

## **Molly Rose Foundation Trustees' Annual Report and Accounts**

**This report covers the period 1<sup>st</sup> January 2020 – 31<sup>st</sup> December 2020**

**Charity name: Molly Rose Foundation**

**Registered charity number: 1179482**

**Charity Principal address: 31 Longley Road, Harrow**

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## 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 or 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 18<sup>th</sup> 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
<b>Receipts</b>					
Donations	22,088	0	0	22,088	33,022
Other charitable receipts	2,046	0	0	2,046	1,498
<b>Gross income</b>	<b>24,134</b>	<b>0</b>	<b>0</b>	<b>24,134</b>	<b>34,520</b>
<b>Asset and investment sales</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total receipts</b>	<b>24,134</b>	<b>0</b>	<b>0</b>	<b>24,134</b>	<b>34,520</b>
<b>Payments</b>					
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
<b>Sub total</b>	<b>2,587</b>	<b>0</b>	<b>0</b>	<b>2,587</b>	<b>7,020</b>
<b>Asset and investment purchases</b>					
	0	0	0	0	
<b>Sub total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total payments</b>	<b>2,587</b>	<b>0</b>	<b>0</b>	<b>2,587</b>	<b>7,020</b>
<b>Net of receipts/(payments)</b>	<b>21,547</b>	<b>0</b>	<b>0</b>	<b>21,547</b>	<b>27,500</b>
Transfers between funds	0	0	0	0	0
Cash funds last year end	28,802	0	0	28,802	1,302
<b>Cash funds this year end</b>	<b>50,349</b>	<b>0</b>	<b>0</b>	<b>50,349</b>	<b>28,802</b>

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

		Unrestricted funds	Restricted funds	Endowment funds
<b>Cash funds</b>	Cash and Bank	10,284	0	0
	Savings Account	40,065	0	0
<b>Total cash funds</b>		<b>50,349</b>	<b>0</b>	<b>0</b>

		Unrestricted funds	Restricted funds	Endowment funds
<b>Other monetary assets</b>		0	0	0
		0	0	0

		Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>Investment assets</b>			0	0
			0	0

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

		Fund to which liability relates	Amount due (optional)	When due (optional)
<b>Liabilities</b>			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").

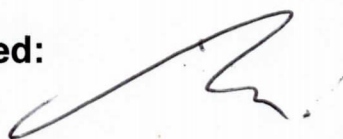
I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### 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.

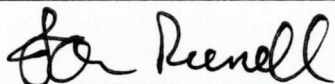
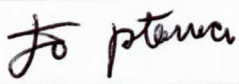
4. Restricted opportunity to meet current educational and awareness objectives

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)		
Full name(s)	Ian Alexander Russell	Jonathan Andrew Peterman
Position	Chair of trustees	Treasurer
Date	15-4-2021	14/9/21