MOLLY ROSE FOUNDATION

England & Wales · Charity number 1179482

Details

Status	Registered
Legal form	CIO
Registered	2018-08-08
Register	View on the Charity Commission register

Contact

Address	Delta House Phoenix Business Centre Rosslyn Crescent Harrow HA1 2SP
Phone	02087280138
Website	www.mollyrosefoundation.org

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Activities

Objects: THE OBJECTS OF THE CIO ARETHE RELIEF AND ASSISTANCE OF YOUNG PEOPLE UNDER THE AGE OF 25, IN ANY PART OF THE WORLD, WHO ARE SUFFERING FROM DEPRESSION OR OTHER MENTAL ILLNESS THAT PUTS THEM AT RISK OF SUICIDE BY PROVIDING THEM, THEIR FAMILIES, FRIENDS, PEER GROUPS AND SUPPORT NETWORKS WITH INFORMATION, PRACTICAL ADVICE AND SUPPORT SUITABLE FOR BOTH THEIR AGE AND ILLNESS. TO PRESERVE AND PROTECT THE MENTAL HEALTH OF YOUNG PEOPLE UNDER THE AGE OF 25, FOR THE PUBLIC BENEFIT INCLUDING BUT NOT LIMITED TO BY:1. MAKING GRANTS AND AWARDS TO OTHER CHARITIES, VOLUNTARY BODIES AND ORGANISATIONS CONCERNED WITH SUICIDE, MENTAL ILLNESS OR MENTAL HEALTH EDUCATION2. PROMOTING AND PROTECTING THE MENTAL HEALTH OF YOUNG PEOPLE SUFFERING FROM MENTAL ILLNESS THROUGH THE PROVISION OF SUPPORT, EDUCATION AND PRACTICAL ADVICE3. PROVIDING SUPPORT TO FAMILIES, FRIENDS AND PEER GROUPS OF YOUNG PEOPLE SUFFERING FROM MENTAL ILLNESS4. PROVIDING SUPPORT TO BEREAVED FAMILIES, FRIENDS AND PEER GROUPS OF YOUNG PEOPLE AFTER A SUICIDE5. ADVANCING THE AWARENESS AND EDUCATION OF THE GENERAL PUBLIC IN ALL AREAS RELATING TO MENTAL ILLNESSFOR THE PURPOSES OF THIS CLAUSE:• CHARITIES ARE ORGANISATIONS, WHICH ARE ESTABLISHED FOR EXCLUSIVELY CHARITABLE PURPOSES IN ACCORDANCE WITH THE LAW OF ENGLAND AND WALES.• VOLUNTARY ORGANISATIONS ARE INDEPENDENT ORGANISATIONS, WHICH ARE ESTABLISHED FOR PURPOSES THAT ADD VALUE TO THE COMMUNITY AS A WHOLE, OR A SIGNIFICANT SECTION OF THE COMMUNITY, AND WHICH ARE NOT PERMITTED BY THEIR CONSTITUTION TO MAKE A PROFIT FOR PRIVATE DISTRIBUTION. VOLUNTARY ORGANISATIONS DO NOT INCLUDE LOCAL GOVERNMENT OR OTHER STATUTORY AUTHORITIES.

Activities: MRF's principal objectives are:To promote and protect the mental health of young people through the provision of support, education and practical adviceTo provide support to families and friends of young people suffering from mental illness, including those bereaved after a suicideTo advance the awareness and education of the general public in all areas relating to mental illness

Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Throughout England And Wales

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Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£2,198,408	£193,670	£2,164,138	1
2023-12-31	£93,533	£41,125	-	-
2022-12-31	£42,836	£18,138	-	-
2021-12-31	£35,229	£3,285	-	-
2020-12-31	£24,134	£2,587	-	-

Trustees

Name	Role	Appointed
IAN ALEXANDER RUSSELL	Chair	2018-08-08
JAMES RICHARD EVENS		2018-08-08
JANET ANN RUSSELL		2018-08-08
Karen Gillian Peterman		2021-10-10
Marina Jane Dunford		2023-04-22
Michael John Wright		2023-04-22
Rebecca Kay Russell		2023-04-22

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MOLLY ROSE FOUNDATION

England & Wales - Charity number 1179482

Accounts

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MOLLY ROSE FOUNDATION

Trustees' Annual Report and Accounts

Charity registration number (1179482)

Year Ended 31 December 2024



Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Contents

Welcome from the Chair 3

Welcome from the CEO 4

Our Strategy 5

Our Impact Priorities 7

How we intend to deliver change 11

Our impact in 2024 12

Our Structure, Governance and Management 21

Our volunteers 22

Financial Review 23

Statement of Trustees Responsibilities 27

Reference and Administrative Details 28

Independent Auditor's Report to the Members of Molly Rose Foundation 29

Statement of financial activities 34

Statement of financial position 35

Statement of cash flows 36

Notes to the financial statements 37

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Welcome from the Chair



Live long and stay strong – words that Molly wrote in the weeks before her death. And it's the cornerstone of our mission today.

While we might never have anticipated it, we recognise that Molly's death has had a profoundly galvanising effect. I am proud that Molly Rose Foundation has been at the forefront of driving much needed change – but we can also see just how much there is still to do.

2024 was a pivotal year for Molly Rose Foundation. We adopted our first organisational strategy and set out how we intend to deliver progress on our crucial mission in the years ahead. Here in the UK, we lose a young person to suicide where technology plays a role every single week.

Our Foundation is dedicated to tackling this inherently preventable harm and ensuring that no more families are left to deal with the pain and grief of losing a child under similar circumstances. We are committed to amplifying the voices of those whose lives have been touched by online harm, and to ensuring that lawmakers and regulators see them as the experts they really are.

Our mission is urgent, but it is also hopeful. Digital harm is essentially a product safety issue. Solutions exist and we know that change is possible. Technology platforms can be made safe by design. Our young people can be offered the help and support they need to grow and thrive. Together we can give young people the safer online lives they deserve.

Our Strategy to 2027, is the next stage in Molly Rose Foundation's growth. I believe more firmly than ever in the importance of our cause and in the good that we can do.

Molly Rose Foundation is committed to showing there is a better way forward. In 2024, we made many important early strides, but there is still so much to do.

Every day we wake up with an optimistic belief that change can be achieved, with young people able to receive the help and support they need to live the safe, supported, fulfilling and happy lives to which they are entitled.

Molly Rose Foundation will always stand up for young people. We will always push for change, even when it is difficult. Above all, we will always fight unflinchingly any organisation which chooses to compromise the wellbeing and safety of the young and vulnerable, just as Molly would have done.

We hope we can inspire you to support our mission.

Ian Russell,
Molly's Dad and Chair of Trustees

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Welcome from the CEO



It was the greatest privilege to be appointed Molly Rose Foundation's first Chief Executive in August 2024, and to be given the opportunity to lead this most important of charities into its exciting next chapter.

Molly was the first child whose death has been directly linked by a coroner to the negative effects of social media, but we know that hers is tragically one of far too many lost young lives.

Tackling the scourges of preventable harm that continue to target the under 25s is our mission, and the saliency of Molly's story and the courageous campaigning undertaken by Molly Rose Foundation is a powerful currency for change.

In 2024, we agreed our first strategy. This is grounded in the urgency of addressing technology-facilitated harm, but also in a hopeful vision where children can in future use technology and harness its benefits safely-by-design.

We know that Molly Rose Foundation is at the forefront of a generation-defining set of issues, and we are determined to do our best for young people by ensuring we stand up for their interests.

We must always listen to and respond to what the evidence base tells us. We will consistently support lawmakers and regulators and challenge them to do better when that is what's needed, however difficult that might be.

Our Strategy to 2027, signals a step change in our ambitions and our commitment to deliver a long-term plan for change. I'm pleased that we have got off to such a strong early start.

This is a big challenge, but we have big ambitions. We promise never to falter. Molly Rose Foundation will do everything in its power to create the conditions in which our young people can live long and stay strong, and to enable a world where every under 25 is equipped with the tools and support they need to thrive.

Andy Burrows
Chief Executive

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Our Strategy

Molly Rose Foundation has principal objectives to promote and protect the mental health of young people, including through the provision of education and support; to advance the awareness and education of the general public; and to provide support to families and friends of young people experiencing poor mental health.

In 2024, Molly Rose Foundation agreed our Strategy to 2027 – an ambitious plan for young people to live long and stay strong, and a major milestone in the charity's growth and development.

This strategy is our plan for change.

Between now and 2027, we will prioritise four external impact priorities. These priorities are the result of an extensive strategy development exercise in which we:

- spoke extensively to our partners and key experts in the field of mental health, online safety and suicide prevention.
- aimed to learn where we could build upon our strengths, target our resources to deliver greatest impact, and work most effectively to deliver the changes that young people need.
- reviewed the evidence base, heard from young people and those with lived experience, and challenged ourselves to identify where and how we could make a difference that really counts.

Public benefit

The Board of Trustees is required to give due regard to the provision of public benefit when agreeing our strategic priorities and plans, in accordance with Section 17 of the Charities Act 2011 and public benefit guidance published by the Charity Commission.

In the development of our Strategy to 2027, Trustees actively assessed in what ways Molly Rose Foundation could most effectively deliver our mission and strategic priorities. Over the course of two away-days, the Board of Trustees analysed and extensively reviewed the results of a detailed strategy development exercise. Trustees satisfied themselves that the strategic priorities we adopted were the most effective areas in which to deliver our impact and to maximise public benefit for the under 25s.

Molly Rose Foundation knows that delivering maximum public benefit is fundamental to our reputation and success, and that the trust of the public and our supporters depends on it.

We believe we deliver public benefit effectively, as demonstrated in the following sections, and that we have robust plans and scrutiny arrangements in place to ensure we continue to do so.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Our external impact priorities

Up to and including 2027, Molly Rose Foundation will:

1 **Tackle the drivers of preventable online harm, including through pushing for stronger tech accountability frameworks**
We intend to make the case for stronger and more effective tech accountability frameworks, including legislative and regulatory frameworks that are grounded in prevention. We will urgently make the case for change, and hold tech companies, regulators and Governments to account.

2 **Amplify the voices of young people and those with lived experience**
Young people and those with lived experience are hungry for change. We will build and amplify the voices of young people and those with lived experience of online harms, and ensure their perspectives build the roadmap for better outcomes.

3 **Connect young people with the help and support they need**
We will grow and extend help and support options. We intend to develop innovative new ways to connect young people under 25 with the help and support they need to stay strong and live long.

4 **Build and grow our education and support offer**
Everyone has a role to play to prevent suicide and promote better mental health in young people. We will develop and scale high quality and age-appropriate programmes, working at the intersect of suicide prevention, mental health and online safety. Together we can give young people the support and skills they need to thrive.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Our Impact Priorities

1 Tackling the drivers of preventable online harm, including through pushing for stronger tech accountability frameworks

Technology plays a role in at least one in four deaths by suicide among young people aged 10 to 19,[1] and we now lose a young person to technology-influenced suicide every single week.[2] Across the country, children and families are being left to experience the devastating consequences of inaction from tech firms.

Although progress has been made, we are only in the foothills of change. Urgent and decisive action is needed to build and strengthen legislative and regulatory guardrails that can turn the tide on preventable online harm.

Neither can we take progress for granted. Technology evolves at speed, and the disincentives for further action are continuing to grow. Major social media platforms are rolling back their already inadequate protections – cementing the risk we are going backwards not forwards on online safety risks.

What we will do

In order to deliver on our strategy objectives, MRF will:

Make the case for strengthened tech accountability frameworks: it's time to 'win the win' on online safety, including through a strengthened and reworked Online Safety Act and regulatory scheme. UK regulation has the potential to deliver substantially improved online safety and well-being outcomes, and at a time of challenging political conditions elsewhere, to lead the way on safety and well-being by design initiatives. However, this will require substantial strengthening of the existing legislative and regulatory frameworks – and taking on powerful opponents of change.

Leverage the existing regime: while the existing Online Safety Act is far from perfect, it is an important foundation to promote safer online outcomes and presents real opportunities to deliver strengthened tech accountability outcomes and secure tangible changes in children's safety and well-being. We intend to fuse high-quality research, lived experience and high impact advocacy interventions to make the case for operational and regulatory progress.

Respond to a growing and agile set of online risks: the online risk landscape is rapidly changing – young people not only face the damaging effects of harmful algorithms and high-risk design features, but new and evolving threats such as sadistic organised groups targeting children for the purposes of suicide and self-harm. MRF will ensure children and young people are better protected

1 Rodway, C et al (2023) Online Harms? Suicide related online experience: a UK-wide case Series of young people who die by suicide. Psychol Med 2023 July 53(10)
2 MRF analysis, applying Rodway's analysis to ONS datasets on youth deaths by suicide.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

from increasingly severe and diverse suicide and self-harm risks, and challenge government and regulators to stay on the front foot in the face of an ever-evolving set of threat dynamics.

Make the case for innovative new accountability and transparency frameworks: MRF intends to build the case for broader and more radical approaches to transparency and corporate accountability, including an emphasis on regulatory approaches that target new duties of candour and conduct. We intend to draw on lessons from corporate accountability standards in other sectors, including the fight against climate change. We'll ensure the UK and EU regulates with the interests of victims, not tech companies, consistently front-of-mind.

2 Amplify the voices of young people and those with lived experience

For too long, the voices of young people and those with lived experience have been denied a seat at the table. Tech companies have operated a business model where children and families bear the cost of their inaction, while their voices are stifled or ignored.

This is changing, but far too slowly. Here at MRF we strongly believe that those most impacted by harms not only deserve their experiences to be heard, but that we cannot deliver better and safer outcomes without them.

That's why we are committed to building and amplifying the voices of young people and those with lived experiences of online harm – and to challenging government, regulators and tech firms to listen to and act decisively on what they have to say.

What we will do

MRF intends to:

Build and grow our youth lived experience capacity: MRF is grounded in lived experience - and we will always ensure the lessons of Molly's death act as a catalyst for positive change. Now we must go further. That's why we intend to build new networks to amplify and grow the voices of bereaved parents and young people directly impacted by harms, working in partnership across the sector and drawing on well-established models of best practice.

Develop and promote lived experience voices and perspectives: we will grow, support and mobilise a wider pool of lived experience perspectives, and provide contributors with a platform to share their insights, voices and experiences. Lived experience voices will play an important role in developing MRF's work and in shaping our priorities.

Shine a spotlight on suicide forums: scores of UK families have lost loved ones because of the scourge of pro-suicide websites and the failure of public institutions to join the dots and act decisively against them. We will work with bereaved families to support and empower their collective voices. We will challenge governments, regulators and service providers to ensure they hear the voices of lived experience perspectives, and to urge them to learn much-needed lessons and prevent further harm.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Embed youth and lived experience voices into the safety-by-design agenda: people with lived experience intrinsically understand the problems and are well placed to play an important role in developing solutions. That's why we intend to bring together lived experience and youth perspectives, alongside trust and safety and engineering perspectives, with a stated objective to build and explore new safety-by-design and wellbeing-by-design solutions. It's time to build a more deliberative and considered safety dialogue – and to put children and lived experience voices at the centre of shaping positive change.

3 Connect young people with the help and support they need

Since early 2020, Molly Rose Foundation has seen growing year-on-year demand for our 'where to find help cards', signposting young people to high quality, trusted sources of mental health and well-being support. By the end of 2023, we had issued almost 200,000 cards.

Amid a broader crisis in youth mental health care, more young people than ever need high quality, expert sources of help and support – and sometimes this is urgently needed in a crisis situation.

During this strategy period, MRF intends to substantially expand our support offer, and to explore innovative new ways to signpost young people to the help and support they urgently need.

What we will do

MRF intends to:

Scale and expand the reach of our 'where to find help' cards: demand for MRF's help cards continues to grow rapidly year-on-year. We will scale and expand the reach of our signposting services, helping to reduce barriers to access to and awareness of high quality, multi-channel, 24/7 support. Working in partnership with schools, universities and safeguarding services, we plan to at least double the reach of our current offer. We plan to explore new digital means to connect young people with trusted sources of help and support, including through a new digital help card.

Develop innovative new routes to offer signposting support: we will explore and develop new ways to offer advice and signposting to children and young adults, including new ways to ensure young people can access help and support wherever and whenever they need it. MRF will explore how we can deepen and develop existing partnerships, including our ongoing partnership with 'Find a Helpline' and with other trusted organisations providing specialist sources of mental health support and expertise

Bringing mental health to the High Street: MRF will explore and look to develop new means of offering support and well-being advice to young people, including through the development and expansion of our Coffee for Molly programme. We will look to explore an expanded role for vital community assets and meeting points, including the role that coffee shops can play in signposting and providing direct mental health and well-being support. MRF will explore opportunities to trial and develop direct provision.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

4 Build and grow our education and support offer

Everyone has a role to play to prevent suicide and promote better mental health in young people. We will develop and scale high quality and age-appropriate programmes, working at the intersect of suicide prevention, mental health and online safety.

Our goal is to support and connect young people, parents and safeguarding professionals with the help and support they need. We intend to develop our education and support offer in schools, leveraging the opportunities presented by England's Curriculum Review.

MRF intends to develop a high-quality PHSE and RSE offer focused on critical literacy, online safety and suicide prevention for secondary schools; build and expand on our parent workshops; and continue to expand our age-appropriate, wellbeing-centered offer for primary-age children.

What we will do

To this end, MRF will:

Develop an online safety and suicide prevention offer: the Curriculum Review offers a once in a generation opportunity to embed critical thinking, online and algorithmic literacy skills and suicide prevention onto the curriculum in England. MRF will develop high quality, evidence-based set of resources as a central part of our secondary PHSE and RSE offer. We will explore how we can best work with partners to achieve our desired scalability and reach.

Extend and deepen our offer for younger children: our My Bag of Happiness programme has already provided thousands of Key Stage 2 pupils with resources to reflect on happy memories and to teach practical skills to support their well-being. During this strategy period, we intend to scale our My Bag of Happiness offer to support ever more children, and to develop tools, materials and lesson plans to support age-appropriate, high-quality support for primary teachers.

Support for communities, parents and professionals: MRF will expand and deepen our training programmes and resources, building on our existing certified Suicide First Aid and Youth Mental Health First Aid course and workshops. Starting from the premise that everyone has a role to play to prevent suicide and promote better mental health, MRF will train and support everyone involved in day-to-day contact with young people. We will offer a growing programme of mental health and online safety resources to parents, professionals, communities and organisations.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

How we intend to deliver change

Our vision	A world where young people can live long and stay strong.
Our mission	Suicide is preventable. That's why we will reduce risks and deliver changes that can protect children and young people from harm. We will strive to give under 25s the tools and voice to speak up and feel supported.
How we deliver change	• We tackle the drivers of preventable online harm, including through pushing for stronger tech accountability frameworks • We amplify the voices of young people and those with lived experience • We connect young people with the help and support they need • We offer education and support programmes to ensure every young person can thrive
Our enablers	• A strong and sustainable income generation model • We are well-governed and well-led, managing our resources and growth effectively
Our values	• We prioritise our people, culture and values • We are: – Authentic and independent – Collaborative and open – Authoritative and evidence-based – Supportive and empowering – Principled and determined

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Our impact in 2024

In 2024, we made a strong start in delivering on our external impact priorities – and in bringing our strategic objectives to life. Trustees confirmed that our objectives were either fully met or exceeded.

Among our highlights:

- Molly Rose Foundation played a central role in influencing the policy direction on online safety – we challenged the new UK Government to go further and faster on regulation and secured meaningful influence on regulatory frameworks in the UK and EU.
- We offered support and education resources to more young people than ever before – issuing more than 66,000 'where to find help' cards that support young people with signposting to trusted sources of mental health and crisis support.
- We supported over 5,100 children, parents and professionals with our education and support training and resources. Through our programme of activities, including our My Bag of Happiness offer, Mental Health First Aid and Suicide Prevention certified courses, Parent Workshops and our training and resources for professionals, by the end of 2024 we'd reported over 12,000 young people, parents and professionals with the skills and knowledge to promote good mental health, practice good wellbeing habits, and support healthy young lives.







Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Impact priority 1: Tackling the drivers of preventable online harm, including through pushing for stronger tech accountability frameworks

2024 was an important year for online safety. Following the passage of the Online Safety Act in Autumn 2023, Ofcom consulted on its first codes of practice for illegal and child focused harms.

Molly Rose Foundation established itself at the forefront of political and regulatory debates about what comes next, making clear that commencement of the Act was the starting gun, not the finish line, for improved children's online safety.

Influencing regulatory approaches

Throughout 2024, we actively inputted into and shaped the direction of UK and EU regulatory approaches. In the UK, we actively informed the regulator's understanding of cumulative harm – the way in which personalised algorithms result in teenagers like Molly being bombarded with a barrage of suicide, self-harm and intense depression content.

As a result, Ofcom adopted a strengthened approach to the risks of harmful content, going further than the Act to restrict content including posts that reference intense depression and eating disorder content.

The regulator also applied an extensive definition of what constitutes harmful content – recognising that posts that normalise or romanticise suicide and self-harm have the potential to contribute to and exacerbate cumulative harm. This was a key finding from our 2023 research, Preventable yet Pervasive.

Making the case for a stronger approach

When it became clear that Ofcom's overall implementation of the Act was falling short, Molly Rose Foundation was quick to recognise the problems and highlight our concerns.

In response, we launched a sustained policy, public affairs and media campaign to highlight structural issues with the Act's design. We worked closely with partners including the Online Safety Act Network to raise our concerns and push for improvements.

In October 2024, we published new research, Further and Faster, launching the report with a ministerial roundtable hosted in partnership with the Center for Countering Digital Hate that made the case for a bolder regulatory approach.

Our research showed that the public support our calls for a stronger approach: 80% of UK adults and 85% of parents support a strengthened Online Safety Act, with just one in ten adults (10% of adults) believing the Government is doing enough to tackle preventable online harm.

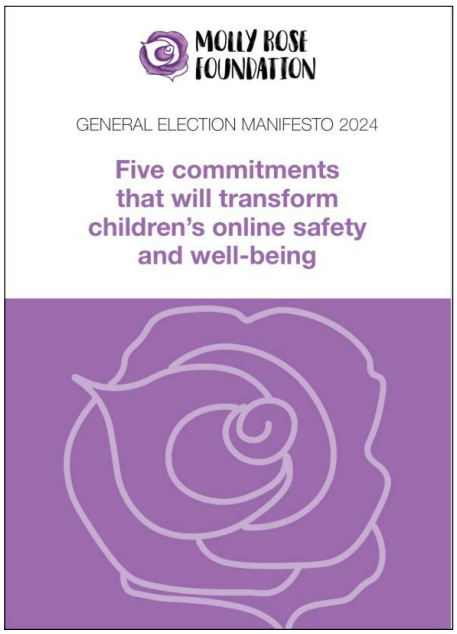
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Making the case for online safety in the General Election

When the General Election was called, Molly Rose Foundation ensured online safety was a prominent issue in the campaign.

In June 2024, we published our first ever election manifesto, setting out five main pledges that political parties should adopt to ensure a decisive and comprehensive approach to online safety in the next Parliament.

Our five-point plan received considerable attention, with high profile broadcast and print coverage (including on BBC Breakfast). Behind-the-scenes we engaged extensively with each of the major parties to ensure a credible, effective and evidence-based approach to tackling the growing tide of social media risks.



Making the evidence-based case for safety-by-design, not bans

In April, our Chair, Ian Russell, made a major intervention in The Guardian that set out our opposition to proposals for social media and smartphone bans.

In one of the highest profile interventions of its kind, we urged politicians – including the then Government which was said to be considering an outright ban on smartphone sales to under 16s– to carefully consider its approach and not to pursue policies that ran contrary to what the evidence base tells us is likely to prove effective.

Molly Rose Foundation continues to be at the forefront of calls for a decisive but evidence-based approach to the risks of technology and social media. Warning that calls for bans are understandable but may cause more harm than good, we continue to advocate for regulation and a safety-by-design agenda that puts the onus on platforms to change their ways, rather than penalising children for the failures of Big Tech.

Working for safer online outcomes in the EU and beyond

In August 2024, Molly Rose Foundation published a major, first of its kind, analysis of content moderation decisions relating to suicide and self-harm content. Drawing on the EU Digital Services Act Transparency Database, we analysed over 12 million decisions taken by six major platforms between September 2023 and April 2024, and we found pronounced deficiencies and inconsistencies in their response.

MRF has worked closely with European policy-makers to inform their policy and regulatory response. For example, in September, we attended and inputted into a large-scale Commission workshop to inform the development of their Article 28 Guidelines; and in November, we presented our research findings at a major EU child safety conference in Brussels.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25





Our research and analysis made front pages and underpins our campaign for safer outcomes



Our high-profile campaigning, influencing and public affairs work ensured we were able to influence and lead the direction of online safety policy at the highest levels

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Impact priority 2: Amplifying the voices of young people and those with lived experience

Lived experience is at the core of Molly Rose Foundation. In 2024, we strove to ensure lived experience campaigners are seen as the experts they truly are – with new opportunities to ensure their voices and perspectives drive policy and regulatory debates.

Ensuring lived experience perspectives inform next steps on the Online Safety Act

In May, Molly Rose Foundation partnered with BBC Breakfast to produce an hour-long special programme telling the stories of bereaved parents and to underscore the importance of online safety regulation.

Coinciding with the launch of Ofcom's Protection of Children draft regulatory scheme, the broadcast accompanied a letter sent by the bereaved parents to both the Prime Minister and Leader of the Opposition urging them to strengthen the Online Safety Act.



Our partnership with BBC Breakfast aired in May telling the vital stories of bereaved parents.

This powerful moment kicked off a day of special coverage – on TV, radio and online- and gave national attention to the stories and perspectives of a dozen bereaved families and the preventable harm that they believe had cost their children's lives.

Standing up for lived experience perspectives

Molly Rose Foundation helped to coordinate an open letter signed by 20 lived experience campaigners to the regulator, Ofcom, urging them to do more to engage with their perspectives. The letter expressed their concerns about how the regulator had engaged with them, and that they felt Ofcom had excluded them from their consultation and decision-making processes.

As a result of the letter, Molly Rose Foundation worked with Ofcom to ensure they developed best practice principles when engaging with lived experience campaigners. The regulator has subsequently set up an initial engagement programme, although there is still far more to do.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

In July 2025, MRF brought together many of these campaigners for a meeting with the new Technology Secretary, Peter Kyle, arranged and held within a week of the new Government coming to power.

New powers to request access to a deceased child's social media accounts

Working with the Bereaved Families for Online Safety group, Molly Rose Foundation secured a commitment from the incoming government to provide a new power for coroners, enabling them to request data from the social media accounts of deceased children (and preventing tech companies from deleting relevant data.)

Passed into law in Spring 2025, these powers are an important first step to ensure that coroners can secure data from social media companies that not only give bereaved families the answers they need, but that can also ensure the inquest system more effectively identifies failures and recommends the legislative and regulatory changes that may be needed to address them.

Impact priority 3: connect young people with the help and support they need

During 2024, Molly Rose Foundation connected more young people than ever before with high quality, trusted sources of mental health support.

We continued to experience a significant increase in demand for our 'where to find help' cards, signposting young people to trusted sources of mental health and well-being support, including in crisis situations.

We issued over 66,000 help cards in 2023, a 45% increase on the previous year. Helpcards continue to be requested by a wide range of organisations and premises in contact with the under 25s, including schools, colleges, counsellors, youth workers, CAMHS units and other charities.



Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Feedback from helpcard recipients

'They are a fabulous resource and will support the children and young people I work with. Thank you!'

'We are a Network of 40 academies (a combination of Primary and Secondary) and I would love to be able to provide each academy with cards for their family support workers.'

'We will be giving out the cards to young people working with [us] and for those who are struggling. We provide targeted provision to prevent suicide and to help young people at risk.'

'This is an amazing initiative and will really help many of our students.'

'These cards are for young people presenting to hospital or A&E in mental health crisis or who are struggling with their mental health.'

'I think these cards are great for all our boarding houses, to distribute.'

'We put these cards in all our 6th form study spaces and give to young people during conversations about their wellbeing and keeping safe.'

'The cards are often put into the back of phone cases and used when they (the pupils) are not in school.'

'Both our staff and students love these cards. They are known as the 'purple' cards or 'Molly's' cards. Much appreciated! '

MRF continues to have a Key Word Partnership with the UK crisis text line, Shout, run by the charity, Mental Health Innovations. This means that young people can text MRF to 85258 and receive, at any time, confidential and anonymous urgent mental health support.

We also continue to be an official partner with Live for Tomorrow, the New Zealand based charity that runs a global helpline directory. MRF offers a 'find a helpline' service on our website which helps young people, whether in the UK or globally, find the help and support they need.

April marked Brighton Marathon weekend and saw the return of our 'Coffee for Molly' programme, borne from Molly's love of making coffee for her family and friends. We are grateful to participating cafés in Brighton and Hove who gave out 'where to find help' cards to their customers and displayed posters with a focus on how to start a conversation about mental health.



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Oeuf Cafe in Hove gave each customer a 'Where to find help' card on their bill tray and featured a special MOLLY sleeve on all of their takeaway cups. Molly's name is an acronym which stands for; Make time, Open a conversation, Listen, Let them talk, You're making a difference. MOLLY.

Impact priority 4: build and grow our education and support offer

Molly Rose Foundation recognises the crucial role that education can play in providing children and young people with the support they need to live long and stay strong, and it is central to our theory of change.

In 2024, we provided educational training support to over 5,100 children, parents and professionals. We saw continued demand for our 'My Bag of Happiness' offer, which has provided thousands of primary school pupils with resources to reflect on happy memories and to teach practical skills to support their well-being. We continued to run My Bag of Happiness workshops across schools in London and the South-East and continue to gain valuable feedback to inform a broader rollout.



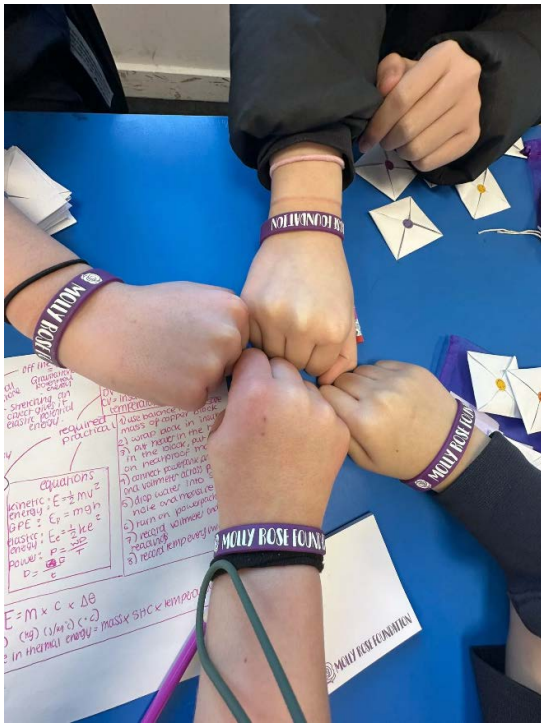
Throughout the year, MRF continued to offer Mental Health England-accredited suicide prevention and mental health first aid courses. We trained over 200 delegates on a range of courses, including Suicide First Aid, Youth Suicide First Aid and Mental Health Skills for Managers. We are hugely grateful to Harrow College and Harrow's Public Health Team for their ongoing financial and hosting support.

MRF continues to offer workshops and lessons to a wide range of schools, educational establishments and youth organisations. During Youth Mental Health Week, we delivered 8 workshops over six days, and provided lessons plans and support materials to teachers to support themed lessons around better mental health and well-being.

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Mental Health Awareness week saw our first Purple Accessory Day in Cannon Lane Primary School in Northwest London, and we continued to work closely with the school throughout the year on mental health and wellbeing activities.

As we look to develop and extend our education offer, MRF continues to build close partnerships and engage with youth and educational providers across the sector. We know that everyone has a part to play in promoting better mental health and suicide prevention, and as we continue to grow and develop our nascent offer, we will actively look to adopt a partnership and collaborative-based approach to our offer.





We saw continued demand for our My Bag of Happiness programme in 2024

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Our Structure, Governance and Management

Molly Rose Foundation is constituted as a charitable incorporated organisation and is governed by its constitution.

2024 was a year of significant change and transition for us.

Alongside the adoption of our Strategy to 2027, Trustees approved a new organisational vision, mission and values framework, which will guide MRF's work during the current strategy period and beyond.

Trustees also endorsed a strategy implementation plan that pivots MRF towards a new operating model, including the recruitment of a core executive team.

The implementation plan is geared towards the delivery of six impact priorities – the four external priorities set out on pages 7–10, and two internal impact priorities that emphasise the highest standards of governance and leadership and the development of a strong and sustainable income generation model.

Molly Rose Foundation appointed its first CEO, Andy Burrows, who started the role in August. Recruitment for a broader Leadership Team continued with the appointment of a Head of Communications and Lived Engagement, Gareth Hill, in November.

The remaining Leadership Team and the other posts in our core team are in the process of being appointed.

Molly Rose Foundation's Board of Trustees met on a quarterly basis to drive progress towards the charity's objectives. The Board focussed primarily on the formulation of and implementation plan for our Strategy to 2027 and overseeing its early implementation, including through the approval of in-year operating plans and budgets.

MRF's governance arrangements will be kept under regular review to make sure the Board of Trustees and our governance structures remain fit-for-purpose as the charity grows and evolves, in line with our implementation plan.

MRF will apply suitable recruitment and training procedures in the event that new Trustees are appointed.

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Our volunteers

Molly Rose Foundation relies on volunteers to support delivery of our charitable activities.

In 2024, we benefited from a small cohort of seven active volunteers who directly contributed to the delivery of our charitable activities and supported our fundraising and administration activities.

We are grateful for the support from individuals and pro bono support from organisations to help us fulfil our charitable objectives, and to our Trustees who also volunteered their time to support our direct charitable activities and fundraising.

A range of organisations, including Northwood High School and Harrow's Youth Criminal Justice Team, have provided ongoing support with the preparation of charity materials, including our My Bag of Happiness resource.

Molly Rose Foundation intends to develop and grow our volunteer base as we make progress on our Strategy to 2027.

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Financial Review

Income generation

MRF is a nascent but rapidly growing charity, and we keenly anticipate being here to deliver progress towards our mission for many years to come. For that reason, we have a dedicated impact measure that emphasises the development of a strong and sustainable income generation model.

A key part of our Strategy to 2027 is to build and implement a long-term plan that ensures our sustainability and growth, with a strong yet deliverable strategy that maximises our income and secures a growing but diverse income mix.

Led by our Head of Fundraising and Partnerships, during this strategy period we will look to build deep and meaningful relationships with trusts, foundations and other external partners, highlighting the urgency of our mission and the game changing difference can make.

We intend to broaden our relationship with our supporters, telling a clear and compelling story of the impact that we can make, and underlining the sector leading nature of our work.

As part of this glide path, we will also test and develop new ways for supporters to partner with us and engage with our work, with clear and compelling ways to support our cause and ensure that young people get the help and support they need.

In 2024, we started to lay solid foundations towards achieving our long-term sustainability. We are members of the Fundraising Regulator and take our responsibilities to raising income from fundraising seriously.

Our Strategy to 2027 assumes we will markedly increase the scale and impact of our operations, while also ensuring we can build long-lasting partnerships and fundraising arrangements. Our ambition is to be match-fit for as long as our mission remains essential.

In 2024, our influencing and public affairs work was supported by a number of trusts and foundations. This includes a substantial grant from the Swiss Philanthropy Foundation, received in late 2023, which grant enabled Molly Rose Foundation to 'set the weather' in the early stages of implementation of the Online Safety Act – underscoring to politicians and regulators that the current arrangements will not go far enough to protect young lives.

We are grateful to the Indigo Trust for their financial support that ensured we could make the case for children and young people's safety to feature prominently in debates on the next steps to strengthen tech accountability frameworks in the UK.

We are also hugely grateful to our community and individual fundraisers who generated valuable funds to Molly Rose Foundation during the year. To everyone who has supported us, whether that's running a marathon, supporting a non-uniform day or donating to our Coffee for Molly initiative – thank you. Every penny helps us deliver our mission to ensure every young person can live long and stay strong.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Going concern

In 2024, Molly Rose Foundation continue to considerably strengthen its financial position as a going concern.

Our Strategy to 2027 is underpinned by a strategy implementation plan that should substantially increase our ability to secure income generation that is commensurate to our planned activities. We have aligned our planned services and activities with our expected short to medium-term income. We have considered our need to balance investment in future income streams to ensure our growth and financial sustainability against the desire to do as much as we can for under 25s now.

We have assessed projected future income, expenditure and cash flows, and analysed the strength of our reserves, including our ability to withstand substantial downward risks to our income. Trustees approve a formal cash flow forecast to monitor the charity's financial forecasts and assist us in maintaining a sound financial position.

We exercise cost control through working in partnership with other charities, accessing pro-bono support to help us deliver our operations, and through relying on an active network of volunteers to support our activities.

The Trustees have a good level of confidence that that Molly Rose Foundation has the necessary resources to continue its activities for the foreseeable future. Consequently, the Trustees are confident the charity is at this stage financially sound.

Reserves policy

As at 31 December 2024, the charity had total funds of £2,164,138, of which £188,215 are unrestricted and £1,975,923 are restricted. Our restricted funds have bee designated to support our strategic implementation plan, including the recruitment of a core team and the development of operating products and processes that can underpin and secure our growth and immediate to medium-term delivery.

The trustees consider the level of funds to be adequate having regard to the planned level of charitable activities.

Trustees have adopted a reserves policy that is suitable for a young but rapidly scaling charity in its early years from formation. Our reserves have grown significantly in 2024 and will enable Molly Rose Foundation to sustainably scale its operations in line with our Strategy to 2027 while simultaneously building and establishing our long-term income generation strategy and fundraising programme.

Trustees have agreed that MRF should hold free reserves equivalent to no less than 6 months operating costs. This will provide appropriate financial flexibility to support our nascent growth and to ensure an appropriate cushion in economically uncertain times.Trustees will keep the Reserves policy under regular review.

Our Trustees have approved a low-risk investment policy, with reserves held in low-risk current accounts and higher-interest savings accounts. This policy emphasises the de-risking of asset allocations.

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At this stage in the charity's start-up and growth, Trustees have prioritised liquidity and have not sought to make less flexible longer-term or higher-risk investments.

Grant policy

The Board of Trustees has approved a formal policy on grant making. As we focus on the sustainable scaling and growth of our core operations, no grants have been made during this period.

Principal operating risks

The Board of Trustees has responsibility for ensuring that there are adequate and effective risk management processes in place. Trustees acknowledge that the charity faces a set of principal risks and aims to manage rather than eliminate these.

The Trustees recognise a number of primary risks, as set out below:

- Safeguarding risks to children, young adults and people with lived experience: Molly Rose Foundation has a robust safeguarding policy in place which is regularly reviewed, with clear processes if a safeguarding concern is identified. All staff and Trustees working with children are DBS checked.
- Financial performance and income risks: we have strict financial controls in place, including designated approvals and spending controls. Regular cash flow forecasts and financial performance reports are produced and reviewed by the Board of Trustees. Our Strategy to 2027 includes a dedicated impact measure focussing on the delivery of a sustainable and diverse income mix, in the context of a challenging fundraising environment, to minimise downside financial and sustainability risks.
- Cyber security, IT and technology risks: we intend to invest significantly in our IT, infrastructure and support services, with a particular focus on IT and cybersecurity. We intend to pursue Cyber Essentials Plus accreditation.
- People, culture and wellbeing risks: MRF has adopted a values-based framework covering staff, Trustees and volunteers. Staff benefit from a Personal Wellbeing Budget to support them when dealing with the difficult subject matter and any issues raised by our work.
- Reputational and standing risks: MRF has a reputational risk and crisis protocol which can be stood up as required, with escalation to Trustees as appropriate. MRF undertakes policy and influencing work in sensitive and politically charged sectors. We proactively plan for a range of potential reputational risks, with sign-off and review processes for difficult or contentious issues, and appropriate contingency planning for a range of scenarios.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Future plans

Our Strategy to 2027 is underpinned by a strategy implementation plan and well-developed theory of change.

In 2024, we made a strong start in implementing the strategy and scaling up our staffing and operations. With the recruitment of our Leadership Team and core team, Molly Rose Foundation will build solid foundations during 2025 and make further progress across each of our impact priorities, with particular focus being paid to our lived experience and education and support programmes.

Molly Rose Foundation will strive to demonstrate the highest standards of governance and leadership, with a clear commitment to continuous improvement and ensuring we are recognised as a well-governed and well-led charity.

We will work to build the visibility and brand recognition of Molly Rose Foundation, ensuring the charity is well-known and understood on its own terms, building on the exceptionally high public profile of our Chair, Ian Russell, and the saliency and visibility of Molly's story.

We will ensure our brand and public-facing channels are match fit, with a refreshed website, engaging brand and clear routes for supporters and partners to better understand and contribute to our work.

We will invest in building a strong and effective culture for our people, bringing our values framework to life and investing in the professional development of our staff, Trustees and volunteers.

As a rapidly growing but still nascent charity, we are committed to ensuring we demonstrate our commitment to diversity, equality and inclusion throughout everything we do.

Our people and culture are the most important asset we have to deliver meaningful change for the under 25s and we are determined to invest in them.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Statement of Trustees Responsibilities

The Board of Trustees are responsible for preparing the Annual Report and company financial statements in accordance with applicable law and regulations.

The law applicable to charities in England and Wales requires the Board of Trustees to prepare financial statements for each financial year. These must be prepared in line with UK Accounting Standards (UK Generally Accepted Accounting Practice), including FRS 102.

Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the charities financial position, including its income and expenditure during the relevant period.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Ensure the financial statements are prepared in accordance with the methods and principles of SORP
- Make judgements and estimates that are reasonable and prudent
- State that applicable accounting standards have been followed
- Prepare the financial statements on a going concern basis, unless it is inappropriate to do so.

The Board of Trustees are responsible for keeping proper accounting records that describe with reasonable accuracy the charities financial position, enabling them to ensure that the financial statements comply with the Charities Act 2011 and other relevant legislation.

Trustees are responsible for safeguarding the assets of the charity and must therefore take reasonable steps to ensure the prevention and detection of fraud or other irregularities.

The financial statements contained in this Annual Report will be made publicly available on the charity's website, in accordance with UK legislation that governs the preparation and dissemination of financial statements. This may vary from applicable legislation in other jurisdictions. Trustees are also responsible for the maintenance and integrity of the charity's website.

The Trustees confirmed that, so far as they are aware, there is no relevant audit information which the charity's auditor is unaware of. They have taken all reasonable steps in order to make themselves aware of any relevant audit information.

This Annual Report is signed by the Chair on behalf of the Board of Trustees.

DocuSigned by:
Ian Russell
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Ian Russell, Chair of Trustees

Dated: 29/10/2025 **.....**

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Reference and Administrative Details

Registered charity name:	Molly Rose Foundation
Charity registration number:	1179482
Principal office:	Delta House Phoenix Business Centre Rosslyn Crescent Harrow HA8 2SP
The Trustees:	Mr I A Russell (Chair) Ms M J Dunford Mr J R Evens Mrs K G Peterman Mrs J A Russell Ms R K Russell Mr M J Wright

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Independent Auditor's Report to the Members of Molly Rose Foundation

Year Ended 31 December 2024

Opinion

We have audited the financial statements of Molly Rose Foundation (the 'charity') for the year ended 31 December 2024 which comprise the statement of financial activities, statement of financial position, statement of cash flows and the related notes, 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, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- 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 auditor's 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 the provisions available for small entities, in the circumstances set out in note to the financial statements, 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.

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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 other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. 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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the trustees' report is inconsistent in any material respect with the financial statements; or
- adequate 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.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they 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.

Auditor's responsibilities for the audit of the financial statements

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 an auditor's report 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.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the legal and regulatory frameworks that are applicable to the charity through discussion with the trustees and senior management. We identified financial reporting legislation (including related companies legislation and charities legislation), taxation legislation, employment legislation, anti-bribery legislation and other matters relating to the operations of the charity as being most significant to these financial statements.

- We communicated these identified frameworks amongst our audit team and remained alert to any indications of non-compliance throughout the audit. We ensured that the engagement team had sufficient competence and capability to identify or recognise non-compliance with laws and regulations.

- We discussed with the trustees and senior management the policies and procedures regarding compliance with these legal and regulatory frameworks.

- We assessed the susceptibility of the charity's financial statements to material misstatement due to non-compliance with legal and regulatory frameworks, including how fraud might occur, by enquiry with the trustees and senior management during the planning and finalisation stages of our audit and by using proprietary disclosure checklists. The susceptibility to such material misstatement was determined to be low.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

- Based on this understanding, we designed our audit procedures to identify non-compliance with the identified legal and regulatory frameworks, which were part of our procedures on the related financial statement items.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

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.

- 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 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.

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.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

The prior year's financial statements were not audited and therefore the comparative figures in the current year's financial statements are unaudited.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

Signed by:
Barry Leigh
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Barry Leigh (Senior Statutory Auditor)

For and on behalf of
Cohen Arnold
Chartered Accountants & Statutory Auditor
New Burlington House
1075 Finchley Road
LONDON
NW11 0PU

29/10/2025

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Statement of financial activities

Year Ended 31 December 2024

	Note	2024 Unrestricted funds £	2024 Restricted funds £	**2024 Total funds £**	2023 Total funds £
Income and endowments					
Donations and legacies	**4**	50,830	2,100,000	**2,150,830**	88,682
Charitable activities	**5**	2,539	–	**2,539**	2,923
Other trading activities	**6**	11,928	–	**11,928**	713
Investment income	**7**	15,111	–	**15,111**	1,215
Other income	**8**	18,000	–	**18,000**	–
Total income		98,408	2,100,000	**2,198,408**	93,533
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	**9**	–	(6,023)	**(6,023)**	(982)
Expenditure on charitable activities	**10,11**	–	(187,647)	**(187,647)**	(40,143)
Total expenditure		–	(193,670)	**(193,670)**	(41,125)
Net income and net movement in funds		98,408	1,906,330	**2,004,738**	52,408
Reconciliation of funds					
Total funds brought forward		89,807	69,593	**159,400**	106,992
Total funds carried forward		188,215	1,975,923	**2,164,138**	159,400

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The notes on pages 37 to 44 form part of these financial statements.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Statement of financial position

Year Ended 31 December 2024

Current assets

	Note	2024 £	2024 £	2023 £	2023 £
Debtors	15	**846**		–	
Cash at bank and in hand		**2,187,002**		159,400	
		2,187,848		159,400	
Creditors: amounts falling due within one year	16	**(23,710)**		–	
Net current assets			**2,164,138**		159,400
Total assets less current liabilities			**2,164,138**		159,400
Net assets			**2,164,138**		159,400

Funds of the charity

Restricted funds		**1,975,923**	69,593
Unrestricted funds		**188,215**	89,807
Total charity funds	**17**	**2,164,138**	159,400

These financial statements were approved by the board of trustees and authorised for issue on 29/10/2025, and are signed on behalf of the board by:

DocuSigned by:
Ian Russell
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Mr I A Russell

Trustee

The notes on pages 37 to 44 form part of these financial statements.

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Statement of cash flows

Year Ended 31 December 2024

Cash flows from operating activities

	2024 £	2023 £
Net income	**2,004,738**	52,408
Adjustments for:		
Other interest receivable and similar income	**(15,111)**	(1,215)
Accrued expenses	**14,400**	–
Changes in:		
Trade and other debtors	**(846)**	–
Trade and other creditors	**9,310**	–
Cash generated from operations	**2,012,491**	51,193
Interest received	**15,111**	1,215
Net cash from operating activities	**2,027,602**	52,408
Net increase in cash and cash equivalents	**2,027,602**	52,408
Cash and cash equivalents at beginning of year	**159,400**	106,992
Cash and cash equivalents at end of year	**2,187,002**	159,400

The notes on pages 37 to 44 form part of these financial statements.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

Notes to the financial statements

Year Ended 31 December 2024

1. General information

The charity is a public benefit entity and a registered charitable incorporated organisation in England and Wales. The address of the principal office is Delta House, Phoenix Business Centre, Rosslyn Crescent, Harrow, HA1 2SP.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

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Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

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Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or paable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2024 £**
Donations			
General donations	30,830	–	**30,830**
Grants			
Grants	20,000	2,100,000	**2,120,000**
	50,830	2,100,000	**2,150,830**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Donations			
General donations	17,673	–	17,673
Grants			
Grants	–	71,009	71,009
	17,673	71,009	88,682

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5. Charitable activities

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Training Revenue	2,539	**2,539**	2,860	2,860
General Sales	–	–	10	10
Merchandise Sales	–	–	53	53
	2,539	**2,539**	2,923	2,923

6. Other trading activities

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Fundraising events	11,642	**11,642**	–	–
Other trading income	286	**286**	713	713
	11,928	**11,928**	713	713

7. Investment income

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Bank interest receivable	15,111	**15,111**	1,215	1,215

8. Other income

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Other income	18,000	**18,000**	–	–

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9. Costs of raising donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2024 £**
Costs of raising donations and legacies	–	6,023	**6,023**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Costs of raising donations and legacies	982	–	982

10. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2024 £**
Direct charitable activities	–	131,977	**131,977**
Support costs	–	55,670	**55,670**
	–	187,647	**187,647**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Direct charitable activities	38,602	1,416	40,018
Support costs	125	–	125
	38,727	1,416	40,143

11. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	**Total funds 2024 £**	Total fund 2023 £
Direct charitable activities	131,977	35,782	**167,759**	40,018
Governance costs	–	19,888	**19,888**	125
	131,977	55,670	**187,647**	40,143

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12. Auditors remuneration

	2024	2023
	£	£
Fees payable for the audit of the financial statements	**14,400**	–

13. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2024	2023
	£	£
Wages and salaries	**32,013**	–

During the year the charity had 7 volunteers assisting with direct charitable activities and administrative activities.

The average head count of employees during the year was 1 (2023: Nil). The average number of full-time equivalent employees during the year is analysed as follows:

	2024	2023
	No.	No.
Key management personnel	**1**	–

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

14. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

No trustees expenses have been incurred.

15. Debtors

	2024	2023
	£	£
Trade debtors	**846**	–

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16. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	**7,974**	–
Accruals and deferred income	**14,400**	–
Social security and other taxes	**1,336**	–
	23,710	–

17. Analysis of charitable funds

Unrestricted funds

	At 1 Jan 2024 £	Income £	Expenditure £	**At 31 Dec 2024 £**
General funds	89,807	98,408	–	**188,215**

	At 1 Jan 2023 £	Income £	Expenditure £	At 31 Dec 2023 £
General funds	106,992	22,524	(39,709)	89,807

Restricted funds

	At 1 Jan 2024 £	Income £	Expenditure £	**At 31 Dec 2024 £**
Various restricted funds	69,593	2,100,000	(193,670)	**1,975,923**

	At 1 Jan 2023 £	Income £	Expenditure £	At 31 Dec 2023 £
Various restricted funds	–	71,009	(1,416)	69,593

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

18. Analysis of changes in net debt

	At 1 Jan 2024 £	Cash flows £	**At 31 Dec 2024 £**
Cash at bank and in hand	159,400	2,027,602	**2,187,002**

19. Related parties

During the year, the charity received donations aggregating £120 from a trustee.

Docusign Envelope ID: 419FB45E-0A95-440F-84F4-A8D468BB7C25

MOLLY ROSE FOUNDATION

Registered Charity No: 1179482
https://mollyrosefoundation.org

For more information, please contact
hello@mollyrosefoundation.org

MOLLY ROSE FOUNDATION

England & Wales - Charity number 1179482

Accounts

Molly Rose Foundation Trustees' Annual Report and Accounts

This report covers the period 1st January 2023 – 31st December 2023



Charity name: Molly Rose Foundation
Registered charity number: 1179482
Charity registered address:
Delta House, Phoenix Business Centre, Rosslyn Crescent, Harrow

Contents

1. Introduction 3
2. Objectives for 2023 4
3. Achievements in 2023 6
3.1 Awareness and Support 6
3.2 Awareness and Advocacy 7
3.3 Education 9
4. Fundraising 10
5. Volunteers and Governance Structure 10
6. Financial Summary and Treasurer's Report 12
6.1.1 Treasurer's Summary 12
6.1.2 Grants received 13
6.2.1 Receipts and payments accounts: 01/01/2023 – 31/12/2023 14
6.2.2 Statement of assets and liabilities at the end of the period: 31/12/2023 15
6.2.3 Independent examiner's report on the accounts 16
6.3 Reserves Policy 17
6.4 Grant Policy 17
7. Principal Risks 18
8. Declarations 18

1. Introduction

The Molly Rose Foundation (MRF) is a Charitable Incorporated Organisation formed in memory of Molly Russell who died from an act of self-harm whilst suffering from depression and the negative effects of on-line content aged 14. Molly's cause of death has been updated in line with the coroners' findings in Sept 2022.

This is the charity's fifth Annual Report and covers the reporting year for 2023.

The aim of the Molly Rose Foundation is suicide prevention, targeted towards young people under the age of 25. We want to help spot those living with suicidal thoughts and connect them to the help, support and practical advice they need. We take care not to duplicate services provided by existing agencies that provide direct advice to young people about suicide prevention and mental health. We assist in the recognition of young people under the age of 25 in a crisis that may lead to their suicide through:

Guidance including online advice and social media communication.

Education including provision of mental health first aid training for those with a duty of care to young people.

Support for schools to promote and encourage responsible online safety when browsing the internet.

An aggregator for a range of young people's charitable organisations, campaign groups, specialist support providers and others working in suicide prevention and mental health support for a shared purpose.

Alliances with other charities and organisations dealing with young people's suicide prevention and mental health support.

The trustees are satisfied that the charity delivered demonstrable public benefit in accordance with the Charity Commission's guidance during this period.

2. Objectives for 2023

The trustees and volunteers worked towards four objectives to meet our charitable purposes:

Smooth running of the charity as a going concern with robust governance
Objectives met in full.

Awareness, advocacy and support.
Exceeded objectives.

Education.
Objectives met in full.

Create financial strength to expand activity through fundraising income.
Objectives met in full.

Our purposes as stated to the Charity Commission remain:

The relief and assistance of young people under the age of 25, in any part of the world, who are suffering from depression or other mental illness that puts them at risk of suicide by providing them, their families, peer groups and support networks with information, practical advice and support suitable for both their age and illness.

To preserve and protect the mental health of young people under the age of 25, for public benefit including but not limited to by:

Promoting and protecting the mental health of young people suffering from mental illness through the provision of support, education and practical advice
Providing support to families, friends and peer groups of young people suffering from mental illness
Providing support to bereaved families, friends and peer groups of young people after a suicide
Advancing the awareness of education of the general public in all areas, relating to mental illness

For the purpose of this clause:

Charities are organisations, which are established for exclusively charitable purposes in accordance with the law of England and Wales.
Voluntary organisations are independent organisations, which are established for purposes that add value to the community as a whole, or a significant section of the community, and which are not permitted by their constitution to make a profit for private distribution. Voluntary organisations do not include local government of statutory authorities.

3. Achievements in 2023

3.1 Awareness and Support

The charity has continued to develop online content on the Molly Rose Foundation website to raise awareness of mental health and suicide prevention. MRF volunteers regularly upload posts and videos on its Instagram, Facebook, Twitter and YouTube channels raising awareness for Eating Disorder Week, University Mental Health Day, World Bipolar Day, Mental Health Awareness Week and World Suicide Prevention Day etc. During February Children's Mental Health Awareness week, the theme was 'Let's Connect', we provided links to resources as well as tips on how to reflect on relationships with people. We have continued to develop our resources and include links to other websites.

MRF 'Where to Find Help' cards have continued to be frequently requested and are widely distributed to schools, colleges, counsellors, youth workers all over the country. Any organisations or individual can request these help cards through our website. Over 45,000 'Where to Find Help' cards were sent to different destinations within the UK in 2023.

MRF continues to have a Key Word Partnership with the UK crisis text line, Shout, run by charity, Mental Health Innovations.

MRF continues to be an official partner with the New Zealand charity, Live for Tomorrow and the MRF website has a section called 'Find a Helpline' which helps connect someone to the support that is needed.

Trustees and volunteers are grateful for and encouraged by supportive dialogue or assistance from other charities and organisations including 5Rights, CCDH, NSPCC, Papyrus, OLLIE Foundation, Beyond, Mind in Harrow, Bereaved Families for Online Safety (BFfOS), Harrow Council and Harrow College.

In November 2023, the charity launched Coffee for Molly. Participating coffee shops displayed specifically designed MRF merchandise with the focus being on how to start a conversation about mental health. After the successful pilot we are planning to expand the programme in 2024.

3.2 Awareness and Advocacy

Following the decision by Molly's family to talk publicly about her story in January 2019, the charity has continued to be active in the media with broadcast and print media carrying the charity's campaign to raise awareness through Molly's story, particularly in relation to online harms and their impact on mental health, self-harm and suicide of young people. With high levels of public and stakeholder engagement this has made a significant impact on awareness not only in the UK but in other nations too.

MRF continued to work closely with 5Rights, the NSPCC, Bereaved Families for Online Safety and other charities to coordinate a shared perspective and voice to respond to potential amendments to the Online Safety Bill. Ian Russell, Chair of Trustees MRF, had meetings with representatives from the Department of Science, Innovation and Technology (DSIT) and the Shadow DSIT team to discuss the progress of the Bill through the House of Commons and House of Lords.

Ian Russell alongside other parents from the Bereaved Families for Online Safety (BFfOS) met with members from the House of Commons and House of Lords to speak about their experiences of online harm and how vital the Online Safety Bill is in better protecting young people.

The Online Safety Act received Royal Assent on 26th October 2023.

Throughout 2023, MRF has had various meetings with Ofcom and is keen for the regulator to develop a robust set of proposals to protect children's safety by making use of its regulatory powers under the Online Safety Act.

MRF has taken part in online panel discussions and webinars it has set up and also organised by other charities.

MRF continues to develop contacts with Screen Time Action Network, Fairplay and Accountable Tech who are based in the US and are campaigning for the introduction of effective online regulation in the US.

Ian Russell was guest speaker at a number of events including as keynote speaker at an NSPCC event held in the City of London's Guildhall.

Throughout 2023, MRF has supported events including Children's Mental Health Awareness Week, Inside Out Day, Safer Internet Day, Eating Disorders Awareness Week.

In March 2023, Leeds Beckett University launched its updated Mental Health in Schools Award to include new statements directly relating to digital safety. These statements were developed in collaboration with the Molly Rose Foundation. It is anticipated that we will continue to work closely with Leeds Beckett University in the continued implementation of the Carnegie Award and a new online safety programme.

In November 2023, the charity, in partnership with Bright Initiative by Bright Data published *Preventable yet pervasive*, a report which demonstrated the scale of harmful content available on Instagram, TikTok and Pinterest and the algorithmic amplification of this content by each platform.

In December 2023, Ian Russell, Chair of MRF Trustees was awarded an MBE in the New Year's Honours list.

3.3 Education

In January 2022, the charity engaged the services, on a part-time basis, of a trainer who is a certified instructor for the Youth Mental Health First Aid course. This enabled the charity to begin a programme of training courses, sponsor and provide support to schools working towards the Leeds Beckett University, Carnegie School of Education's, School Mental Health Award and develop links with local schools with our 'What is Mental Health' workshop which is aimed at parents and carers of young people. For the year of 2023, the charity ran 14 Youth MHFA, and 4 'What is Mental Health?' workshops.

The charity has worked closely with the two schools that signed up to the Carnegie Award in 2022, by running workshops and Youth Mental Health First Aid courses for teachers and 6th form students. By the end of 2023 both schools had met all the criteria and had achieved the silver award.

Mood stars boards, aimed at EYFS children, were trialled at 6 primary schools. The feedback was positive and MRF's aim would be to roll this out to other schools and nurseries with support from Harrow Council.

4. Fundraising

Fundraising objectives were set at the formation of the charity, to use a range of individual and regular giving initiatives. Over the course of 2023 the funds raised were down on 2022. Fundraising saw an increase at the end of 2022, which analysis indicates was understandable due to the media coverage of Molly's inquest. Our aim is to increase fundraising revenue in 2024 in line with the that achieved in 2022.

Our main sources of fundraising income were:

- Individual donations and regular giving from pledge initiatives
- Sponsorship of participants in fundraising events – such as;
    - Reading Half Marathon,
    - Climbing Ben Nevis,
    - Mini London Marathon
    - Dynamic Rides Cycling Club
- Fundraising and MUFTY day events at local schools
- Sale of MRF 2023 Christmas cards
- Birthday fundraisers
- Coffee for Molly

The trustees appreciate the contribution of all who have donated and those whose fundraising initiatives have supported the work of the charity.

5. Volunteers and Governance Structure

We rely on volunteers for leadership, management and operational activity. With no more than 20 active volunteers of all ages, much has been achieved through trustees and volunteers giving freely of their time. The trustees are grateful for support from individuals and pro bono support from organisations to help fulfil our objectives.

During this period the trustees and volunteers have met quarterly to drive progress towards the charity's objectives. On occasions, third parties have been contracted to provide specialist expertise such as coding for the website. Paid for services in the fourth year of operation remain a small

proportion of income. Expenditure is minimised by using volunteers and pro bono services, whenever possible.

As of September 2023 the services of the professional trainer have been extended to two/three days a week.

In September 2022, the trustees engaged the services of a communications professional to support the charity with the increased interest and media requests during the inquest surrounding Molly Russell's death. Following on from this initial engagement, the trustees have continued funding this role into 2023.

In May 2023 the trustees engaged the services of an office administrator on a contract basis.

In November 2023 Andy Burrows voluntary role as Spokesperson and Advisor was expanded to allow for research projects to be undertaken as a paid contractor.

As of August 2023, five years after the Charity was formally registered, the trustees were:

- Ian Alexander Russell (Chair)
- Janet Ann Russell
- James Richard Evens
- Gillian Lindsey Manly (stood down in December 2023)
- Ian Howard Drury (stood down in March 2023)
- Karen Gillian Peterman
- Rebecca Kay Russell (appointed April 2023)
- Marina Dunford (appointed April 2023)
- Michael Wright (appointed April 2023)

6. Financial Summary and Treasurer's Report

6.1.1 Treasurer's Summary

The charity has continued to strengthen its financial position throughout 2023 by:

Online giving platforms have been maintained and enhanced. These platforms allow donors to make single, and regular donations. Fundraisers can set up fundraising pages for sponsored events via our subscription to the Enthuse platform.

Cost control through operating with volunteers in partnership with other charities and accessing pro-bono support.

Active financial support from trustees and volunteers to minimise their claimed expenses.

A formal cash flow forecast is used to monitor the charity's financial forecasts, to assist us in maintaining a sound financial position. The trustees will continue to monitor cash flow and adjust spending plans as and when appropriate.

Consequently, the trustees are confident the charity is at this stage financially sound.

6.1.2 Grants received

The Charity received two grants in 2023 that have been assigned to restricted funds as detailed below:

- A grant of £1,416 was received from the John Lewis Partnership. These funds were spent in full to produce "My Bag of Happiness" packs as set out in the grant application.

- A grant of £69,593 was received from the Swiss Philanthropy Foundation. These funds will be spent in 2024 to carry out an agreed project entitled " Tech accountability outcomes in the Online Safety Bill implementation stage."

- The Molly Rose Foundation has received grants from donors that wish to remain anonymous. Having considered their obligations, the Trustees of the Molly Rose Foundation have agreed to respect these wishes. They will start to be credited to the charity's bank accounts in 2024.

The receipt of these grants will considerably strengthen the charity's position as a going concern.

6.2.1 Receipts and payments accounts: 01/01/2023 – 31/12/2023

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
A1 Receipts					
Donations	17,673		-	17,673	41,475
Other charitable receipts	3,636	-	-	3,636	1,127
Interest received	1,216	-	-	1,216	234
Grants	-	71,009	-	71,009	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	22,524	71,009	-	93,533	42,836
A2 Asset and investment sales,	-	-	-	-	
Total receipts	22,524	71,009	-	93,533	42,836
A3 Payments					
Merchandise	6,848	-	-	6,848	3,987
Promotion	982	-	-	982	508
Training	7,309	1,416	-	8,725	2,748
Office Expenses	495	-	-	495	319
Bank charges	18	-	-	18	12
Professional fees	107	-	-	107	55
Sub Contractors	21,861	-	-	21,861	9,546
Postage & packaging	715	-	-	715	535
Rent	1,374	-	-	1,374	428
Sub total	39,709	1,416	-	41,125	18,138
A4 Asset and investment purchases	-	-	-	-	
Total payments	39,709	1,416	-	41,125	18,138
Net of receipts/(payments)	- 17,185	69,593	-	52,408	24,699
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	106,992	-	-	106,992	82,293
Cash funds this year end	89,807	69,593	-	159,400	106,992

6.2.2 Statement of assets and liabilities at the end of the period: 31/12/2023

		Unrestricted funds	Restricted funds	Endowment funds
Cash funds	Cash and Bank	8,170	19,593	-
	Savings Account	81,637	50,000	-
	Total cash funds	89,807	69,593	-

		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
Other monetary assets		-	-	-
		-	-	-

		Fund to which asset belongs	Cost (optional)	Current value (optional)
Investment assets			-	-
			-	-

		Fund to which asset belongs	Cost (optional)	Current value (optional)
Assets retained for the charity's own use			-	-
			-	-

		Fund to which liability relates	Amount due (optional)	When due (optional)
Liabilities			-	
			-	

6.2.3 Independent examiner's report on the accounts

Report to the trustees of Molly Rose Foundation, Charity Number 1179482 on accounts for the year ended 31st December 2023, set out in section 6.2.1 and 6.2.2.

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2023.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act

or

- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:  Date: 20th October 2024

Name: Gabriel Gribbin FCA
Address: 96, Old Church Lane, Stanmore, HA7 2RR

6.3 Reserves Policy

The reserves policy is suitable for a new charity creating stable finances in the early years from formation.

- The policy to commit financial and non-financial resources to deliver impactful in-year benefits while building reserves for the financial sustainability and strength, will enable the charity to endure and to expand the benefit it delivers in future years.

- Reserves have grown in recent years. This has enabled the charity to create reserves that will, as required help fund more ambitious plans in 2024 - 2025.

The trustees have again allocated charity financial resources to a current account and with increasing reserves, to a higher interest-bearing account. At this stage in the charity's start-up and growth, trustees have prioritised liquidity and have not sought to make less flexible longer-term investments.

6.4 Grant Policy

The Trustee board has approved a formal policy on grant making. No grants have been made during this period.

7. Principal Risks

The trustees recognise the charity faces four principal risks to the continued delivery of public benefit:

The charity is reliant on the availability and goodwill of volunteers to operate all aspects of the organisation. This is being mitigated as more contractors are being used, as funds permit.

Status – MRF operated successfully through the sustained commitment of our volunteers and expects to continue to do so through 2024.

Material reduction in fundraising income – particularly through predicted economic uncertainty.

Status – Monthly fundraising income is volatile, and the continued current economic situation has also added uncertainty. However, through a variety of managed initiatives 2023 income has met expectations.

8. Declarations

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

Signed on behalf of the Molly Rose Foundation Trustees

Signature(s)	Ian Russell	K. Peterman.
Full name(s)	Ian Alexander Russell	KAREN GILLIAN PETERMAN.
Position	Chair of trustees	Trustee
Date	20th October 2024	20th October 2024.

MOLLY ROSE FOUNDATION

England & Wales - Charity number 1179482

Accounts

Molly Rose Foundation Trustees' Annual Report and Accounts

This report covers the period 1st January 2022 – 31st December 2022



Charity name: Molly Rose Foundation
Registered charity number: 1179482
Charity Principal address:
Delta House, Phoenix Business Centre, Rosslyn Crescent, Harrow

Contents

1. Introduction 3
2. Objectives for 2022 4
3. Achievements in 2022 5
3.1 Awareness and Support 5
3.2 Awareness and Advocacy 6
3.3 Education 7
4. Fundraising 8
5. Volunteers and Governance Structure 8
6. Financial Summary and Treasurer's Report 10
6.1 Treasurer's Summary 10
6.2.1 Receipts and payments accounts: 01/01/2022 – 31/12/2022 11
6.2.2 Statement of assets and liabilities at the end of the period: 31/12/2022 12
6.2.3 Independent examiner's report on the accounts 13
6.3 Reserves Policy 14
6.4 Grant Policy 14
7. Principal Risks 15
8. Declarations 15

1. Introduction

The Molly Rose Foundation (MRF) is a Charitable Incorporated Organisation formed in memory of Molly Russell (who died from an act of self-harm whilst suffering from depression and the negative effects of on-line content) aged 14. *Molly's cause of death has been updated In line with the coroner's findings in Sept 2022.*

This is the charity's fourth Annual Report and covers the reporting year for 2022.

The aim of the Molly Rose Foundation is suicide prevention, targeted towards young people under the age of 25. We want to help spot those living with suicidal thoughts and connect them to the help, support and practical advice they need. We take care not to duplicate services provided by existing agencies that provide direct advice to young people about suicide prevention and mental health. We assist in the recognition of young people under the age of 25 in a crisis that may lead to their suicide through:

Guidance including online advice and social media communication.

Education including provision of mental health first aid training for those with a duty of care to young people.

Support for schools to promote and encourage responsible online safety when browsing the internet.

An aggregator for a range of young people's charitable organisations, campaign groups, specialist support providers and others working in suicide prevention and mental health support for a shared purpose.

Alliances with other charities and organisations dealing with young people's suicide prevention and mental health support.

The trustees are satisfied that the charity delivered demonstrable public benefit in accordance with the Charity Commission's guidance during this period following the lifting of COVID-19 restrictions.

2. Objectives for 2022

The trustees and volunteers worked towards four objectives to meet our charitable purposes:

Smooth running of the charity as a going concern with robust governance
Objectives met in full.

Awareness, advocacy and support.
Exceeded objectives.

Education.
Objectives met in full.

Create financial strength to expand activity through fundraising income.
Exceeded objectives.

Our purposes as stated to the Charity Commission remain:

The relief and assistance of young people under the age of 25, in any part of the world, who are suffering from depression or other mental illness that puts them at risk of suicide by providing them, their families, peer groups and support networks with information, practical advice and support suitable for both their age and illness.

To preserve and protect the mental health of young people under the age of 25, for public benefit including but not limited to by:

Promoting and protecting the mental health of young people suffering from mental illness through the provision of support, education and practical advice
Providing support to families, friends and peer groups of young people suffering from mental illness
Providing support to bereaved families, friends and peer groups of young people after a suicide
Advancing the awareness of education of the general public in all areas, relating to mental illness

For the purpose of this clause:

Charities are organisations, which are established for exclusively charitable purposes in accordance with the law of England and Wales. Voluntary organisations are independent organisations, which are established for purposes that add value to the community as a whole, or a significant section of the community, and which are not permitted by their constitution to make a profit for private distribution. Voluntary organisations do not include local government of statutory authorities.

3. Achievements in 2022

3.1 Awareness and Support

The charity has continued to develop online content on the Molly Rose Foundation website to raise awareness of mental health and suicide prevention. MRF volunteers regularly upload posts and videos on its Instagram, Facebook, Twitter and YouTube channels raising awareness for Eating Disorder Week, University Mental Health Day, World Bipolar Day, Mental Health Awareness Week and World Suicide Prevention Day etc. During February Children's Mental Health Awareness week, the theme was 'Growing Together' we provided links to resources as well as tips on how to develop a growth mindset. We have continued to develop our resources and include links to other websites.

The charity, aware that the inquest touching the death of Molly Russell would be widely reported in conventional media as well as on social media, also took steps to raise awareness about 'what is an inquest?' so that our followers and supporters would have a better understanding of the process.

MRF 'Where to find Help' cards have continued to be frequently requested and are widely distributed to schools, colleges, counsellors, youth workers all over the country. Any organisations or individual can request these help cards through our website. Over 45,000 'Where to Find Help' cards were sent to different destinations within the UK in 2022. The requests increased considerably during the second half of the year, probably due to media coverage of Molly's inquest.

MRF continues to have a Key Word Partnership with the UK crisis text line charity Shout.

MRF continues to be an official partner with the New Zealand charity, Live for Tomorrow and the MRF website has a section called 'Find a Helpline' which helps connect someone to the support that is needed.

Trustees and volunteers are grateful for and encouraged by supportive dialogue or assistance from other charities and organisations in particular NSPCC, OLLIE Foundation, Beyond, Papyrus, 5Rights, CCDH, UKSIC and Mind in Harrow.

3.2 Awareness and Advocacy

Following the decision by Molly's family to talk publicly about her story in January 2019, the charity has continued to be active in the media with broadcast and print media carrying the charity's campaign to raise awareness through Molly's story, particularly in relation to online harms and their impact on mental health, self-harm and suicide of young people. With high levels of public and stakeholder engagement this has made a significant impact on awareness not only in the UK but in other nations too.

MRF continued to work closely with 5Rights, the NSPCC and other charities to coordinate a shared perspective and voice to respond to consultation for the Online Safety Bill. Ian Russell, chair of MRF, has had meetings with representatives from the Department of Culture, Media and Sport and the Shadow Department of Culture, Media and Sport to discuss the progress of the Bill through the Commons.

Ian Russell was invited to an internal DCMS webinar to speak about Molly's story and the importance of the Online Safety Bill.

Ian and Janet Russell met the Children's Commissioner, Dame Rachel D'Souza.

MRF has taken part in online panel discussions and webinars set up by other local charities.

Continuing to develop contacts with Screen Time Action Network and Fairplay who are based in the US and are campaigning for the introduction of effective online regulation in the US.

MRF was a signatory to an open letter sent to the two Conservative leadership candidates urging them to keep the promise made to children and families and deliver a robust Online Safety Bill in full and without delay.
MRF provided statements regarding Instagram's updated 'Parental Safety Features' (June 2022) and Meta's measures to protect teens (November 2022).

MRF backed a report compiled by the Center for Countering Digital Hate (CCDH) which claims young TikTok users are being shown potentially dangerous content. Ian Russell was invited to co-author the Parent's Guide accompanying the report.

Ian Russell was guest speaker at a number of events including as keynote speaker at an NSPCC event held at the Bank of England.

Throughout 2022, MRF has supported events including Children's Mental Health Awareness Week, Inside Out Day, Safer Internet Day, Eating Disorders Awareness Week.

After the inquest, our contact at Leeds Beckett University invited us to collaborate with them in the creation of some new statements to develop the Carnegie School of Education's School Mental Health Award relating to keeping children safe when using online and digital technology. These have been written and approved and will be formally added to the programme in 2023. It is anticipated that we will continue to work closely with Leeds Beckett University in the development of the Carnegie Award and a new online safety programme.

MRF and its representatives contributed greatly to the many media reports concerning the inquest touching the death of Molly Russell.

3.3 Education

In January 2022, the charity engaged the services, on a part-time basis, of a trainer who is a certified instructor for the Youth Mental Health First Aid course. This has enabled the charity to begin a programme of training courses, sponsor and provide support to schools working towards the Leeds Beckett University, Carnegie School of Education's, School Mental Health Award and develop links with local schools with

our 'What is Mental Health' workshop which is aimed at parents and carers of young people. For the year of 2022, the charity ran 10 Youth MHFA, and 4 'What is Mental Health?' workshops.

The charity has worked closely with the first school that signed up to the Carnegie Award in February 2022, running workshops and Youth Mental Health First Aid courses for teachers and 6th form students. In September 2022, the charity sponsored a second school who signed up for the Carnegie Award.

4. Fundraising

Fundraising objectives were set at the formation of the charity, to use a range of individual and regular giving initiatives. Monthly income varies. Over the course of the 2022 the funds raised were £42,836. Monthly donations increased at the end of 2022 as a result of significant media coverage of Molly's inquest.

Our main sources of fundraising income were:

- Individual donations and regular giving from pledge initiatives.
- Sponsorship of participants in sporting events – such as the St Albans Half Marathon, Great North Run, London to Brighton Cycle Ride, the Lisbon Marathon and Crossfit, Watford.
- Sale of MRF 2022 Christmas cards.
- Birthday fundraisers.

The trustees appreciate the contribution of all who have donated and those whose fundraising initiatives have supported the work of the charity.

5. Volunteers and Governance Structure

We rely on volunteers for leadership, management and operational activity. With no more than 20 active volunteers of all ages, much has been achieved through trustees and volunteers giving freely of their time. The trustees are grateful for support from individuals and pro bono support from organisations to help fulfil our objectives.

During this period the trustees and volunteers have met monthly to drive progress towards the charity's objectives. On occasion, third parties have been contracted to provide specialist expertise such as coding for the website. Paid for services in the fourth year of operation remain a small proportion of income. Expenditure is minimised by working with volunteers and pro bono services, whenever possible.

In January 2022, the trustees engaged the services of a professional trainer one day a week, on a sub-contract basis, to expand our training programme and support the Carnegie Award.

In September 2022, the trustees engaged the services of a communications professional to support the charity with the increased interest and media requests during the inquest surrounding Molly Russell's death. Following on from this initial engagement, the trustees agreed to continue funding this role as required.

As of August 2022, four years after the Charity was formally recognised, the following trustees were:

- Ian Alexander Russell (Chair)
- Janet Ann Russell
- James Richard Evens
- Gillian Lindsey Manly
- Ian Howard Drury
- Karen Gillian Peterman

6. Financial Summary and Treasurer's Report

6.1 Treasurer's Summary

The charity has continued to strengthen its financial position throughout 2022 by:

Continued claiming of Gift Aid on qualifying donations.
Online giving platforms have been maintained and enhanced for one off, regular donations and to allow fundraisers to set up events on behalf of MRF.
A range of successful fundraising events set up by our supporters.
Sale of MRF merchandise.
Cost control through operating with volunteers in partnership with other charities and accessing pro-bono support.
Active financial support from trustees and volunteers to minimise their claimed expenses.

A formal cash flow forecast review has been implemented to monitor that as the charity's outgoings increase, as is the plan, we can maintain a sound financial position. The trustees will continue to monitor cash flow and adjust spending plans as and when appropriate.

Consequently, the trustees are confident the charity is at this stage financially sound.

6.2.1 Receipts and payments accounts: 01/01/2022 – 31/12/2022

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
A1 Receipts					
Donations	41,475		-	41,475	33,797
Other charitable receipts	1,127	-	-	1,127	1,310
Interest received	234	-	-	234	122
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	42,836	-	-	42,836	35,229
A2 Asset and investment sales,	-	-	-	-	
Total receipts	42,836	-	-	42,836	35,229
A3 Payments					
Merchandise	3,987	-	-	3,987	2,252
Promotion	508	-	-	508	318
Training	2,748	-	-	2,748	306
Stationary	319	-	-	319	315
Bank charges	12	-	-	12	45
Professional fees	55	-	-	55	50
Sub Contractors	9,546	-	-	9,546	-
Postage	535	-	-	535	-
Rent	428	-	-	428	-
Sub total	18,138	-	-	18,138	3,285
A4 Asset and investment purchases	-	-	-	-	
Total payments	18,138	-	-	18,138	3,285
Net of receipts/(payments)	24,699	-	-	24,699	31,944
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	82,293	-	-	82,293	50,349
Cash funds this year end	106,992	-	-	106,992	82,293

6.2.2 Statement of assets and liabilities at the end of the period: 31/12/2022

		Unrestricted funds	Restricted funds	Endowment funds
Cash funds	Cash and Bank	26,571	-	-
	Savings Account	80,421	-	-
	Total cash funds	106,992	-	-

		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
Other monetary assets		-	-	-
		-	-	-

		Fund to which asset belongs	Cost (optional)	Current value (optional)
Investment assets			-	-
			-	-

		Fund to which asset belongs	Cost (optional)	Current value (optional)
Assets retained for the charity's own use			-	-
			-	-

		Fund to which liability relates	Amount due (optional)	When due (optional)
Liabilities			-	
			-	

6.2.3 Independent examiner's report on the accounts

Report to the trustees of Molly Rose Foundation, Charity Number 1179482 on accounts for the year ended 31st December 2022, set out in section 6.2.1 and 6.2.2.

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2022.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:  Date: 17th October 2023

Name: Gabriel Gribbin FCA
Address: 96, Old Church Lane, Stanmore, HA7 2RR

6.3 Reserves Policy

The reserves policy is suitable for a new charity creating stable finances in the first five years from formation.

- The policy to commit financial and non-financial resources to deliver impactful in-year benefits while building reserves for the financial sustainability and strength, will enable the charity to endure and to expand the benefit it delivers in future years.

- While reserves have grown rapidly in recent years; in relative terms they remain modest in relation to potential and planned outgoings. This has enabled the charity to create reserves that will, as required help fund more costly plans in 2023 - 2024.

The trustees have again allocated charity financial resources to a current account and with increasing reserves, to a higher interest-bearing account. At this stage in the charity's start-up and growth, trustees have prioritised liquidity and have not sought to make less flexible longer-term investments.

6.4 Grant Policy

The Trustee board has approved a formal policy on grant making. No grants have been made during this period.

7. Principal Risks

The trustees recognise the charity faces four principal risks to the continued delivery of public benefit:

The charity is reliant on the availability and goodwill of volunteers to operate all aspects of the organisation.

Status – MRF operated successfully through the sustained commitment of our volunteers and expects to continue to do so through 2023.

Material reduction in fundraising income – particularly through predicted economic uncertainty.

Status – Monthly fundraising income is volatile, and the current economic situation has also added uncertainty. However, through a variety of managed initiatives and extensive media coverage during Molly Russell's inquest, overall 2022 income has met expectations.

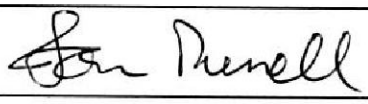
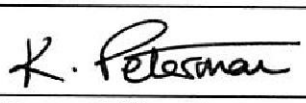
Ability to expand charitable impact is reduced by economic volatility.

Status – While the charity has continued to expand activity to deliver charitable impact in 2022, the trustees have chosen not to commit substantial funds to new and unproven initiatives during the time of economic uncertainty and volatility.

8. Declarations

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

Signed on behalf of the Molly Rose Foundation Trustees

Signature(s)		
Full name(s)	Ian Alexander Russell	Karen Gillian Peterman
Position	Chair of trustees	Trustee
Date	16-10-2023	17-10-23

MOLLY ROSE FOUNDATION

England & Wales - Charity number 1179482

Accounts

Molly Rose Foundation Trustees' Annual Report and Accounts

This report covers the period 1st January 2021 – 31st December 2021



Charity name: Molly Rose Foundation
Registered charity number: 1179482
Charity Principal address: 31 Longley Road, Harrow

Contents

1. Introduction 3
2. Objectives for 2021 4
3. Achievements in 2021 6
3.1 Awareness and Support 6
3.2 Awareness and Advocacy 7
3.3 Education 8
4. Fundraising 9
5. Volunteers and Governance Structure 10
6. Financial Summary and Treasurer's Report 11
6.1 Treasurer's Summary 11
6.2.1 Receipts and payments accounts: 01/01/2021 – 31/12/2021 12
6.2.2 Statement of assets and liabilities at the end of the period: 31/12/2021 13
6.2.3 Independent examiner's report on the accounts 14
6.3 Reserves Policy 15
6.4 Grant Policy 15
7. Principal Risks 16
8. Declarations 17

1. Introduction

The Molly Rose Foundation (MRF) is a Charitable Incorporated Organisation formed in memory of Molly Russell who took her own life aged 14. This is the charity's third Annual Report and covers the reporting year for 2021.

The aim of the Molly Rose Foundation is suicide prevention, targeted towards young people under the age of 25. We want to help spot those suffering from mental illness and connect them to the help, support and practical advice they need. We take care not to duplicate service provided by existing agencies that directly provide mental health advice to young people suffering from mental illness. We assist in the recognition of young people under the age of 25 in a crisis that may lead to their suicide through:

- **Guidance** including online advice and social media communication
- **Education** including provision of mental health first aid training for those with a duty of care to young people
- **Support for schools** to promote and encourage responsible online safety when browsing the internet
- **An aggregator** for a range of young people's mental health charitable organisations, campaign groups, specialist support providers and others working in mental health for a shared purpose
- **Alliances** with other charities and organisations dealing with young people's mental health

The Trustees are satisfied that the charity delivered demonstrable public benefit in accordance with the Charity Commission's guidance during this period within the ongoing COVID-19 restrictions.

2. Objectives for 2021

The Trustees and volunteers worked towards four objectives to meet our charitable purposes:

Smooth running of charity as a going concern with robust governance

Objectives met in full

Awareness, advocacy and support

Exceeded objectives

Education

As with the previous year this was partially met due to COVID-19 restrictions

Create financial strength to expand activity through fundraising income

Objectives met in full

Our purposes as stated to the Charity Commission remain:

The relief and assistance of young people under the age of 25, in any part of the world, who are suffering from depression or other mental illness that puts them at risk of suicide by providing them, their families, peer groups and support networks with information, practical advice and support suitable for both their age and illness.

To preserve and protect the mental health of young people under the age of 25, for public benefit including but not limited to by:

1. *Promoting and protecting the mental health of young people suffering from mental illness through the provision of support, education and practical advice*
2. *Providing support to families, friends and peer groups of young people suffering from mental illness*

3. *Providing support to bereaved families, friends and peer groups of young people after a suicide*
4. *Advancing the awareness of education of the general public in all areas, relating to mental illness*

For the purpose of this clause:

- *Charities are organisations, which are established for exclusively charitable purposes in accordance with the law of England and Wales*
- *Voluntary organisations are independent organisations, which are established for purposes that add value to the community as a whole, or a significant section of the community, and which are not permitted by their constitution to make a profit for private distribution. Voluntary organisations do not include local government or statutory authorities*

3. Achievements in 2021

3.1 Awareness and Support

The charity has continued to develop online content on the Molly Rose Foundation website to raise awareness of mental health and suicide prevention such as Mental Health Awareness Week and World Suicide Prevention Day. During February Children's Mental Health Awareness week, we created an activity called 'My bag of happiness'. This activity was aimed at KS2 children who were attending school for whatever reason during lockdown. We delivered over 300 boxes to local primary schools and received some very positive feedback. We have continued to develop our resources on our website and include links to other websites where appropriate. MRF volunteers regularly uploaded posts and videos on its Instagram, Facebook, Twitter and YouTube accounts. The charity now has accounts on LinkedIn, TikTok and Pinterest platforms.

MRF 'Where to find Help' cards have continued to be very popular and are widely distributed to schools, colleges, counsellors, youth workers all over the country. Any organisations or individual can request these help cards through our website. Over 16,000 help cards were mailed out to different destinations within the UK in 2021.

MRF continues to have a *Key Word Partnership* with the UK crisis text line charity Shout.

MRF continues to be an official partner with the New Zealand charity, Live for Tomorrow and the MRF website now has a section called 'Find a Helpline' which gives the user different options to reach out for help.

MRF supported Alice Hendy from R;pple who developed a 'widget/tool' that prompts a person in need to connect with the right sort of help.

Trustees and volunteers are grateful for and encouraged by supportive dialogue or assistance from other charities and organisations in particular NSPCC, OLLIE Foundation, Beyond, Papyrus and 5Rights.

3.2 Awareness and Advocacy

Following the decision by Molly's family to talk publicly about her story in January 2019, the charity has continued to be active in the media with broadcast and print media carrying the charity's aim to raise awareness through Molly's story, particularly in relation to online harms and their impact on mental health and suicide of young people. With high levels of public and stakeholder engagement this has made a significant impact on awareness not only in the UK but in other countries too.

- MRF continued to work closely with the NSPCC and other charities to coordinate a shared perspective and voice to respond to consultation for the Online Harms Bill (now the Online Safety Bill). Ian Russell, chair of MRF Trustees, has had meetings with representatives from the Department of Culture, Media and Sport to discuss the progress of the Bill. The charity has also given a written response to the Joint Committee scrutinising the Online Safety Bill as well as Ian Russell giving 'oral evidence'
- To continue raising awareness of mental wellbeing issues facing young people, the charity was invited to the launch of the Shadow Department of Culture, Media and Sport 'Our Digital Future' report launch
- The charity was a key signatory alongside NSPCC, Papyrus, 5Rights and others following the full introduction of IOC's Age-Appropriate Design Code working closely with 5Rights
- Ian Russell was invited to appear on Good Morning Britain during Mental Health Awareness Week. He supported 5Rights global campaign 'Twisted Toys' by making tv appearances alongside Baroness Kidron
- MRF has taken part in online panel discussions set up by other local charities
- Beginning to develop contacts with Screen Time Action Network and Fairplay who are based in the US and are keen on stricter controls for social media platforms in the US
- MRF was a signatory to a letter sent by child protection organisations and experts from across the world to Facebook's Mark Zuckenberg to

express significant concerns about Facebook's approach to protecting children from avoidable harm

- Throughout 2021, MRF has supported events such as Children's Mental Health Awareness Week, Inside Out Day, Safer Internet Day, Eating Disorders Awareness Week to name but a few

3.3 Education

The charity has endeavoured to run courses either face-to-face or via online platforms. However, sadly our attempts have been thwarted due to COVID restrictions/infections or potential delegates too 'zoomed out' to participate. The charity has engaged with Leeds Becket University and is intending to sponsor and support schools to complete the Carnegie Award for Mental Health.

4. Fundraising

Fundraising objectives were set at the formation of the charity, to use a range of individual and regular giving initiatives. Monthly income varies from month to month, but over the course of the year our general fundraising averaged at approximately £1,150 per month. This was below expectation, which is attributed to the inability to run a number of fundraising events due to the impact of Covid 19. We did however benefit from a much appreciated, significant one-off donation.

Our main sources of fundraising income were from:

- Individual donations and regular giving from pledge initiatives
- Sponsorship of participants in sporting events – such as the London Marathon and the Virtual London Marathon
- Donations from local schools and clubs
- Sale of MRF 2021 Christmas cards
- A one-off donation of £20,000 from the estate of Mrs Freda Irene Kay, mother of Janet Russell

The Trustees appreciate the contribution of all who have donated and those whose fundraising initiatives have supported the work of the charity.

5. Volunteers and Governance Structure

We rely on volunteers for leadership, management and operational activity. With no more than 20 active volunteers of all ages, much has been achieved through Trustees and volunteers giving freely of their time. The Trustees are grateful for support from individuals and pro bono support from organisations to help fulfil our objectives.

During this period the Trustees and volunteers have met monthly to drive progress towards the charity's objectives. On occasion, third parties have been contracted to provide specialist expertise such as coding for the website. Paid-for services in the third year of operation remain a small proportion of income. Expenditure is minimised through using volunteers and pro bono services. The Trustees have sought the services of a professional trainer who will be engaged on a sub-contract basis from early 2022 in order to expand our training programme and support the Carnegie Award.

As of August 2021, 3 years after the Charity was formally recognised, the following Trustees were reappointed for the coming year:

- Ian Alexander Russell (Chair)
- Janet Ann Russell
- James Richard Evens
- Gillian Lindsey Manly
- Ian Howard Drury

Jonathan Andrew Peterman stood down but remains as Treasurer.

Karen Gillian Peterman was appointed as a Trustee.

6. Financial Summary and Treasurer's Report

6.1 Treasurer's Summary

The charity has continued to strengthen its financial position throughout 2021 by:

- Continued claiming of Gift Aid on qualifying donations
- Suitable online giving platforms have been maintained for both regular donations and to allow fundraisers to set up events on behalf of MRF
- A range of successful fundraising events set up by our supporters
- Sale of MRF merchandise
- Cost control through operating with volunteers and accessing pro-bono support
- Active financial support from Trustees and volunteers to minimise their claimed expenses to a de-minimis level
- A one-off donation of £20,000 from the estate of Mrs Freda Irene Kay, mother of Janet Russell

Consequently, the Trustees are confident the charity remains financially sound and has sufficient finances to accomplish its objectives moving forward.

6.2.1 Receipts and payments accounts: 01/01/2021 – 31/12/2021

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
Receipts					
Donations	£33,797		£0	£33,797	£22,088
Other charitable receipts	£1,310	£0	£0	£1,310	£2,046
Interest received	£122	£0	£0	£122	£0
	£0	£0	£0	£0	£0
Sub total	£35,229	£0	£0	£35,229	£24,134
Asset and investment sales	£0	£0	£0	£0	£0
Total receipts	£35,229	£0	£0	£35,229	£24,134
Payments					
Merchandise	£2,252	£0	£0	£2,252	£1,707
Promotion	£318	£0	£0	£318	£569
Training Costs	£306	£0	£0	£306	£0
Stationary	£315	£0	£0	£315	£311
Bank charges	£45	£0	£0	£45	£0
Professional fees	£50	£0	£0	£50	£0
	£0	£0	£0	£0	£0
Sub total	£3,285	£0	£0	£3,285	£2,587
Asset and investment purchases					
Sub total	£0	£0	£0	£0	£0
Total payments	£3,285	£0	£0	£3,285	£2,587
Net of receipts / (payments)	£31,944	£0	£0	£31,944	£21,547
Transfers between funds	£0	£0	£0	£0	£0
Cash funds last year end	£50,349	£0	£0	£50,349	£28,802
Cash funds this year end	£82,293	£0	£0	£82,293	£50,349

6.2.2 Statement of assets and liabilities at the end of the period: 31/12/2021

		Unrestricted funds	Restricted funds	Endowment funds
Cash funds	Cash and Bank	£22,106	£0	£0
	Savings Account	£60,187	£0	£0
	Total cash funds	£82,293	£0	£0
Other monetary assets		£0	£0	£0
		£0	£0	£0
		Fund to which asset belongs	Cost (optional)	Current value (optional)
Investment assets		£0		
		£0		
		Fund to which asset belongs	Cost (optional)	Current value (optional)
Assets retained for the charity's own use		£0		
		£0		
		Fund to which liability relates	Amount due (optional)	When due (optional)
Liabilities		£0		
		£0		

6.2.3 Independent examiner's report on the accounts

Report to the trustees of Molly Rose Foundation, Charity Number 1179482 on accounts for the year ended 31st December 2021, set out in section 6.2.1 and 6.2.2.

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2021.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:  Date: 23/10/2022

Name: Gabriel Gribbin FCA
Address: 96, Old Church Lane, Stanmore, HA7 2RR

6.3 Reserves Policy

The reserves policy is suitable for a young charity creating stable finances in the first three years from its formation.

- The policy to commit financial and non-financial resources to deliver impactful in-year benefits while building reserves for the financial sustainability and strength, will enable the charity to endure and to expand the benefit it delivers in future years
- While reserves have grown rapidly, in relative terms they remain modest in relation to potential and planned outgoings. This has enabled the charity to create reserves that will, as required, help fund more costly plans in 2022 - 2023

The Trustees have allocated charity financial resources to a current account and with increasing reserves, to an interest-bearing account. At this stage in the charity's growth, Trustees have prioritised liquidity and have not sought to make less flexible longer-term investments.

6.4 Grant Policy

The Trustee board has approved a formal policy on grant making. No grants have been made during this period.

7. Principal Risks

The Trustees recognise the charity faces four principal risks to the continued delivery of public benefit:

1. The charity is reliant on the availability and goodwill of volunteers to operate all aspects of the organisation.

Status – MRF operated successfully through the sustained commitment of our volunteers and expects to continue to do so through 2022.

2. Material reduction in fundraising income – particularly through predicted economic uncertainty.

Status – Monthly fundraising income is volatile and the COVID environment continued to add uncertainty. However, through a variety of managed initiatives and a generous one-off donation overall 2021 income has met expectations.

3. Ability to expand charitable impact is reduced by economic volatility and supply/demand restrictions.

Status – While the charity has continued to expand activity to deliver charitable impact in 2021, the Trustees have chosen not to commit substantial funds to new and unproven initiatives during the time of COVID uncertainty and volatility.

4. Restricted opportunity to meet current educational and awareness objectives.

Status – Face-to-face delivery of education has not proved feasible during 2021 due to COVID restrictions at the beginning of the year and the continued high rate of infections during the latter part of the year. However, MRF sought to partly mitigate the impact of this through making online training available although this was not taken up as much as we would have liked. We are however confident that the materials generated will be of use in our future education / training plans. Other impact such as awareness raising has been unaffected.

8. Declarations

The Trustees declare they have approved the Trustees' report above.

Signed on behalf of the Molly Rose Foundation Trustees

Signature(s)	Ian Russell	K. Peterman
Full name(s)	Ian Alexander Russell	Karen Gillian Peterman
Position	Chair of Trustees	Trustee
Date	23.10.2022	23.10.22

MOLLY ROSE FOUNDATION

England & Wales - Charity number 1179482

Accounts

Molly Rose Foundation Trustees' Annual Report and Accounts

This report covers the period 1st January 2020 – 31st December 2020

Charity name: Molly Rose Foundation
Registered charity number: 1179482
Charity Principal address: 31 Longley Road, Harrow

Contents

1. Introduction....2
2. Objectives for 2020....3
3. Achievements in 2020....4
3.1 Awareness and Support....4
3.2 Awareness and Advocacy....5
3.3 Education....6
4. Fundraising....6
5. Volunteers and Governance Structure....7
6. Financial Summary and Treasurer's Report....8
6.1 Treasurer's Summary....8
6.2 Financial Summary....9
6.2.1 Receipts and payments accounts: 01/01/2020 – 31/12/2020....9
6.2.2 Statement of assets and liabilities at the end of the period:31/12/2020....10
6.2.2 Independent examiner's report on the accounts....11
6.3 Reserves Policy....12
6.4 Grant Policy....12
7. Principal Risks....12
8. Declarations....13

1. Introduction

The Molly Rose Foundation (MRF) is a Charitable Incorporated Organisation formed in memory of Molly Russell who died by suicide aged 14. This is the charity's second Annual Report and covers the reporting year for 2020.

The aim of the Molly Rose Foundation is suicide prevention, targeted towards young people under the age of 25. We want to help spot those suffering from mental illness and connect them to the help, support and practical advice they need. We take care not to duplicate services provided by existing agencies that directly provide mental health advice to young people suffering from mental illness. We assist in the recognition of young people under the age of 25 in a crisis that may lead to their suicide through:

- **Guidance** including online advice and social media communication
- **Education** including provision of mental health first aid training for those with a duty of care to young people
- **Support for schools** to promote and encourage responsible online safety when browsing the internet
- **An aggregator** for a range of young people's mental health charitable organisations, campaign groups, specialist support providers and others working in mental health for a shared purpose
- **Alliances** with other charities and organisations dealing with young people's mental health

The Trustees are satisfied that the charity delivered demonstrable public benefit in accordance with the Charity Commission's guidance during this period within the COVID-19 restrictions.

2. Objectives for 2020

The Trustees and volunteers worked towards four objectives to meet our charitable purposes:

Smooth running of charity as a going concern with robust governance

Objectives met in full

Awareness, advocacy and support

Exceeded objectives

Education

Partially met due to COVID-19 restrictions

Create financial strength to expand activity through fundraising income

Exceeded objectives

Our purposes as stated to the Charity Commission remain:

The relief and assistance of young people under the age of 25, in any part of the world, who are suffering from depression or other mental illness that puts them at risk of suicide by providing them, their families, peer groups and support networks with information, practical advice and support suitable for both their age and illness.

To preserve and protect the mental health of young people under the age of 25, for public benefit including but not limited to by:

1. *Promoting and protecting the mental health of young people suffering from mental illness through the provision of support, education and practical advice*
2. *Providing support to families, friends and peer groups of young people suffering from mental illness*

3. *Providing support to bereaved families, friends and peer groups of young people after a suicide*
4. *Advancing the awareness of education of the general public in all areas, relating to mental illness*

For the purpose of this clause:

- *Charities are organisations, which are established for exclusively charitable purposes in accordance with the law of England and Wales*
- *Voluntary organisations are independent organisations, which are established for purposes that add value to the community as a whole, or a significant section of the community, and which are not permitted by their constitution to make a profit for private distribution. Voluntary organisations do not include local government of statutory authorities*

3. Achievements in 2020

3.1 Awareness and Support

The charity has continued to develop online content on the Molly Rose Foundation website to raise awareness of mental health and suicide prevention such as Children's Mental Health Awareness Week and World Suicide Prevention Day. During lockdown, the charity developed a page of 'Coping Strategies' including helpful techniques, creating a memory jar and links to other websites. MRF volunteers regularly uploaded posts and videos on its Instagram, Facebook, Twitter and YouTube accounts.

MRF 'Where to get Help' cards have been widely distributed to local secondary schools, initially targeting Year 10 and 12 students returning to school following the COVID-19 lockdown in March 2020. Any organisation or individual can request these help cards through our website. A total of over 8,000 help cards were mailed out to different destinations within the UK in 2020.

MRF continues to have a *Key Word Partnership* with the UK crisis text line charity Shout.

In November 2020 MRF became an official partner with the New Zealand charity Live for Tomorrow and the MRF website now has a section called 'Find a Helpline' which gives the user different options to reach out for help.

Trustees and volunteers are grateful for and encouraged by supportive dialogue or assistance from other charities and organisations – in particular NSPCC, OLLIE Foundation, Beyond, Papyrus and 5Rights.

MRF would like to express its appreciation to Rabbi Laura Janner Klausner, whose book Bitesize Resilience was published as an e-book with all proceeds going to MRF.

3.2 Awareness and Advocacy

Following the decision by Molly's family to talk publicly about her story in January 2019, which provided a catalyst for the Molly Rose Foundation to build on the media interest and other opportunities it generated, the charity has continued to be active in the media with broadcast and print media carrying the charity's campaign to raise awareness through Molly's story, particularly in relation to online harms and their impact on mental health and suicide of young people. With high levels of public and stakeholder engagement this has made a significant impact on awareness, not only in the UK but in other countries too.

- MRF continued to work closely with the NSPCC to coordinate a shared perspective and voice to respond to consultation for the Online Harms Bill (now the Online Safety Bill)
- The charity published statements regarding the Age Appropriate Design Code, working closely with 5Rights
- Ian Russell, chair of MRF, was invited by the Samaritans to sit on their advisory board. The charity was also invited to and

wrote a response to the Samaritans 'Industry Guidelines' paper to help shape the content
- MRF also submitted a response to the OfCom consultation regarding its Video Sharing Platform Regulations
- Continuing to raise awareness of the mental wellbeing issues facing young people, the charity's Chair met with ministers from the Department of Culture, Media and Sport and also the Shadow Department of Culture, Media and Sport
- To share and develop our insight and expertise the charity has met with the UK Safer Internet Centre and 5Rights and contributed to events such as ThriveLDN, One Team Gov and Risky by Design

3.3 Education

The charity successfully ran 'What is Mental Health?' workshops before COVID-19 restrictions prevented any more being rolled out as face-to-face events. However the programme was developed into an online awareness course and a pilot was held in November 2020.

4. Fundraising

Fundraising objectives were set at the formation of the charity, to use a range of individual and regular-giving initiatives. Monthly income varies from month to month, but over the course of the year averages out to approximately £2,000 per month. Our main sources of fundraising income were from:

- Individual donations and regular giving from pledge initiatives
- Sponsorship of participants in sporting events – such as the 2.6 challenge and the Virtual London Marathon
- Proceeds from Rabbi Laura Janner Klausner's book Bitesize Resilience
- Sale of MRF 2020 Christmas cards
- Molly's 18th birthday fundraiser

The Trustees appreciate the contribution of all who have donated and those whose fundraising initiatives have supported the work of the charity.

5. Volunteers and Governance Structure

We rely on volunteers for leadership, management and operational activity. With no more than 20 active volunteers of all ages, much has been achieved through Trustees and volunteers giving freely of their time. The Trustees are grateful for support from individuals and pro bono support from organisations to help fulfil our objectives.

When the charity was formally recognised by the Charity Commission, the following six Trustees were appointed for a three-year term:

- Ian Alexander Russell (Chair)
- Janet Ann Russell
- James Richard Evens
- Gillian Lindsey Manly
- Ian Howard Drury
- Jonathan Andrew Peterman (Treasurer)

During this period the Trustees and volunteers have met monthly to drive progress towards the charity's objectives. On occasion, third parties have been contracted to provide specialist expertise such as coding for the website. Paid-for services in the second year of operation remain a small proportion of income. Expenditure is minimised through using volunteers and pro bono services – see Treasurer's Report.

6. Financial Summary and Treasurer's Report

6.1 Treasurer's Summary

The charity has continued to strengthen its financial position throughout 2020 by:

- Continued registration and claiming of Gift Aid
- Suitable online giving platforms for both regular donations and to allow fundraisers to set up events on behalf of MRF
- A range of successful fundraising events set up by our supporters
- Sale of MRF merchandise
- Cost control through operating with volunteers in partnership with other charities.
- Pro-bono support from professionals and suppliers.
- Active financial support from Trustees and volunteers to minimise their claimed expenses to a de-minimis level

Consequently, the Trustees are confident the charity is at this stage financially sound.

6.2 Financial Summary

6.2.1 Receipts and payments accounts: 01/01/2020 – 31/12/2020

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
Receipts					
Donations	22,088	0	0	22,088	33,022
Other charitable receipts	2,046	0	0	2,046	1,498
Gross income	**24,134**	**0**	**0**	**24,134**	**34,520**
Asset and investment sales	**0**	**0**	**0**	**0**	**0**
Total receipts	**24,134**	**0**	**0**	**24,134**	**34,520**
Payments					
Merchandise	1,707	0	0	1,707	4,094
Promotion	569	0	0	569	801
Training Costs	0	0	0	0	2,041
Stationary	311	0	0	311	84
Sub total	**2,587**	**0**	**0**	**2,587**	**7,020**
Asset and investment purchases					
	0	**0**	**0**	**0**	
Sub total	0	0	0	0	0
Total payments	**2,587**	**0**	**0**	**2,587**	**7,020**
Net of receipts/(payments)	**21,547**	**0**	**0**	**21,547**	**27,500**
Transfers between funds	0	0	0	0	0
Cash funds last year end	28,802	0	0	28,802	1,302
Cash funds this year end	**50,349**	**0**	**0**	**50,349**	**28,802**

6.2.2 Statement of assets and liabilities at the end of the period:31/12/2020

		Unrestricted funds	Restricted funds	Endowment funds
Cash funds	Cash and Bank	10,284	0	0
	Savings Account	40,065	0	0
Total cash funds		**50,349**	**0**	**0**

		Unrestricted funds	Restricted funds	Endowment funds
Other monetary assets		0	0	0
		0	0	0

		Fund to which asset belongs	Cost (optional)	Current value (optional)
Investment assets			0	0
			0	0

		Fund to which asset belongs	Cost (optional)	Current value (optional)
Assets retained for the charity's own use			0	0
			0	0

		Fund to which liability relates	Amount due (optional)	When due (optional)
Liabilities			0	
			0	

6.2.2 Independent examiner's report on the accounts

Report to the trustees of Molly Rose Foundation, Charity Number 1179482 on accounts for the year ended 31st December 2020, set out on pages 9 –10.

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2020.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

- accounting records were not kept in accordance with section 130 of the Act or

- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: **Date:** 14/9/2021

Name: **Gabriel Gribbin FCA**
Address: **96, Old Church Lane, Stanmore, HA7 2RR**

6.3 Reserves Policy

The reserves policy is suitable for a new charity creating stable finances in the first two years from formation

- The policy to commit financial and non-financial resources to deliver impactful in-year benefits, while building reserves for financial sustainability and strength, will enable the charity to endure and to expand the benefit it delivers in future years
- While reserves have grown rapidly, in relative terms they remain modest in relation to potential and planned outgoings. This has enabled the charity to create reserves that will, as required, help fund more costly plans in 2021 - 2023

The Trustees have allocated charity financial resources to a current account and, with increasing reserves, a proportion has been placed in an interest-bearing account. At this stage in the charity's start-up and growth, Trustees have prioritised liquidity and have not sought to make less flexible longer-term investments.

6.4 Grant Policy

The Trustee board has approved a formal policy on grant making. No grants have been made during this period.

7. Principal Risks

The Trustees recognise the charity faces four principal risks to the continued delivery of public benefit:

1. The charity is reliant on the availability and goodwill of volunteers to operate all aspects of the organisation

   Status – MRF operated successfully through the sustained commitment of our volunteers and expects to continue to do so through 2021.

2. Material reduction in fundraising income – particularly through predicted economic uncertainty

   Status – Monthly fundraising income is volatile and the COVID environment introduced additional uncertainty. However, through a variety of managed initiatives overall 2020 income has met expectations.

3. Ability to expand charitable impact is reduced by economic volatility and supply/demand restrictions

   Status – While the charity has continued to expand activity to deliver charitable impact in 2020, the Trustees have chosen not to commit substantial funds to new and unproven initiatives during the time of COVID uncertainty and volatility.

4. Restricted opportunity to meet current educational and awareness objectives

   Status – Face-to-face delivery of education and training has not proved feasible during COVID restrictions, however MRF has sought to partly mitigate the impact through developing online offerings. Other impacts such as awareness raising, have been unaffected.

8. Declarations

The Trustees declare they have approved the Trustees' report above.

Signed on behalf of the Molly Rose Foundation Trustees

Signature(s)	Ian Russell	Jo Peterman
Full name(s)	Ian Alexander Russell	Jonathan Andrew Peterman
Position	Chair of trustees	Treasurer
Date	15-9-2021	14/9/21