

REGISTERED CHARITY NUMBER: 1179222

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

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

BIGMOOSE CHARITY

CONTENTS OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31ST JULY 2025

	Page
Report of the Trustees	1 to 10
Report of the Independent Auditors	11 to 14
Statement of Financial Activities	15
Balance Sheet	16
Cash Flow Statement	17
Notes to the Cash Flow Statement	18
Notes to the Financial Statements	19 to 28
Detailed Statement of Financial Activities	29 to 31

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

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

OBJECTIVES AND ACTIVITIES

Objectives and aims

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

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

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

Our Mission

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

Significant activities

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

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

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

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

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

ACHIEVEMENTS AND PERFORMANCE

Charitable activities

Providing Therapy

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

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

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

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

Providing Training

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

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

ACHIEVEMENTS AND PERFORMANCE

Fundraising activities

Ultra Fun Run

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

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

Why We Run

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

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

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

FINANCIAL REVIEW

Financial position

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

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

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

Principal risks and uncertainties

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

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

Our strategies for managing these risks include:

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

Factors likely to affect future financial performance

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

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

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

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

Principal funding sources

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

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

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

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

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

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

Key Fundraisers

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

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

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

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

FINANCIAL REVIEW

Reserves policy

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

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

FUTURE PLANS

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

Our key priorities for the year ahead include:

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

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

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

Organisational structure

Trustees

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

Leadership Team

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

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

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

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

Decision making

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

Trustees sign off on:

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

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

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

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

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

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

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

STRUCTURE, GOVERNANCE AND MANAGEMENT

Induction and training of new trustees

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

Onboarding

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

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

Trustee onboarding guide

Our onboarding guide provides:

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

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

Key management remuneration

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

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

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

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1179222

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

Principal address

Pembroke House
Llantarnam Park Way
Cwmbran
Torfaen
NP44 3AU

Trustees

T Jenner
B Lee
O Smith
J Sin

Auditors

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

TRUSTEES' RESPONSIBILITY STATEMENT

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

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

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

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

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

TRUSTEES' RESPONSIBILITY STATEMENT - continued

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011 and The Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of information to auditor

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

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

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 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

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

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

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

Other information

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

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

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

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Matters on which we are required to report by exception

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

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

Responsibilities of trustees

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

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

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

Our responsibilities for the audit of the financial statements

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

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

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

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

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

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

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

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

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

REPORT OF THE INDEPENDENT AUDITORS TO THE TRUSTEES OF BIGMOOSE CHARITY

omissions, misrepresentations, or the override of internal control.

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

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

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

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

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

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

Use of our report

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



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

17th October 2025

BIGMOOSE CHARITY

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31ST JULY 2025

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

The notes form part of these financial statements

BIGMOOSE CHARITY

BALANCE SHEET 31ST JULY 2025

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

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



B Lee - Trustee

The notes form part of these financial statements

BIGMOOSE CHARITY

CASH FLOW STATEMENT

FOR THE YEAR ENDED 31ST JULY 2025

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

The notes form part of these financial statements

BIGMOOSE CHARITY

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

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

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

2. ANALYSIS OF CHANGES IN NET FUNDS

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

The notes form part of these financial statements

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

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

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

Income

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

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

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

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

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

Interest income is recognised using the effective interest method.

Expenditure

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

Tangible fixed assets

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

Office equipment - 25% on cost

BIGMOOSE CHARITY

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

1. ACCOUNTING POLICIES - continued

Stocks

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

Taxation

The charity is exempt from tax on its charitable activities.

Fund accounting

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

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

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

Donated goods, facilities or services

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

2. DONATIONS AND LEGACIES

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

3. OTHER TRADING ACTIVITIES

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

BIGMOOSE CHARITY

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

4. INVESTMENT INCOME

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

5. INCOME FROM CHARITABLE ACTIVITIES

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

6. RAISING FUNDS

Raising donations and legacies

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

BIGMOOSE CHARITY

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

6. RAISING FUNDS - continued

Other trading activities

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

7. CHARITABLE ACTIVITIES COSTS

Counselling therapy

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

8. SUPPORT COSTS

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

BIGMOOSE CHARITY

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

9. AUDITORS' REMUNERATION

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

10. TRUSTEES' REMUNERATION AND BENEFITS

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

Trustees' expenses

No expenses were paid to trustees during the year.

11. STAFF COSTS

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

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

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

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

BIGMOOSE CHARITY

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

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

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

BIGMOOSE CHARITY

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

13. TANGIBLE FIXED ASSETS

	Office equipment £
COST	
At 1st August 2024	20,175
Additions	13,236
	<hr/>
At 31st July 2025	33,411
	<hr/>
DEPRECIATION	
At 1st August 2024	4,675
Charge for year	7,405
	<hr/>
At 31st July 2025	12,080
	<hr/>
NET BOOK VALUE	
At 31st July 2025	21,331
	<hr/>
At 31st July 2024	15,500
	<hr/>

14. STOCKS

	2025 £	2024 £
Stocks	10,288	-
	<hr/>	<hr/>

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025 £	2024 £
Trade debtors	352	-
Prepayments	32,236	12,592
	<hr/>	<hr/>
	32,588	12,592
	<hr/>	<hr/>

BIGMOOSE CHARITY

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

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

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

17. MOVEMENT IN FUNDS

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

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

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

BIGMOOSE CHARITY

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

17. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

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

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

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

18. RELATED PARTY DISCLOSURES

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

BIGMOOSE CHARITY

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

19. DESIGNATED FUNDS

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

BIGMOOSE CHARITY

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

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

This page does not form part of the statutory financial statements

BIGMOOSE CHARITY

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

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

This page does not form part of the statutory financial statements

BIGMOOSE CHARITY

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

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Management				
Governance costs				
Auditors' remuneration	8,400	-	8,400	10,000
Accountancy and legal fees	6,000	-	6,000	6,000
	<u>14,400</u>	<u>-</u>	<u>14,400</u>	<u>16,000</u>
Total resources expended	<u>1,273,694</u>	<u>32,790</u>	<u>1,306,484</u>	<u>727,979</u>
Net income	<u><u>118,752</u></u>	<u><u>33,810</u></u>	<u><u>152,562</u></u>	<u><u>581,716</u></u>

This page does not form part of the statutory financial statements



trustee report

for the year ended 31st july 2025

bethan lee
chair of trustees

2024-2025



welcome to our 2025 trustee report

the trustees present their report with the financial statements of the charity for the year ended 31st july 2025. the trustees have adopted the provisions of accounting and reporting by charities: statement of recommended practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the uk and republic of ireland (frs 102) (effective 1 january 2019).

objectives & activities

objectives and aims:

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

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

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



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

- bethan lee, chair of trustees

significant activities:



this year has been an incredible year for bigmoose.

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

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

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

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

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

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

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

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

-ultra fun run attendee

our mission

1

saving lives through fast and effective therapy

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

2

building community through events

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

3

dreaming big to create change

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



achievement & performance

charitable activities: providing therapy

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

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

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

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

108 lives saved

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

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

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

-bigmoose graduate

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

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

-suicide first aid course attendee

achievement & performance

charitable activities: providing training

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



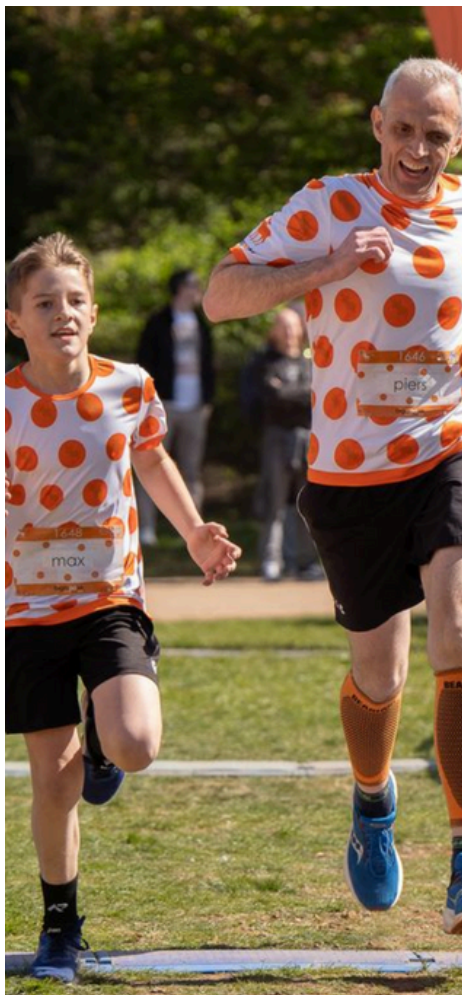
achievement & performance

charitable activities - ultra fun run

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

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

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



achievement & performance

charitable activities - why we run

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

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



financial review

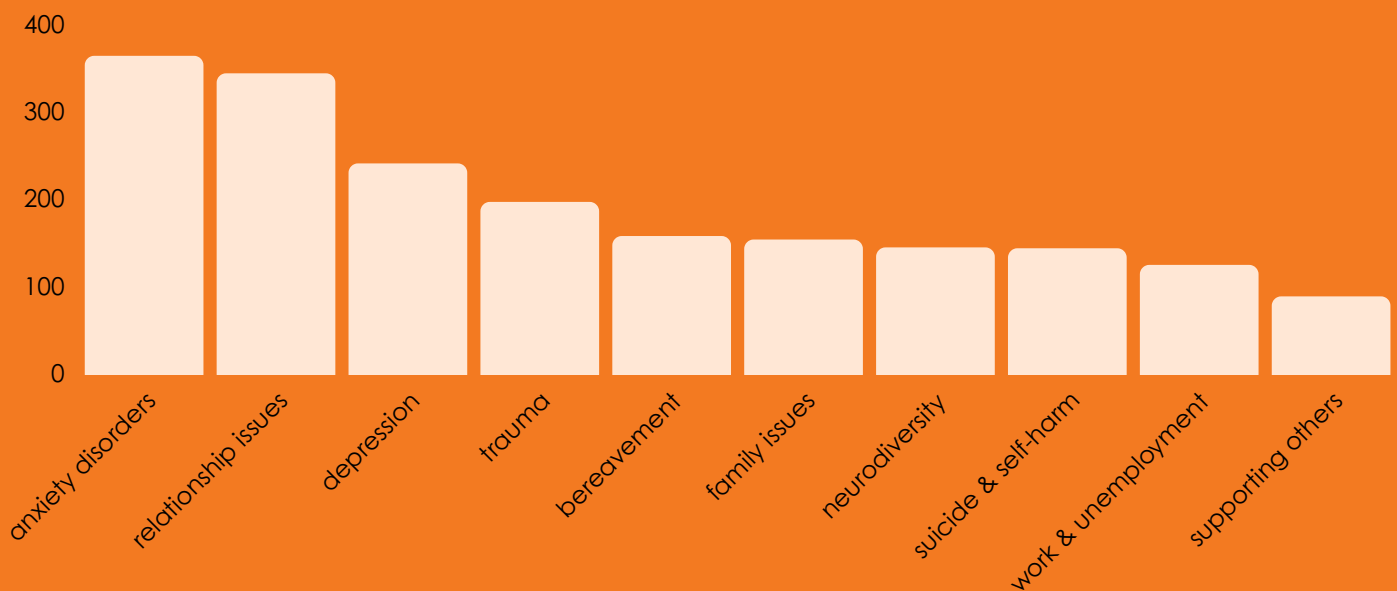
our main focus as a charity is to continue growing our income and diversifying our revenue streams so we can meet the rising demand for support. referrals have increased by 130.5% year on year, and this growth is largely driven by events but mainly word of mouth. when people graduate from our service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

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

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

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

top 10 mental health issues we are supporting



principle funding

individuals

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

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

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

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

key fundraisers



kinging it

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



amy hughes

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



duncan covey

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

principle funding

grants

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

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

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

this year we have been supported by:



THE MILLENNIUM STADIUM
CHARITABLE TRUST
YMDDIRIEDOLAETH ELUSENNOL
STADIWM Y MILENIWM



planning for the future

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

our key priorities for the year ahead include:

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



lessons learnt during this year:

referrals

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

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

software

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

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

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

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

lessons learnt during this year:

events

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

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

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



structure, governance & management

governance structure

trustees

the charity is overseen by a board of four trustees.

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

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

bethan lee is the current chair of trustees.

leadership team

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

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

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

decision-making

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

trustees sign off on:

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

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

financial oversight

the trustees review management accounts at each board meeting.

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

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

accountability

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

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

the coo and wider team report into the ceo.

policies and compliance

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

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



monthly
bigmoose
trustee
meeting



structures

financials

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

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

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

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

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

jeff smith - ceo

trustee onboarding

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

onboarding

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

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

trustee onboarding guide

our onboarding guide provides:

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

outcome

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



bigmoose

reference and administrative details:

jeffrey smith - ceo

chloe smith - coo

structure, governance and management

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

reference and administrative details

registered charity number: 1179222

principal address

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

trustees

t jenner

b lee

o smith

j sin

independent examiner

green & co accountants

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

b lee – chair of trustees