

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

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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
Chartered Certified Accountants
and Registered Auditors (Statutory Auditor)
Pembroke House
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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	5				
Counselling therapy		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	7				
Counselling therapy		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		<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
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	-
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
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	<u>315,451</u>	<u>623,774</u>	<u>939,225</u>
	<u>315,451</u>	<u>623,774</u>	<u>939,225</u>
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

	Activity	2024	2023
		£	£
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
	£
Other resources expended	16,000
	<u> </u>

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> </u>	<u> </u>
	195,394	93,883
	<u> </u>	<u> </u>

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

	2024	2023
Management	2	2
Administrative	4	2
	<u> </u>	<u> </u>
	6	4
	<u> </u>	<u> </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	597,812	16,000	613,812
EXPENDITURE ON			
Raising funds	131,708	-	131,708
Charitable activities			
Counselling therapy	188,816	16,000	204,816
Other	44,117	-	44,117
Total	364,641	16,000	380,641
NET INCOME	233,171	-	233,171
RECONCILIATION OF FUNDS			
Total funds brought forward	98,447	-	98,447
TOTAL FUNDS CARRIED FORWARD	331,618	-	331,618

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)
	<hr/>
At 31st July 2024	20,176
	<hr/>
DEPRECIATION	
At 1st August 2023	1,554
Charge for year	3,548
Eliminated on disposal	(427)
	<hr/>
At 31st July 2024	4,675
	<hr/>
NET BOOK VALUE	
At 31st July 2024	15,501
	<hr/>
At 31st July 2023	7,137
	<hr/>

14. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Prepayments	12,592	13,092
	<hr/>	<hr/>

15. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Taxation and social security	4,996	3,843
Other creditors	48,988	219
	<hr/>	<hr/>
	53,984	4,062
	<hr/>	<hr/>

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
	<hr/>	<hr/>	<hr/>
	597,812	(364,641)	233,171
Restricted funds			
Restricted funds	16,000	(16,000)	-
	<hr/>	<hr/>	<hr/>
TOTAL FUNDS	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
	613,812	(380,641)	233,171

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
	<u>430,882</u>	<u>-</u>	<u>430,882</u>	<u>204,816</u>
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	-
	<u>52,966</u>	<u>-</u>	<u>52,966</u>	<u>44,117</u>
Support costs				
Governance costs				
Auditors' remuneration	10,000	-	10,000	-
Accountancy and legal fees	6,000	-	6,000	-
	<u>16,000</u>	<u>-</u>	<u>16,000</u>	<u>-</u>
Total resources expended	<u>727,979</u>	<u>-</u>	<u>727,979</u>	<u>380,641</u>
Net income	<u>581,716</u>	<u>-</u>	<u>581,716</u>	<u>233,171</u>

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



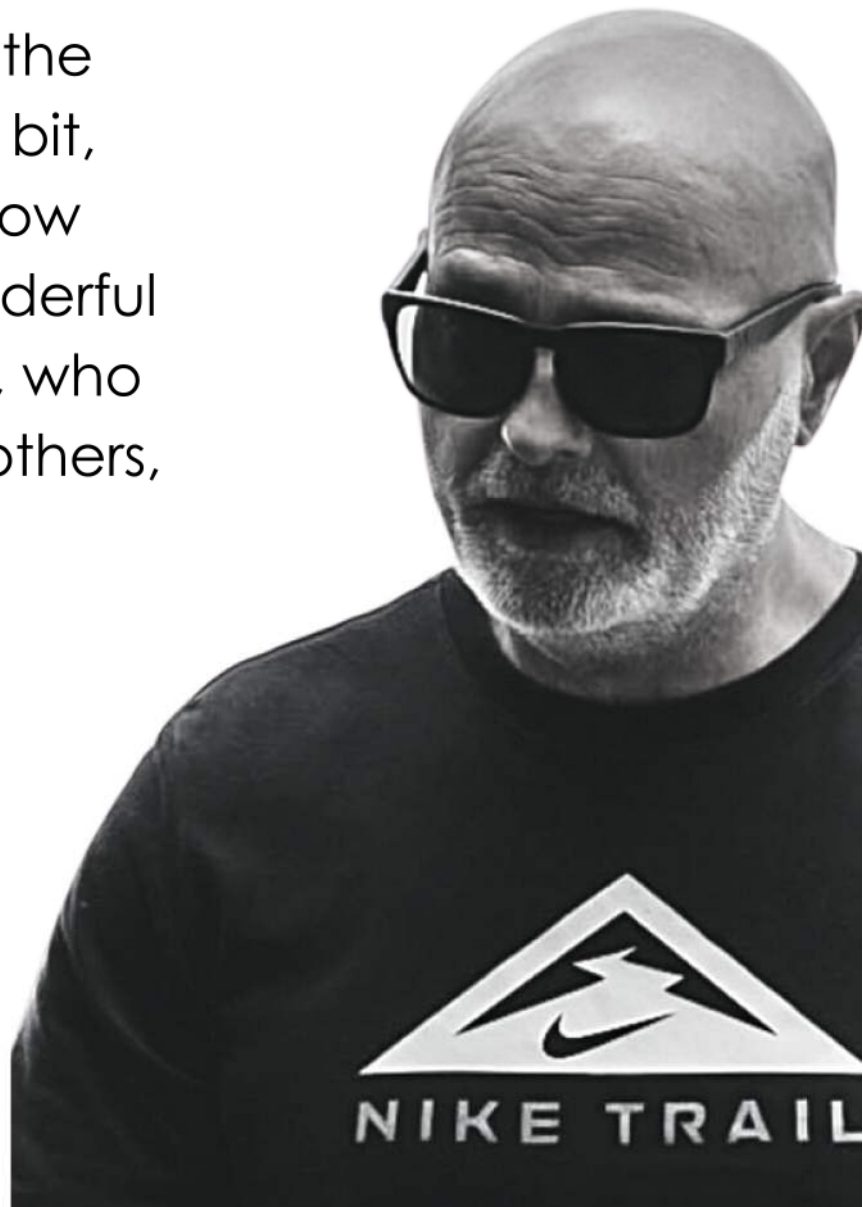
HELLO FROM CEO

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



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.

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.

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.

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

7

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



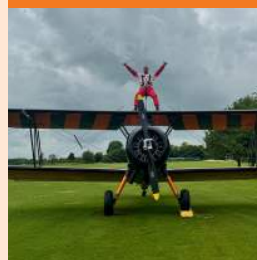
elin joined the team

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.



4-8 SEPT



14-15 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.



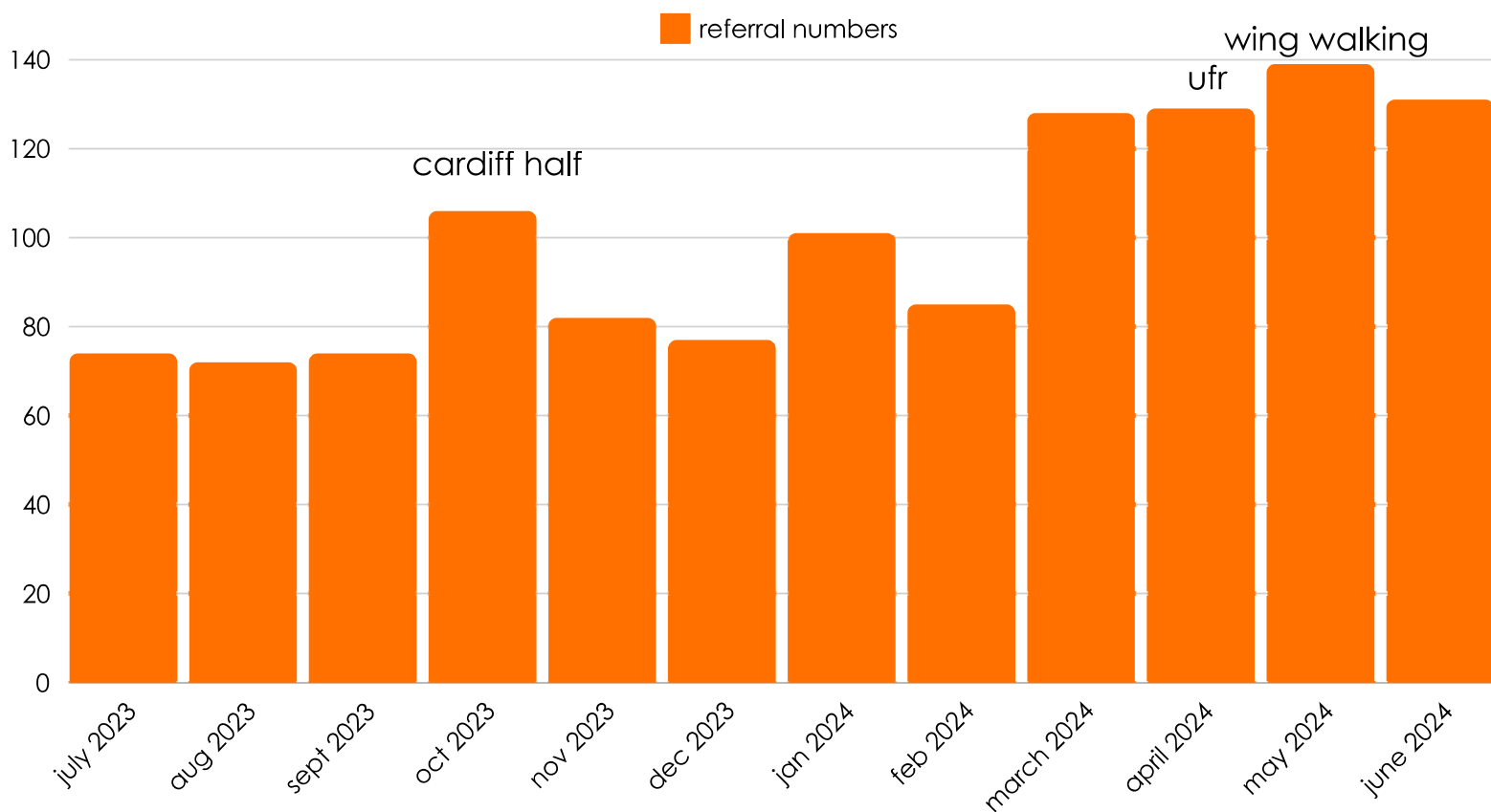
EVENT IMPACT

13



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 ROBBLING



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

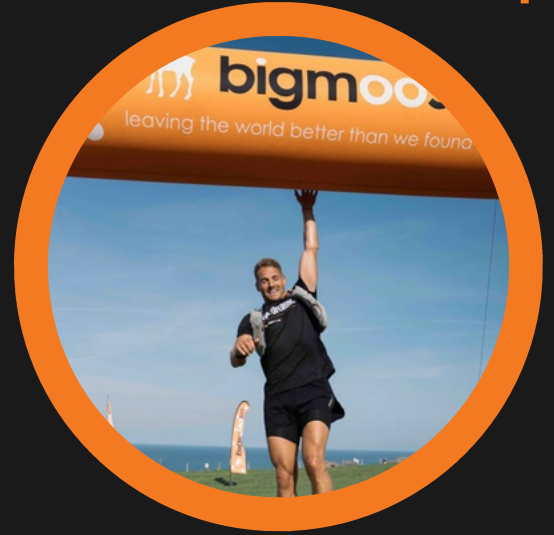
burroughs recognises the importance of wellbeing and mental health, especially amongst their workforce, those they work with and their extended family and friend network. they are using partnering with a charity and fundraising as an opportunity to bring together their work family whilst raising money 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.



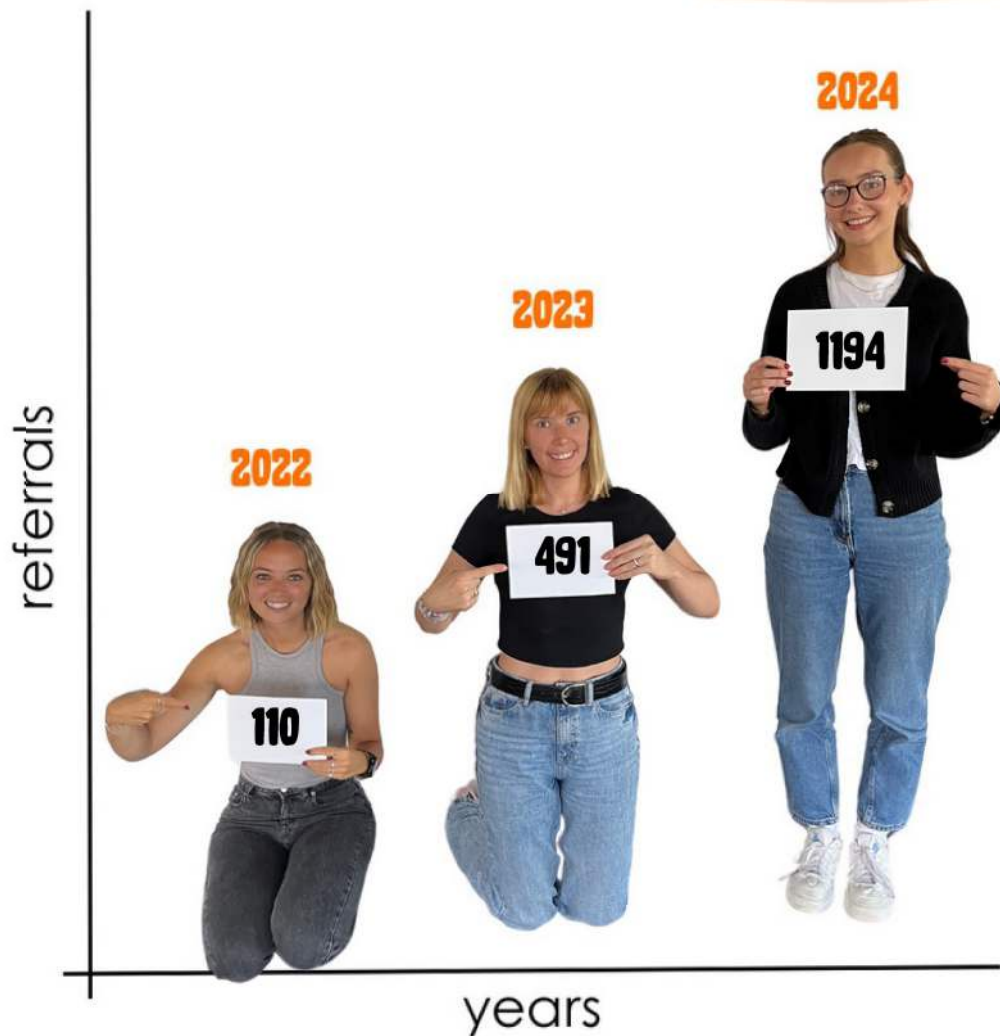
graham wheatley

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

male



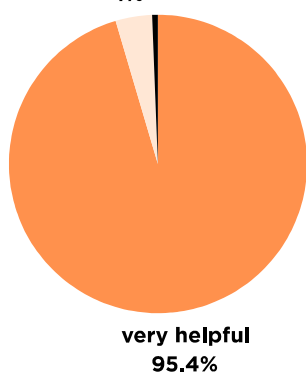
female



non-
binary

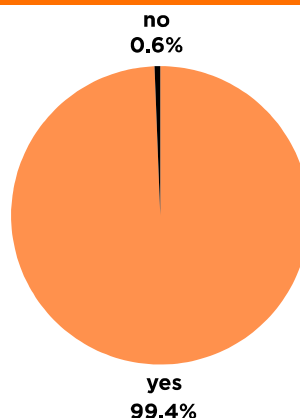


very helpful
slightly helpful
not helpful



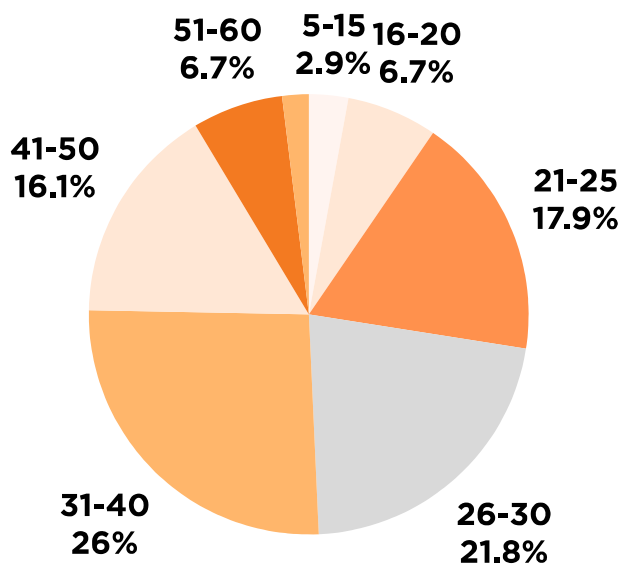
did you
find the
therapy
beneficial?

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

22

“

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

23



“

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.

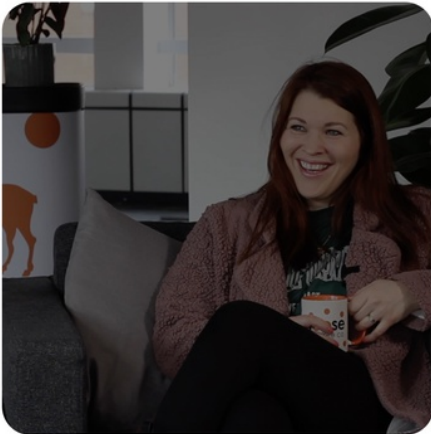
KATHERINE



”



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

25

“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 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.

achievement and performance:

charitable activities:

the second half of 2023 and the first half of 2024 saw bigmoose 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



www.bigmoosecharity.co

