

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 or 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.

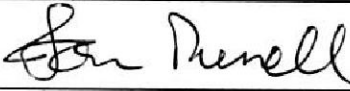
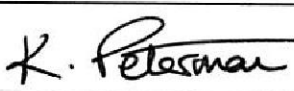
Ability to expand charitable impact is reduced by economic volatility.

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