



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 1st November 2020

To 31st Oct 2021

Charity name: Jonathan's Voice

Charity registration number: 1180424

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>Increasing the understanding and awareness of suicide risk, particularly in young professional people, with a view to reducing stigma and empowering individuals to speak about mental health by educating companies and individuals through the organisation of workshops and use of training and education materials.</p> <p>Educating organisations, in the professional environment, for the purpose of encouraging them to create the right support structures, policies and practice to support employees with mental health and well-being by providing workshops which inform them of the risk of suicide and of the need for such mental health initiatives.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>This report relates to the third year of operation of the Charity which was established in 2018 following the tragic suicide of Jonathan McCartney. In the past year the charity has rapidly adapted its activities so that many of these have been delivered using the well-established web and video conferencing tools. For the public benefit, the main activities that the charity undertook during its third year of operation were as follows:</p> <ul style="list-style-type: none">• Raising awareness of mental health and wellbeing with individual firms and organisations and workplaces by providing in-person and video conference based talks.• Raising awareness of mental health and wellbeing with the chartered institutes for the intellectual property profession, by providing talks, presentations and "virtual booths" at their professional conferences• Spreading good practice in the workplace on mental health support and suicide prevention by researching, collating, producing and disseminating resources that are made widely and freely available• Addressing the specific mental health challenges of early career professionals by delivering video conference talks at induction events for trainees and new students on professional courses.• Supporting research at the Suicidal Behaviour

		<p>Research Laboratory, University of Glasgow into the cultural and social factors that put men at risk of suicidal despair, and the factors that can aid men to recover a meaningful life.</p> <ul style="list-style-type: none"> • Increasing community engagement about mental health and wellbeing through talks and events involving community organisations. • Increasing awareness of mental wellbeing and suicide prevention in the wider community by further developing effective communications via our website (www.jonathansvoice.org.uk) our Twitter account (@jonathans_voice) and our presence on LinkedIn (https://www.linkedin.com/company/70048622/admin/) and on FaceBook. https://www.facebook.com/jonathansvoice/
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The Trustees confirm that they have adhered to the statutory requirements issued by the Charity Commission relating to charitable trusts and their public benefit responsibilities. They further confirm that all current and planned activities of Jonathan's Voice are aligned with these requirements and with the Trust Deed of Jonathan's Voice.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
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Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.

Para
1.20

Introduction

In 2020-2021 Jonathan's Voice has continued to open up the conversation about mental health in the workplace and to provide resources to organisations and individuals in order to support good mental health. We aim to make a positive impact by working in partnership with businesses and other groups to develop a mentally healthy environment where all may thrive. We provide all activities and materials free at the point of delivery.

Improving mental health in workplaces – *publications, talks and related activities*

Mental health awareness appears to have reached a turning point over the past two years with sports personalities, entertainers and others in the public eye being prepared to talk more openly about their mental health challenges. Whilst these stories help break down stigma, it is clear that in many workplaces stigma remains and many organizations fail to give mental wellbeing sufficient priority.

Our main goal over the year was to provide high-quality, evidence-based resources designed to help individuals to better look after their mental health and wellbeing and to equip organizations to provide the necessary support structures. We have worked in partnership with the Charlie Waller Trust (<https://charliewaller.org/>), one of the UK's most respected mental health charities, to create and distribute two guides namely, "*Protecting your mental health and wellbeing: a guide for patent and trademark attorneys*" (25 pages) and "*Advancing the mental health and wellbeing agenda: A guide for senior leaders in the intellectual property profession*" (23 pages). These resources are available to download free of charge from our website and from the Mental Health at Work where all material is curated by MIND

(<https://www.mentalhealthatwork.org.uk/?s=jonathan%27s+voice>). Hard copies were also distributed to selected organizations and to those who specifically requested them.

Comments have included, "*This is such a good thing; congratulations!*", "*I really highly recommend the resources produced by @jonathans_voice and especially the guide pictured. Thorough, reassuring, practical, and always worth picking up and reading again (and again!)*"; "*Here is a brilliant resource for all IP professionals - and lawyers generally*"; "*Protecting your mental health and wellbeing - a guide for patent and trade mark professionals*" from fantastic @CharlieWtrust & @jonathans_voice -and supported by @IPInclusive"; "*Crucial guide. Thank you @jonathans_voice*".

The publication and distribution of these resources has been supported by an ongoing program of talks and other events to raise awareness and reduce stigma. This has included a learning lunch webinar event to over 100 participants from the UK Intellectual Property Office, a video talk for the Spring Conference of the Chartered Institute of Trade Mark Attorneys and a talk for one of their Professional Development seminars; a webinar for new starters to the Intellectual Property profession through Queen Mary University London (over 40) and the

		<p>Chartered Institute of Patent Attorneys (over 60).</p> <p>Other activities have included participation in the podcast series “Two IPs In A Pod” produced by the Chartered Institute of Patent Attorneys (CIPA) and close collaboration with the early career support group of CIPA. In the case of the latter, we have strongly supported the development of their mental health activities and they write, “<i>You at Jonathan’s voice have been pivotal in everything that has been done over the past year. I know for a fact that so many have benefited from the resources.</i>” Their membership survey showed that over 60% had found their welfare activities very beneficial.</p> <p>Raising awareness of mental health issues – website, blogs, social media newsletters, community activities</p> <p>We have made extensive developments to our website in the past year where we regularly post blogs on mental health issues written by a number of contributors The charity posts blogs on the website at a frequency of approximately two a month. The content ranges from looking after yourself and looking after other people to information about recent research and reports. Blogs are created specifically for this site and for significant days such as World Suicide Prevention Day and World Mental Health Awareness Day.</p> <p>Blogs that relate to specific dates in the mental health calendar are created in advance and shared with those organisations with whom we work before “the day” so that they can be posted on their websites and extend the readership. The charity tweets about each blog to alert readers and some are posted on LinkedIn. Blogs typically have 600 to 700 reads. Those that presently have the highest number are “Using Small talk to Start a Conversation” (1,043) and “Understanding Male Suicide” (1,214); blogs that exemplify the variety of the content. Links in new blogs are strategically placed to take the reader back to a previous blog, thereby increasing its readership, and to other relevant sites beyond Jonathan’s Voice.</p> <p>The impact of the variety of blogs is that they increase knowledge and awareness of mental health issues and provide helpful and well-evidenced information and guidance for individuals and organizations.</p> <p>The website also provides a range of free to download resources as well as links to our quarterly Newsletters which provide updates on the work of the charity.</p> <p>In the past year we have increased the number of followers we have on Twitter by about 30% and now have over 400. LinkedIn has been a notable success story with good, organic growth and we have built up from zero to over 200 followers in less than a year. Page views have increased five-fold from April to September 2021.</p> <p>Two key Twitter metrics are numbers of impressions and numbers of engagements with our posts. Our top tweet concerned with World Suicide Prevention Day reached over 2400 users of the platform. Overall, we have seen a strong growth in both these metrics since we have put more focus on providing regular and consistent original content as well as sustaining re-tweets of relevant material. Through the past year overall growth in impressions has averaged +144% Jonathan’s Voice now has a presence on Facebook where engagement has rapidly grown.</p>
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		<p>Our quarterly newsletters, distributed electronically using the Mailchimp platform, have continued to reach a wide audience which has grown by around 20% over year. We now have over 250 individuals who have asked to receive them and each Newsletter is made available for free download on our website. During the year we have been pleased to receive several complimentary comments about their content. We also held a highly successful virtual coffee morning in January 2021 for supporters and those interested to learn more about our work and had over 50 participants with talks from some of our trustees, fundraisers and our researcher whom we support at University of Glasgow.</p> <p>In many instances community activities have been associated with some of our fundraising events which are highlighted below. Notable amongst the community events was our involvement in the Southwell Music Festival 2021. We were very grateful to be the charity supported this year by this highly acclaimed event. See more below.</p> <p>Supporting research - Suicidal Behaviour Research Laboratory, University of Glasgow</p> <p>In 2020, Jonathan's Voice began its support for a research project at the Suicidal Behaviour Research Laboratory (SBRL), University of Glasgow with a donation of £4,000 in September 2020 and a further donation in September 2021. The SBRL, led by Professor R O'Connor, President of the International Association for Suicide Prevention, is one of the leading suicide and self-harm research groups internationally. Working in partnership with clinicians, policy-makers and people with lived experience the impact of the research at SBRL is to advance understanding and prevention of suicide. The PhD research project that is part-sponsored by Jonathan's Voice is being undertaken by Ms Susie Bennett. Her research explores male suicide, specifically the cultural and social factors that put men at risk of suicidal despair and the factors that can aid men to recover a meaningful life. This project is continuing into 2022. The main achievements to date are as follows. A systematic review, the first of its kind, was undertaken and looked at all the worldwide qualitative research on men who are suicidal. It synthesized the findings from 78 studies on the critical suicide risk and recovery factors for men. Findings highlighted the central role of cultural norms of masculinity in male suicide and were reported as a risk factor in 95% of papers. A survey was then designed and piloted the measures to use for a survey further exploring male suicide. 3,123 participants were recruited from all over the world. The questions in the survey were based on findings from the systematic review and explored things like self-esteem, attitudes to emotional expression, connections to others, childhood experiences - all potential risk factors for suicidal feelings in men. Going forward, the next part of the research will be a quantitative analysis of key measures against three different groups; men who are not suicidal, men with suicidal thoughts but who have not attempted suicide, men who have attempted suicide</p> <p>Fundraising</p> <p>Jonathan's Voice relies on the generous support it receives from individuals and organisations through donations and sponsorship to carry out its charitable activities. Despite the pandemic, there have been number of important fundraising</p>
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		<p>events, particularly in the last few months. However, an event that has had a very significant impact commenced in January 2021 when a group of 12 men committed to run 6721 miles and raise £6721 in memory of those 6721 people who had died by suicide in the UK in 2019. In addition to the fundraising target which has been achieved, there has been considerable engagement over the year, through the group's website and regular posts and tweets, that has kept the issue of mental health and suicide, particularly among men, very much alive. The charity was engaged with the Southwell Music Festival (see above) and raised £2132. Short talks were given before events and donations were received. Trustees of the charity were able to talk to people informally about mental health issues and distribute resources. The impact was that more people became aware of the stark statistics about suicide and had an opportunity to share their experiences.</p> <p>Other sponsored events provided the opportunity via the Jonathan's Voice Just Giving page for the organizer to write about the charity, mental health and their reason for promoting the event, thus bringing peoples' attention to mental health and suicide in a very personal and impactful way. Of note, is a sponsored walk along Hadrian's Wall in memory of a man who died by suicide. The walk raised £13,032 from 274 supporters, all of whom will have had an increased knowledge about mental health and suicide.</p>
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	<p>Total receipts for the period 01/11/20 to 31/10/21 were £37,790 and total payments were £28,145. 93% of our income was spent on charitable activities. At 31/10/2021 the charity had reserves and cash in the bank of £84,136. All income received in the period was unrestricted.</p> <p>This is a positive position for the charity to be in and provides the opportunity to scale up activity in the next 12 months.</p>
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The Trustees aim to retain free reserves at a level sufficient to cover 3 months of expenditure. This will enable the charity to protect the continuity of its core activities during any periods of reduced income. The level of reserves required is therefore £15,000 and the charity currently holds free reserves in excess of this
Amount of reserves held	Para 1.22	As at 31/10/2021 the charity had reserves of £84,136.
Reasons for holding zero reserves	Para 1.22	n/a – the charity has reserves.
Details of fund materially in deficit	Para 1.24	n/a - there are no funds in deficit.
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no uncertainties about the charity's ability to continue as a going concern. The charity incurs a low level of day-to-day costs and has sufficient funds to continue to operate for at least the next 12 months.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	The income received is from voluntary donations, from both individuals and corporate entities or charitable foundations. The income from individuals includes direct donations and fundraising carried out through participation in sponsored events of various kinds.
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	The trustees have considered the possible effect of the return of Covid-19 restrictions or lockdowns on the operation of the charity. As Jonathan's Voice does not employ staff it will not affect our ability to operate as a going concern. In the 2020-2021 year, there was not an evident reduction in income due to the cancellation or reduced attendance at events from which we have had charitable donations or

		<p>sponsorship income. Charitable work through face-to-face meetings and workshops began to resume in August/September 2021 and we are planning for more extensive in-person events to happen throughout 2022. However, we have sufficient funds available to cover the likely costs of travel etc. Additionally, we anticipate the continued use of webinars, podcasts and videoconferencing to be part of our portfolio of delivery in the foreseeable future.</p>
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed , royal charter)	Para 1.25	Jonathan's Voice has a Trust Deed as its governing document.
How is the charity constituted? (e.g. unincorporated association , CIO)	Para 1.25	The charity is constituted as a Charitable Trust (Unincorporated Charity) with a Trust Deed dated 18 th October 2018 and entered onto the Charity Commission Register on 24 th October 2018 with the number 1180424
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	There must be at least 5 trustees. Apart from the first trustees, every trustee must be appointed for a term of three years by a resolution of the existing trustees. Any eligible trustee may be re-appointed.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	

Other		
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Reference and Administrative details

Charity name	Jonathan's Voice
Other name the charity uses	None
Registered charity number	1180424
Charity's principal address	26 Holyoake Road, Oxford, OX3 8AE

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	David Graham McCartney			
2	Valerie June McCartney			
3	David Edward McCartney	Chair		
4	Helen Clare Rimington			
5	John Charles Sartain		1/11/20 to 15/09/21	
6	James Macdonald		1/11/20 to 30/6/21	
7	Eleanor Lesley McCartney	Secretary		
8	David Cox		15/09/21 to continuing	
9	Paul Mellor		5/02/22 to continuing	
10				
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Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	None
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Mental health professional	Ms June Dent	79 FERRY ROAD, OXFORD, OX3 0EU
Mental health professional	Ms Penelope Aspinall	21 Forrest Avenue, Huddersfield, HD1 4PL

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	<i>Valerie J. McCartney</i>	<i>D. Graham McCartney</i>
Full name(s)	Valerie June McCartney	David Graham McCartney
Position (eg Secretary, Chair, etc)	Trustee	Trustee

Date *10th June 2022*

**Independent examiner's report to the trustees of
Jonathan's Voice
for the year ended 31 October 2021**

I report to the trustees on my examination of the accounts of Jonathan's Voice (the charity) for the year ended 31 October 2021.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

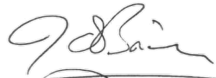
I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed  Date 14/06/2022
John O'Brien MSc, FAIA, FCCA, FCIE
Employee of Community Accounting Plus



CHARITY COMMISSION
FOR ENGLAND AND WALES

Jonathan's Voice

1180424

Receipts and payments accounts

CC16a

For the period
from

01-Nov-20

To

31-Oct-21

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Voluntary receipts: Transfer in on establishment of charitable trust	-	-	-	-	-
Voluntary receipts: Other	37,790	-	-	37,790	15,152
Other receipts	-	-	-	-	-
Sub total (Gross income for AR)	37,790	-	-	37,790	15,152
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	37,790	-	-	37,790	15,152
A3 Payments					
Costs of generating voluntary receipts	1,502	-	-	1,502	1,126
Costs of charitable activities	26,389	-	-	26,389	13,719
Governance & support costs	254	-	-	254	767
	-	-	-	-	-
Sub total	28,145	-	-	28,145	15,612
A4 Asset and investment purchases. (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	28,145	-	-	28,145	15,612
Net of receipts/(payments)	9,644	-	-	9,644	- 460
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	74,492	-	-	74,492	74,952
Cash funds this year end	84,136	-	-	84,136	74,492

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Cash in bank	84,136	-	-
		-	-	-
	Total cash funds	84,136	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	Trade creditors	Unrestricted	3,198	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
<i>D. Gahan McCarty</i>	D. G. MCCARTNEY	10/06/2022
<i>V. J. McCarty</i>	V J MCCARTNEY	10.06.2022