



**MOLLY ROSE
FOUNDATION**

Trustees' Annual Report and Accounts

Charity registration number (1179482)

Year Ended 31 December 2024



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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

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

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.

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.
-

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.

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.

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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.



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.

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	<ul style="list-style-type: none">● 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	<ul style="list-style-type: none">● A strong and sustainable income generation model● We are well-governed and well-led, managing our resources and growth effectively
Our values	<ul style="list-style-type: none">● We prioritise our people, culture and values● We are:<ul style="list-style-type: none">– Authentic and independent– Collaborative and open– Authoritative and evidence-based– Supportive and empowering– Principled and determined

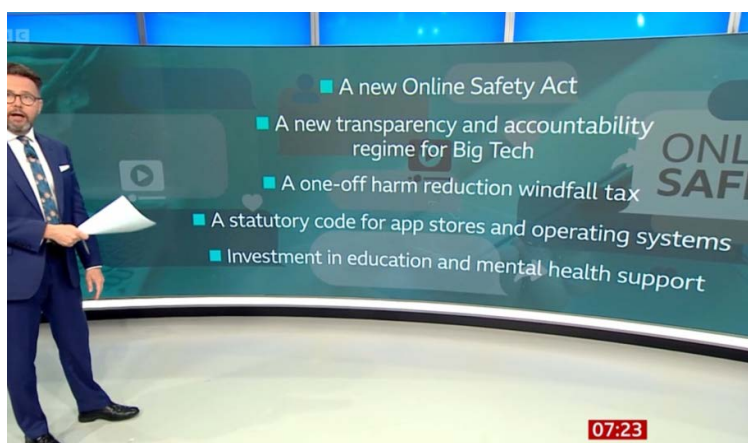


Our impact in 2024

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.



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.

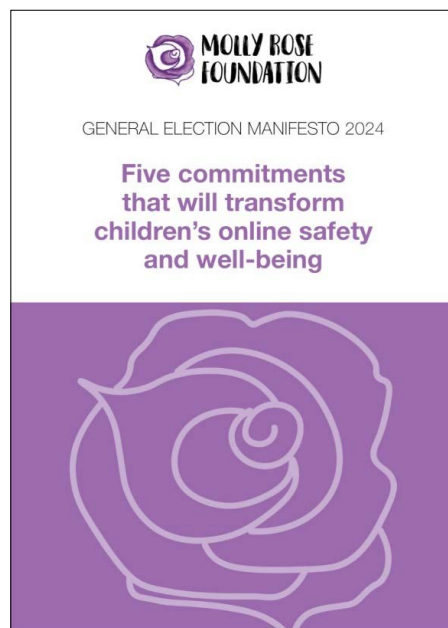
Our research showed that the public support our calls for a stronger approach: 80% of UK adults and 85% of parents support a strengthened Online Safety Act, with just one in ten adults (10% of adults) believing the Government is doing enough to tackle preventable online harm.

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.



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

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.

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.



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.

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

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.

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.

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.

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 been 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.

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.

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.

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

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

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.

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.

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.

- 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.

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

Statement of financial activities

Year Ended 31 December 2024

	Note	Unrestricted funds £	2024 Restricted funds £	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		<u>98,408</u>	<u>2,100,000</u>	<u>2,198,408</u>	<u>93,533</u>
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		<u>–</u>	<u>(193,670)</u>	<u>(193,670)</u>	<u>(41,125)</u>
Net income and net movement in funds		<u>98,408</u>	<u>1,906,330</u>	<u>2,004,738</u>	<u>52,408</u>
Reconciliation of funds					
Total funds brought forward		<u>89,807</u>	<u>69,593</u>	<u>159,400</u>	<u>106,992</u>
Total funds carried forward		<u>188,215</u>	<u>1,975,923</u>	<u>2,164,138</u>	<u>159,400</u>

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.

Statement of financial position

Year Ended 31 December 2024

Current assets

	Note	2024 £	£	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)		–	
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Net current assets		2,164,138		159,400	
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Total assets less current liabilities		2,164,138		159,400	
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Net assets		2,164,138		159,400	
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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:

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Mr I A Russell

Trustee

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

Statement of cash flows

Year Ended 31 December 2024

Cash flows from operating activities

	2024 £	2023 £
Net income	2,004,738	52,408
<i>Adjustments for:</i>		
Other interest receivable and similar income	(15,111)	(1,215)
Accrued expenses	14,400	—
<i>Changes in:</i>		
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.

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.

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 payable 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 £
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 £
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Donations

General donations	17,673	–	17,673
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Grants

Grants	–	71,009	71,009
	17,673	71,009	88,682

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
	<u>2,539</u>	<u>2,539</u>	<u>2,923</u>	<u>2,923</u>

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
	<u>11,928</u>	<u>11,928</u>	<u>713</u>	<u>713</u>

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	–	–

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

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	—

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	–
	<u>23,710</u>	<u>–</u>

17. Analysis of charitable funds

Unrestricted funds

	At 1 Jan 2024 £	Income £	Expenditure £	At 31 Dec 2024 £
General funds	<u>89,807</u>	<u>98,408</u>	<u>–</u>	<u>188,215</u>

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

Restricted funds

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

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

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.



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

For more information, please contact
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