

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

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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 Zuckerberg 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 Beckett 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
Investment assets		Fund to which asset belongs	Cost (optional)	Current value (optional)
		£0		
		£0		
Assets retained for the charity's own use		Fund to which asset belongs	Cost (optional)	Current value (optional)
		£0		
		£0		
Liabilities		Fund to which liability relates	Amount due (optional)	When due (optional)
		£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.

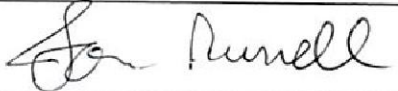

4. Restricted opportunity to meet current educational and awareness objectives.

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