetings with the CEO and COO.
2. Observation - new trustees are invited to attend their first meeting to observe and gain an understanding of our operations.
3. Documentation - trustees are required to familiarise themselves with key documents, including our constitution, policies, and a comprehensive onboarding guide. trustee onboarding guide.

Trustee onboarding guide

Our onboarding guide provides:

- Introduction to bigmoose - the history, background, and purpose.
- Our values and mission.
- Roles and expectations - responsibilities, ethical standards, and commitments.
- Key contacts - a directory of important people within the organisation for smooth communication.

We believe this structured process equips trustees with the knowledge, context, and confidence they need to make meaningful contributions from the outset.

Key management remuneration

At Bigmoose, we're committed to staying a lean, efficient charity, keeping non-essential costs to a minimum so that the greatest possible proportion of our income goes directly into impact. One way we achieve this is through a government scheme that provides us with funded office space, ensuring we can carry out all of our work without the burden of high overheads. We've recently secured a new three-year lease through this initiative, giving us stability while keeping costs low.

When it comes to salaries, we're careful to strike the right balance, offering fair and competitive pay that allows us to attract and retain exceptional team members, while still being mindful of maximising funds for our mission.

Every member of our team has a clearly defined role and objectives, and works with a strong sense of purpose that aligns with the heart of our charity's mission and goals.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1179222

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

Principal address

Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

Trustees

T Jenner
B Lee
O Smith
J Sin

Auditors

Green & Co
Chartered Certified Accountants
and Registered Auditors (Statutory Auditor)
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the trustees to prepare financial statements for each financial year. Under that law, the trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law).

Under charity law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to

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

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2025

TRUSTEES' RESPONSIBILITY STATEMENT - continued

The trustees are responsible for keeping proper accounting records which 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 and The Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditor

Each of the trustees confirms that so far as they are aware, there is no relevant audit information of which the charity's auditor is unaware. They have taken all the steps that they ought to have taken in order to make themselves aware of any relevant audit information and to establish that the charity's auditor are aware of that information.

Approved by order of the board of trustees on 17th October 2025 and signed on its behalf by:



B Lee - Trustee

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Opinion

We have audited the financial statements of Bigmoose Charity (the 'charity') for the year ended 31st July 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31st July 2025 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Report of the Trustees is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the trustees are responsible for the preparation of the financial statements which give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the charity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the charity that were contrary to applicable laws and regulations, including fraud.

In response to the risk or irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- * Enquiry of management and those charged with governance around actual and potential litigation and claims as actual, suspected and alleged fraud;
- * Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the charity through enquiry and inspection, including a review of Charities Commission website;
- * Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- * Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates or indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- * Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

omissions, misrepresentations, or the override of internal control.

*Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control

*Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.

*Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

*Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation (ie. gives a true and fair view).

*We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Green & Co
Chartered Certified Accountants
and Registered Auditors (Statutory Auditor)
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

17th October 2025

BIGMOOSE CHARITY
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	700,543	-	700,543	304,783
Charitable activities					
Counselling therapy	5	639,317	46,600	685,917	967,697
MHFA courses		-	20,000	20,000	-
Other trading activities	3	7,365	-	7,365	32,472
Investment income	4	45,221	-	45,221	4,743
Total		<u>1,392,446</u>	<u>66,600</u>	<u>1,459,046</u>	<u>1,309,695</u>
EXPENDITURE ON					
Raising funds	6	307,194	-	307,194	228,131
Charitable activities					
Counselling therapy	7	875,402	32,790	908,192	430,882
Other		91,098	-	91,098	68,966
Total		<u>1,273,694</u>	<u>32,790</u>	<u>1,306,484</u>	<u>727,979</u>
NET INCOME		118,752	33,810	152,562	581,716
RECONCILIATION OF FUNDS					
Total funds brought forward		913,334	-	913,334	331,618
TOTAL FUNDS CARRIED FORWARD		<u><u>1,032,086</u></u>	<u><u>33,810</u></u>	<u><u>1,065,896</u></u>	<u><u>913,334</u></u>

The notes form part of these financial statements

BIGMOOSE CHARITY

**BALANCE SHEET
31ST JULY 2025**

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
FIXED ASSETS					
Tangible assets	13	21,331	-	21,331	15,500
CURRENT ASSETS					
Stocks	14	10,288	-	10,288	-
Debtors	15	32,588	-	32,588	12,592
Cash at bank and in hand		1,085,119	33,810	1,118,929	939,225
		<u>1,127,995</u>	<u>33,810</u>	<u>1,161,805</u>	<u>951,817</u>
CREDITORS					
Amounts falling due within one year	16	(117,240)	-	(117,240)	(53,983)
		<u>1,010,755</u>	<u>33,810</u>	<u>1,044,565</u>	<u>897,834</u>
NET CURRENT ASSETS					
		<u>1,032,086</u>	<u>33,810</u>	<u>1,065,896</u>	<u>913,334</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>1,032,086</u>	<u>33,810</u>	<u>1,065,896</u>	<u>913,334</u>
NET ASSETS					
		<u>1,032,086</u>	<u>33,810</u>	<u>1,065,896</u>	<u>913,334</u>
FUNDS					
	17				
Unrestricted funds				1,032,086	913,334
Restricted funds				33,810	-
TOTAL FUNDS				<u>1,065,896</u>	<u>913,334</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 17th October 2025 and were signed on its behalf by:



B Lee - Trustee

The notes form part of these financial statements

BIGMOOSE CHARITY
CASH FLOW STATEMENT
FOR THE YEAR ENDED 31ST JULY 2025

	Notes	2025 £	2024 £
Cash flows from operating activities			
Cash generated from operations	1	147,719	632,223
		<hr/>	<hr/>
Net cash provided by operating activities		147,719	632,223
		<hr/>	<hr/>
Cash flows from investing activities			
Purchase of tangible fixed assets		(13,236)	(13,192)
Interest received		45,221	4,743
		<hr/>	<hr/>
Net cash provided by/(used in) investing activities		31,985	(8,449)
		<hr/>	<hr/>
Change in cash and cash equivalents in the reporting period		179,704	623,774
Cash and cash equivalents at the beginning of the reporting period		939,225	315,451
		<hr/>	<hr/>
Cash and cash equivalents at the end of the reporting period		1,118,929	939,225
		<hr/> <hr/>	<hr/> <hr/>

The notes form part of these financial statements

BIGMOOSE CHARITY

**NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 31ST JULY 2025**

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2025	2024
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	152,562	581,716
Adjustments for:		
Depreciation charges	7,405	3,548
Loss on disposal of fixed assets	-	1,281
Interest received	(45,221)	(4,743)
Increase in stocks	(10,288)	-
(Increase)/decrease in debtors	(19,996)	500
Increase in creditors	63,257	49,921
	<hr/>	<hr/>
Net cash provided by operations	147,719	632,223
	<hr/> <hr/>	<hr/> <hr/>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.8.24	Cash flow	At 31.7.25
	£	£	£
Net cash			
Cash at bank and in hand	939,225	179,704	1,118,929
	<hr/>	<hr/>	<hr/>
	939,225	179,704	1,118,929
	<hr/>	<hr/>	<hr/>
Total	939,225	179,704	1,118,929
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

The notes form part of these financial statements

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST JULY 2025

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP. Further detail is given in the Trustees' Annual Report.

Income from trading activities includes income earned from fundraising events and merchandise sales to raise funds for the charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The charity receives grants in respect of The Valour Foundation. Income from grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest income is recognised using the effective interest method.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - 25% on cost

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31ST JULY 2025

1. ACCOUNTING POLICIES - continued

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Donated goods, facilities or services

The organisation recognises donated goods, facilities, and services at their fair value at the time of receipt.

2. DONATIONS AND LEGACIES

	2025	2024
	£	£
Donations	693,043	304,783
Sponsorships	7,500	-
	<u>700,543</u>	<u>304,783</u>

3. OTHER TRADING ACTIVITIES

	2025	2024
	£	£
Fundraising events	-	30,582
Merchandise	2,805	1,890
Training	4,560	-
	<u>7,365</u>	<u>32,472</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

4. INVESTMENT INCOME

	2025	2024
	£	£
Deposit account interest	45,221	4,743
	<u>45,221</u>	<u>4,743</u>

5. INCOME FROM CHARITABLE ACTIVITIES

		2025	2024
	Activity	£	£
Grants	Counselling therapy	685,917	967,697
Grants	MHFA courses	20,000	-
		<u>705,917</u>	<u>967,697</u>

6. RAISING FUNDS

Raising donations and legacies

	2025	2024
	£	£
Event entry fees	21,216	28,221
Event clothing and merchandise	33,944	19,785
Event and marketing materials	97,078	37,230
Wages	122,871	123,561
Employers NI	12,474	6,840
Employers pension	1,542	1,348
Consultancy fees	-	6,988
Training	6,153	2,612
Entertainment	3,807	1,546
Subcontractors	7,269	-
	<u>306,354</u>	<u>228,131</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

6. RAISING FUNDS - continued

Other trading activities

	2025	2024
	£	£
Closing stock	(10,288)	-
Merchandise for sale	11,128	-
	<u>840</u>	<u>-</u>
Aggregate amounts	<u><u>307,194</u></u>	<u><u>228,131</u></u>

7. CHARITABLE ACTIVITIES COSTS

Counselling therapy

	2025	2024
	£	£
Counselling fees	764,764	354,381
Wages	117,274	57,198
Employers NI	11,866	5,982
Employers pension	1,753	465
Training	3,175	12,856
Software costs	9,360	-
	<u>908,192</u>	<u>430,882</u>

8. SUPPORT COSTS

	Management	Governance	Totals
	£	costs £	£
Other resources expended	<u>1,440</u>	<u>14,400</u>	<u>15,840</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

9. AUDITORS' REMUNERATION

The auditor's remuneration amounts to an audit fee of £8,400 (2024 - £10,000)

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st July 2025 nor for the year ended 31st July 2024.

Trustees' expenses

No expenses were paid to trustees during the year.

11. STAFF COSTS

	2025	2024
	£	£
Wages and salaries	240,145	180,759
Social security costs	24,340	12,822
Other pension costs	3,295	1,813
	<u>267,780</u>	<u>195,394</u>

The average monthly number of employees during the year was as follows:

	2025	2024
Management	2	2
Administrative	5	4
	<u>7</u>	<u>6</u>

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

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	304,783	-	304,783
Charitable activities			
Counselling therapy	967,697	-	967,697
Other trading activities	32,472	-	32,472
Investment income	4,743	-	4,743
Total	1,309,695	-	1,309,695
 EXPENDITURE ON			
Raising funds	228,131	-	228,131
Charitable activities			
Counselling therapy	430,882	-	430,882
Other	68,966	-	68,966
Total	727,979	-	727,979
 NET INCOME	 581,716	 -	 581,716
 RECONCILIATION OF FUNDS			
Total funds brought forward	331,618	-	331,618
 TOTAL FUNDS CARRIED FORWARD	 913,334	 -	 913,334

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

13. TANGIBLE FIXED ASSETS

Office
equipment
£

COST

At 1st August 2024

20,175

Additions

13,236

At 31st July 2025

33,411

DEPRECIATION

At 1st August 2024

4,675

Charge for year

7,405

At 31st July 2025

12,080

NET BOOK VALUE

At 31st July 2025

21,331

At 31st July 2024

15,500

14. STOCKS

2025

2024

£

£

Stocks

10,288

-

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

2025

2024

£

£

Trade debtors

352

-

Prepayments

32,236

12,592

32,588

12,592

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	81,230	-
Taxation and social security	4,661	4,995
Other creditors	31,349	48,988
	<u>117,240</u>	<u>53,983</u>

17. MOVEMENT IN FUNDS

	At 1.8.24	Net movement in funds	At 31.7.25
	£	£	£
Unrestricted funds			
General fund	218,999	151,603	370,602
Designated fund	694,335	(32,851)	661,484
	<u>913,334</u>	<u>118,752</u>	<u>1,032,086</u>
Restricted funds			
Restricted funds	-	33,810	33,810
	<u>913,334</u>	<u>152,562</u>	<u>1,065,896</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	725,880	(574,277)	151,603
Designated fund	666,566	(699,417)	(32,851)
	<u>1,392,446</u>	<u>(1,273,694)</u>	<u>118,752</u>
Restricted funds			
Restricted funds	66,600	(32,790)	33,810
	<u>1,459,046</u>	<u>(1,306,484)</u>	<u>152,562</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

17. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.8.23 £	Net movement in funds £	At 31.7.24 £
Unrestricted funds			
General fund	151,787	67,212	218,999
Designated fund	179,831	514,504	694,335
	<u>331,618</u>	<u>581,716</u>	<u>913,334</u>
TOTAL FUNDS	<u><u>331,618</u></u>	<u><u>581,716</u></u>	<u><u>913,334</u></u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	338,207	(270,995)	67,212
Designated fund	971,488	(456,984)	514,504
	<u>1,309,695</u>	<u>(727,979)</u>	<u>581,716</u>
TOTAL FUNDS	<u><u>1,309,695</u></u>	<u><u>(727,979)</u></u>	<u><u>581,716</u></u>

18. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st July 2025.

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2025**

19. DESIGNATED FUNDS

The designated fund is based on the money received from The Valour Foundation. These funds are held in a separate bank account to manage and monitor the expenditure which is being used to support the charity's key purposes.

BIGMOOSE CHARITY

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2025**

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	693,043	-	693,043	304,783
Sponsorships	7,500	-	7,500	-
	<hr/>	<hr/>	<hr/>	<hr/>
	700,543	-	700,543	304,783
Other trading activities				
Fundraising events	-	-	-	30,582
Merchandise	2,805	-	2,805	1,890
Training	4,560	-	4,560	-
	<hr/>	<hr/>	<hr/>	<hr/>
	7,365	-	7,365	32,472
Investment income				
Deposit account interest	45,221	-	45,221	4,743
Charitable activities				
Grants	639,317	66,600	705,917	967,697
	<hr/>	<hr/>	<hr/>	<hr/>
Total incoming resources	1,392,446	66,600	1,459,046	1,309,695
EXPENDITURE				
Raising donations and legacies				
Event entry fees	21,216	-	21,216	28,221
Event clothing and merchandise	33,944	-	33,944	19,785
Event and marketing materials	97,078	-	97,078	37,230
Wages	122,871	-	122,871	123,561
Employers NI	12,474	-	12,474	6,840
Employers pension	1,542	-	1,542	1,348
Consultancy fees	-	-	-	6,988
Training	6,153	-	6,153	2,612
Entertainment	3,807	-	3,807	1,546
Subcontractors	7,269	-	7,269	-
	<hr/>	<hr/>	<hr/>	<hr/>
	306,354	-	306,354	228,131

This page does not form part of the statutory financial statements

BIGMOOSE CHARITY

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2025**

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Raising donations and legacies				
Other trading activities				
Merchandise for sale	11,128	-	11,128	-
Closing stock	(10,288)	-	(10,288)	-
	<hr/>	<hr/>	<hr/>	<hr/>
	840	-	840	-
 Charitable activities				
Counselling fees	731,974	32,790	764,764	354,381
Wages	117,274	-	117,274	57,198
Employers NI	11,866	-	11,866	5,982
Employers pension	1,753	-	1,753	465
Training	3,175	-	3,175	12,856
Software costs	9,360	-	9,360	-
	<hr/>	<hr/>	<hr/>	<hr/>
	875,402	32,790	908,192	430,882
 Other				
Travel costs	6,268	-	6,268	6,236
Insurance	2,221	-	2,221	1,512
Light and heat	3,121	-	3,121	-
Capital items expensed	5,571	-	5,571	-
Administrative expenses	19,400	-	19,400	17,165
Repairs and renewals	8,984	-	8,984	349
Subscriptions	3,441	-	3,441	647
Computer expenses	9,343	-	9,343	16,541
Recruitment expenses	329	-	329	299
Telephone	1,623	-	1,623	1,026
Advertising and marketing	4,929	-	4,929	-
Professional fees	2,967	-	2,967	2,581
Staff entertainment	1,043	-	1,043	-
Bank charges	(1,387)	-	(1,387)	1,781
Depreciation of tangible fixed assets	7,405	-	7,405	3,548
Loss on sale of tangible fixed assets	-	-	-	1,281
	<hr/>	<hr/>	<hr/>	<hr/>
	75,258	-	75,258	52,966
 Support costs				
Management				
Sundries	1,440	-	1,440	-

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BIGMOOSE CHARITY

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2025**

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Management				
Governance costs				
Auditors' remuneration	8,400	-	8,400	10,000
Accountancy and legal fees	6,000	-	6,000	6,000
	<hr/>	<hr/>	<hr/>	<hr/>
	14,400	-	14,400	16,000
	<hr/>	<hr/>	<hr/>	<hr/>
Total resources expended	1,273,694	32,790	1,306,484	727,979
	<hr/>	<hr/>	<hr/>	<hr/>
Net income	118,752	33,810	152,562	581,716
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This page does not form part of the statutory financial statements

bigmoose

trustee report

for the year ended 31st july 2025

bethan lee
chair of trustees

2024-2025



welcome to our 2025 trustee report

the trustees present their report with the financial statements of the charity for the year ended 31st July 2025. the trustees have adopted the provisions of accounting and reporting by charities: statement of recommended practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

objectives & activities

objectives and aims:

the objects of the CIO are, for the public benefit: the relief of hardship and distress for people in the UK and such other places as may seem appropriate by:

(a) the relief of those in need by reason of youth, age, ill-health (especially mental ill-health), disability, financial hardship or other social disadvantage (including in particular, homelessness) by any charitable means; and

(b) the advancement of education of the general public about mental health, suicide prevention and homelessness through the provision of training, information and in any other exclusively charitable ways which the trustees from time to time think fit.



"this has been a landmark year for bigmoose. our biggest events to date have reached a broader, more diverse community than ever before, all while staying true to the core values and purpose of the charity. led by jeff and chloe, the team has built sustainable foundations, strengthened operations, streamlined delivery, and explored long-term funding opportunities - with intention and integrity at every step. as trustees, we've been proud to oversee this progress and remain deeply committed to supporting the vision as it continues to grow."

- **bethan lee, chair of trustees**

significant activities:



this year has been an incredible year for bigmoose.

in 2024-2025 we've pushed ourselves further than ever before with events and challenges that have brought thousands of people together to stand for better mental health.

we've had kinging-it's north to south wales cycle challenge, our cardiff half marathon team was our biggest yet, and the 'why we run' multi-day ultramarathon, where bigmoose was chosen as the designated charity again. these events significantly contributed to our fundraising efforts and increased public awareness.

in april, we delivered our second-ever ultra fun run, this time, six times bigger than our inaugural event, with 6,069 runners taking part to represent the 6,069 lives lost to suicide in england and wales in 2023. it was an emotional, powerful, and record-breaking day for us all.

our wing walking challenge was a big success with a sell out day.

and now, we've just sold out our biggest ever cardiff half team of over 220 runners all raising £500 which will fund 274 people through a full course of therapy.

behind the scenes, we've continued to grow our team, expand our therapy services, and settle into our new office space, giving us the room to do even more.

this year has been defined by ambition and impact. bigger teams. bigger events. bigger dreams. and the goal remaining the same, to change and save lives.

“what a 5 star event. could not fault a thing! congratulations team bigmoose.”

-ultra fun run attendee

our mission

1

saving lives through fast and effective therapy

we've continued to provide free, fast, solution-focused therapy with no waitlists or criteria, ensuring people in crisis get the support they need, when they need it most.

2

building community through events

from the ultra fun run to the cardiff half, we've brought thousands of people together to stand for mental health, raise awareness, and prove the power in community taking action.

3

dreaming big to create change

we've taken bold steps this year to make an impact, from pulling off our biggest event to date to growing our team and spaces. all with one clear focus: saving and changing lives, together.



achievement & performance

charitable activities: providing therapy

throughout the second half of 2024 and the first half of 2025, bigmoose continued to provide life-changing therapy to those who reached out for help. demand has continued to rise, with 2,531 people supported during this period, compared to 1,098 in 2023/2024.

we are proud to have upheld our three non-negotiables, ensuring every person who comes to us receives the care they deserve:

- every client receives a reply within 24 hours.
- every client is offered a first session within one week of referral.
- every client is treated as an individual, with a bespoke referral plan tailored to their needs.

we are also extremely proud to provide support seven days a week, 365 days a year. our team is always on call, including weekends and even christmas day because we know that mental health doesn't pause for weekends or holidays, and neither do we.

108 lives saved

this is the number of people who have told us unprompted that we have saved their life between january 1st 2022 and july 31st 2025.

the feedback we continue to receive from clients shows us that the system we have built is not only robust, but also highly effective in delivering meaningful outcomes. the human givens approach we use is fast-paced and solution-focused, enabling people to make progress quickly. clients consistently share that they experience noticeable improvements after only a small number of sessions. this shows that with the right support, change can happen both rapidly and sustainably.

“thank you for all your help. after years of struggling with mental health this has saved my life. you are the light in my very dark tunnel”

-bigmoose graduate

“thank you for such an incredibly informative and valuable day.

i now feel very confident that if i sensed someone might be struggling with suicidal thoughts, i would know how to step in and offer help.”

-suicide first aid course attendee

achievement & performance

charitable activities: providing training

this year we've continued to invest in education and prevention, running suicide first aid and mental health first aid courses with more already booked in for the rest of the year. these courses are equipping people with the tools to spot the signs, start life-saving conversations, and support those who are struggling. every course delivered helps to break down stigma, build confidence, and create ripple effects of hope in workplaces, schools, and communities.



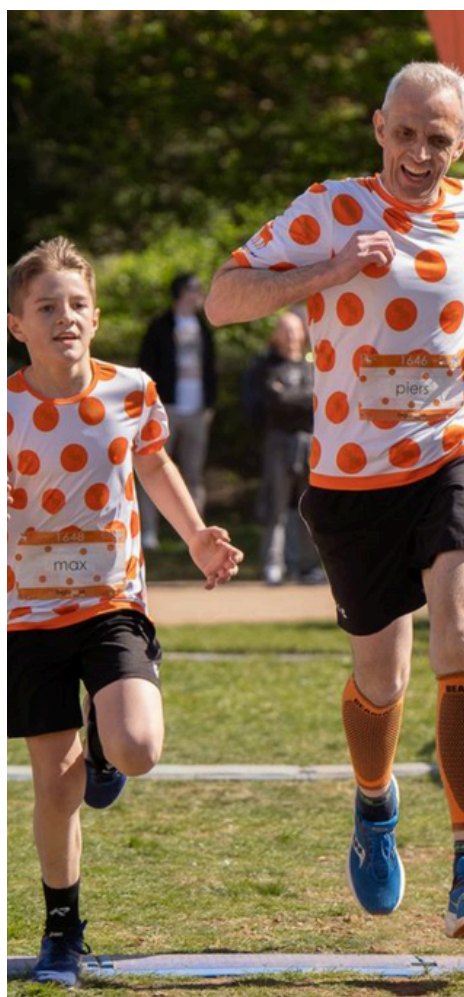
achievement & performance

charitable activities - ultra fun run

a defining highlight of this year was our ultra fun run, our inclusive looped running event in bute park, cardiff. what began with 1,000 participants in 2024 grew to an extraordinary 6,069 in 2025. this number carried deep significance, representing the 6,069 people who died by suicide in england and wales in 2023. each runner symbolised one of those lives, and on april 13th we came together as a community to remember, reflect, and take action.

the event reached far beyond cardiff, with runners joining virtually from over 50 locations around the world.

together, we raised more than £100,000, but equally important, we raised vital awareness of bigmoose and the work we are doing to prevent suicide and support mental health.



achievement & performance

charitable activities - why we run

another unforgettable highlight for bigmoose this year was 'why we run'. in september, fifty ultra runners gathered in st davids, pembrokeshire, to take on the extraordinary challenge of running 250km across five days along the rugged wales coastline. it was a test of resilience, endurance, and community spirit, with every step taken in support of our mission. each runner fundraised for bigmoose, and together they raised over £84,000 enough to fund 210 people through a full course of therapy.

beyond the fundraising, why we run created powerful ripples of awareness. it brought people together, sparked conversations about mental health and suicide prevention, and showcased the strength of collective action. the impact stretched far wider than pembrokeshire, in september alone, our reach on social media surpassed 1,000,000 people, spreading hope and inspiring others to get involved.



financial review

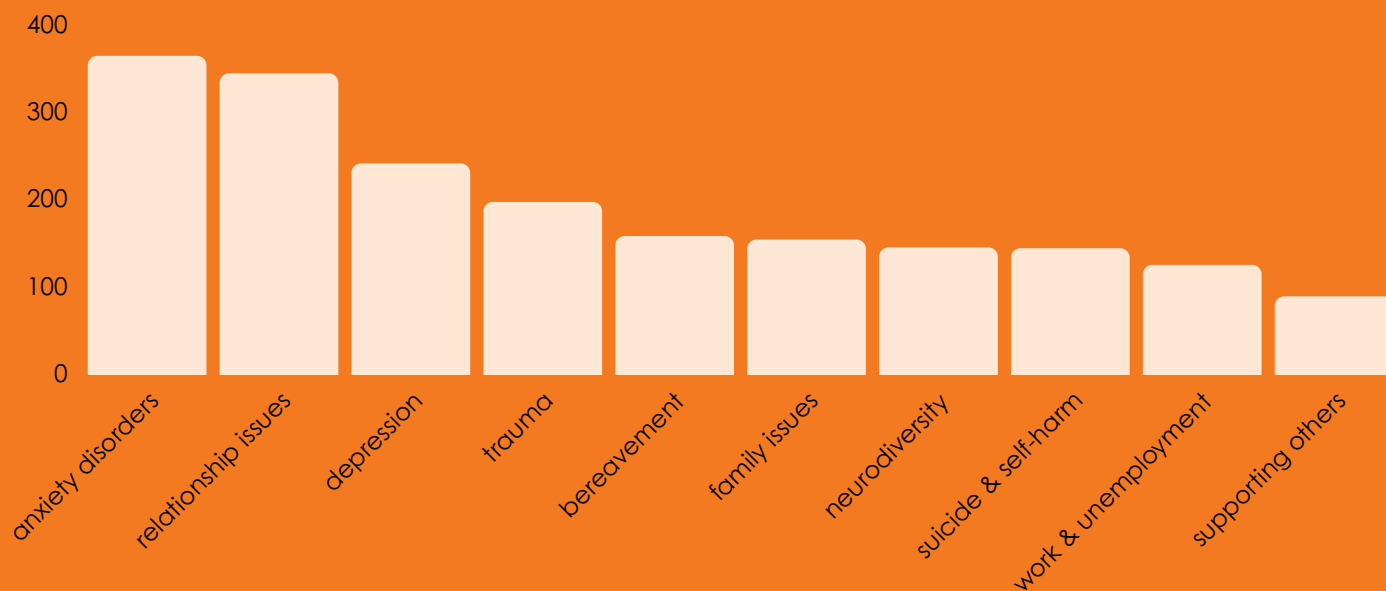
our main focus as a charity is to continue growing our income and diversifying our revenue streams so we can meet the rising demand for support. referrals have increased by 130.5% year on year, and this growth is largely driven by events but mainly word of mouth. when people graduate from our service and have a positive experience, they share their story, and the ripple effect brings more people to us who need help.

in early 2022, we built our own bespoke software to track referrals and gather valuable data insights. this system has proven invaluable over the past few years, enabling us to make informed and strategic decisions.

a recent development has been the introduction of a 'tagging' feature, allowing us to record the key challenges clients are facing for example, financial worries, anxiety, relationship difficulties, or eating disorders.

this level of detail gives us a much deeper understanding of how our service is being used and where the greatest needs lie. it also strengthens our grant applications, as we can evidence the areas where demand is highest. importantly, it allows us to create focused projects and interventions that respond directly to the issues we are seeing most regularly.

top 10 mental health issues we are supporting



principle funding

individuals

a core focus for bigmoose is building long-lasting, impactful relationships with our fundraisers. we have invested in training our team in stewardship to ensure every fundraiser feels fully supported and has the best possible experience when raising money for us.

we believe our success in this area comes from the exceptional way we manage relationships and engage with supporters. by caring for our fundraisers, guiding them through challenges, and celebrating their achievements, we create meaningful connections that last well beyond a single event or campaign.

businesses and community groups, such as running clubs, also play a vital role in our fundraising. our strategy is to support these partners with the same energy and commitment they show us. we believe these relationships should be mutually beneficial, and our ambition is to build long-term partnerships that last at least three years, creating a foundation for sustainable impact.

“thank you for creating something special and including so many people in that. i love fundraising for bigmoose.”

key fundraisers



kinging it

craig and aimee, known as kinging it, are youtubers who have built a loyal following over the past decade by sharing their adventures as they travel the world. this year, to support bigmoose, they brought together a team of 50 cyclists to ride the length of wales from north to south, raising £100,000 along the way.



amy hughes

amy took on the remarkable challenge of running 53km every single day for 53 consecutive days. her determination and resilience not only inspired thousands of people but also raised over £20,000 to support bigmoose and fund life-changing therapy for those in need.



duncan covey

during his adventure of cycling around the world, he experienced a life-threatening trauma when he was mugged at gunpoint. this led him to reach out to bigmoose for support, and following a successful therapy journey he chose to give back. he went on to organise a fundraiser, raising over £20,000 to help others access the same life-changing support he had received.

principle funding

grants

grant funding has been a significant focus for us this year, with applications submitted to a wide range of funders. over the past few years, we have worked hard to build a strong and transparent reporting system, enabling us to clearly evidence the impact of every pound received. this investment in robust reporting not only demonstrates accountability but also strengthens our position when applying for future funding opportunities.

we have seen firsthand how this approach creates positive outcomes. for example, by securing and successfully delivering on smaller grants, such as those received from the national lottery, we have been able to provide detailed reports that highlight both outcomes and impact. in turn, this has led to invitations to apply for larger, medium-scale grants, creating a clear pathway for growth and sustainability.

our focus remains on refining this process, ensuring that every funder has confidence in the work we are doing and in the lives being changed through their support.

this year we have been supported by:



THE MILLENNIUM STADIUM
CHARITABLE TRUST
YMDDIRIEDOLAETH ELUSENNOL
STADIWM Y MILENIWM



planning for the future

the charity's main priority moving forward is to build long-lasting and reliable income streams that will sustain and grow our impact. to support this, we have redefined the roles within our team and welcomed two new starters. these additions strengthen our capacity, enabling us to expand into new areas of focus, create stronger systems, and develop opportunities such as legacy giving and high-net-worth philanthropy.

our key priorities for the year ahead include:

- growing our monthly giving campaign, increasing the number of people who donate regularly and creating a stable foundation of support.
- strengthening our grant application process, with an emphasis on improving success rates and securing more sustainable funding.
- continuing to deliver suicide first aid training courses for companies, equipping teams with the skills and confidence to talk about mental health and suicide, and helping to create safer, more supportive workplaces.



lessons learnt during this year:

referrals

as the number of referrals we receive continues to grow, more nhs bodies, charities, and service providers are hearing about our work. naturally, this has led to some of these organisations wanting to refer their service users to us. to manage this well, we've been reaching out to explain that referrals either need to be funded by the organisation or held back for now. while we started by sending emails, we're now also making phone calls, which has opened the door to richer conversations and a stronger understanding.

99.7% of people who used our service in the last year would recommend us

software

the investment we made in 2022 to build our own bespoke software has continued to transform the way we work, enabling us to operate with greater efficiency and effectiveness. over the past year, we've identified and implemented a number of small but significant adjustments to the system, streamlining processes such as registration to make them as simple and user-friendly as possible.

the impact of this work is clear. over the past 12 months, 92.6% of those who received therapy reported that it was "very helpful", the highest rating possible and 99.7% said they would recommend our services. these insights not only demonstrate the value of our support, but also guide us in making ongoing improvements.

this year we've also developed new functionality within the system that allows us to ring-fence specific amounts of fundraising. this means we can now follow the journey of a client supported by that funding and, importantly, share anonymised updates with the fundraiser. we're able to show both the human impact, how their generosity has directly helped someone in need and the supporting data to evidence that change.

this increased transparency has allowed us to build a much stronger emotional connection with our supporters. fundraisers can see, in real terms, the difference they've made, which has not only deepened their engagement but is also helping us retain their support and build more meaningful, long-lasting relationships.

lessons learnt during this year:

events

this year we have streamlined our events programme, choosing to focus solely on the initiatives that generate the greatest financial return for the charity while also creating the widest awareness of our mission. by concentrating our energy on these high-impact events, we've been able to maximise both fundraising and visibility, ensuring our efforts go as far as possible in supporting the people who need us.

importantly, the lessons we learned last year around systems and processes have paid real dividends. the improvements we made have allowed us to organise with far greater efficiency and clarity, reducing unnecessary pressure on the team and giving us the space to focus on creativity, growth, and relationship-building.

this shift has not only strengthened our internal operations but has also enhanced the experience for our supporters, participants, and partners, creating a more professional and impactful events programme overall.



structure, governance & management

governance structure

trustees

the charity is overseen by a board of four trustees.

trustees provide strategic leadership, ensure compliance with charity law and regulations, and safeguard the charity's assets.

the trustees are ultimately responsible for the charity's governance and financial health.

bethan lee is the current chair of trustees.

leadership team

the trustees delegate day-to-day management to the executive team.

jeff smith, ceo – responsible for overall leadership, delivery of strategy, and reporting to the trustees.

chloe smith, coo – responsible for operations, logistics, and supporting the ceo in the delivery of the charity's strategy.

decision-making

trustees meet monthly to review progress, approve strategy, and monitor financial performance.

trustees sign off on:

- the annual budget and accounts.
- all payments or commitments over £5,000.
- new policies or significant changes to existing ones.

the leadership team has delegated authority to make decisions on operational matters, manage staff and volunteers, and approve spending below £5,000.

financial oversight

the trustees review management accounts at each board meeting.

an independent examination or audit is conducted annually in line with charity commission requirements.

financial decisions are made with transparency, documented in board minutes, and aligned with the charity's mission.

accountability

trustees are accountable to the charity commission and the public for ensuring the charity delivers public benefit.

the ceo is accountable to the trustees for the delivery of strategy and operations.

the coo and wider team report into the ceo.

policies and compliance

trustees ensure appropriate policies (safeguarding, risk, data protection, financial management, conflicts of interest) are in place and regularly reviewed.

all governance processes are guided by the charity commission's code of governance.



monthly
bigmoose
trustee
meeting



structures

financials

at bigmoose, we're committed to staying a lean, efficient charity, keeping non-essential costs to a minimum so that the greatest possible proportion of our income goes directly into impact.

one way we achieve this is through a government scheme that provides us with funded office space, ensuring we can carry out all of our work without the burden of high overheads. we've recently secured a new three-year lease through this initiative, giving us stability while keeping costs low.

when it comes to salaries, we're careful to strike the right balance, offering fair and competitive pay that allows us to attract and retain exceptional team members, while still being mindful of maximising funds for our mission.

every member of our team has a clearly defined role and objectives, and works with a strong sense of purpose that aligns with the heart of our charity's mission and goals.

"people work extremely hard to fund us, so we work extremely hard to spend their money wisely and efficiently"

jeff smith - ceo

trustee onboarding

we place strong emphasis on building a diverse and well-rounded board, bringing together individuals with varied skills and experiences to enhance our effectiveness.

onboarding

our trustee onboarding process is designed to ensure a smooth transition into the role. it includes:

1. initial conversations – a one-to-one meeting with the chair, followed by meetings with the ceo and coo.
2. observation – new trustees are invited to attend their first meeting to observe and gain an understanding of our operations.
3. documentation – trustees are required to familiarise themselves with key documents, including our constitution, policies, and a comprehensive onboarding guide.

trustee onboarding guide

our onboarding guide provides:

- introduction to bigmoose – the history, background, and purpose.
- our values and mission.
- roles and expectations – responsibilities, ethical standards, and commitments .
- key contacts – a directory of important people within the organisation for smooth communication.

outcome

we believe this structured process equips trustees with the knowledge, context, and confidence they need to make meaningful contributions from the outset.

bigmoose

reference and administrative details:

jeffrey smith - ceo

chloe smith - coo

structure, governance and management

governing document: the charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

reference and administrative details

registered charity number: 1179222

principal address

green & co accountants and tax advisors,
pembroke house, llantarnam park way
cwmbbran np44 3au

trustees

t jenner

b lee

o smith

j sin

independent examiner

green & co accountants

approved by the order of the board of trustees on 29th august 2025 and signed on its behalf by:



b lee – chair of trustees



BIGMOOSE

England & Wales - Charity number 1179222

Accounts

REGISTERED CHARITY NUMBER: 1179222

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2024
FOR
BIGMOOSE CHARITY**

Green & Co
Chartered Certified Accountants
and Registered Auditors (Statutory Auditor)
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

BIGMOOSE CHARITY

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2024**

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BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

The trustees present their report with the financial statements of the charity for the year ended 31st July 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of hardship and distress for people in the UK and such other places as may seem appropriate by:

- 1) Providing personalised therapy and early intervention to support individuals in managing their mental health and preventing suicide.
- 2) Facilitating the rehabilitation of individuals facing challenges due to youth, age, illness, disabilities, financial hardship, or other social disadvantages, including homelessness. This is achieved through the provision of education, training and employment opportunities, aimed at nurturing their skills for future employment.
- 3) Raising public awareness about mental health, suicide prevention, and homelessness through training and charitable initiatives approved by our trustees.

Significant activities

This year we launched an ambitious campaign called "project 15" with the goal of raising £15 million for mental health. By the end of the financial year we had nearly raised £1,000,000 on the project 15 Justgiving page. To support this campaign, we organised a variety of fundraising events aimed at both generating funds and raising awareness for Bigmoose. Additionally, we participated in several external events including the annual Cardiff Half Marathon and the 'Why We Run' multi day ultramarathon, where Bigmoose was chosen as the designated charity. These events significantly contributed to our fundraising efforts and increased public awareness.

Throughout 2023 and the first half of 2024, we continued to operate out of the free office space we've occupied since September 2022. In June 2024, we secured a new premises with a longer lease term, allowing us to move all our activities to this new location. Like our previous office, this space is fully funded and incurs no cost to the charity. The new premises will accommodate our current team, provide room for expansion and serve as a venue for hosting meetings. Meanwhile, our face-to-face therapy sessions continue to be held at our original offices in a designated room.

The essence of 2023 was centred on developing our team, expanding our events, providing more therapy services and raising greater awareness of our work.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

ACHIEVEMENT AND PERFORMANCE

Charitable activities

The second half of 2023 and the the first half of 2024 saw Bigmoose maintains its unwavering commitment to providing quick and effective therapy. Since 1st January 2022, 910 people have completed a course of therapy with us, an increase of 576 since last year's trustee report. We are also deeply moved by the 60 individuals who openly shared that our therapy saved their lives and that without intervention they were on the path to suicide. In the past 12 months alone we have saved 33 lives, but the number of lives changed is immeasurable as the ripple effects of our interventions will be felt far and wide.

A standout moment of the year was the Bigmoose ultra fun run, a looped event in Cardiff that saw over 1,000 participants join us on a sunny day in April for a run, jog, or walk in Bute Park. The event was fully inclusive and accessible, offering distances ranging from 5k to 50km, and it raised an incredible £50,000.

Throughout the year Bigmoose also gained significant recognition, including winning 'entrepreneurs for purpose' award at the prestigious Great British Entrepreneurship Awards in London. We also became 'She Races' accredited for our Ultra Fun Run, demonstrating our commitment to gender equality. As we move forward Bigmoose remains focussed on helping people with their mental health to ultimately prevent suicides and help people to live happier, healthier lives. Alongside this mission we are excited to explore new ways to grow and develop as a charity.

Fundraising activities

All our fundraising is achieved through ticket sales from events. The only third parties involved are volunteers.

The charity nor any person acting on behalf of the charity is subject to an undertaking to be bound by any voluntary scheme for regulating fundraising, or any voluntary standard of fundraising, in respect of activities on behalf of the charity.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

FINANCIAL REVIEW

Financial position

Following on from last year, our primary focus remains increasing our income so we can continue supporting those in need. We've seen a 151% increase in referrals year-on-year (2023 - 2024), and based on current trends, this growth is expected to continue substantially over the next 12 months.

Similar to last year, one of our main challenges comes from our rising recognition within the charity and public sector communities. as a result, more mental health charities and large organisations are referring individuals to us for

support. While this acknowledgment shows our credibility and reliability in the mental health field, it also brings the risk of an overwhelming influx of referrals from well-funded organisations. To address this challenge, we are proactively implementing measures to manage referrals and protect the charity. We have expanded our therapist team to 17 highly trained specialists capable of handling a diverse range of referrals, we've also reached out to the referring organisations, explaining that we are a small charity without government funding. We are requesting that they refrain from using us as a default referral pathway, unless they are willing to fund the service. Our goal is to help everyone, but we must be cautious not to over promise and under deliver, which could result in long waiting lists and a decline in service quality.

The demand for mental health support continues to grow, with more people seeking help for financial worries, generalised anxiety, depression, and a significant increase in children needing therapy. The number of 5 to 20-year-olds we saw in July 2024 was 250% higher than in July 2023. A key focus for us throughout 2024 and 2025 will be securing funding. We've been upskilling our team on creating successful grant applications and researching areas of mental health that are most in need of funding, this will be a major project in quarter 4 of 2024, and it is crucial for the future success of bigmoose, especially as referrals have grown from 20 in January 2022 to 74 in July 2023, and 132 in July 2024.

as a team, we are fully committed to maintaining our non-negotiables:

- Responding to everyone within 24 hours;
- Offering a therapy session within one week.

We are continually evaluating our systems and processes, strengthening both our referral pathway team and our therapist team, and ensuring our purpose-built software is as efficient as possible.

Income over the period 2023-24:

1 Donations received during the year £304,783
2 Grants received during the year £967,697
3 Fundraising events £30,582
4 Merchandise £1,890
5 Investment Income £4,743
Total income over the period 2023-24: £1,309,695

Expenses over the period: £727,979

Net income: £581,716

At 31 July 2024 the positive cash position was £939,225 of which £nil was held in restricted funds.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

FINANCIAL REVIEW

Principal funding sources

At bigmoose, our fundraising from individuals remains strong and this will continue to be a key focus moving forward. We believe our success in this area is due to our exceptional management of relationships and engagement with supporters. By ensuring we care for our supporters and assist them through their challenges and fundraising efforts, we build lasting relationships and meaningful connections.

Businesses and groups, such as running clubs, also play a crucial role in fundraising for bigmoose. Our strategy is to support these businesses or groups just as they support us. We believe these relationships should be mutually beneficial, and our goal is to establish long-term partnerships lasting at least three years. This extended time frame allows us to deepen the connection and maximise the impact of the partnership. In addition to these individual and group efforts, we also receive funding from the following sources:

- Albert Hunt Foundation
- Admiral
- St James' Place
- The Valour Foundation

Reserves policy

We aim to maintain our reserves at a minimum level of £132,000, ensuring sufficient funds to cover at least three months of expenses. Reserves are currently at £913,334, included in this is a grant of £623,116 received in January 2024 that was for the year ended 31 December 2024.

The Board reviews the amount of reserves that are required on a quarterly basis to ensure that they are adequate to fulfil our continuing obligations.

This year, we have seen growth across several areas: our team, our referrals, and our therapist pool. We have also gained valuable insights into how to manage this growth effectively moving forward. A major focus for us is building durable systems and ensuring that every operational task is documented clearly and precisely, so the charity remains well-protected even amid personnel changes.

We've learned that it's important to evaluate our events based on their ease of organisation, profitability, and community impact. This helps us determine which events should be included in our future calendar.

We continue to be proud of the effectiveness of our therapy system. Over the past 12 months, 95.4% of those who received therapy reported that it was 'very helpful,' and 99.4% would recommend our services. This year we have worked to enhance our software with additional data points and feedback questions, allowing us to continually assess and improve its effectiveness. We will continuously learn and adapt our services to ensure they meet the needs of those who use them.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

FUTURE PLANS

As we move into another year of fundraising, we are excited to launch what we're calling 'the second chapter' of bigmoose. We consider 2022, with its team growth and the successful launch and completion of project 1 million, to be our first chapter, and now feels like the perfect time to enter this new phase. We've reassessed our entire team, redefined their roles, and identified our key focuses. Each team member has developed a 90-day plan with their own goals and targets, and we're eager to see their growth. Our key focuses include:

- Expanding outreach and increasing awareness through various events, including the ultra fun run and wing walking
- Promoting monthly giving to boost support for the charity
- Enhancing our grant application process with a focus on improving our success rate
- Offering suicide first aid training courses for companies to help their teams better understand how to discuss mental health and suicide

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

The charity is controlled by its governing document and constitutes a Charitable Incorporated Organization (CIO).

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

Organisational structure

At bigmoose, we prioritise simplicity in our operations to avoid unnecessary complexities in managing the charity. our management structure consists of:

- Chair of trustees - Bethan Lee
- CEO - Jeffrey Smith
- COO - Chloe Smith

As a board of trustees we work closely with the CEO and COO and take on board their insights from day to day running of the charity. We trust their judgement and feel that, as a team, we work well together.

The trustees continue to be responsible for making decisions in several key areas, including:

Personnel: this includes decisions related to new hires and the approval of salary requests from the CEO.

Funding: we exercise thorough due diligence to safeguard the charity's financial well-being, ensuring that funding decisions are made with utmost care.

Expense: trustees must authorise any payments exceeding £5,000 after discussing the expenditure with either the CEO or COO, who will provide justification for the expense.

Approving and authorising new fundraising events policies and procedures: we have a HR team now in place to help ensure all policies and procedures are up to date and the chair of trustees authorises these annually.

Strategies: we are actively involved in shaping the charity's fundraising strategies, such as our 2024/2025 objective of expanding our monthly donations. these strategies are discussed monthly in our meetings.

Through the overseeing of these key areas and our regular meetings, we aim to stay fully informed and steer the charity toward its objectives while maintaining transparency, efficiency, and a focus on our mission. Ultimately, as trustees, our collaboration with the senior management team is dedicated to the assurance that our goals and objectives are effectively achieved.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

STRUCTURE, GOVERNANCE AND MANAGEMENT

Induction and training of new trustees

Our management structure plays a vital role in advising on the structure of our board of trustees. We place great emphasis on assembling a diverse and well-rounded group of individuals, each contributing their unique skills and experiences to enhance our team's effectiveness.

Trustee onboarding is a structured process designed to facilitate a seamless transition into their roles. It begins with a one-on-one conversation with the chair, followed by meetings with our CEO and COO. Subsequently, new trustees are invited to their initial meeting to observe and become acquainted with our operations. To ensure alignment with our principles and policies, we require all trustees to familiarise themselves with essential documents, including our policies, constitution, and a comprehensive trustee onboarding document. This document encompasses:

Introduction to bigmoose: providing an overview of our history and purpose.

key values and missions explained: explaining our core values and the mission that drives our work.

Role and expectations of a trustee: clarifying the roles, responsibilities, and ethical expectations of trustees.

key contacts: highlighting important contacts within the organisation for ease of communication.

We believe that this comprehensive onboarding process equips our trustees with the knowledge and context they need to make meaningful contributions to our mission.

Key management remuneration

We want bigmoose to continue to be a lean charity and where possible minimise non essential spending. As part of our commitment to fiscal responsibility, we continue to be a part of a government initiative that provides funded office space for all of our work. We have recently signed a 3 year lease.

When deciding on salaries, we strive to strike a balance that ensures fair salaries that are sufficiently attractive to attract exceptional team members while remaining economical enough to maximise funds directed towards our cause. Each member of our team possesses a well-defined role and objective, driven by a deep sense of purpose aligned with the mission and objectives of our charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1179222

Principal address

4-5 Frederick Street
Cardiff
South Glamorgan
CF10 2DB

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

Trustees

T Jenner
B Lee
O Smith
S Western
J Sin

Auditors

Green & Co
Chartered Certified Accountants
and Registered Auditors (Statutory Auditor)
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

TRUSTEES' RESPONSIBILITY STATEMENT

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to

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

The trustees are responsible for keeping proper accounting records which 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 Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditor

Each of the trustees confirms that so far as they are aware, there is no relevant audit information of which the charity's auditor is unaware. They have taken all the steps that they ought to have taken in order to make themselves aware of any relevant audit information and to establish that the charity's auditor are aware of that information.

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2024

Approved by order of the board of trustees on 21st October 2024 and signed on its behalf by:

A handwritten signature in black ink, appearing to be 'B Lee', written in a cursive style.

B Lee - Trustee

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Opinion

We have audited the financial statements of Bigmoose Charity (the 'charity') for the year ended 31st July 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31st July 2024 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Report of the Trustees is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement, the trustees are responsible for the preparation of the financial statements which give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Our responsibilities for the audit of the financial statements

We have been appointed as auditors under Section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the charity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the charity that were contrary to applicable laws and regulations, including fraud.

In response to the risk or irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- * Enquiry of management and those charged with governance around actual and potential litigation and claims as actual, suspected and alleged fraud;
- * Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the charity through enquiry and inspection, including a review of Charities Commission website;
- * Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- * Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates or indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- * Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

**REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF
BIGMOOSE CHARITY**

*Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charity's internal control

*Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.

*Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

*Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation (ie. gives a true and fair view).

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Other matters which we are required to address

The comparative figures for the financial year are unaudited as the company was exempt from audit under Charities Act 2011.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Green & Co

Green & Co
Chartered Certified Accountants
and Registered Auditors (Statutory Auditor)
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

21st October 2024

BIGMOOSE CHARITY
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2024

	Notes	Unrestricted funds £	Restricted fund £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	304,783	-	304,783	341,112
Charitable activities					
Counselling therapy	5	967,697	-	967,697	269,419
Other trading activities	3	32,472	-	32,472	3,281
Investment income	4	4,743	-	4,743	-
Total		<u>1,309,695</u>	<u>-</u>	<u>1,309,695</u>	<u>613,812</u>
EXPENDITURE ON					
Raising funds	6	228,131	-	228,131	131,708
Charitable activities					
Counselling therapy	7	430,882	-	430,882	204,816
Other		68,966	-	68,966	44,117
Total		<u>727,979</u>	<u>-</u>	<u>727,979</u>	<u>380,641</u>
NET INCOME		581,716	-	581,716	233,171
RECONCILIATION OF FUNDS					
Total funds brought forward		331,618	-	331,618	98,447
TOTAL FUNDS CARRIED FORWARD		<u><u>913,334</u></u>	<u><u>-</u></u>	<u><u>913,334</u></u>	<u><u>331,618</u></u>

The notes form part of these financial statements

BIGMOOSE CHARITY

**BALANCE SHEET
31ST JULY 2024**

	Notes	Unrestricted funds £	Restricted fund £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Tangible assets	13	15,501	-	15,501	7,137
CURRENT ASSETS					
Debtors	14	12,592	-	12,592	13,092
Cash at bank and in hand		939,225	-	939,225	315,451
		<u>951,817</u>	<u>-</u>	<u>951,817</u>	<u>328,543</u>
CREDITORS					
Amounts falling due within one year	15	(53,984)	-	(53,984)	(4,062)
		<u>897,833</u>	<u>-</u>	<u>897,833</u>	<u>324,481</u>
NET CURRENT ASSETS					
		<u>897,833</u>	<u>-</u>	<u>897,833</u>	<u>324,481</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		913,334	-	913,334	331,618
		<u>913,334</u>	<u>-</u>	<u>913,334</u>	<u>331,618</u>
NET ASSETS					
		<u>913,334</u>	<u>-</u>	<u>913,334</u>	<u>331,618</u>
FUNDS	16				
Unrestricted funds				913,334	331,618
TOTAL FUNDS				<u>913,334</u>	<u>331,618</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 21st October 2024 and were signed on its behalf by:



B Lee - Trustee

The notes form part of these financial statements

BIGMOOSE CHARITY
CASH FLOW STATEMENT
FOR THE YEAR ENDED 31ST JULY 2024

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	632,224	234,382
		<u>632,224</u>	<u>234,382</u>
Net cash provided by operating activities		<u>632,224</u>	<u>234,382</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(13,193)	(7,692)
Interest received		4,743	-
		<u>4,743</u>	<u>-</u>
Net cash used in investing activities		<u>(8,450)</u>	<u>(7,692)</u>
Change in cash and cash equivalents in the reporting period			
		<u>623,774</u>	<u>226,690</u>
Cash and cash equivalents at the beginning of the reporting period		<u>315,451</u>	<u>88,761</u>
Cash and cash equivalents at the end of the reporting period		<u><u>939,225</u></u>	<u><u>315,451</u></u>

The notes form part of these financial statements

BIGMOOSE CHARITY

**NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 31ST JULY 2024**

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024	2023
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	581,716	233,171
Adjustments for:		
Depreciation charges	3,548	1,367
Loss on disposal of fixed assets	1,281	-
Interest received	(4,743)	-
Decrease/(increase) in debtors	500	(4,073)
Increase in creditors	49,922	3,917
	<hr/>	<hr/>
Net cash provided by operations	<u>632,224</u>	<u>234,382</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.8.23	Cash flow	At 31.7.24
	£	£	£
Net cash			
Cash at bank and in hand	315,451	623,774	939,225
	<hr/>	<hr/>	<hr/>
	315,451	623,774	939,225
	<hr/>	<hr/>	<hr/>
Total	<u>315,451</u>	<u>623,774</u>	<u>939,225</u>

The notes form part of these financial statements

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST JULY 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

No amount is included in the financial statements for volunteer time in line with the SORP. Further detail is given in the Trustees' Annual Report.

Income from trading activities includes income earned from fundraising events and merchandise sales to raise funds for the charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

The charity receives grants in respect of The Valour Foundation. Income from grants are recognised at fair value when the charity has entitlement after any performance conditions have been met, it is probable that the income will be received and the amount can be measured reliably. If entitlement is not met then these amounts are deferred.

Interest income is recognised using the effective interest method.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - 25% on cost

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31ST JULY 2024

1. ACCOUNTING POLICIES - continued

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Donated goods, facilities or services

The organisation recognises donated goods, facilities, and services at their fair value at the time of receipt.

2. DONATIONS AND LEGACIES

	2024	2023
	£	£
Donations	304,783	341,112

3. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Fundraising events	30,582	1,107
Merchandise	1,890	2,174
	<u>32,472</u>	<u>3,281</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2024**

4. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	4,743	-
	<u>4,743</u>	<u>-</u>

5. INCOME FROM CHARITABLE ACTIVITIES

		2024	2023
	Activity	£	£
Grants	Counselling therapy	967,697	269,419
		<u>967,697</u>	<u>269,419</u>

6. RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Event entry fees	28,221	9,077
Event clothing	19,785	13,628
Event and marketing materials	37,230	11,899
Wages	123,561	48,292
Employers NI	6,840	4,682
Employers pension	1,348	235
Consultancy fees	6,988	38,205
Training	2,612	5,262
Entertainment	1,546	428
	<u>228,131</u>	<u>131,708</u>

7. CHARITABLE ACTIVITIES COSTS

Counselling therapy

	2024	2023
	£	£
Counselling fees	354,381	163,063
Wages	57,198	22,813
Employers NI	5,982	2,175
Employers pension	465	141
Consultancy fees	-	10,833
Training	12,856	5,791
	<u>430,882</u>	<u>204,816</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2024**

8. SUPPORT COSTS

	Governance costs £ <u>16,000</u>
Other resources expended	

9. AUDITORS' REMUNERATION

The auditor's remuneration amounts to an audit fee of £10,000 (2023 - £nil)

10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st July 2024 nor for the year ended 31st July 2023.

Trustees' expenses

No expenses were paid to trustees during the year.

11. STAFF COSTS

	2024	2023
	£	£
Wages and salaries	180,759	85,076
Social security costs	12,822	8,025
Other pension costs	1,813	782
	<u>195,394</u>	<u>93,883</u>
	<u>195,394</u>	<u>93,883</u>

The average monthly number of employees during the year was as follows:

	2024	2023
Management	2	2
Administrative	4	2
	<u>6</u>	<u>4</u>
	<u>6</u>	<u>4</u>

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

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2024**

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	341,112	-	341,112
Charitable activities			
Counselling therapy	253,419	16,000	269,419
Other trading activities	3,281	-	3,281
Total	<u>597,812</u>	<u>16,000</u>	<u>613,812</u>
EXPENDITURE ON			
Raising funds	131,708	-	131,708
Charitable activities			
Counselling therapy	188,816	16,000	204,816
Other	44,117	-	44,117
Total	<u>364,641</u>	<u>16,000</u>	<u>380,641</u>
NET INCOME	233,171	-	233,171
RECONCILIATION OF FUNDS			
Total funds brought forward	98,447	-	98,447
TOTAL FUNDS CARRIED FORWARD	<u><u>331,618</u></u>	<u><u>-</u></u>	<u><u>331,618</u></u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2024**

13. TANGIBLE FIXED ASSETS

Office
equipment
£

COST

At 1st August 2023

8,691

Additions

13,193

Disposals

(1,708)

At 31st July 2024

20,176

DEPRECIATION

At 1st August 2023

1,554

Charge for year

3,548

Eliminated on disposal

(427)

At 31st July 2024

4,675

NET BOOK VALUE

At 31st July 2024

15,501

At 31st July 2023

7,137

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

2024

2023

£

£

Prepayments

12,592

13,092

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

2024

2023

£

£

Taxation and social security

4,996

3,843

Other creditors

48,988

219

53,984

4,062

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2024**

16. MOVEMENT IN FUNDS

	At 1.8.23 £	Net movement in funds £	At 31.7.24 £
Unrestricted funds			
General fund	151,787	67,212	218,999
Designated fund	179,831	514,504	694,335
	<u>331,618</u>	<u>581,716</u>	<u>913,334</u>
TOTAL FUNDS	<u>331,618</u>	<u>581,716</u>	<u>913,334</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	338,207	(270,995)	67,212
Designated fund	971,488	(456,984)	514,504
	<u>1,309,695</u>	<u>(727,979)</u>	<u>581,716</u>
TOTAL FUNDS	<u>1,309,695</u>	<u>(727,979)</u>	<u>581,716</u>

Comparatives for movement in funds

	At 1.8.22 £	Net movement in funds £	At 31.7.23 £
Unrestricted funds			
General fund	98,447	53,340	151,787
Designated fund	-	179,831	179,831
	<u>98,447</u>	<u>233,171</u>	<u>331,618</u>
TOTAL FUNDS	<u>98,447</u>	<u>233,171</u>	<u>331,618</u>

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31ST JULY 2024

16. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	344,393	(291,053)	53,340
Designated fund	253,419	(73,588)	179,831
	<u>597,812</u>	<u>(364,641)</u>	<u>233,171</u>
Restricted funds			
Restricted funds	16,000	(16,000)	-
	<u>16,000</u>	<u>(16,000)</u>	<u>-</u>
TOTAL FUNDS	<u><u>613,812</u></u>	<u><u>(380,641)</u></u>	<u><u>233,171</u></u>

17. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31st July 2024.

18. DESIGNATED FUNDS

The designated fund is based on the money received from The Valour Foundation. These funds are held in a separate bank account to manage and monitor the expenditure which is being used to support the charity's key purposes.

BIGMOOSE CHARITY

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST JULY 2024

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	304,783	-	304,783	341,112
Other trading activities				
Fundraising events	30,582	-	30,582	1,107
Merchandise	1,890	-	1,890	2,174
	32,472	-	32,472	3,281
Investment income				
Deposit account interest	4,743	-	4,743	-
Charitable activities				
Grants	967,697	-	967,697	269,419
Total incoming resources	1,309,695	-	1,309,695	613,812
EXPENDITURE				
Raising donations and legacies				
Event entry fees	28,221	-	28,221	9,077
Event clothing	19,785	-	19,785	13,628
Event and marketing materials	37,230	-	37,230	11,899
Wages	123,561	-	123,561	48,292
Employers NI	6,840	-	6,840	4,682
Employers pension	1,348	-	1,348	235
Consultancy fees	6,988	-	6,988	38,205
Training	2,612	-	2,612	5,262
Entertainment	1,546	-	1,546	428
	228,131	-	228,131	131,708
Charitable activities				
Counselling fees	354,381	-	354,381	163,063
Wages	57,198	-	57,198	22,813
Employers NI	5,982	-	5,982	2,175
Carried forward	417,561	-	417,561	188,051

This page does not form part of the statutory financial statements

BIGMOOSE CHARITY

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2024**

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Charitable activities				
Brought forward	417,561	-	417,561	188,051
Employers pension	465	-	465	141
Consultancy fees	-	-	-	10,833
Training	12,856	-	12,856	5,791
	<hr/>	<hr/>	<hr/>	<hr/>
	430,882	-	430,882	204,816
Other				
Wages	-	-	-	13,971
Employer NI	-	-	-	1,168
Pensions	-	-	-	407
Travel costs	6,236	-	6,236	742
Insurance	1,512	-	1,512	451
Administrative expenses	17,165	-	17,165	3,924
Repairs and renewals	349	-	349	868
Subscriptions	647	-	647	701
Computer expenses	16,541	-	16,541	12,547
Recruitment expenses	299	-	299	498
Telephone	1,026	-	1,026	-
Professional fees	2,581	-	2,581	7,453
Sundry	-	-	-	20
Bank charges	1,781	-	1,781	-
Depreciation of tangible fixed assets	3,548	-	3,548	1,367
Loss on sale of tangible fixed assets	1,281	-	1,281	-
	<hr/>	<hr/>	<hr/>	<hr/>
	52,966	-	52,966	44,117
Support costs				
Governance costs				
Auditors' remuneration	10,000	-	10,000	-
Accountancy and legal fees	6,000	-	6,000	-
	<hr/>	<hr/>	<hr/>	<hr/>
	16,000	-	16,000	-
	<hr/>	<hr/>	<hr/>	<hr/>
Total resources expended	727,979	-	727,979	380,641
	<hr/>	<hr/>	<hr/>	<hr/>
Net income	581,716	-	581,716	233,171
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

This page does not form part of the statutory financial statements



bigmoose
IMPACT
REPORT



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BIGMOOSE AT A GLANCE

charity number: 1179222

founded: july 2018

ceo: jeffrey smith

coo: chloe smith

location: 4-5 frederick street, cardiff, cf10 2db

organisation type: charitable incorporated
organisation (cio)



INTRODUCING OUR TRUSTEES



bethan lee

chairperson



tania jenner



oli smith



jane sin



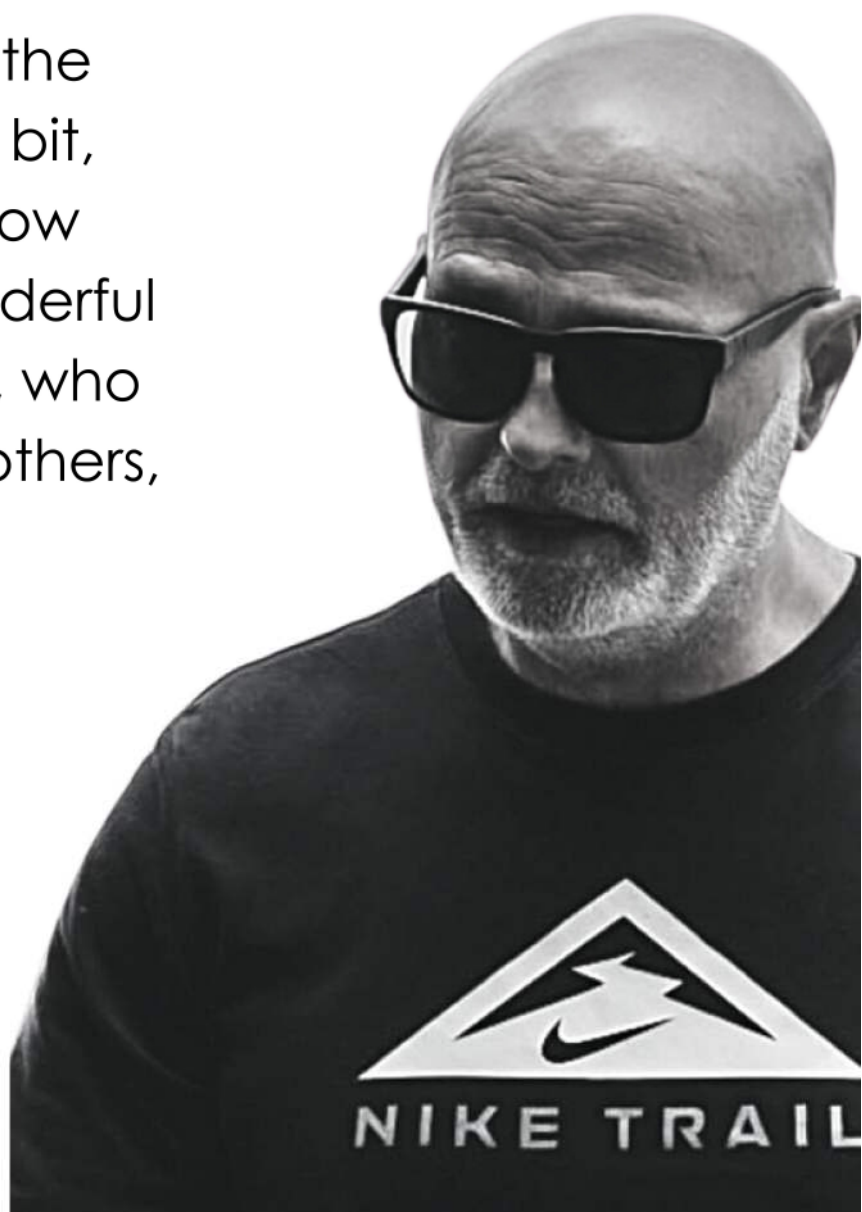
HELLO FROM CEO

hello, and welcome to our
impact report.

i will keep this brief, as the
report is the important bit,
but i just want to say how
proud i am of our wonderful
team and community, who
work tirelessly to help others,
and give hope.

blue skies

jeff



NIKE TRAIL

MEET THE TEAM



jeff smith

ceo



chloe smith

coo



alex jamieson

partnerships
manager



josie starkie

events &
operations
manager



louise o'reilly

events &
operations
manager



elin newton

admin
assistant






CHARITABLE PURPOSES



OUR MISSION

bigmoose is on a mission to provide fast and effective mental health support to people who are struggling. our mission is clear and concise with 3 main goals:

-  help people with their mental health
-  prevent suicides
-  reduce homelessness

the number of individuals struggling with mental health issues is rising, with many facing daily struggles. unfortunately, these individuals are often turned away from mental health services for 'not meeting the criteria.'

1 IN 5
PEOPLE HAVE
SUICIDAL THOUGHTS

WHY BIGMOOSE?



at bigmoose, we believe that when people are already struggling, access to mental health support should be quick, efficient, and straightforward.

our approach to supporting people with their mental health is different. in the uk, people have had to get used to waiting lists that can last for months or even years. however, at bigmoose, we want to disrupt this and show people that it doesn't have to be this way.

at bigmoose, people are responded to within 24 hours. every single person is treated as an individual and referred to a therapist best suited to them. that therapist will then see the client within one week.

we believe we are losing too many people to suicide due to long waiting times, and we truly believe it doesn't need to be this way.

our non-negotiables:

-  reply within 24 hours
-  provide a therapy session within 1 week
-  treat every client as an individual
-  make mental health support accessible to everyone.



OUR 23-24 FOCUS

1 bigmoose events

at bigmoose we are focusing on 6 key events throughout the year. these are detailed below but our goals are to sell out every event, encourage everyone to fundraise, gain sponsorship to cover costs where possible and to use these events to raise awareness.

3 expanding marketing & pr

this year we secured a partnership with a pr company called wcs agency that agreed to support us with marketing and public relations. with their help, we aim to continue growing our brand, reaching more people with our message, and spreading our mission far and wide.



2 save and change more lives

this goal will never ever change. at bigmoose this is what drives us forward every day, this is our mission and our biggest focus. we meet people regularly who say 'i wish you were around for my family member/friend/colleague' and then they tell us about a story of someone they have lost. we want to change this and be there for as many people as we can as we know our service is changing lives.

4 expand our partnerships

a major focus for us has been building partnerships with businesses, events, and schools. our goal is to be the best charity they have ever worked with. we ensure meticulous attention to our due diligence documents, respond to every email within 24 hours, and actively support fundraising efforts. our aim is to secure three-year partnerships to make the relationship as impactful as possible.



HIGHLIGHTS

2023-2024

july



we launched project 15

aug



sold out cardiff half

sept




we launched a partnership with our first school

oct




150 runners at cardiff half

nov



we won a gbea

dec



we received brand new merch

jan



we had a stand at the national running show

feb



launched partnerships with faw and pwc

mar



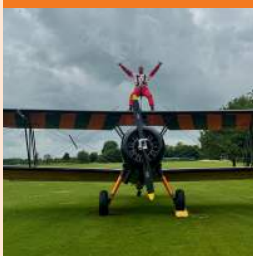
elin joined the team

apr



ultra fun run - our biggest event to date

may



we had our first ever wing walking event

june



our biggest ever pride run



OUTCOMES

2023-2024

building our team

this year we have focused on upskilling, growing and developing our team members in order to have a strong foundation as we expand. we have employed 1 new member of the team since july 2023.



gbea awards winners

we believe entering awards helps to grow our brand and expand our reach. we won best entrepreneur for purpose at the great british entrepreneur awards 2023, up against many other charities and non profits, which has been described as 'the grammys of entrepreneurship'.

ultra fun run

we successfully held our first ever ultra fun run with over 1,000 runners taking part. it was our biggest event to date. this event allowed us to reach a wider group of people and grow our social media following. the event raised over £50,000.



therapy

since launching project 15 in july 2023 we have had 1,268 referrals to our therapy service. we saw 576 people graduate from our therapy, each one of whom is now out there living happier and healthier lives. we have also saved 34 lives in this timeframe. 34 people have come to us to tell us that our intervention saved their life.

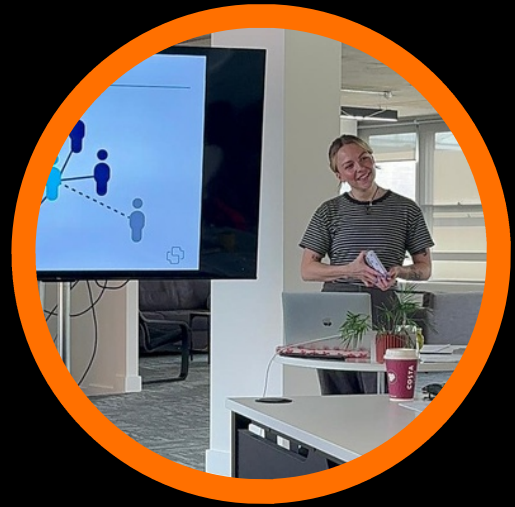


OUTCOMES

2023-2024

training

this is an area we have found to be extremely beneficial to the community. we have hosted multiple mental health first aid and suicide first aid training days and the feedback has been phenomenal. we have also trained elin up to deliver this training, meaning it has cut our costs substantially from hiring an external trainer.



human givens

human givens is the style of therapy we use here at bigmoose. we have now enrolled 3 people on the human givens diploma to become trained therapists. these three people are accountable to us and updating us with their progress. after their training they will be able to go on to save more lives. they have all agreed to work for bigmoose once they are qualified and our lead therapist will supervise their development.

software

the development of our 'bigmoose hope software' has completely changed our whole operation. it has streamlined our processes, and allows us to gather more information from the client so they get a more bespoke service. it has also substantially increased the amount of feedback we're getting. the software means we are able to keep track of a client's development, as well as track our outgoings as every session a therapist does is registered. it has meant that at any point in the month we know down to the penny what our outgoings are.



she races accreditation

we are beyond proud to share that our bigmoose ultra fun run has been officially accredited by 'she races' for actively committing to gender equality. she races are on a mission to level out the start line, providing women with an equal opportunity to run at events and have the right experience when they do. they aim to remove any barriers that women may face when participating in running events, and recognise events who are actively working towards this goal.



BIGMOOSE EVENTS

over the past twelve months, we have held a range of exciting events. through our charity events, we aim to:

- build our community and create a safe, welcoming space for everyone who attends.
- spread awareness and start conversations about mental health.
- inform people about our charity's work, and how to contact us if they are struggling.
- fundraise to support more people through therapy.
- create events that are inclusive to everyone



FIVE ANNUAL BIGMOOSE EVENTS



CARDIFF HALF

our biggest cardiff half to date in 2023 saw 150 bigmoose runners raise £42,761.65 through individual sponsorships.



WHY WE RUN

a 250km multi-stage ultramarathon over 5 days, focused on community and connection, raising £36,047 with just over 50 participants.



ULTRA FUN RUN

our inaugural event in bute park, cardiff, brought together 1,000 participants of all ages and abilities, raising over £50,000 through various distance options and a vibrant event village.

RUN4GOOD

an inspiring event featuring five speakers from the running community, with local businesses and community stands, raising £2,622.



WINGWALKING

a new event for 2024, 23 participants took to the wing of a plane, raising £25,703 to fund therapy for those in need.



super proud of our team and community!

UPCOMING EVENTS 2024



no limits is a 24-hour challenge at pen y fan mountain in bannau brycheiniog national park. participants will see how many times they can climb the mountain in 24 hours to raise money for bigmoose. it's set to be an incredible weekend with people of all abilities. we're aiming for 300 participants and a fundraising target of £50,000!



CASTLE 2 CASTLE with kinging it

craig and aimee, known as 'kinging-it', are amazing youtubers with 357k followers and proud ambassadors of our charity. in september, they'll cycle from caernarfon castle to cardiff castle with 50 people, aiming to raise £100,000 for us.



14-15 SEPT



4-8 SEPT



24 JUL - 14TH SEPT

53:53



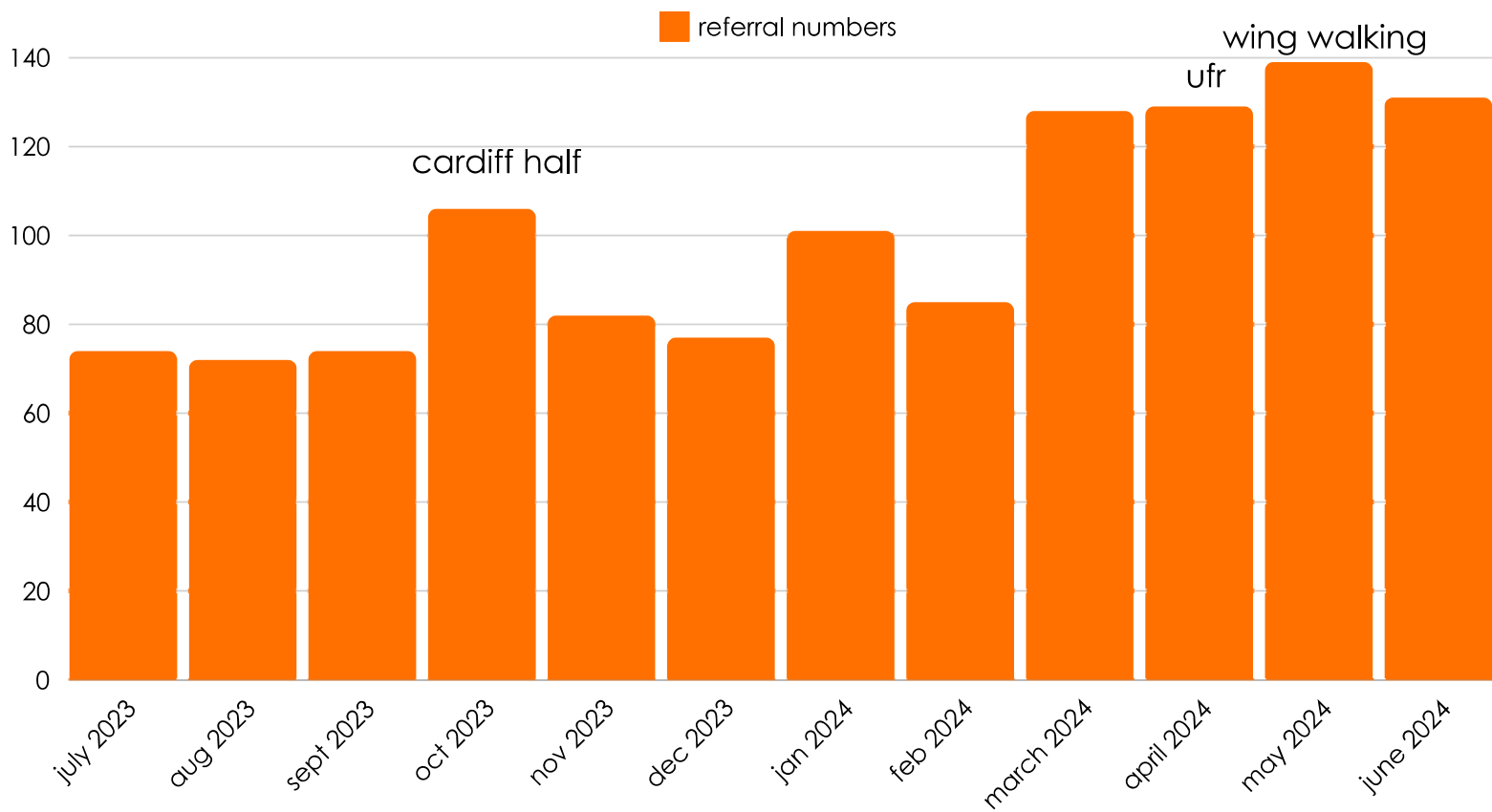
amy hughes, an amazing business owner, runner, mum, and bigmoose ambassador, is taking on an incredible challenge in july 2024. she'll run 53km daily for 53 consecutive days, traveling to 9 different cities. amy aims to inspire activity and mental health discussions, connecting with 5.3 million people and raising £5.3 million for bigmoose.

EVENT IMPACT



with every bigmoose event we are bringing people together to push their comfort zones, challenge themselves, learn, grow, develop and come together as a community. at every event we encourage people to share their story, what they have achieved and how people can get involved with bigmoose as well as sharing the bigmoose 'hope' link to our therapy services.

after every event we always see a spike in referrals, as you can see in the graph below. this shows that the events are not only fundamental for fundraising but also have a direct impact on the attendees and their network which we think is a fantastic outcome from our events.



BIGMOOSE PARTNERSHIPS



at bigmoose, we team up with businesses and organisations that share our values and vision. we believe in creating partnerships where both sides genuinely benefit and work together. in the past we have turned down potential partners because they didn't align with our mission. by sticking to this approach, we ensure that every collaboration is impactful, authentic, and true to what bigmoose stands for.

OUR VALUES



integrity: we're all about honesty and transparency. we only work with partners who share our commitment to doing things the right way and genuinely caring about our mission.



compassion: kindness and empathy are at the heart of what we do. we team up with organisations that put people first and are dedicated to making a real, positive impact on mental health and our community.



innovation: we love fresh ideas and creative solutions. we partner with forward-thinking businesses excited to bring new ways to support our cause and make a difference together.



LEWIS ROBLING



WHY WE RUN

why we run is a 250km multi day ultra marathon. it's not a race, it's more about pushing your boundaries and running for your mental health all in the presence of like minded people. lewis has created an incredible community who come together for this epic event.

BURROUGHS

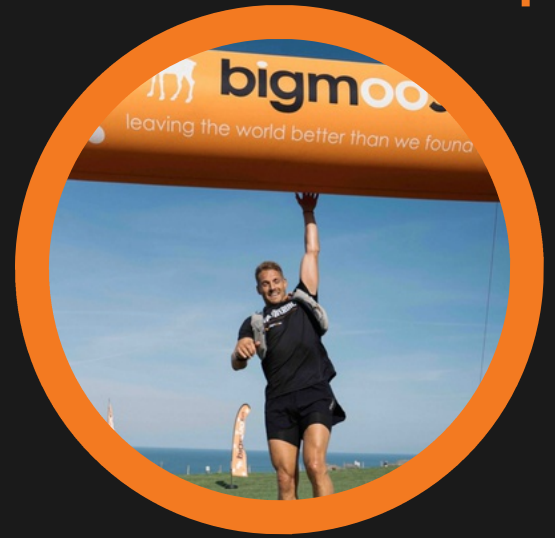
burroughs recognises the importance of wellbeing and mental health, especially amongst their workforce, those they work with and their extended family and friend network. they are using partnering with a charity and fundraising as an opportunity to bring together their work family whilst raising money for mental health. burroughs have been undertaking a series of fundraising events across 2022/2023 and 2024 to support our mission.



RYAN JAMES



WHY WE RUN TESTIMONIAL



“

working with bigmoose has been nothing short of inspirational. our organisation was formed partly because of the people that founded the charity, jeff and chloe, but also as a byproduct of what the charity use their resources to pay for, which is the human givens therapy.

in the last two years we've hosted two main events, both of which we've raised money for bigmoose and they have supported us with their time and their resources to ensure each event was successful.

we've worked hard together to raise over £60k for them and we wouldn't have been able to do that without their support. jeff and chloe are always at hand when we need them, doing whatever they can to help us. we as a team and company are so proud to support bigmoose in any way we can, as they have given so much, and continue to do so, to us.



”

BIGMOOSE AMBASSADORS



hannah cole

bigmoose saved my life - not once, but twice. this is why i wanted to be a bigmoose ambassador. when i was feeling stronger i wanted to empower other people to see that there was a way through their darkest moments. it's an honour to be an ambassador for big moose and i wear my orange spots with pride.

the work that bigmoose do is vital - there's no other word for it and i have a feeling they're only just getting started and i can't wait to see how many more lives they save and change.

“bigmoose saved my life”



dan sibal

mental health will affect everyone, in some shape or form. i've struggled in the past which is why I'm so passionate about changing the narrative around how we discuss, assist and help prevent mental health struggles.

bigmoose are on the frontline, making tangible and impactful efforts to help leave the world better than they found it. everything they stand for is how i want to carry myself in this life. there's no one who I'd rather support, advocate for and shout about more!

BIGMOOSE AMBASSADORS



kerrie aldridge

growing up with a parent with serious mental health and losing them when i was 17, i have witnessed first hand the stigma and long lasting affect that mental health can have. bigmoose are changing the narrative around mental health and giving people hope - who doesn't want to be part of that?!

the work that bigmoose do is life changing not just for the individual but for all those lives they touch. the ripples of mental health are far reaching and i have seen first hand that bigmoose bring hope, joy and give people back their loved ones. keep doing what you do bigmoose and kez will be there every step with you.



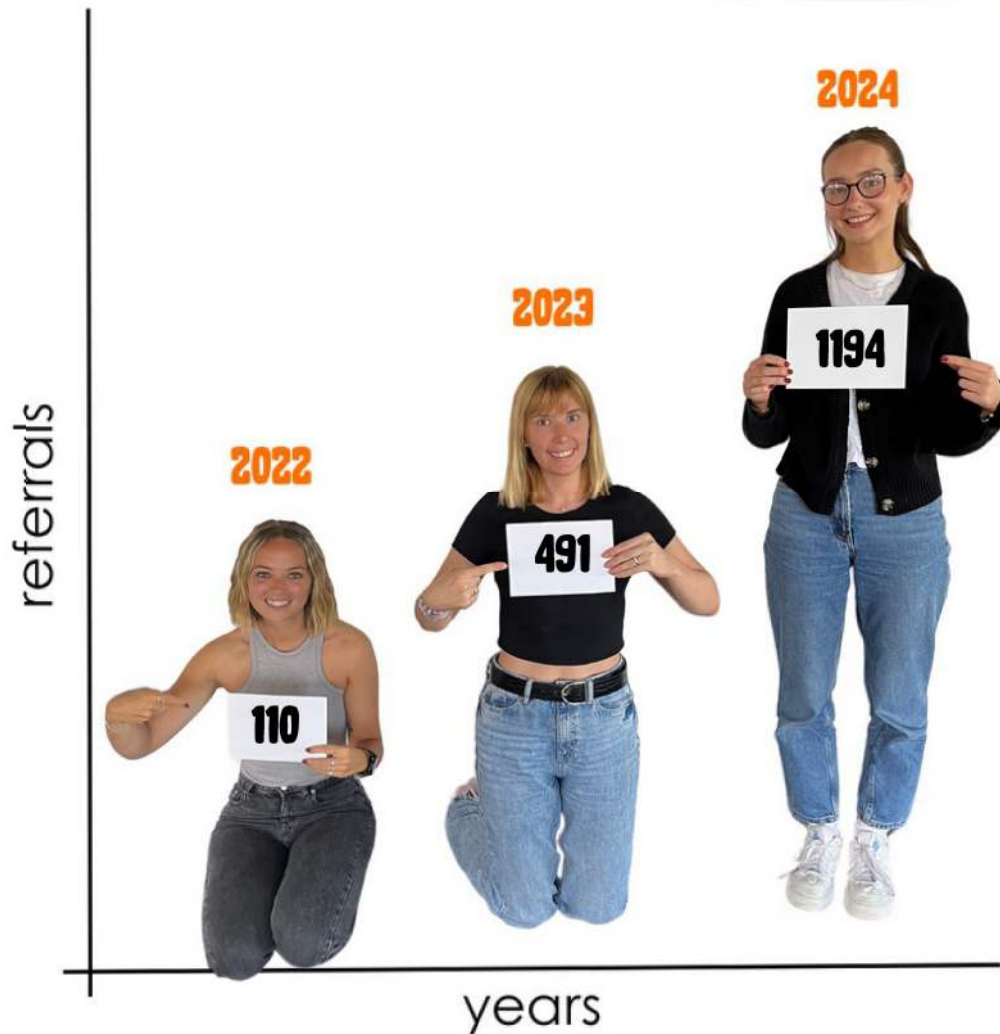
graham wheatley

over 2 years ago I reached out to bigmoose for help, the response was instant, the support and tools i gained from my sessions have changed my life. i then had a conversation with jeff and chloe and asked 'how can i now give back?'

i have helped support the charity running half marathons, abseiling off buildings and i have shared my story for people to understand its ok to ask for help. the work and drive that the team at bigmoose give is relentless and phenomenal and the more people that hear our stories, understand what bigmoose can offer and the speed at which they can support will save more lives and give hope.

GROWTH IN REFERRALS

our annual number of referrals from july - july



in 2022, we had 110 referrals.



in 2023, we had 491 referrals.



so far in 2024, we have had 1,194 referrals.

2024 AND BEYOND

1 referrals

year on year we would like the number of people we are helping to grow. we anticipate increasing our output in 2025 to 220 per month.

3 education

the majority of our work is 'intervention' and we would like to focus some of our resources on 'prevention'. we believe if we can give people the tools to have difficult conversations and break the stigma of being honest about their feelings then we can prevent more people from reaching crisis point. alongside this, we will continue to deliver social media campaign content on intervention support, sharing graduate stories and additional training.

2 waiting times

one of the most unique parts about our service is the speed. we have committed to this being a part of our non negotiables. we want to keep a 24 hour maximum initial response time and a one week window for the first session to be booked. we will look to train a third person who can help manage our referrals, the job will be "referral pathway manager".

4 events

we have eight bigmoose events in 2024. our goal is to have these events on an annual basis to continue to grow the awareness of our brand and services. we are hosting various events that will appeal to a diverse range of people. we will then outline key learnings and growth plans for all bigmoose fundraising events.

5 grants

develop a grant funding pipeline for bigmoose. as a charity we recognise with every new referral our outgoings are only increasing so we would like to secure some more funding to ensure our offer is always available to people and we don't start to have waiting lists and let people down. we will also continue to improve data capture and therapy outcomes to support fundraising.

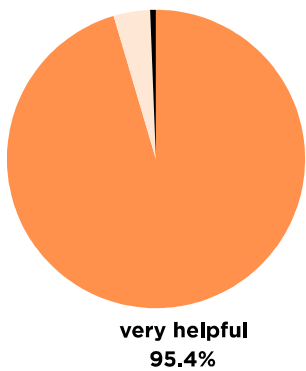


THERAPY STATISTICS

gender split per 100 referrals

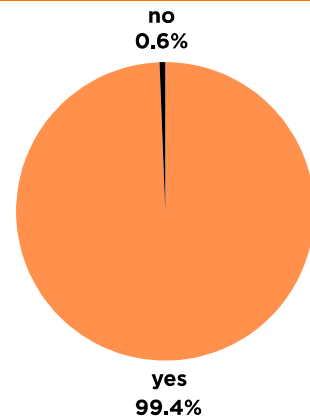


very helpful
slightly helpful
not helpful



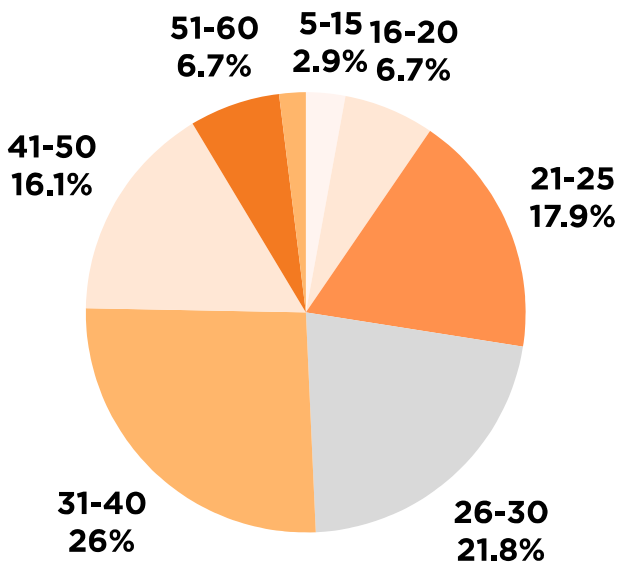
did you find the therapy beneficial?

would you recommend bigmoose?



at the end of every person's therapy with us we ask the question: 'would you recommend the bigmoose services?'

age categories



100%



of people were replied to within 24 hours of their initial contact with us.



4.3

average number of sessions each person is having with a therapist

BIGMOOSE THERAPISTS

“

it is as if the efficiency, vision, and morale of the organisation all spring from this foundation...and, as a result, therapists are inspired to do the best work they can...

ALFIE

”



“

dedication and commitment to get everyone seen and heard within a week is what makes bigmoose unique and invaluable - timing and therapist allocation is important as it takes bravery to reach out and bigmoose ensure there is a therapist for everyone.

NICOLA

”



“

bigmoose has a vibrant caring attitude towards mental health and is unique in its' offering of help is at hand "now". as one of their therapists i feel honoured to be part of such a supportive and enterprising team; reaching out with hope to the vulnerable in our society.

PAMELA

”



BIGMOOSE THERAPISTS



“

i read this quote once and this sums up bigmoose - "a small charity that comes from the heart is better than the great charity that comes from the head." i've been lucky to be part of bigmoose for over 2 years and the immediate support they provide to all people, has been a game changer for hundreds of people dealing with mental health difficulties and by helping one person, the wider impact can be felt across families, friends and even generations.

KIRON

”

“

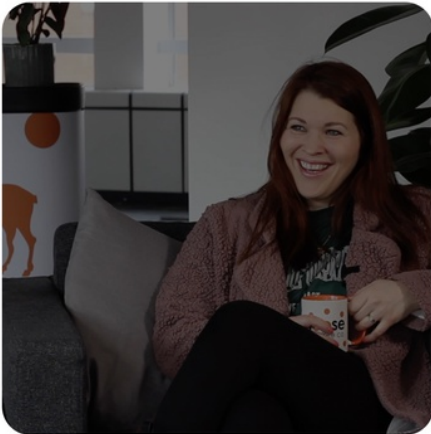
when i think of bigmoose and their work, the first words that come to mind are honour and respect. everything from the mission, to the mechanics of daily communications, to each and every individual who is part of bigmoose is all deeply respectful and honoring of all beings. bigmoose respects and honours the importance of every life it comes in contact with... the clients, the therapists, the team, anyone and everyone. i consider it a deep privilege to be part of the team.

KATHERINE

”



MEET OUR GRADUATES



rhiannon

"after 5 years of ivf rhiannon and nathan were over the moon to find out that they had fallen pregnant with twins (gruff and mabli). but sadly at 30 weeks they were given the sad news that mabli had passed away."



ann

"going from days where i was looking at different ways i could end the anguish i was living in, i am now looking for challenges. i've gone from living in fear to facing my fears."



graham

"wrapped up in the drinking culture at work, graham didn't realise how alcohol was affecting his life"



hannah

"after years of struggling with ocd and her mental health, hannah was using alcohol as a way of coping with her pain"



mark

"after struggling with anxiety for much of his life, mark had reached a point where he realised 'just coping' wasn't sustainable"



josie

"after josie and ben became pregnant in 2020 during lockdown, they were preparing for the next stage of their lives"



watch our case studies here

GRADUATE TESTIMONIALS

“ fantastic service and amazing therapist! i truly am so so grateful for bigmoose for changing my life ”



“thank you for helping save my life and give me hope for the future”



“ i want to thank you from the bottom of my heart for your support with sessions, before sessions i had attempted to take my life 5 times. now i am in a much better place and my parents have their daughter back ”



TRUSTEE REPORT

for the year ended 31st July 2024

The trustees present their report with the financial statements of the charity for the year ended 31st July 2024. The trustees have adopted the provisions of accounting and reporting by charities: statement of recommended practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

objectives and activities:

objectives and aims:

the relief of hardship and distress for people in the UK and such other places as may seem appropriate by:

1. providing personalised therapy and early intervention to support individuals in managing their mental health and preventing suicide.
2. facilitating the rehabilitation of individuals facing challenges due to youth, age, illness, disabilities, financial hardship, or other social disadvantages, including homelessness. This is achieved through the provision of education, training, and employment opportunities, aimed at nurturing their skills for future employment.
3. raising public awareness about mental health, suicide prevention, and homelessness through training and charitable initiatives approved by our trustees.

significant activities:

This year, we launched an ambitious campaign called "Project 15" with the goal of raising £15 million for mental health. By the end of the financial year, we had nearly £1,000,000 raised on the Project 15 Just Giving page. To support this campaign, we organised a variety of fundraising events aimed at both generating funds and raising awareness for Big Moose. Additionally, we participated in several external events, including the annual Cardiff Half Marathon and the 'Why We Run' multi-day ultramarathon, where Big Moose was chosen as the designated charity. These events significantly contributed to our fundraising efforts and increased public awareness.

Throughout 2023 and the first half of 2024, we continued to operate out of the free office space we've occupied since September 2022. In June 2024, we secured a new premises with a longer lease term, allowing us to move all our activities to this new location. Like our previous office, this space is fully funded and incurs no cost to the charity. The new premises will accommodate our current team, provide room for expansion, and serve as a venue for hosting meetings. Meanwhile, our face-to-face therapy sessions continue to be held at our original offices in a designated room.

The essence of 2023 was centred on developing our team, expanding our events, providing more therapy services, and raising greater awareness of our work.

achievement and performance:

charitable activities:

The second half of 2023 and the first half of 2024 saw Big Moose maintain its unwavering commitment to providing quick and effective therapy. Since 1st January 2022, 910 people have completed a course of therapy with us, an increase of 576 since last year's trustee report. We are also deeply moved by the 60 individuals who have openly shared that our therapy saved their lives and that without our intervention they were on the path to suicide. In the past 12 months alone, we have saved 33 lives, but the number of lives changed is immeasurable, as the ripple effects of our interventions will be felt far and wide.

TRUSTEE REPORT

for the year ended 31st July 2024

a standout moment of the year was the bigmoose ultra fun run—a looped event in Cardiff that saw over 1,000 participants join us on a sunny day in April for a run, jog, or walk in Bute Park. The event was fully inclusive and accessible, offering distances ranging from 5k to 50km, and it raised an incredible £50,000.

Throughout the year, bigmoose also gained significant recognition, including winning the 'Entrepreneurs for Purpose' award at the prestigious Great British Entrepreneur Awards in London. We also became 'She Races' accredited for our ultra fun run, demonstrating our commitment to gender equality. As we move forward, bigmoose remains focused on helping people with their mental health to ultimately prevent suicides and help people to live happier, healthier lives. Alongside this mission, we are excited to explore new ways to grow and develop as a charity.

financial review:

Following on from last year, our primary focus remains increasing our income so we can continue supporting those in need. We've seen a 151% increase in referrals year-on-year (2023-2024), and based on current trends, this growth is expected to continue substantially over the next 12 months.

similar to last year, one of our main challenges comes from our rising recognition within the charity and public sector communities. As a result, more mental health charities and large organisations are referring individuals to us for support. While this acknowledgment shows our credibility and reliability in the mental health field, it also brings the risk of an overwhelming influx of referrals from well-funded organisations. To address this challenge, we are proactively implementing measures to manage referrals and protect the charity. We have expanded our therapist team to 17 highly trained specialists capable of handling a diverse range of referrals. We've also reached out to the referring organisations, explaining that we are a small charity without government funding. We are requesting that they refrain from using us as a default referral pathway, unless they are willing to fund the service. Our goal is to help everyone, but we must be cautious not to overpromise and underdeliver, which could result in long waiting lists and a decline in service quality.

The demand for mental health support continues to grow, with more people seeking help for financial worries, generalised anxiety, depression, and a significant increase in children needing therapy. The number of 5 to 20-year-olds we saw in July 2024 was 250% higher than in July 2023.

A key focus for us throughout 2024 and 2025 will be securing funding. We've been upskilling our team on creating successful grant applications and researching areas of mental health that are most in need of funding. This will be a major project in quarter 4 of 2024, and it is crucial for the future success of bigmoose, especially as referrals have grown from 20 in January 2022 to 74 in July 2023, and 132 in July 2024.

As a team, we are fully committed to maintaining our non-negotiables:

- responding to everyone within 24 hours
- offering a therapy session within one week

We are continually evaluating our systems and processes, strengthening both our referral pathway team and our therapist team, and ensuring our purpose-built software is as efficient as possible.

TRUSTEE REPORT

for the year ended 31st July 2024

principle funding:

at bigmoose, our fundraising from individuals remains strong, and this will continue to be a key focus moving forward. we believe our success in this area is due to our exceptional management of relationships and engagement with supporters. by ensuring we care for our supporters and assist them through their challenges and fundraising efforts, we build lasting relationships and meaningful connections.

businesses and groups, such as running clubs, also play a crucial role in fundraising for bigmoose. our strategy is to support these businesses or groups just as they support us. we believe these relationships should be mutually beneficial, and our goal is to establish long-term partnerships lasting at least three years. this extended time frame allows us to deepen the connection and maximise the impact of the partnership.

in addition to these individual and group efforts, we also receive funding from the following sources:

albert hunt foundation
admiral
st james' place
the valour foundation

planning for the future:

as we move into another year of fundraising, we are excited to launch what we're calling 'the second chapter' of bigmoose.

we consider 2022, with its team growth and the successful launch and completion of project 1 million, to be our first chapter, and now feels like the perfect time to enter this new phase. we've reassessed our entire team, redefined their roles, and identified our key focuses. each team member has developed a 90-day plan with their own goals and targets, and we're eager to see their growth.

our key focuses include:

- expanding outreach and increasing awareness through various events, including the ultra fun run and wing walking
- promoting monthly giving to boost support for the charity
- enhancing our grant application process with a focus on improving our success rate
- offering suicide first aid training courses for companies to help their teams better understand how to discuss mental health and suicide

lessons learnt during this year:

this year, we have seen growth across several areas: our team, our referrals, and our therapist pool. we have also gained valuable insights into how to manage this growth effectively moving forward. a major focus for us is building durable systems and ensuring that every operational task is documented clearly and precisely, so the charity remains well-protected even amid personnel changes.

we've learned that it's important to evaluate our events based on their ease of organisation, profitability, and community impact. this helps us determine which events should be included in our future calendar.

we continue to be proud of the effectiveness of our therapy system. over the past 12 months, 95.4% of those who received therapy reported that it was 'very helpful,' and 99.4% would recommend our services. this year, we have worked to enhance our software with additional data points and feedback questions, allowing us to continually assess and improve its effectiveness. we will continuously learn and adapt our services to ensure they meet the needs of those who use them.

TRUSTEE REPORT

for the year ended 31st July 2024

structure, governance and management:

at bigmoose, we prioritise simplicity in our operations to avoid unnecessary complexities in managing the charity. our management structure consists of:

chair of trustees: bethan lee

ceo: jeffrey smith

coo: chloe smith

as a board of trustees we work closely with the ceo and coo and take on board their insights from day to day running of the charity. we trust their judgement and feel that, as a team, we work well together.

the trustees continue to be responsible for making decisions in several key areas, including:

personnel: this includes decisions related to new hires and the approval of salary requests from the ceo.

funding: we exercise thorough due diligence to safeguard the charity's financial well-being, ensuring that funding decisions are made with the utmost care.

expense: trustees must authorise any payments exceeding £5,000 after discussing the expenditure with either the ceo or coo, who will provide justification for the expense.

approving and authorising new fundraising events policies and procedures: we have a hr team now in place to help ensure all policies and procedures are up to date and as the chair of trustees i authorise these annually.

strategies: we are actively involved in shaping the charity's fundraising strategies, such as our 2024/2025 objective of expanding our monthly donations. these strategies are discussed monthly in our meetings.

through the overseeing of these key areas and our regular meetings, we aim to stay fully informed and steer the charity toward its objectives while maintaining transparency, efficiency, and a focus on our mission. ultimately, as trustees, our collaboration with the senior management team is dedicated to the assurance that our goals and objectives are effectively achieved.

pay structures:

we want bigmoose to continue to be a lean charity and where possible minimise non essential spending. as part of our commitment to fiscal responsibility, we continue to be a part of a government initiative that provides funded office space for all of our work. we have recently signed a 3 year lease.

when deciding on salaries, we strive to strike a balance that ensures fair salaries that are sufficiently attractive to attract exceptional team members while remaining economical enough to maximise funds directed towards our cause. each member of our team possesses a well-defined role and objective, driven by a deep sense of purpose aligned with the mission and objectives of our charity.

onboarding our trustees:

our management structure plays a vital role in advising on the structure of our board of trustees. we place great emphasis on assembling a diverse and well-rounded group of individuals, each contributing their unique skills and experiences to enhance our team's effectiveness.

TRUSTEE REPORT

for the year ended 31st july 2024

trustee onboarding is a structured process designed to facilitate a seamless transition into their roles.

it begins with a one-on-one conversation with the chair, followed by meetings with our ceo and coo. subsequently, new trustees are invited to their initial meeting to observe and become acquainted with our operations. to ensure alignment with our principles and policies, we require all trustees to familiarise themselves with essential documents, including our policies, constitution, and a comprehensive trustee onboarding document. this document encompasses:

introduction to bigmoose: providing an overview of our history and purpose.

key values and missions explained: explaining our core values and the mission that drives our work.

role and expectations of a trustee: clarifying the roles, responsibilities, and ethical expectations of trustees.

key contacts: highlighting important contacts within the organisation for ease of communication.

we believe that this comprehensive onboarding process equips our trustees with the knowledge and context they need to make meaningful contributions to our mission.

reference and administrative details:

jeffrey smith - ceo
chloe smith - coo

structure, governance and management

governing document: the charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

reference and administrative details

registered charity number: 1179222

principal address

4-5 frederick street
cardiff
south glamorgan
cf10 2db

trustees

t jenner
b lee
o smith
j sin
s western

independent examiner

green & co
chartered certified accountants
pembroke house
llantarnam park way
cwmbarn
torfaen
np44 3au

approved by the order of the board of trustees
on 28th august 2024 and signed on its behalf by:



b lee – chair of trustees

ONE BIG THANK YOU

thank you for being part of the bigmoose family and for believing in our mission. let's keep going and keep growing, one step at a time.

this is just the beginning,

jeff, louise, elin, josie, alex & chloe



CONTACT DETAILS

thank you so much for taking the time to read through our impact report.

if you have any questions, please do get in touch.



project15@bigmoose.co



[@bigmoose.charity](https://www.instagram.com/bigmoose.charity)



www.bigmoosecharity.co



BIGMOOSE

England & Wales - Charity number 1179222

Accounts

REGISTERED CHARITY NUMBER: 1179222

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2023
FOR
BIGMOOSE CHARITY**

Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

BIGMOOSE CHARITY

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BIGMOOSE CHARITY

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31ST JULY 2023

The trustees present their report with the financial statements of the charity for the year ended 31st July 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of hardship and distress for people in the UK and such other places as may seem appropriate by:

- 1) Providing personalised therapy and early intervention to support individuals in managing their mental health and preventing suicide.
- 2) Facilitating the rehabilitation of individuals facing challenges due to youth, age, illness, disabilities, financial hardship, or other social disadvantages, including homelessness. This is achieved through the provision of education, training and employment opportunities, aimed at nurturing their skills for future employment.
- 3) Raising public awareness about mental health, suicide prevention, and homelessness through training and charitable initiatives approved by our trustees.

Significant activities

- 1) Organising a range of fundraising events aimed at raising both funds and awareness for Bigmoose, with the standout being the Ten-y-fan event, which successfully generated over £35,000 in revenue and resulted in 30 referrals.
- 2) Actively participating in external events such as the Cardiff Half Marathon and the Why we run multi-day Ultramarathon, where Bigmoose was chosen as the designated charity, contributing to fundraising and increased awareness.
- 3) Securing funded office spaces to facilitate the expansion and advancement of Bigmoose, resulting in a workforce growth of three individuals, and the ability to run on-site therapy on our own premises.
- 4) Running and successfully completing project 1 million in May 2023 - Bigmoose's challenge to raise £1,000,000 to provide therapy and early and timely intervention for people, as well as providing training for businesses to better support their teams.

BIGMOOSE CHARITY

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31ST JULY 2023

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Entering 2023, Bigmoose continued its unwavering commitment to early and timely therapy interventions. To date, we have celebrated the successful completion of therapy by 334 individuals and 27 people have openly shared that, were it not for our intervention, they were on the path to suicide.

A highlight of the year was the completion of the project 1 million, supported by the remarkable events like Ten-y-fan, where participants pledged £35,000 in support of our mission. Bigmoose also gained significant recognition throughout the year, such as being honoured as 'Points of Light' at 10 Downing Street, winning the prestigious Cardiff Life Award for 'Charity of the year' and earning a place on the esteemed 'Future generations change maker 100 list'. The Bigmoose focus continues to be helping people with their mental health to ultimately prevent suicide and reduce homelessness, whilst looking forward to how we can continue to grow and develop as a charity.

BIGMOOSE CHARITY

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31ST JULY 2023

FINANCIAL REVIEW

2022-23 saw operations scaling up considerably with income increasing 379% to £613,812, compared with £162,397 in the previous year.

The expenses have increased in accordance with this, as one might imagine, totalling £380,641, compared with £106,308 in 2022. The bulk of this expenditure was spent on wages, consultancy fees and counselling.

Overall, the charity had net income of £233,171 for 2022/23, compared with £56,089 in the previous year.

At the year end the charity had total funds of £331,618 at its disposal, with £179,831 of this separately managed as a designated fund received from The Valour Foundation.

In January 2022 we launched project 1 million. The goal was to raise £1,000,000 for mental health. As a small charity, the magnitude of raising one million pounds seemed daunting. But within our hearts, we held an unwavering belief in our ability to achieve this goal.

On 2nd May 2023, we achieved our goal. Over 11,000 people had come forward, standing shoulder to shoulder with us, donating to our project 1 million campaign, demonstrating unwavering belief in our cause.

This money has allowed us to continue to help people quickly, it has allowed us to expand our team to 5 and it has provided us with the much-needed infrastructure to chart our course for 2023 and beyond, developing a strategy that will continue to transform lives and create lasting change.

PRINCIPAL RISKS AND UNCERTAINTIES

Currently, we are navigating a couple of significant challenges that are shaping our operational landscape. One of the key obstacles we are encountering comes from our increasing recognition within the charity and public sector community. This recognition has led to mental health charities and other large organisations referring individuals to us for mental health support.

While this acknowledgment underscores our credibility and reliability within the mental health field, it also presents the potential for an influx of referrals from already well-funded bodies.

In response to this challenge, we have proactively implemented measures to manage these additional referrals such as expanding our pool of therapists and streamlining our software. We saw early on that this situation could evolve into a more significant challenge, and we are committed to ensuring that our ability to provide quality mental health support remains firm.

Another significant challenge we are currently finding with the escalating mental health crisis is an increase in demand for mental health support services. However, the funding available for such services is becoming increasingly competitive. Recognising the urgency of this situation, we have redirected additional resources to address this challenge. A focus has been directed to securing funding, especially in light of the expanding number of monthly referrals we are receiving, having grown from receiving 20 referrals in January 2022 to receiving 74 referrals in July 2023.

BIGMOOSE CHARITY

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31ST JULY 2023

These challenges are shaping our strategic decisions and daily operations. However, we are dedicated to remaining proactive and adaptable. By continually evaluating our processes, strengthening our capacity, and putting emphasis on acquiring funding, we aim to navigate these challenges while staying true to our mission of providing essential mental health support to those in need.

FUTURE PLANS

As we move into another year of fundraising, expanding our team, helping more people and growing the charity we have summarised our key focuses as:

- Continuing to grow our therapy reach, aiming for an increase of monthly referrals.
- Continuing outreach and grow awareness through multiple events including:
 - *Cardiff half 2023 and 2024 - aiming for 120 runners per year.
 - *Our inaugural wing walking event - aiming to sell out one day of 20 wing walkers.
 - *An abseil event.
 - *Launching our own running event
- Begin working with more schools to educate and provide support to young people.
- Continue to develop our own bespoke built software to enhance our day to day operations.
- Train a member of the team to deliver mental health training so we can help to educate more people to 'spot the signs' of mental health.

STRUCTURE, GOVERNANCE AND MANAGEMENT

At Bigmoose, we prioritise simplicity in our operational approach to prevent unnecessary complexity in managing our charity's affairs.

our management structure comprises:

- * Chairs of Trustees: Bethan Lee
- * CEO: Jeffrey Smith
- * COO: Chloe Smith

In our decision-making processes as a board of trustees, we maintain a strong collaborative relationship with the charity's CEO and COO. We work in close partnership to maximise the charity's effectiveness in achieving its goals.

The trustees are responsible for making decisions in several key areas, including:

- * Personnel: this includes decisions related to new hires and the approval of salary requests from the CEO.
- * Funding: we exercise thorough due diligence to safeguard the charity's financial well-being, ensuring that funding decisions are made with the utmost care.

When deciding on salaries, we strive to strike a balance that ensures fair salaries that are sufficiently attractive to attract exceptional team members while remaining economical enough to maximise funds directed towards our cause.

Each member of our team possesses a well-defined role and objective, driven by a deep sense of purpose aligned with the mission and objectives of our charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1179222

BIGMOOSE CHARITY

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2023**

Principal address

4-5 Frederick Street
Cardiff
South Glamorgan
CF10 2DB

Trustees

K King (resigned 8.6.23)
T Jenner
B Lee
C Thomas (resigned 8.6.23)
O Smith
S Western (appointed 8.6.23)
J Sin (appointed 8.6.23)

Independent Examiner

Edwin Gooderham ACA
Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

Approved by order of the board of trustees on 14th December 2023 and signed on its behalf by:



B Lee - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
BIGMOOSE CHARITY**

Independent examiner's report to the trustees of Bigmoose Charity

I report to the charity trustees on my examination of the accounts of Bigmoose Charity (the Trust) for the year ended 31st July 2023.

Responsibilities and basis of report

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

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; 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.



Edwin Gooderham ACA

Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

14th December 2023

BIGMOOSE CHARITY

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2023**

	Notes	Unrestricted funds £	Restricted fund £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	341,112	-	341,112	120,342
Charitable activities	4				
Counselling therapy		253,419	16,000	269,419	40,000
Other trading activities	3	3,281	-	3,281	2,055
Total		<u>597,812</u>	<u>16,000</u>	<u>613,812</u>	<u>162,397</u>
EXPENDITURE ON					
Raising funds	5	131,708	-	131,708	31,101
Charitable activities	6				
Counselling therapy		188,816	16,000	204,816	60,533
Supporting those in need		-	-	-	12,000
Other		44,117	-	44,117	2,674
Total		<u>364,641</u>	<u>16,000</u>	<u>380,641</u>	<u>106,308</u>
NET INCOME		233,171	-	233,171	56,089
RECONCILIATION OF FUNDS					
Total funds brought forward		98,447	-	98,447	42,358
TOTAL FUNDS CARRIED FORWARD		<u><u>331,618</u></u>	<u><u>-</u></u>	<u><u>331,618</u></u>	<u><u>98,447</u></u>

The notes form part of these financial statements

BIGMOOSE CHARITY**BALANCE SHEET
31ST JULY 2023**

	Notes	Unrestricted funds £	Restricted fund £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Tangible assets	10	7,137	-	7,137	812
CURRENT ASSETS					
Debtors	11	13,092	-	13,092	9,019
Cash at bank and in hand		315,451	-	315,451	88,761
		<u>328,543</u>	<u>-</u>	<u>328,543</u>	<u>97,780</u>
CREDITORS					
Amounts falling due within one year	12	(4,062)	-	(4,062)	(145)
		<u>324,481</u>	<u>-</u>	<u>324,481</u>	<u>97,635</u>
NET CURRENT ASSETS					
		<u>324,481</u>	<u>-</u>	<u>324,481</u>	<u>97,635</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>331,618</u>	<u>-</u>	<u>331,618</u>	<u>98,447</u>
NET ASSETS					
		<u>331,618</u>	<u>-</u>	<u>331,618</u>	<u>98,447</u>
FUNDS	13				
Unrestricted funds				<u>331,618</u>	<u>98,447</u>
TOTAL FUNDS				<u>331,618</u>	<u>98,447</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 14th December 2023 and were signed on its behalf by:



B Lee - Trustee

The notes form part of these financial statements

BIGMOOSE CHARITY

**CASH FLOW STATEMENT
FOR THE YEAR ENDED 31ST JULY 2023**

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	1	234,382	63,085
Net cash provided by operating activities		<u>234,382</u>	<u>63,085</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(7,692)	(999)
Net cash used in investing activities		<u>(7,692)</u>	<u>(999)</u>
Change in cash and cash equivalents in the reporting period		<u>226,690</u>	<u>62,086</u>
Cash and cash equivalents at the beginning of the reporting period		<u>88,761</u>	<u>26,675</u>
Cash and cash equivalents at the end of the reporting period		<u><u>315,451</u></u>	<u><u>88,761</u></u>

The notes form part of these financial statements

BIGMOOSE CHARITY

NOTES TO THE CASH FLOW STATEMENT FOR THE YEAR ENDED 31ST JULY 2023

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023	2022
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	233,171	56,089
Adjustments for:		
Depreciation charges	1,367	187
(Increase)/decrease in debtors	(4,073)	6,664
Increase in creditors	3,917	145
	<u>234,382</u>	<u>63,085</u>
Net cash provided by operations	<u>234,382</u>	<u>63,085</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.8.22	Cash flow	At 31.7.23
	£	£	£
Net cash			
Cash at bank and in hand	88,761	226,690	315,451
	<u>88,761</u>	<u>226,690</u>	<u>315,451</u>
Total	<u>88,761</u>	<u>226,690</u>	<u>315,451</u>

The notes form part of these financial statements

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST JULY 2023

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - 25% on cost

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Pension costs and other post-retirement benefits

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2023**

2. DONATIONS AND LEGACIES

	2023	2022
	£	£
Donations	<u>341,112</u>	<u>120,342</u>

3. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Fundraising events	1,107	2,055
Merchandise	2,174	-
	<u>3,281</u>	<u>2,055</u>

4. INCOME FROM CHARITABLE ACTIVITIES

	2023	2022
	£	£
Grants	269,419	40,000
Activity		
Counselling therapy		

5. RAISING FUNDS

Raising donations and legacies

	2023	2022
	£	£
Event entry fees	9,077	3,400
Event clothing	13,628	4,066
Event and marketing materials	11,899	2,828
Wages	48,292	-
Employers NI	4,682	-
Employers pension	235	-
Consultancy fees	38,205	20,807
Training	5,262	-
Entertainment	428	-
	<u>131,708</u>	<u>31,101</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2023**

6. CHARITABLE ACTIVITIES COSTS

Counselling therapy	2023	2022
	£	£
Counselling fees	163,063	51,867
Wages	22,813	-
Employers NI	2,175	-
Employers pension	141	-
Consultancy fees	10,833	8,666
Training	5,791	-
	<u>204,816</u>	<u>60,533</u>
	<u><u>204,816</u></u>	<u><u>60,533</u></u>
Supporting those in need	2023	2022
	£	£
Provision of temporary accommodation	-	12,000
	<u>-</u>	<u>12,000</u>
	<u><u>-</u></u>	<u><u>12,000</u></u>

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st July 2023 nor for the year ended 31st July 2022.

Trustees' expenses

No expenses were paid to trustees during the year (2022- £876 was paid in relation the trustees' travel costs).

8. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	85,076	-
Social security costs	8,025	-
Other pension costs	782	-
	<u>93,883</u>	<u>-</u>
	<u><u>93,883</u></u>	<u><u>-</u></u>

The average monthly number of employees during the year was as follows:

	2023	2022
Management	2	-
Administrative	2	-
	<u>4</u>	<u>-</u>
	<u><u>4</u></u>	<u><u>-</u></u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2023**

8. STAFF COSTS - continued

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

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	120,342	-	120,342
Charitable activities			
Counselling therapy	-	40,000	40,000
Other trading activities	2,055	-	2,055
Total	<u>122,397</u>	<u>40,000</u>	<u>162,397</u>
EXPENDITURE ON			
Raising funds	31,101	-	31,101
Charitable activities			
Counselling therapy	16,498	44,035	60,533
Supporting those in need	-	12,000	12,000
Other	2,674	-	2,674
Total	<u>50,273</u>	<u>56,035</u>	<u>106,308</u>
NET INCOME/(EXPENDITURE)	72,124	(16,035)	56,089
RECONCILIATION OF FUNDS			
Total funds brought forward	26,323	16,035	42,358
TOTAL FUNDS CARRIED FORWARD	<u><u>98,447</u></u>	<u><u>-</u></u>	<u><u>98,447</u></u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2023**

10. TANGIBLE FIXED ASSETS

	Office equipment £
COST	
At 1st August 2022	999
Additions	7,692
	<hr/>
At 31st July 2023	8,691
	<hr/>
DEPRECIATION	
At 1st August 2022	187
Charge for year	1,367
	<hr/>
At 31st July 2023	1,554
	<hr/>
NET BOOK VALUE	
At 31st July 2023	7,137
	<hr/> <hr/>
At 31st July 2022	812
	<hr/> <hr/>

11. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Bigmoose Coffee Company Ltd	-	3,167
Prepayments	13,092	5,852
	<hr/>	<hr/>
	13,092	9,019
	<hr/> <hr/>	<hr/> <hr/>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2023**

12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	-	145
Taxation and social security	3,843	-
Other creditors	219	-
	<u>4,062</u>	<u>145</u>

13. MOVEMENT IN FUNDS

	At 1.8.22	Net movement in funds	At 31.7.23
	£	£	£
Unrestricted funds			
General fund	98,447	53,340	151,787
Designated fund	-	179,831	179,831
	<u>98,447</u>	<u>233,171</u>	<u>331,618</u>
TOTAL FUNDS	<u>98,447</u>	<u>233,171</u>	<u>331,618</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	344,393	(291,053)	53,340
Designated fund	253,419	(73,588)	179,831
	<u>597,812</u>	<u>(364,641)</u>	<u>233,171</u>
Restricted funds			
Restricted funds	16,000	(16,000)	-
	<u>613,812</u>	<u>(380,641)</u>	<u>233,171</u>
TOTAL FUNDS	<u>613,812</u>	<u>(380,641)</u>	<u>233,171</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2023**

13. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.8.21 £	Net movement in funds £	At 31.7.22 £
Unrestricted funds			
General fund	26,323	72,124	98,447
Restricted funds			
Restricted funds	16,035	(16,035)	-
TOTAL FUNDS	<u>42,358</u>	<u>56,089</u>	<u>98,447</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	122,397	(50,273)	72,124
Restricted funds			
Restricted funds	40,000	(56,035)	(16,035)
TOTAL FUNDS	<u>162,397</u>	<u>(106,308)</u>	<u>56,089</u>

14. RELATED PARTY DISCLOSURES

The loan of £3,167 to Bigmoose Coffee Company Ltd was repaid during the year. Bigmoose Coffee Company Ltd is a company under the control of a related party. The balance outstanding at the year end was £Nil.

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31ST JULY 2023

15. DESIGNATED FUNDS

The designated fund is based on the money received from The Valour Foundation. These funds are held in a separate bank account to manage and monitor the expenditure which is being used to support the charity's key purposes.

16. RESTRICTED FUNDS

Counselling Fees

In the year ended 31st July 2023, grants totalling £16,000 (2022: £40,000) have been received to be used specifically for the therapy and/or counselling sessions, this was used in the year ended 31st July 2023.

BIGMOOSE CHARITY

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST JULY 2023

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	341,112	-	341,112	120,342
Other trading activities				
Fundraising events	1,107	-	1,107	2,055
Merchandise	2,174	-	2,174	-
	3,281	-	3,281	2,055
Charitable activities				
Grants	253,419	16,000	269,419	40,000
Total incoming resources	597,812	16,000	613,812	162,397
 EXPENDITURE				
Raising donations and legacies				
Event entry fees	9,077	-	9,077	3,400
Event clothing	13,628	-	13,628	4,066
Event and marketing materials	11,899	-	11,899	2,828
Wages	48,292	-	48,292	-
Employers NI	4,682	-	4,682	-
Employers pension	235	-	235	-
Consultancy fees	38,205	-	38,205	20,807
Training	5,262	-	5,262	-
Entertainment	428	-	428	-
	131,708	-	131,708	31,101
Charitable activities				
Counselling fees	147,063	16,000	163,063	51,867
Provision of temporary accommodation	-	-	-	12,000
Wages	22,813	-	22,813	-
Employers NI	2,175	-	2,175	-
Carried forward	172,051	16,000	188,051	63,867

This page does not form part of the statutory financial statements

BIGMOOSE CHARITY

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2023**

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Charitable activities				
Brought forward	172,051	16,000	188,051	63,867
Employers pension	141	-	141	-
Consultancy fees	10,833	-	10,833	8,666
Training	5,791	-	5,791	-
	<hr/>	<hr/>	<hr/>	<hr/>
	188,816	16,000	204,816	72,533
Other				
Wages	13,971	-	13,971	-
Employer NI	1,168	-	1,168	-
Pensions	407	-	407	-
Travel costs	742	-	742	876
Insurance	451	-	451	525
Administrative expenses	3,925	-	3,925	1,086
Repairs and renewals	868	-	868	-
Subscriptions	701	-	701	-
Computer expenses	12,546	-	12,546	-
Recruitment expenses	498	-	498	-
Professional fees	7,453	-	7,453	-
Sundry	20	-	20	-
Depreciation of tangible fixed assets	1,367	-	1,367	187
	<hr/>	<hr/>	<hr/>	<hr/>
	44,117	-	44,117	2,674
Total resources expended	<hr/>	<hr/>	<hr/>	<hr/>
	364,641	16,000	380,641	106,308
Net income	<hr/>	<hr/>	<hr/>	<hr/>
	233,171	-	233,171	56,089

This page does not form part of the statutory financial statements

bigmoose

IMPACT

REPORT

2022-2023

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- 2 trustees
- 3 a hello from our ceo
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BIGMOOSE AT A GLANCE



charity number: 1179222

founded: july 2018

ceo: jeffrey smith

coo: chloe smith

location: 4-5 frederick street, cardiff, cf10 2db

organisation type: cio



INTRODUCING OUR TRUSTEES



bethan lee
chairperson



tania jenner



oli smith



steve western



jane sin

HELLO FROM CEO



wow, that was some year wasn't it?

we set ourselves the gargantuan challenge of fundraising one million pounds, and somehow in this extremely tough economic time we're living in, we did it, and in only 486 days, not bad going for a charity who started 2022 with only two employees.

we have now grown our staff to five, and taken on two new trustees.

our other goal last year was to develop our mental health therapy software, which would make the referral to therapist journey so much easier, and by building in the warwick edinburgh mental wellbeing scales, which enable us to measure peoples improved mental wellbeing, we anticipated great things.

we have now fully completed the development of the software, and we have rolled it out to our team of therapists, who report it being brilliant, and it has allowed us to estimate the social value of the therapy work we have done so far to be over £1.5 million, absolutely phenomenal.

we have created three new jobs, but have three more new roles we will be hiring for imminently, and are looking to announce our new set of goals, which will include continuing to expand our schools and business programmes, taking our team into the beating hearts of education and industry, where we know there are struggles handling peoples mental health, from workforce's to teachers, schoolchildren and their parents.

as we are in temporary free offices, thank you bizspace, we know this won't last for long, so we are actively looking for a new home, and our model at the moment of the team working open plan, whilst therapists work face to face in their private space, is working extremely well, so hopefully we can find somewhere soon.

our fundraising this year has been fantastic and we are working on a new bigmoose ambassador programme, adult and junior versions, which we are excited to launch q3.

in conclusion, i think it has been a fantastic year, one of which i am extremely proud, and i know that chloe and i are loving seeing what the success is enabling us to do as we grow this amazing charity, and hopefully we can make everybody involved, in whatever capacity, proud.

together we will help many, and can save those that need saving, please come on the journey with us, and help us serve the world.

- jeff smith proud ceo



CHARITABLE PURPOSES

OUR MISSION

bigmoose is on a mission to provide crucial support through therapy and early intervention.

our goals are clear, we want to:

- help people with their mental health
- prevent suicides
- reduce homelessness

unfortunately we are witnessing a growing number of people coming to us after being turned away from other mental health providers. the criteria for people to get help is getting more strict and this is leading to longer waiting lists.

in our unwavering commitment to help effectively, we firmly believe in minimising waiting times. that's why every bigmoose client receives an initial response within 12 hours and secures an appointment within one week.

these lengthy waiting lists have become significant contributors to the alarming rise in suicide rates. people desperately need assistance, and they need it urgently.

WHY BIGMOOSE?

at bigmoose, we value each client as a unique individual, carefully matching them with the most suitable therapist based on their specific needs and our therapists' expertise.

the remarkable part is, on average, individuals require only four therapy sessions to make a significant impact. by streamlining our approach and providing swift, tailored care, we're making a tangible difference in people's lives.

**1 IN 15
PEOPLE ATTEMPT
SUICIDE**

HOW WE ACHIEVED OUR 2022 GOAL

PROJECT 1 MILLION

bigmoose began with a clear mission, to encourage and help people to live happier, healthier and kinder lives.

since becoming a registered charity in 2018, we have been resolute in our commitment to make a profound and enduring impact on people's lives. the alarming rise in the number of people struggling with their mental health fuels our determination to create tangible change.

each day, we receive referrals from individuals who are overwhelmed, feeling isolated, and yearning for a glimmer of hope. and that's where we step in

our aspiration is to disrupt the status quo, challenge societal norms, and be the first name that comes to mind when people are struggling and in need of assistance.

our why is simple, we want to leave the world better than we found it.

in january 2022 we launched project 1 million. the goal was to raise £1,000,000 for mental health.

as a small charity, the magnitude of raising one million pounds seemed daunting. but within our hearts, we held an unwavering belief in our ability to achieve this goal.

our journey was fueled by an extraordinary community that rallied around us. thousands of individuals stepped up to the plate, engaging in a myriad of awe-inspiring activities. from races that tested endurance to overnight mountain summits, from cake sales to an incredible feat of traversing wales in a wheelie bin - our supporters left no stone unturned in their dedication to our cause.

furthermore, our path was illuminated by the invaluable support of foundations and grant makers who recognised our mission and invested in our vision.

on 2nd may 2023, we achieved our goal. over 11,000 people had come forward, standing shoulder to shoulder with us, donating to our project 1 million campaign, demonstrating unwavering belief in our cause.

this money has allowed us to continue to help people quickly, it has allowed us to expand our team to 5 and it has provided us with the much-needed infrastructure to chart our course for 2023 and beyond, developing a strategy that will continue to transform lives and create lasting change.

OUR 2023 STRATEGY

building upon the success of project 1 million, we are focusing heavily on prevention, with the goal to be equipping individuals with the necessary tools to overcome challenges long before they reach crisis point.

we aspire to empower individuals, teaching them resilience and adaptability to enable them to navigate life's complexities. by shifting our focus towards prevention, we aim to dismantle barriers, illuminate pathways, and instill a sense of empowerment within each person we reach.

we are crafting a comprehensive approach that addresses the root causes of mental health struggles. by reaching individuals before crisis point, we can shape a brighter future, where resilience and hope are the guiding forces that empower individuals to adapt, overcome, and embrace the full spectrum of their potential.

GOALS	DETAILS	WHY?
provide therapy support	continue to provide early and timely intervention	<ul style="list-style-type: none">• to allow us to save and change lives
begin to work with schools	we want to provide education and support for children of all ages as well as teachers and parents for a whole school approach	<ul style="list-style-type: none">• we believe that early education will better equip young people for life
build upon business links	working with businesses to provide systems and education for them to support their teams	<ul style="list-style-type: none">• to educate and support more people• to develop fundraising links
individual fundraisers	continuing to encourage people to choose us as their charity of choice	<ul style="list-style-type: none">• builds brand recognition• brings in vital funds• builds relationships with the community

OUR 23-24 GOALS

the past 12 months have been a very transformative period for bigmoose. we have forged ahead, developing robust systems, creating bespoke software solutions, and expanding both our core and therapist teams.

we are now working on crafting a strategy that will guide our journey.

every decision, every action, and every initiative is fueled by the belief that our collective efforts can change lives and empower individuals to thrive.

1

continue our fundraising efforts

while the success of project 1 million has been an incredible milestone, we have meticulously calculated and projected the financial requirements for the next five years. we recognise the substantial funding needed to sustain and expand our vital services, so we are actively exploring diverse avenues to generate the necessary resources.

2

save and change more lives

at the heart of our mission lies the people we serve. the impact we have already made is huge, yet our mission remains unfinished. there are still lives to be saved, stories to be rewritten. in q3 of 2022 we were averaging 25 referrals per month, in q1 of 2023 we now have an average of 40 referrals per month. the message is spreading which means we are reaching more people.

3

expand the brand

we want bigmoose to be a household name. when people think of mental health or hear of someone needing help we want them to think 'bigmoose can help'. to make this happen we are continuing to market across social media, do more mainstream marketing and also expand our merchandise offer.

4

schools project

our focus is to engage with more schools, amplifying the conversation surrounding mental health. as our referrals increase, we are seeing a surge in young individuals seeking assistance. the mounting pressure on today's youth, coupled with the influence of social media, has shown that our presence in schools is needed. we want to educate and empower young people.

HIGHLIGHTS 2022-2023



ACHIEVEMENTS

project 1 million

we successfully completed project 1 million on 2nd may 2023! a huge moment for us all.

ten-y-fan

this year we took on a new challenge - ten-y-fan is 10 times up and down pen-y-fan, the highest mountain in south wales. we had over 100 climbers take part and raise over £35,000.

we visited 10 downing street

we were recognised as 'points of light' which is a government initiative that recognises outstanding individual people who are making a change in their community.

[READ MORE](#)

cardiff life awards

we won the cardiff life award for 'charity of the year'. the competition was extremely tough and we were delighted to walk out with the trophy!

100 change makers

we were recognised on the future generations change maker 100 list. to celebrate and recognise some of the work protecting wales, the officer for future generations captured a snapshot of this movement for change, and chose 100 people/initiatives that are good examples of this, and we were chosen!

TESTIMONIALS FROM GRADUATES

★★★★★

- h o

thank you, i feel incredibly grateful to be able to access therapy. the cost/worry of not finding a suitable practitioner was a barrier for me and bigmoose makes therapy accessible for people. I now have the tools to implement and continue moving forward.

thank you.
you literally saved me

★★★★★

- m w

★★★★★

- l b

life changing. thank you so much. forever grateful.

TRUSTEE REPORT

for the year ended 31st july 2023

the trustees present their report with the financial statements of the charity for the year ended 31st july 2023 the trustees have adopted the provisions of accounting and reporting by charities: statement of recommended practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the uk and republic of ireland (frs 102) (effective 1 january 2019).

objectives and activities: objectives and aims:

the relief of hardship and distress for people in the uk and such other places as may seem appropriate by:

1. providing personalised therapy and early intervention to support individuals in managing their mental health and preventing suicide.
2. facilitating the rehabilitation of individuals facing challenges due to youth, age, illness, disabilities, financial hardship, or other social disadvantages, including homelessness. this is achieved through the provision of education, training, and employment opportunities, aimed at nurturing their skills for future employment.
3. raising public awareness about mental health, suicide prevention, and homelessness through training and charitable initiatives approved by our trustees.

significant activities:

1. organising a range of fundraising events aimed at raising both funds and awareness for bigmoose.
2. actively participating in external events such as the cardiff half marathon and the why we run multi-day ultramarathon, where bigmoose was chosen as the designated charity, contributing to fundraising and increased awareness.
3. securing funded office spaces to facilitate the expansion and advancement of bigmoose, resulting in a workforce growth of three individuals, and the ability to run on-site therapy on our own premises.
4. the essence of 2022 was all based around aiming to raise £1,000,000 as a part of project 1 million.

achievement and performance: charitable activities:

entering 2023, bigmoose continued its unwavering commitment to early and timely therapy interventions. to date, we've celebrated the successful completion of therapy by 334 individuals, and 27 people have openly shared that, were it not for our intervention, they were on the path to suicide. a highlight of the year was the completion of project 1 million, supported by remarkable events like ten-y-fan, where participants pledged £35,000 in support of our mission. bigmoose also gained significant recognition throughout the year, such as being honoured as 'points of light' at 10 downing street, winning the prestigious cardiff life award for 'charity of the year' and earning a place on the esteemed future generations change maker 100 list. the bigmoose focus continues to be helping people with their mental health to ultimately prevent suicide and reduce homelessness, whilst looking forward to how we can continue to grow and develop as a charity.

TRUSTEE REPORT

for the year ended 31st July 2023

financial review:

currently, we are navigating a couple of significant challenges that are shaping our operational landscape. one of the key obstacles we are encountering comes from our increasing recognition within the charity and public sector community. this recognition has led to mental health charities and other large organisations referring individuals to us for mental health support.

while this acknowledgment underscores our credibility and reliability within the mental health field, it also presents the potential for an influx of referrals from already well-funded bodies.

in response to this challenge, we have proactively implemented measures to manage these additional referrals such as expanding our pool of therapists and streamlining our software. we saw early on that this situation could evolve into a more significant challenge, and we are committed to ensuring that our ability to provide quality mental health support remains firm.

another significant challenge we are currently finding with the escalating mental health crisis is an increase in demand for mental health support services.

however, the funding available for such services is becoming increasingly competitive. recognising the urgency of this situation, we have redirected additional resources to address this challenge. a focus has been directed to securing funding, especially in light of the expanding number of monthly referrals we are receiving, having grown from receiving 20 referrals in January 2022 to receiving 74 referrals in July 2023.

these challenges are shaping our strategic decisions and daily operations. however, we are dedicated to remaining proactive and adaptable. by continually evaluating our processes, strengthening our capacity, and putting emphasis on acquiring funding, we aim to navigate these challenges while staying true to our mission of providing essential mental health support to those in need.

principle funding:

at bigmoose, one of our main sources of funding lies in building a network of individual fundraisers. we believe in building connections and caring about everyone in our community. this approach enables us to forge long lasting connections within our community, ensuring loyal support that lasts for years to come.

it is with immense pride that we share the remarkable achievement where individual fundraisers contributed to nearly 50% of money raised for project 1 million.

in addition to these individual efforts, we also receive funding from the following sources:

1. the lotto community fund
2. the oakdale trust
3. the valour foundation

moving into late 2023/2024, our strategic vision involves deepening our collaborations with businesses and schools. this initiative aims to expand our fundraising reach, allowing us to connect with a broader audience and extend our support to even more individuals in need.

TRUSTEE REPORT

for the year ended 31st july 2023

planning for the future:

as we move into another year of fundraising, expanding our team, helping more people and growing the charity we have summarised our key focuses as:

- continuing to grow our therapy reach, aiming for an increase of monthly referrals.
- continuing outreach and grow awareness through multiple events including:
 - cardiff half 2023 and 2024 - aiming for 120 runners per year
 - our inaugural wing walking event - aiming to sell out one day of 20 wing walkers
 - an abseil event
 - launching our own running event
- begin working with more schools to educate and provide support to young people.
- continue to develop our own bespoke built software to enhance our day to day operations
- train a member of the team to deliver mental health training so we can help to educate more people to 'spot the signs' of mental health.

lessons learnt during this year:

this year, we have observed an increased recognition and engagement from larger charitable organisations.

while this has positively contributed to brand awareness, it has also presented potential challenges due to a potential influx of referrals. the more referrals we get from larger organisations could be detrimental to us as a small charity. we are trying to mitigate this by putting measures in place.

we have expanded our therapist pool to ensure coverage for specialised areas. given the growing demand for mental health support, we are committed to avoiding waiting lists. our priority is maintaining a response time within 24 hours and facilitating therapist appointments asap.

in light of this year's experiences, we acknowledge the dual nature of heightened recognition, which can lead to both opportunities and challenges. consequently, we have undertaken proactive measures to support scalability while preserving service quality. this insight will inform our strategic approach moving forward, ensuring that growth aligns with our mission while upholding operational excellence.

structure, governance and management:

at bigmoose, we prioritise simplicity in our operational approach to prevent unnecessary complexity in managing our charity's affairs. our management structure comprises:

- chairs of trustees: bethan lee
- ceo: jeffrey smith
- coo: chloe smith

in our decision-making processes as a board of trustees, we maintain a strong collaborative relationship with the charity's ceo and coo. we work in close partnership to maximise the charity's effectiveness in achieving its goals.

the trustees are responsible for making decisions in several key areas, including:

- personnel: this includes decisions related to new hires and the approval of salary requests from the ceo.
- funding: we exercise thorough due diligence to safeguard the charity's financial well-being, ensuring that funding decisions are made with the utmost care.

TRUSTEE REPORT

for the year ended 31st July 2023

- approving and authorising new fundraising events
- policies and procedures: we oversee the establishment and review of policies and procedures to maintain the highest standards of operation and governance.
- fundraising strategies: we are actively involved in shaping the charity's fundraising strategies, such as our 2023/2024 objective of expanding into face-to-face fundraising.

through these measures and our collaborative approach, we aim to steer the charity toward its objectives while maintaining transparency, efficiency, and a focus on our mission. ultimately, as trustees, our collaboration with the senior management team is dedicated to the assurance that our goals and objectives are effectively realised.

pay structures:

our aspiration is to operate as a lean charity, minimising excessive expenditures. as part of our commitment to fiscal responsibility, we are participants in a government initiative that provides us with complimentary office space for our team and a monthly allowance of £500 for electricity and water expenses.

when deciding on salaries, we strive to strike a balance that ensures fair salaries that are sufficiently attractive to attract exceptional team members while remaining economical enough to maximise funds directed towards our cause.

each member of our team possesses a well-defined role and objective, driven by a deep sense of purpose aligned with the mission and objectives of our charity.

onboarding our trustees:

our management structure plays a vital role in advising on the structure of our board of trustees. we place great emphasis on assembling a diverse and well-rounded group of individuals, each contributing their unique skills and experiences to enhance our team's effectiveness.

trustee onboarding is a structured process designed to facilitate a seamless transition into their roles. it begins with a one-on-one conversation with the chair, followed by meetings with our ceo and coo. subsequently, new trustees are invited to their initial meeting to observe and become acquainted with our operations.

to ensure alignment with our principles and policies, we require all trustees to familiarise themselves with essential documents, including our policies, constitution, and a comprehensive trustee onboarding document. this document encompasses:

1. introduction to bigmoose: providing an overview of our history and purpose.
2. key values and missions explained: explaining our core values and the mission that drives our work.
3. financial overview: offering insights into our financial structure, budgets, and fiscal responsibilities.
4. role and expectations of a trustee: clarifying the roles, responsibilities, and ethical expectations of trustees.
5. key contacts: highlighting important contacts within the organisation for ease of communication.

we believe that this comprehensive onboarding process equips our trustees with the knowledge and context they need to make meaningful contributions to our mission.

reference and administrative details:

jeffrey smith - ceo

chloe smith - coo

structure, governance and management

governing document: the charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

reference and administrative details

registered charity number: 1179222

principal address

4-5 frederick street

cardiff

south glamorgan

cf10 2db

trustees

t jenner

b lee

o smith

j sin

s western

independent examiner

green & co

chartered certified accountants

pembroke house

llantarnam park way

cwmbran

torfaen

np44 3au

approved by the order of the board of trustees on 31st august 2023 and signed on its behalf by:



b lee – chair of trustees

BIGMOOSE

England & Wales - Charity number 1179222

Accounts

REGISTERED CHARITY NUMBER: 1179222

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2022
FOR
BIGMOOSE CHARITY**

Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

BIGMOOSE CHARITY

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BIGMOOSE CHARITY

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31ST JULY 2022

The trustees present their report with the financial statements of the charity for the year ended 31st July 2022. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of poverty, hardship and distress for people in the Cardiff area and such other places as may seem appropriate by:

- 1) Supporting people through tailored therapy and early intervention to support with their mental health and the prevention of suicide.
- 2) The rehabilitation of the homeless by the provision of education, training and work opportunities with the purpose of developing their skills to enable them to gain employment in the future.

Significant activities

- 1) Running organised events to raise funds and awareness for the causes supported by Bigmoose, including the inaugural Run 4 Good event and the St Davids Hotel abseil.
- 2) Fundraising and raising awareness through externally run events, such as the Cardiff Half Marathon, Mental Health Marathon where Bigmoose were the chosen charity to appear on the the BBC One Show.
- 3) Launching and running project 1 million, Bigmoose's 2022 challenge to raise £1,000,000 which will be used to provide therapy and early & timely intervention for people, as well as providing training for businesses to better support their teams.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Post-pandemic, Bigmoose's focus continued to centre around early and timely intervention. There have been 62 graduates complete the therapy this year, and 11 people tell us that without our intervention they would have taken their own life. A focal point of the year has been project 1 million, which has seen events and successes such as Run 4 Good where £25,000 was pledged from attendees, St David's Hotel Abseil where 75 people partook and raised over £21,000, the first mental health marathon which saw 300 people partake and raise money for Bigmoose, and receiving the 'One Big Thank You' on The One Show as a result of all the work of Bigmoose in the community. The Bigmoose focus continues to be helping people with their mental health to ultimately prevent suicide and reduce homelessness.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1179222

BIGMOOSE CHARITY
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2022

Principal address

4-5 Frederick Street
Cardiff
South Glamorgan
CF10 2DB

Trustees

K King
T Jenner
B Lee (appointed 9.3.22)
C Thomas (appointed 9.3.22)
O Smith (appointed 9.3.22)
C R Smith (resigned 9.3.22)

Independent Examiner

Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

Approved by order of the board of trustees on 7th September 2022 and signed on its behalf by:



B Lee - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF BIGMOOSE CHARITY

Independent examiner's report to the trustees of Bigmoose Charity

I report to the charity trustees on my examination of the accounts of Bigmoose Charity (the Trust) for the year ended 31st July 2022.

Responsibilities and basis of report

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

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement - matters of concern identified

I have completed my examination.

I have identified the following matters of concern:

The charity has made loans amounting to £3,167 to Bigmoose Coffee Company Ltd. Bigmoose Coffee Company Ltd is under the control of one of the charities trustees. This loan has been repaid after the year end on 25/10/2022.

I confirm that no other matters have come to my attention that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.



Edwin Gooderham
Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

7th September 2022

BIGMOOSE CHARITY

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2022**

	Notes	Unrestricted funds £	Restricted fund £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		120,342	-	120,342	27,956
Charitable activities					
Counselling therapy		-	40,000	40,000	-
Other trading activities	2	2,055	-	2,055	-
Total		<u>122,397</u>	<u>40,000</u>	<u>162,397</u>	<u>27,956</u>
EXPENDITURE ON					
Raising funds		31,101	-	31,101	4,965
Charitable activities					
Counselling therapy		16,498	44,035	60,533	-
Supporting those in need		-	12,000	12,000	-
Other		2,674	-	2,674	-
Total		<u>50,273</u>	<u>56,035</u>	<u>106,308</u>	<u>4,965</u>
NET INCOME/(EXPENDITURE)		72,124	(16,035)	56,089	22,991
RECONCILIATION OF FUNDS					
Total funds brought forward		26,323	16,035	42,358	19,367
TOTAL FUNDS CARRIED FORWARD		<u><u>98,447</u></u>	<u><u>-</u></u>	<u><u>98,447</u></u>	<u><u>42,358</u></u>

The notes form part of these financial statements

BIGMOOSE CHARITY**BALANCE SHEET
31ST JULY 2022**

	Notes	Unrestricted funds £	Restricted fund £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Tangible assets	5	812	-	812	-
CURRENT ASSETS					
Debtors	6	9,019	-	9,019	15,683
Cash at bank and in hand		88,761	-	88,761	26,675
		<u>97,780</u>	<u>-</u>	<u>97,780</u>	<u>42,358</u>
CREDITORS					
Amounts falling due within one year	7	(145)	-	(145)	-
		<u>97,635</u>	<u>-</u>	<u>97,635</u>	<u>42,358</u>
NET CURRENT ASSETS					
		<u>97,635</u>	<u>-</u>	<u>97,635</u>	<u>42,358</u>
TOTAL ASSETS LESS CURRENT LIABILITIES					
		<u>98,447</u>	<u>-</u>	<u>98,447</u>	<u>42,358</u>
NET ASSETS					
		<u>98,447</u>	<u>-</u>	<u>98,447</u>	<u>42,358</u>
FUNDS	8				
Unrestricted funds				98,447	26,323
Restricted funds				-	16,035
TOTAL FUNDS				<u>98,447</u>	<u>42,358</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 7th September 2022 and were signed on its behalf by:



B Lee - Trustee

The notes form part of these financial statements

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST JULY 2022

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Office equipment - 25% on cost

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31ST JULY 2022

2. OTHER TRADING ACTIVITIES

	2022	2021
	£	£
Fundraising events	<u>2,055</u>	<u>-</u>

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st July 2022 nor for the year ended 31st July 2021.

Trustees' expenses

£876 was paid in relation the trustees' travel costs for the year ended 31st July 2022.

There were no trustees' expenses paid for the year ended 31st July 2021.

4. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds	Restricted fund	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	<u>6,956</u>	<u>21,000</u>	<u>27,956</u>
EXPENDITURE ON			
Raising funds	<u>-</u>	<u>4,965</u>	<u>4,965</u>
NET INCOME	6,956	16,035	22,991
RECONCILIATION OF FUNDS			
Total funds brought forward	<u>19,367</u>	<u>-</u>	<u>19,367</u>
TOTAL FUNDS CARRIED FORWARD	<u>26,323</u>	<u>16,035</u>	<u>42,358</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2022**

5. TANGIBLE FIXED ASSETS

		Office equipment £
COST		
Additions		999
		<u> </u>
DEPRECIATION		
Charge for year		187
		<u> </u>
NET BOOK VALUE		
At 31st July 2022		812
		<u> </u>
At 31st July 2021		-
		<u> </u>

6. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Bigmoose Coffee Company Ltd	3,167	15,683
Prepayments	5,852	-
	<u> </u>	<u> </u>
	9,019	15,683
	<u> </u>	<u> </u>

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	145	-
	<u> </u>	<u> </u>

8. MOVEMENT IN FUNDS

		Net movement in funds	At 31.7.22
	At 1.8.21	£	£
Unrestricted funds			
General fund	26,323	72,124	98,447
Restricted funds			
Restricted funds	16,035	(16,035)	-
	<u> </u>	<u> </u>	<u> </u>
TOTAL FUNDS	42,358	56,089	98,447
	<u> </u>	<u> </u>	<u> </u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2022**

8. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	122,397	(50,273)	72,124
Restricted funds			
Restricted funds	40,000	(56,035)	(16,035)
TOTAL FUNDS	<u>162,397</u>	<u>(106,308)</u>	<u>56,089</u>

Comparatives for movement in funds

	At 1.8.20 £	Net movement in funds £	At 31.7.21 £
Unrestricted funds			
General fund	19,367	6,956	26,323
Restricted funds			
Restricted funds	-	16,035	16,035
TOTAL FUNDS	<u>19,367</u>	<u>22,991</u>	<u>42,358</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	6,956	-	6,956
Restricted funds			
Restricted funds	21,000	(4,965)	16,035
TOTAL FUNDS	<u>27,956</u>	<u>(4,965)</u>	<u>22,991</u>

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31ST JULY 2022

9. RELATED PARTY DISCLOSURES

At the year end, the charity was owed £3,167 (2021 - £15,683) by Bigmoose Coffee Company Ltd, a company under the control of one of the charity's trustees. This balance was repaid in full on 25/10/2022.

10. RESTRICTED FUNDS

Counselling Fees

In the year ended 31st July 2022, grants totalling £40,000 (2021: £9,000) have been received to be used specifically for the therapy and/or counselling sessions, this was used in the year ended 31st July 2022.

Temporary Accommodation Costs

A grant of £12,000 was received in the year ended 31st July 2021 to fund the temporary accommodation costs of a sponsored student, this was used in the year ended 31st July 2022.

BIGMOOSE CHARITY

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2022**

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	120,342	-	120,342	6,956
Grants	-	-	-	21,000
	<hr/>	<hr/>	<hr/>	<hr/>
	120,342	-	120,342	27,956
Other trading activities				
Fundraising events	2,055	-	2,055	-
Charitable activities				
Grants	-	40,000	40,000	-
	<hr/>	<hr/>	<hr/>	<hr/>
Total incoming resources	122,397	40,000	162,397	27,956
EXPENDITURE				
Raising donations and legacies				
Event entry fees	3,400	-	3,400	-
Event clothing	4,066	-	4,066	-
Event and marketing materials	2,828	-	2,828	-
Consultancy fees	20,807	-	20,807	-
	<hr/>	<hr/>	<hr/>	<hr/>
	31,101	-	31,101	-
Other trading activities				
Counselling fees	-	-	-	4,965
Charitable activities				
Counselling fees	7,832	44,035	51,867	-
Provision of temporary accommodation	-	12,000	12,000	-
Consultancy fees	8,666	-	8,666	-
	<hr/>	<hr/>	<hr/>	<hr/>
	16,498	56,035	72,533	-
Other				
Travel costs	876	-	876	-
Carried forward	876	-	876	-

This page does not form part of the statutory financial statements

BIGMOOSE CHARITY

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST JULY 2022

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Other				
Brought forward	876	-	876	-
Insurance	525	-	525	-
Administrative expenses	1,086	-	1,086	-
Depreciation of tangible fixed assets	187	-	187	-
	<u>2,674</u>	<u>-</u>	<u>2,674</u>	<u>-</u>
Total resources expended	<u>50,273</u>	<u>56,035</u>	<u>106,308</u>	<u>4,965</u>
Net income	<u>72,124</u>	<u>(16,035)</u>	<u>56,089</u>	<u>22,991</u>

This page does not form part of the statutory financial statements

bigmoose

IMPACT

REPORT

2021-2022

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BIGMOOSE

AT A GLANCE

charity number: 1179222

founded: july 2018

ceo: jeffrey smith

coo: chloe smith

location: 4-5 frederick street, cardiff, cf10 2db

organisation type: cio



INTRODUCING OUR TRUSTEES



bethan lee
chairperson



tania jenner



kris king



caryl thomas



oli smith

HELLO FROM CEO



since the inception of bigmoose we have always wanted the legacy we aimed to build to be about helping people, and changing lives for good, and ultimately leaving the world better than we found it.

this impact report is a progress report to show how we are growing, and learning how to dream big, inspire, and achieve goals bigger than some ever expected.

we have built an amazing community of supporters, and our current fundraising drive is performing extremely well, with our current funding 21/22 seeing us have phenomenal results, which i am extremely excited for you to read within this report, i won't spoil it for you here.

this is my first year as ceo, and the transition into this role has personally been life changing, for all good reasons, and i have never been so committed to anything so much ever in my life, and i am loving it.

chloe and i, and our small team are delivering way bigger results than we should, and i personally put this down to passion, and the enthusiasm from our key team, which is palpable.

the future of bigmoose needs to be big, there are so many people that need our help, and with access to our 300 therapists we are gearing up for expansion.

we are currently working behind the scenes on exciting software projects to assist our growth, and allow us to be more efficient and speedy in our responses, and have three exciting projects, that should happen h2, so watch this space.

to summarize this year to date, we have learnt that the world needs bigmoose, and bigmoose needs the world.

together we will help many, and can save those that need saving, please come on the journey with us, and help us to serve the world.

- jeff smith proud ceo



CHARITABLE PURPOSES

OUR MISSION

bigmoose is on a mission to support people through therapy and early intervention.

our goals are to:

- help people with their mental health
- prevent suicides
- reduce homelessness

our strategy for achieving these goals is by providing therapy to people who need it. in wales there is a 36 week waiting list to get mental health therapy. with bigmoose you are seen within a week.

these long waiting lists are huge contributing factors to why we are seeing a rise in suicide rates. people need help, and they need it quickly.

every client is treated as an individual and we refer them to the best suited therapist based on their needs, and our therapists specialities. on average people are only needing 4 sessions of therapy.

WHY BIGMOOSE?

our work is different for a number of reasons:

1. it is fast
2. it is bespoke to the client
3. the therapy style is solution focused and fast paced
4. we don't have tick boxes/criteria. if people feel they need help, we will provide it.

at bigmoose our goal is to leave the world better than we found it and through our work we are achieving this every single day.

**1 IN 5
PEOPLE HAVE
SUICIDAL
THOUGHTS**

CHARITABLE PURPOSES

PROJECT 1 MILLION

during lockdown 2020 we were discussing the future of bigmoose and how we wanted to impact the world. during this time we were providing therapy for lots of people and had been told by five people that without our intervention they would have ended their lives. due to early and impactful intervention 5 people were still alive. 5 families weren't grieving and the world still had these amazing humans in it. we could not get this thought out of our heads. unfortunately we were hearing more and more of people struggling and lives being lost. we recognised that people needed help, now more than ever. as we listened to people's stories one thing that we were hearing time and time again was that the therapy and intervention that people needed was taking too long and was inaccessible for so many people. and so, just like that, we had found what direction we wanted to take bigmoose in, and project 1 million was born.

throughout 2022 we are aiming to raise £1,000,000 which will be used to provide therapy and early & timely intervention for people. as well as providing training for businesses to better support their teams. we realise this is a huge goal and we cannot do it alone. we need all the help we can get and we would love to have you on board. our goal is to help people with their mental health, prevent suicide and reduce homelessness. we will achieve our goal, and we will save lives. in 2020, 5224 people killed themselves in england and wales. this project will help to reduce this number. we hope you will join us and help to leave the world better than we found it.

OUR 2022 STRATEGY

for 2021/22 we have focused our efforts on raising funds to provide therapy. we have a variety of ways we are aiming to achieve our fundraising goal.

- individual fundraisers
- grants
- large scale events

GOALS	DETAILS	WHY?
project 1 million - 100 x £10,000	encourage people to raise £10,000	<ul style="list-style-type: none">• this strategy gives ownership to fundraisers
large scale events	creating events with 50+ people that people can fundraise for	<ul style="list-style-type: none">• larger sums of money fundraised• good for brand exposure
grant applications	applying for grants throughout the year from various places	<ul style="list-style-type: none">• this is a simple way to bring in larger sums
individual fundraising	encouraging people to raise £400	<ul style="list-style-type: none">• this is an achievable amount• emotional connection - cost of one person's therapy

OUR 2022 GOALS

the last year has seen us launch our biggest project to date. project 1 million has challenged us, inspired us and pushed us to grow and streamline our systems. we've worked tirelessly with our ultimate goal being to save people's lives and to be able to provide people with the help they need.

1

fundraise £1,000,0000

we're aiming to raise £1,000,000 to go to mental health support for people. the goal being to save lives, prevent suicide and reduce homelessness. the main obstacle stopping us from helping more people is money so we felt aiming for a huge target would give us a focus, attract attention and inspire people to get involved.

2

save lives

the ultimate goal is to save lives. at the moment there is a 36 week waiting list to get mental health therapy through the nhs. this in our opinion is too long, and is meaning we're losing more people. we feel by offering early and timely intervention it will allow us to save more lives, and also help people before things get too bad.

3

expand brand

we want bigmoose to be a household name. when people think of mental health or hear of someone needing help we want them to think 'bigmoose can help'. to make this happen we are continuing to market across social media, do more mainstream marketing and also expand our merchandise offer.

4

create 2023 and beyond strategy

we recognise that we want bigmoose to continue to grow year on year and we want to continue the momentum into 2023 and beyond. we are engaging with local business leaders who are experts in strategy to help us to plan. we are also booking 2023 events in so people can plan ahead.

HIGHLIGHTS THIS YEAR



ACHIEVEMENTS

st davids hotel abseil

successfully had 75 people abseil down the front of st davids hotel. with a combined total of over £21,000 fundraised.

cardiff half

after 2 years of cancelled cardiff half's it was great to have a team running in march and also a team ready for october, where we will have our biggest team to date.

run 4 good

we sold out this event with 280 people within the space of 3 weeks. we had 6 amazing speakers talking all about running and how it has helped their mental health. from the event we had over £25,000 pledged from people.

[READ MORE](#)

mental health marathon

we were chosen as the charity for the uk's first mental health marathon. over 300 people came to battersea park and ran and raised funds for bigmoose and project 1 million.

bbc the one show

we were chosen to be featured on the bbc's the one show for their feature 'one big thank you' where lots of friends and family of bigmoose came out to support and say thank you, including uk mental health ambassador dr alex george, youtube stars 'kinging - it' and presenter alex jones, providing great exposure.

TESTIMONIALS FROM GRADUATES

★★★★★

- s o

i genuinely don't know where i'd be without bigmoose. within a couple of months my entire life has changed for the better, i'll always be so so thankful for you

your service is perfection.
thank you for saving my life.

★★★★★

- l h

★★★★★

- t m

you made me feel like support was available, and that my life was worth saving. thank you so much.

TRUSTEE REPORT

for the year ended 31st July 2022

the trustees present their report with the financial statements of the charity for the year ended 31st July 2022. the trustees have adopted the provisions of accounting and reporting by charities: statement of recommended practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the UK and republic of ireland (FRS 102) (effective 1 january 2019).

objectives and activities:

objectives and aims:

the relief of hardship and distress for people in the cardiff area and such other places as may seem appropriate by:

1. supporting people through tailored therapy and early intervention to support with their mental health and the prevention of suicide.
2. the rehabilitation of the homeless by the provision of education, training, and work opportunities with the purpose of developing their skills to enable them to gain employment in the future.

significant activities:

1. running organised events to raise funds and awareness for bigmoose, including the inaugural run 4 good event and the st davids hotel abseil.
2. fundraising and raising awareness for bigmoose through externally run events, such as the cardiff half marathon, mental health marathon where bigmoose were the chosen charity and appearance on the bbc's one show.
3. launching and running project 1 million, bigmoose's 2022 challenge to raise £1,000,000 which will be used to provide therapy and early & timely intervention for people, as well as providing training for businesses to better support their teams.

achievement and performance:

charitable activities:

post-pandemic, bigmoose's focus continued to centre around early and timely therapy intervention. there have been 62 graduates complete therapy this year, and 11 people tell us that without our intervention they would have taken their own life. a focal point of the year has been project 1 million, which has seen events and successes such as run 4 good where £25,000 was pledged from attendees, st davids hotel abseil where 75 people partook and raised over £21,000, the first mental health marathon which saw 300 people partake and raise money for bigmoose, and receiving the 'one big thank you' on the one show as a result of all of the work of bigmoose in the community. the bigmoose focus continues to be helping people with their mental health to ultimately prevent suicide and reduce homelessness.

structure, governance and management

governing document: the charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

reference and administrative details

registered charity number: 1179222

principal address

4-5 frederick street
cardiff
south glamorgan
cf10 2db

trustees

t jenner
b lee
k king
c thomas
o smith

independent examiner

green & co
chartered certified accountants
pembroke house
llantarnam park way
cwmbarn
torfaen
NP44 3AU

approved by the order of the board of trustees on 7th September 2022 and signed on its behalf by:

A handwritten signature in black ink, appearing to be 'b lee', written over a horizontal line.

b lee – trustee

BIGMOOSE

England & Wales - Charity number 1179222

Accounts

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2021
FOR
BIGMOOSE CHARITY**

Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

BIGMOOSE CHARITY

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST JULY 2021**

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BIGMOOSE CHARITY

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31ST JULY 2021

The trustees present their report with the financial statements of the charity for the year ended 31st July 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The relief of poverty, hardship and distress for homeless people in the Cardiff area and such other places as may seem appropriate from time to time by:

- 1). The rehabilitation of the homeless by the provision of education, training and work opportunities with the purpose of developing their skills to enable them to gain employment in the future and thereby develop a sense of self-worth and dignity through having a self-supporting life.
- 2). Supporting the work of other charities that help the homeless by the exchange of resources, information and expertise.

Furthermore, the relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other social disadvantage by providing grants or other support to charities working in the Cardiff area.

Significant activities

- 1). Running organised events to raise funds and awareness for the causes supported by Bigmoose, including our annual 'Supertri' event, a triathlon for disabled children.
- 2). Fundraising through externally run events, such as the Cardiff Half Marathon.

Grantmaking

The charity will make grants where deemed appropriate to assist third parties that enable the charity to meet its aims and objectives, such as to subsidise employment of the homeless.

ACHIEVEMENT AND PERFORMANCE

Charitable activities

This year had many challenges with the pandemic and lots of fundraising opportunities such as big races were cancelled or postponed. However, we still had a wonderful year. Our focus throughout the pandemic was on people's mental health and we have continued to provide therapy for people who need it. We have had 5 people tell us that without our intervention they would've taken their own life, this has given us drive to make 2022 our biggest year yet. Our focus continues to be helping people with their mental health to ultimately prevent suicide and reduce homelessness.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1179222

Principal address

4-5 Frederick Street
Cardiff
South Glamorgan
CF10 2DB

BIGMOOSE CHARITY

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST JULY 2021**

Trustees

C R Smith

K King

T Jenner

Independent Examiner

Green & Co

Chartered Certified Accountants

Pembroke House

Llantarnam Park Way

Cwmbran

Torfaen

NP44 3AU

Approved by order of the board of trustees on 3rd March 2022 and signed on its behalf by:



C R Smith - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
BIGMOOSE CHARITY**

Independent examiner's report to the trustees of Bigmoose Charity

I report to the charity trustees on my examination of the accounts of Bigmoose Charity (the Trust) for the year ended 31st July 2021.

Responsibilities and basis of report

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

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

Independent examiner's statement - matters of concern identified

I have completed my examination.

I have identified the following matter of concern:

The charity has made loans amounting to £15,683 to Bigmoose Coffee Company Ltd. Bigmoose Coffee Company Ltd is under the control of one of the charities trustees.

£10,266 of the loan was repaid on 08/12/2021.

I confirm that no other matters have come to my attention that give me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; 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 confirm that there are no other matters to which your attention should be drawn to enable a proper understanding of the accounts to be reached.



Edwin Gooderham
Green & Co
Chartered Certified Accountants
Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

3rd March 2022

BIGMOOSE CHARITY**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2021**

	Notes	Unrestricted fund £	Restricted fund £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		6,956	21,000	27,956	48,793
EXPENDITURE ON					
Raising funds		-	4,965	4,965	33,829
Other		-	-	-	7,860
Total		-	4,965	4,965	41,689
NET INCOME		6,956	16,035	22,991	7,104
RECONCILIATION OF FUNDS					
Total funds brought forward		19,367	-	19,367	12,263
TOTAL FUNDS CARRIED FORWARD		<u>26,323</u>	<u>16,035</u>	<u>42,358</u>	<u>19,367</u>

The notes form part of these financial statements

BIGMOOSE CHARITY**BALANCE SHEET
31ST JULY 2021**

	Notes	Unrestricted fund £	Restricted fund £	2021 Total funds £	2020 Total funds £
CURRENT ASSETS					
Debtors	4	15,683	-	15,683	10,243
Cash at bank		10,640	16,035	26,675	9,124
		<u>26,323</u>	<u>16,035</u>	<u>42,358</u>	<u>19,367</u>
NET CURRENT ASSETS		<u>26,323</u>	<u>16,035</u>	<u>42,358</u>	<u>19,367</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>26,323</u>	<u>16,035</u>	<u>42,358</u>	<u>19,367</u>
NET ASSETS		<u>26,323</u>	<u>16,035</u>	<u>42,358</u>	<u>19,367</u>
FUNDS	5				
Unrestricted funds				26,323	19,367
Restricted funds				16,035	-
TOTAL FUNDS				<u>42,358</u>	<u>19,367</u>

The financial statements were approved by the Board of Trustees and authorised for issue on 3rd March 2022 and were signed on its behalf by:



C R Smith - Trustee

BIGMOOSE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST JULY 2021

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31st July 2021 nor for the year ended 31st July 2020.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31st July 2021 nor for the year ended 31st July 2020.

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2021**

3. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £
INCOME AND ENDOWMENTS FROM	
Donations and legacies	48,793
 EXPENDITURE ON	
Raising funds	33,829
Other	7,860
Total	<u>41,689</u>
 NET INCOME	<u>7,104</u>
 RECONCILIATION OF FUNDS	
Total funds brought forward	<u>12,263</u>
 TOTAL FUNDS CARRIED FORWARD	<u><u>19,367</u></u>

4. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Bigmoose Coffee Company Ltd	<u>15,683</u>	<u>10,243</u>

5. MOVEMENT IN FUNDS

	At 1.8.20 £	Net movement in funds £	At 31.7.21 £
Unrestricted funds			
General fund	19,367	6,956	26,323
Restricted funds			
Restricted funds	-	16,035	16,035
 TOTAL FUNDS	<u>19,367</u>	<u>22,991</u>	<u>42,358</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2021**

5. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	6,956	-	6,956
Restricted funds			
Restricted funds	21,000	(4,965)	16,035
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>27,956</u>	<u>(4,965)</u>	<u>22,991</u>

Comparatives for movement in funds

	At 1.8.19 £	Net movement in funds £	At 31.7.20 £
Unrestricted funds			
General fund	12,263	7,104	19,367
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>12,263</u>	<u>7,104</u>	<u>19,367</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	48,793	(41,689)	7,104
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<u>48,793</u>	<u>(41,689)</u>	<u>7,104</u>

BIGMOOSE CHARITY

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31ST JULY 2021**

5. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.8.19 £	Net movement in funds £	At 31.7.21 £
Unrestricted funds			
General fund	12,263	14,060	26,323
Restricted funds			
Restricted funds	-	16,035	16,035
	<u>12,263</u>	<u>30,095</u>	<u>42,358</u>
TOTAL FUNDS	<u><u>12,263</u></u>	<u><u>30,095</u></u>	<u><u>42,358</u></u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	55,749	(41,689)	14,060
Restricted funds			
Restricted funds	21,000	(4,965)	16,035
	<u>76,749</u>	<u>(46,654)</u>	<u>30,095</u>
TOTAL FUNDS	<u><u>76,749</u></u>	<u><u>(46,654)</u></u>	<u><u>30,095</u></u>

6. RELATED PARTY DISCLOSURES

At the year end, the charity was owed £15,683 (2020 - £10,243) by Bigmoose Coffee Company Ltd, a company under the control of one of the charity's trustees.

BIGMOOSE CHARITY

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST JULY 2021**

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS				
Donations and legacies				
Donations	6,956	-	6,956	42,393
Grants	-	21,000	21,000	6,400
	<hr/>	<hr/>	<hr/>	<hr/>
	6,956	21,000	27,956	48,793
	<hr/>	<hr/>	<hr/>	<hr/>
Total incoming resources	6,956	21,000	27,956	48,793
 EXPENDITURE				
Other trading activities				
Event entry fees	-	-	-	8,995
Event sponsorship	-	-	-	7,500
Event clothing	-	-	-	3,961
Event purchases	-	-	-	196
Counselling fees	-	4,965	4,965	2,040
Employment sponsorship	-	-	-	11,137
	<hr/>	<hr/>	<hr/>	<hr/>
	-	4,965	4,965	33,829
	<hr/>	<hr/>	<hr/>	<hr/>
Other				
Administrative expenses	-	-	-	396
Repairs and renewals	-	-	-	358
Donations	-	-	-	7,106
	<hr/>	<hr/>	<hr/>	<hr/>
	-	-	-	7,860
	<hr/>	<hr/>	<hr/>	<hr/>
Total resources expended	-	4,965	4,965	41,689
	<hr/>	<hr/>	<hr/>	<hr/>
Net income	6,956	16,035	22,991	7,104
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

This page does not form part of the statutory financial statements