

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 or 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.

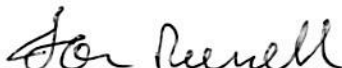

Material reduction in fundraising income – particularly through predicted economic uncertainty.

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