

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:

A handwritten signature in black ink, appearing to be 'B Lee', written over a faint circular stamp or watermark.

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
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	341,112	120,342

3. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Fundraising events	1,107	2,055
Merchandise	2,174	-
	3,281	2,055

4. INCOME FROM CHARITABLE ACTIVITIES

	2023	2022
	£	£
Grants	269,419	40,000

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	-
	131,708	31,101

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>
Supporting those in need	2023	2022
	£	£
Provision of temporary accommodation	-	12,000
	<u>-</u>	<u>12,000</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>

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

	2023	2022
Management	2	-
Administrative	2	-
	<u>4</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/>
At 31st July 2022	812
	<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/>

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	-
	<hr/>	<hr/>	<hr/>	<hr/>
	3,281	-	3,281	2,055
Charitable activities				
Grants	253,419	16,000	269,419	40,000
	<hr/>	<hr/>	<hr/>	<hr/>
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	-
	<hr/>	<hr/>	<hr/>	<hr/>
	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	-
	<u>188,816</u>	<u>16,000</u>	<u>204,816</u>	<u>72,533</u>
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
	<u>44,117</u>	<u>-</u>	<u>44,117</u>	<u>2,674</u>
Total resources expended	<u>364,641</u>	<u>16,000</u>	<u>380,641</u>	<u>106,308</u>
Net income	<u>233,171</u>	<u>-</u>	<u>233,171</u>	<u>56,089</u>

This page does not form part of the statutory financial statements

bigmoose

IMPACT

REPORT

2022-2023

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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:

A handwritten signature in black ink, appearing to be 'b lee', with a horizontal line extending to the left.

b lee – chair of trustees