

MY BLACK DOG

England & Wales · Charity number 1182690

Details

Status Registered

Legal form CIO

Registered 2019-03-29

Register [View on the Charity Commission register](#)

Contact

Address My Black Dog
88/90 Baker Street
London
W1U 6TQ

Phone 07446887308

Email info@myblackdog.co

Website www.myblackdog.co

Activities

Objects: THE OBJECT OF THE CIO IS: TO PROMOTE AND PROTECT THE MENTAL HEALTH OF PEOPLE SUFFERING FROM ENDURING MENTAL ILLNESS LIVING IN ENGLAND AND WALES, IN PARTICULAR, BUT EXCLUSIVELY BY THE PROVISION OF A SUPPORTIVE, ONLINE COMMUNITY PLATFORM TO EASE THE SUFFERING OF MENTAL ILLNESS AND IMPROVE THE LIVES OF PEOPLE SUFFERING FROM ENDURING MENTAL ILLNESS.

Activities: A peer to peer support service for people struggling with their mental health

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** Disability, Other Charitable Purposes
- **Who:** Other Defined Groups, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£344,410	£258,518	-	-
2024-03-31	£224,411	£286,978	-	-
2023-03-31	£198,281	£236,426	-	-
2022-03-31	£269,801	£169,973	-	-
2021-03-31	£134,124	£59,532	-	-

Trustees

Name	Role	Appointed
Emily Cherry		2020-12-01
Hannatu Holloway		2024-01-08
Iain Bremner		2021-11-18
Joel Rose		2024-10-01

MY BLACK DOG

England & Wales - Charity number 1182690

Accounts



MY BLACK DOG

Trustees' Report
and Unaudited Financial Statements
for the year ended 31 March 2025

Registered Charity Number 1182690

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

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MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

CHARITY INFORMATION

Name of the charity

My Black Dog

Patron

Eddy Temple-Morris
Ricky Wilson

Trustees

Joel Rose, *Chair* (appointed October 2024)
Iain Bremner, *Treasurer*
Emily Cherry, *Safeguarding*
Anita Guru, *Learning & Development and Wellbeing* (resigned November 2024)
James Mackeddie, *Volunteering & Fundraising*
Hannatu Holloway

Key management personnel

Niki Clarke	Chief Executive Officer
Robert Harding	Chief Operating Officer from November 2024
Lauren Rainer	Volunteer Manager <i>until October 2024</i>

Principal office

My Black Dog
88/90 Baker Street
London
W1U 6TQ

Registered charity number

1182690

Banker

CAF Bank Limited
25 Kings Hill Avenue
West Malling
Kent, ME19 4JQ

Accountant

Dales Evans & Co Limited
88/90 Baker Street
London, W1U 6TQ

Independent examiner

Katie Wilson FCA
Blue Spire Limited
Cawley Priors
South Pallant
Chichester
West Sussex, PO19 1SY

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

TRUSTEES' REPORT

The trustees have pleasure in presenting their annual report for the purposes of the Charities Act 2011, together with the accounts for the year ended 31 March 2025. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

STRUCTURE GOVERNANCE AND MANAGEMENT

My Black Dog is a registered charity constituted as a charitable incorporated organisation and registered as a charity 29 March 2019.

The power to appoint and remove Trustees is vested in the Trustees and exercised by resolution at a meeting of the trustees. The number of Trustees shall be not less than three nor more than seven. If the number of Trustees falls below the minimum the remaining Trustee or Trustees may only act to call a meeting of the Trustees, or appoint a further Trustee or Trustees.

On agreeing to become a trustee of the charity, the trustees are provided with copies of the latest constitution of the Trust and the latest annual report and accounts.

The Trustees are responsible for identifying and reviewing the major risks to which the Trust is exposed and confirm that, as far as is possible given the nature of the grant payments and locations to which they are made, arrangements have been established to mitigate those risks.

A list of Trustees is provided on Page 1, and on our website: <https://www.myblackdog.co/whos-in>.

Trustees serve for a term of three years from the date of appointment.

Each Trustee's term of office may be renewed for two further 3 years terms; subsequently the Trustee in question is required to resign but may apply for re-appointment after at least one year.

Trustee induction and training

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

OBJECTIVES AND ACTIVITIES

The objective of the charity is:

To promote and protect the mental health of people suffering from enduring mental illness living in England and Wales, in particular, but exclusively by the provision of a supportive, online community platform to ease the suffering of mental illness and improve the lives of people suffering from enduring mental illness.

In determining the charity's activities, the trustees have had regard to the Charity Commission's guidance on public benefit.

Strategies for achieving objectives

The charity is focussed on:

Economy:

- of its own operations, to ensure that costs are appropriate for the charity to achieve its objectives
- of the funding for delivery of its volunteer online community platform to ensure that as many people as possible suffering mental illness in England And Wales can be supported

Efficiency:

- of the entire My Black Dog delivery chain as well as its own operations
-

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

TRUSTEES' REPORT

ACHIEVEMENTS AND PERFORMANCE

Review of activities to-date

This is the sixth Annual Report of the Board of Trustees.

Background

Since 2019, the mission of My Black Dog has been to provide relief from suffering, improve the lives and aid the recovery of people suffering with mental health issues in England and Wales- to give support to those who need it most. My Black Dog, based in London, achieves this by providing an online peer-to-peer chat service for adults over 18, staffed by volunteers, that supports people with their mental health concerns via a supportive community platform. This service is unique as the only peer-to-peer mental health online chat function in the UK.

The uniqueness of this solution lies in the provision of instant messaging support by volunteers who themselves have suffered from mental health concerns. The service has great potential to be replicated at scale, as My Black Dog provides a volunteer mental health service that does not require an office, call centre or many other overhead costs to run. My Black Dog treats access to mental health support as an irrevocable right, not a privilege, and pursues greater equity in healthcare outcomes.

It is not a crisis service and does not seek to replace mental health professionals and counselling, but rather to complement the services they offer. My Black Dog aims to reach those who are struggling with their mental health but who are not yet at crisis point, and do not have access to support from qualified professional: a huge number of people.

Achievements of My Black Dog

My Black Dog continued to see high numbers of chats throughout the year, in spite of a need for service closure due to low levels of staff.

The charity completed another successful year as charity partners of Car Fest with our presence at the festival once again well received.

The charity underwent significant structural change in order to provide more vigilant safeguarding for our guests and volunteers. The CEO proposed a new organisational structure which included recruiting external Designated Safeguarding Leads to ensure any higher risk chats were handled by a seasoned safeguarding professional.

In addition, a new Leader and Mentor programme was launched to provide additional training for our volunteers enabling them to monitor the shifts. This change reinforced our charitable aims of the organisation being volunteer-led, opening up further opportunities for our volunteers to learn new skills and enabling them to take on further responsibilities within our charity.

My Black Dog continues to see positive guest interactions and good reviews from our users:
"the best person I've ever spoken to about how I feel <3"

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

TRUSTEES' REPORT

FINANCIAL REVIEW

Results for the period

During the year the charity received donations amounting to £344,060 (2024: £224,113), and bank interest of £350 (2024: £298) giving total income £344,410 (2024: £224,411). Expenditure totalled £258,518 (2024: £286,978), giving an overall net gain for the period was £85,892 (2024 deficit: £62,567).

The Charity currently has unrestricted reserves, being unrestricted funds not represented by fixed assets, of £164,652 (2024: £92,762) as at balance sheet date.

The Trustees are satisfied that the charity's assets are available and adequate to fulfil its obligations in relation to those funds.

The Trustees have put in place a Reserves policy for 2025/26 period (see below) to reflect the growth of the charity and its obligations to its staff.

Reserves policy

The Trustees have the objective of maintaining sufficient reserves to offset any liabilities that should be incurred in the event that the charity would need to be wound up; redundancy costs of staff, rental costs of office space during the closure of the Charity and other on-going liabilities such as pension contributions and supplier costs. The Trustees believe that funds (unrestricted and restricted) of £185,580 (2024: £99,688) will be sufficient to cover our current commitments and to meet all costs associated with a downturn in our activities and a potential winding up of the charity.

Cessation of activities

The charity ceased service in December 2025, the aim to complete the formal closure is by 31st March 2026.

Volunteers

The Charity is comprised of a volunteer base that drives the organisation as a peer to peer service. The volunteers operate the daily function of the Charity goals. The Charity uses the Board of Trustees as advisors in voluntary role.

Management remuneration

Management remuneration is reviewed by the Trustees on at least an annual basis and decisions taken are ratified accordingly.

Fundraising

Although we do not actively fundraise from the public and we have not used any professional fundraisers in the year, the public can donate via our website and via Amazon Smile and we are registered with the Fundraising Regulator.

Risk management

The Trustees have assessed the financial risk management objectives and policies of the Trust. The exposure of the Trust to price risk, credit risk, liquidity risk, and cash flow is considered not material for the assessment of the assets, liabilities, financial position and surplus of the Trust.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

TRUSTEES' REPORT

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

APPOINTMENT OF AN INDEPENDENT EXAMINER

The charity remained below the threshold for audit in respect of the year under review and appointed Katie Wilson of Blue Spire Limited as examiner of the charity.

Approved by the trustees and signed on their behalf.



Trustee

Date 21 January 2026

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

INDEPENDENT EXAMINER'S REPORT

Independent Examiner's Report to the Trustees of My Black Dog

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2025 which are set out on pages 7 to 16.

Responsibilities and basis of report

As the charity's trustees 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 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 material 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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



Katie Wilson FCA
Blue Spire Limited, Statutory Auditor
Cawley Priors
South Pallant
Chichester
West Sussex
PO19 1SY

Date 22 January 2026

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	2024 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	1	324,060	20,000	344,060	224,113
Investment Income	2	350	-	350	298
Total		<u>324,410</u>	<u>20,000</u>	<u>344,410</u>	<u>224,411</u>
EXPENDITURE ON:					
Raising funds	3	-	-	-	5,583
Charitable activities	4	252,238	6,280	258,518	281,395
Total		<u>252,238</u>	<u>6,280</u>	<u>258,518</u>	<u>286,978</u>
Net income/(expenditure)		72,172	13,720	85,892	(62,567)
Transfers between funds	10	-	-	-	-
Net movement in funds		<u>72,172</u>	<u>13,720</u>	<u>85,892</u>	<u>(62,567)</u>
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	9,10	93,408	6,280	99,688	162,255
Total funds carried forward	9, 10	<u>165,580</u>	<u>20,000</u>	<u>185,580</u>	<u>99,688</u>

None of the charity's activities were acquired or discontinued during the above two financial years.
The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

	Note	2025		2024	
		£	£	£	£
FIXED ASSETS					
Tangible fixed assets	7	<u>928</u>	928	<u>646</u>	646
CURRENT ASSETS					
Stock		-		195	
Prepayments		19		-	
Cash at hand and in bank		<u>204,705</u>		<u>115,535</u>	
Total current assets		<u>204,724</u>		<u>115,730</u>	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	8	<u>20,072</u>		<u>16,688</u>	
Net current assets/(liabilities)			184,652		99,042
Net assets/(liabilities)			<u>185,580</u>		<u>99,688</u>
THE FUNDS OF THE CHARITY					
Restricted funds	9, 10		20,000		6,280
Unrestricted funds	9, 10		165,580		93,408
Total charity funds			<u>185,580</u>		<u>99,688</u>

The accompanying notes form part of the financial statements

Approved by the trustees and signed on their behalf



Trustee

Date 21 January 2026

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

General information, scope and basis of the financial statements

My Black Dog is an charity constituted as a Charitable Incorporated Organisation. The address of the principal office is given in the reference and administrative details section and the nature of the charity's operations and principal activities are given in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a basis other than going concern under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following expenditure headings:

- Raising funds; these include costs of fundraising and events.
- Charitable activities; these include grants to third parties and the costs of administering the charity inclusive of governance costs.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support and governance costs are those that assist the work of the charity but do not directly represent charitable activities. They are incurred directly in support of expenditure on the objects of the charity. Governance costs are those incurred in the governance of the charity and primarily associated with the constitution and statutory requirements.

VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SOFA.

Taxation

The charity is considered to pass the tests set out in sections 521 to 536 Income Tax Act 2007 (ITA 2007), as such no income tax is payable on the charity's activities.

Fixed Assets Policy Notes

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures, fittings & equipment - 25% per annum on cost.

Debtors receivable and creditors payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

Cash and cash equivalents

Cash and cash equivalents includes cash at bank and in hand.

Fund accounting

Unrestricted general funds are incoming resources receivable or generated for use in furtherance of the general objects of the charity without restriction.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in note 8 of these financial statements.

A basis other than going concern

The financial statements have been prepared on a basis other than going concern. The charity has ceased services in December 2025 and is in the process of winding down. The aim is to complete the formal closure by 31st March 2026. As a result of this, no adjustments were necessary or made during the year under review.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

1. Donations and legacies

	Income Funds £	Restricted Funds £	2025 Total Funds £	Income Funds £	Restricted Funds £	2024 Total Funds £
Donations	324,060	20,000	344,060	223,568	-	223,568
Gift Aid	-	-	-	545	-	545
	<u>324,060</u>	<u>20,000</u>	<u>344,060</u>	<u>224,113</u>	<u>-</u>	<u>224,113</u>

2. Investment Income

	Income Funds £	Restricted Funds £	2025 Total Funds £	Income Funds £	Restricted Funds £	2024 Total Funds £
Interest Income	350	-	350	298	-	298
	<u>350</u>	<u>-</u>	<u>350</u>	<u>298</u>	<u>-</u>	<u>298</u>

3. Fundraising

	Income Funds £	Restricted Funds £	2025 Total Funds £	Income Funds £	Restricted Funds £	2024 Total Funds £
Fundraising costs	-	-	-	5,583	-	5,583
	<u>-</u>	<u>-</u>	<u>-</u>	<u>5,583</u>	<u>-</u>	<u>5,583</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

4. Charitable activities

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £
Charitable content	1,752	-	1,752	2,336	-	2,336
Merchandise and advertising	14,577	980	15,557	24,156	-	24,156
Printing, postage and stationery	1,557	-	1,557	1,901	-	1,901
Telephone, internet and website	97	-	97	95	-	95
Accountancy fees	7,164	-	7,164	8,511	-	8,511
Wages and salaries	158,902	-	158,902	169,950	5,774	175,724
Staff costs	1,474	-	1,474	1,629	-	1,629
Travel and subsistence	3,471	-	3,471	6,051	-	6,051
Motor vehicle expenses	530	-	530	-	-	-
Training costs	5,422	5,300	10,722	3,853	62	3,915
Subscriptions	7,392	-	7,392	3,670	-	3,670
Bank and other similar charges	3,797	-	3,797	981	-	981
Consultancy	11,940	-	11,940	22,400	-	22,400
Other expenses	518	-	518	1,102	-	1,102
Equipment costs	20	-	20	-	-	-
Website and platform costs	3,124	-	3,124	6,388	-	6,388
Office space	397	-	397	1,504	-	1,504
Depreciation for computer equipment	525	-	525	323	-	323
Storage	858	-	858	-	-	-
Utility costs	211	-	211	-	-	-
Insurance	8,351	-	8,351	12,239	-	12,239
IT software and consumables	803	-	803	375	-	375
Legal expenses	17,676	-	17,676	6,415	-	6,415
Governance costs:						
Independent examiner's fees	1,680	-	1,680	1,680	-	1,680
	<u>252,238</u>	<u>6,280</u>	<u>258,518</u>	<u>275,559</u>	<u>5,836</u>	<u>281,395</u>

5. Independent examiner's fees

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £
Examiner's fees - examination	<u>1,680</u>	<u>-</u>	<u>1,680</u>	<u>1,680</u>	<u>-</u>	<u>1,680</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

6. Staff costs and related party transactions

	2025 Total Funds £	2024 Total Funds £
Gross wages	142,044	157,176
Employer's national insurance costs (net of employment allowance)	8,260	8,663
Pension costs	2,197	2,270
Termination benefits *	5,372	7,615
	<u>157,873</u>	<u>175,724</u>

Termination benefits detailed above are complete and there are no further amounts payable.

* Termination benefits were made to staff in the form of redundancy. These amounts are complete with no further amounts to be paid in respect of these agreed settlements.

	2025	2024
Staff numbers:		
Average head count	<u>5.00</u>	<u>7.00</u>

During the year under review one employee (2024: no employees) received employee benefits (excluding employer pension contributions) of more than £60,000 in the range £60,000 to £70,000.

The charity's key management personnel, detailed on page 1 of these financial statements, received employee benefits amounting to £111,051 (2024: £104,390) consisting of salaries, social security costs and employer pension contributions.

Travel and subsistence expenses amounting to £751 were reimbursed to and paid on behalf of the charity's key management personnel during the year (2024: £3,101).

None of the charity's trustees were remunerated nor received any other benefits from an employment with the charity or a related entity during the year under review or the comparative year.

Travel and accommodation expenses amounting to £386 (2024: £nil) were reimbursed to and paid on behalf of one of the charity's trustees.

£3,900 (2024: £nil) donations were received from one of the charity's trustees with or without conditions attached.

There are no other related party transactions which require disclosure in these financial statements.

7. Tangible fixed assets

	Computer equipment £	Total £
<i>Cost</i>		
At 1 April 2024	1,292	1,292
Additions	807	807
Disposals	-	-
At 31 March 2025	<u>2,099</u>	<u>2,099</u>
<i>Depreciation</i>		
Accumulated at 1 April 2024	646	646
Charge for the year	525	525
On disposals	-	-
At 31 March 2025	<u>1,171</u>	<u>1,171</u>
Net book value at 31 March 2025	<u>928</u>	<u>928</u>
Net book value at 31 March 2024	<u>646</u>	<u>646</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

8. Creditors: amounts falling due within one year

	2025 £	2024 £
Other creditors	13,749	11,500
Accruals	6,323	5,188
	<u>20,072</u>	<u>16,688</u>

9. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £
Non-current assets	928	-	928	646	-	646
Current assets	184,724	20,000	204,724	109,450	6,280	115,730
Current liabilities	(20,072)	-	(20,072)	(16,688)	-	(16,688)
	<u>165,580</u>	<u>20,000</u>	<u>185,580</u>	<u>93,408</u>	<u>6,280</u>	<u>99,688</u>

10. Net movement in funds

	Year ended 31 March 2025				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	980	-	(980)	-	-
Restricted funds - Chat line and management	-	-	-	-	-
Restricted funds - Shift Manager	-	-	-	-	-
Restricted funds - Training of Volunteers	5,300	-	(5,300)	-	-
Restricted funds - People and Community Manager	-	20,000	-	-	20,000
	<u>6,280</u>	<u>20,000</u>	<u>(6,280)</u>	<u>-</u>	<u>20,000</u>
Unrestricted funds	93,408	324,410	(252,238)	-	165,580
	<u>99,688</u>	<u>344,410</u>	<u>(258,518)</u>	<u>-</u>	<u>185,580</u>

	Year ended 31 March 2024				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	980	-	-	-	980
Restricted funds - Chat line and management	1,702	-	(1,702)	-	-
Restricted funds - Shift Manager	4,134	-	(4,134)	-	-
Restricted funds - Training of Volunteers	5,300	-	-	-	5,300
	<u>12,116</u>	<u>-</u>	<u>(5,836)</u>	<u>-</u>	<u>6,280</u>
Unrestricted funds	150,139	224,411	(281,142)	-	93,408
	<u>162,255</u>	<u>224,411</u>	<u>(286,978)</u>	<u>-</u>	<u>99,688</u>

Description of funds

Restricted funds - Marketing
 Restricted funds - Chat line and management
 Restricted funds - Shift Manager
 Restricted funds - Training of Volunteers
 Restricted funds - People and Community Manager

Funds received to support advertising of the charity on social media.
 Funds received to support the management of the Chat Line.
 Funds received to support paying salary and costs of Shift Manager.
 Funds received to support training of volunteers.
 Funds received to support paying salary and costs of People and Community Manager.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

STATEMENT OF FINANCIAL ACTIVITIES

11. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	1	224,113	-	224,113
Investment Income	2	298	-	298
Total		224,411	-	224,411
EXPENDITURE ON:				
Raising funds	3	5,583	-	5,583
Charitable activities	4	275,559	5,836	281,395
Total		281,142	5,836	286,978
Net income/expenditure		(56,731)	(5,836)	(62,567)
Transfers between funds	10	-	-	-
Net movement in funds		(56,731)	(5,836)	(62,567)
RECONCILIATION OF FUNDS				
Total funds brought forward (restated)	9,10	150,139	12,116	162,255
Total funds carried forward	9, 10	93,408	6,280	99,688

12. Cessation of activities

The charity has ceased services in December 2025, with the aim to complete the formal closure by 31st March 2026. Upon closure a final set of accounts will be prepared. As a result of this, no adjustments were necessary or made during the year under review.

MY BLACK DOG

England & Wales - Charity number 1182690

Accounts



MY BLACK DOG

Trustees' Report
and Unaudited Financial Statements
for the year ended 31 March 2024

Registered Charity Number 1182690

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

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MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

CHARITY INFORMATION

Name of the charity

My Black Dog

Patron

Eddy Temple-Morris
Ricky Wilson

Trustees

Joel Rose, *Chair* (appointed October 2024)
Harry Owen, *Chair* (resigned November 2023)
Iain Bremner, *Treasurer*
Emily Cherry, *Safeguarding*
Anita Guru, *Learning & Development and Wellbeing* (resigned November 2024)
James Mackeddie, *Volunteering & Fundraising*
Hannatu Holloway (appointed 8 January 2024)

Key management personnel

Niki Clarke	Chief Executive Officer
Lauren Rainer	Volunteer Manager <i>until October 2024</i>

Principal office

My Black Dog
88/90 Baker Street
London
W1U 6TQ

Registered charity number

1182690

Bankers

CAF Bank Limited
25 Kings Hill Avenue
West Malling
Kent, ME19 4JQ

Accountants

Dales Evans & Co Limited
88/90 Baker Street
London, W1U 6TQ

Independent examiner

Geoffrey Frost
Blue Spire Limited
Cawley Priors
South Pallant
Chichester
West Sussex, PO19 1SY

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

TRUSTEES' REPORT

The trustees have pleasure in presenting their annual report for the purposes of the Charities Act 2011, together with the accounts for the year ended 31 March 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

STRUCTURE GOVERNANCE AND MANAGEMENT

My Black Dog is a registered charity constituted as a charitable incorporated organisation and registered as a charity 29 March 2019.

The power to appoint and remove Trustees is vested in the Trustees and exercised by resolution at a meeting of the trustees. The number of Trustees shall be not less than three nor more than seven. If the number of Trustees falls below the minimum the remaining Trustee or Trustees may only act to call a meeting of the Trustees, or appoint a further Trustee or Trustees.

On agreeing to become a trustee of the charity, the trustees are provided with copies of the latest constitution of the Trust and the latest annual report and accounts.

The Trustees are responsible for identifying and reviewing the major risks to which the Trust is exposed and confirm that, as far as is possible given the nature of the grant payments and locations to which they are made, arrangements have been established to mitigate those risks.

A list of Trustees is provided on Page 1, and on our website: <https://www.myblackdog.co/whos-in>.

Trustees serve for a term of three years from the date of appointment.

Each Trustee's term of office may be renewed for two further 3 years terms; subsequently the Trustee in question is required to resign but may apply for re-appointment after at least one year.

Trustee induction and training

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

OBJECTIVES AND ACTIVITIES

The objective of the charity is:

To promote and protect the mental health of people suffering from enduring mental illness living in England and Wales, in particular, but exclusively by the provision of a supportive, online community platform to ease the suffering of mental illness and improve the lives of people suffering from enduring mental illness.

In determining the charity's activities, the trustees have had regard to the Charity Commission's guidance on public benefit.

Strategies for achieving objectives

The charity is focussed on:

Economy:

- of its own operations, to ensure that costs are appropriate for the charity to achieve its objectives
- of the funding for delivery of its volunteer online community platform to ensure that as many people as possible suffering mental illness in England And Wales can be supported

Efficiency:

- of the entire My Black Dog delivery chain as well as its own operations
-

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

TRUSTEES' REPORT

ACHIEVEMENTS AND PERFORMANCE

Review of activities to-date

This is the fifth Annual Report of the Board of Trustees.

Background

Since 2019, the mission of My Black Dog has been to provide relief from suffering, improve the lives and aid the recovery of people suffering with mental health issues in England and Wales- to give support to those who need it most. My Black Dog, based in London, achieves this by providing an online peer-to-peer chat service for adults over 18, staffed by volunteers, that supports people with their mental health concerns via a supportive community platform. This service is unique as the only peer-to-peer mental health online chat function in the UK.

The uniqueness of this solution lies in the provision of instant messaging support by volunteers who themselves have suffered from mental health concerns. The service has great potential to be replicated at scale, as My Black Dog provides a volunteer mental health service that does not require an office, call centre or many other overhead costs to run. My Black Dog treats access to mental health support as an irrevocable right, not a privilege, and pursues greater equity in healthcare outcomes.

My Black Dog supported over 5,000 people in 2022.

It is not a crisis service and does not seek to replace mental health professionals and counselling, but rather to complement the services they offer. My Black Dog aims to reach those who are struggling with their mental health but who are not yet at crisis point, and do not have access to support from qualified professional: a huge number of people.

Achievements of My Black Dog

My Black Dog continued to see high numbers of chats throughout the year, exceeding 5,000 between April 23-March 24.

The charity completed another successful year as charity partners of Car Fest with our presence at the festival once again well received.

Additionally the charity partnered with Fern Cotton at her Happy Place festival, where we were present at both events to support wellbeing, mental health and healthy living.

The charity's CEO prepared a 10 year strategy which is in review by the Board with plans to implement service expansion and diversity in the next decade. In respect of this there was focus on upskilling current volunteers enabling them to qualify for safeguarding roles within the organisation and on being a volunteer-led organisation to promote our peer to peer working service

My Black Dog continues to see positive guest interactions and good reviews from our users:

"The agent today was brilliant! I felt so much better after sharing my thoughts and feelings without judgement or time limits. They also offered their experiences and perspectives with light humour too. This is such a great service and has helped through dark times between therapy sessions"

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

TRUSTEES' REPORT

FINANCIAL REVIEW

Results for the period

During the year the charity received donations amounting to £224,113 (2023: £198,053), and bank interest of £298 (2023: £228) giving total income £224,411 (2023: £198,281). Expenditure totalled £286,978 (2023: £236,426), giving an overall net deficit for the period was £62,567 (2023 deficit: £38,145).

The Charity currently has unrestricted reserves, being unrestricted funds not represented by fixed assets, of £92,762 (2023: £149,170) as at balance sheet date.

The Trustees are satisfied that the charity's assets are available and adequate to fulfil its obligations in relation to those funds.

The Trustees have put in place a Reserves policy for 2024/25 period (see below) to reflect the growth of the charity and its obligations to its staff.

Reserves policy

The Trustees have the objective of maintaining sufficient reserves to offset any liabilities that should be incurred in the event that the charity would need to be wound up; redundancy costs of staff, rental costs of office space during the closure of the Charity and other on-going liabilities such as pension contributions and supplier costs. The Trustees believe that funds (unrestricted and restricted) of £99,688 (2023: £162,255) will be sufficient to cover our current commitments and to meet all costs associated with a downturn in our activities and a potential winding up of the charity.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

Volunteers

The Charity is comprised of a volunteer base that drives the organisation as a peer to peer service. The volunteers operate the daily function of the Charity goals. The Charity uses the Board of Trustees as advisors in voluntary role.

Management remuneration

Management remuneration is reviewed by the Trustees on at least an annual basis and decisions taken are ratified accordingly.

Fundraising

Although we do not actively fundraise from the public and we have not used any professional fundraisers in the year, the public can donate via our website and via Amazon Smile and we are registered with the Fundraising Regulator.

Risk management

The Trustees have assessed the financial risk management objectives and policies of the Trust. The exposure of the Trust to price risk, credit risk, liquidity risk, and cash flow is considered not material for the assessment of the assets, liabilities, financial position and surplus of the Trust.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

TRUSTEES' REPORT

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

APPOINTMENT OF AN INDEPENDENT EXAMINER

The charity remained below the threshold for audit in respect of the year under review and appointed Geoffrey Frost of Blue Spire Limited as examiner of the charity.

Approved by the trustees and signed on their behalf.



Trustee

Date 28 January 2025

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

INDEPENDENT EXAMINER'S REPORT

Independent Examiner's Report to the Trustees of My Black Dog

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2024 which are set out on pages 7 to 15.

Responsibilities and basis of report

As the charity's trustees 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 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 material 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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



Geoffrey Frost BSc(Hons) FCA
Blue Spire Limited, Statutory Auditor
Cawley Priors
South Pallant
Chichester
West Sussex
PO19 1SY

Date 28 January 2025

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	2023 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	1	224,113	-	224,113	198,053
Investment Income	2	298	-	298	228
Total		<u>224,411</u>	<u>-</u>	<u>224,411</u>	<u>198,281</u>
EXPENDITURE ON:					
Raising funds	3	5,583	-	5,583	5,283
Charitable activities	4	275,559	5,836	281,395	231,143
Total		<u>281,142</u>	<u>5,836</u>	<u>286,978</u>	<u>236,426</u>
Net income/expenditure		(56,731)	(5,836)	(62,567)	(38,145)
Transfers between funds	10	-	-	-	-
Net movement in funds		<u>(56,731)</u>	<u>(5,836)</u>	<u>(62,567)</u>	<u>(38,145)</u>
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	9,10	150,139	12,116	162,255	200,400
Total funds carried forward	9, 10	<u>93,408</u>	<u>6,280</u>	<u>99,688</u>	<u>162,255</u>

None of the charity's activities were acquired or discontinued during the above two financial years.

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

BALANCE SHEET AS AT 31 MARCH 2024

	Note	2024		2023	
		£	£	£	£
FIXED ASSETS					
Tangible fixed assets	7	<u>646</u>	646	<u>969</u>	969
CURRENT ASSETS					
Stock		195		-	
Cash at hand and in bank		<u>115,535</u>		<u>174,072</u>	
Total current assets		<u>115,730</u>		<u>174,072</u>	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	8	<u>16,688</u>		<u>12,786</u>	
Net current assets/(liabilities)			99,042		161,286
Net assets/(liabilities)			<u>99,688</u>		<u>162,255</u>
THE FUNDS OF THE CHARITY					
Restricted funds	9, 10		6,280		12,116
Unrestricted funds	9, 10		93,408		150,139
Total charity funds			<u>99,688</u>		<u>162,255</u>

The accompanying notes form part of the financial statements

Approved by the trustees and signed on their behalf



Trustee

Date 28 January 2025

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

ACCOUNTING POLICIES

General information, scope and basis of the financial statements

My Black Dog is an charity constituted as a Charitable Incorporated Organisation. The address of the principal office is given in the reference and administrative details section and the nature of the charity's operations and principal activities are given in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following expenditure headings:

- Raising funds; these include costs of fundraising and events.
- Charitable activities; these include grants to third parties and the costs of administering the charity inclusive of governance costs.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support and governance costs are those that assist the work of the charity but do not directly represent charitable activities. They are incurred directly in support of expenditure on the objects of the charity. Governance costs are those incurred in the governance of the charity and primarily associated with the constitution and statutory requirements.

VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SOFA.

Taxation

The charity is considered to pass the tests set out in sections 521 to 536 Income Tax Act 2007 (ITA 2007), as such no income tax is payable on the charity's activities.

Fixed Assets Policy Notes

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures, fittings & equipment - 25% per annum on cost.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

ACCOUNTING POLICIES

Debtors receivable and creditors payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Cash and cash equivalents

Cash and cash equivalents includes cash at bank and in hand.

Fund accounting

Unrestricted general funds are incoming resources receivable or generated for use in furtherance of the general objects of the charity without restriction.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in note 8 of these financial statements.

Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

NOTES TO THE FINANCIAL STATEMENTS

1. Donations and legacies

	Income Funds £	Restricted Funds £	2024 Total Funds £	Income Funds £	Restricted Funds £	2023 Total Funds £
Donations	223,568	-	223,568	162,541	30,300	192,841
Gift Aid	545	-	545	5,212	-	5,212
	<u>224,113</u>	<u>-</u>	<u>224,113</u>	<u>167,753</u>	<u>30,300</u>	<u>198,053</u>

2. Investment Income

	Income Funds £	Restricted Funds £	2024 Total Funds £	Income Funds £	Restricted Funds £	2023 Total Funds £
Interest Income	298	-	298	228	-	228
	<u>298</u>	<u>-</u>	<u>298</u>	<u>228</u>	<u>-</u>	<u>228</u>

3. Fundraising

	Income Funds £	Restricted Funds £	2024 Total Funds £	Income Funds £	Restricted Funds £	2023 Total Funds £
Fundraising costs	5,583	-	5,583	5,283	-	5,283
	<u>5,583</u>	<u>-</u>	<u>5,583</u>	<u>5,283</u>	<u>-</u>	<u>5,283</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

NOTES TO THE FINANCIAL STATEMENTS

4. Charitable activities

	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Charitable content	2,336	-	2,336	1,730	-	1,730
Merchandise and advertising	24,156	-	24,156	56,118	-	56,118
Printing, postage and stationery	1,901	-	1,901	403	-	403
Telephone, internet and website	95	-	95	-	-	-
Accountancy fees	8,511	-	8,511	8,774	-	8,774
Wages and salaries	169,950	5,774	175,724	111,635	19,164	130,799
Staff costs	1,629	-	1,629	-	-	-
Travel and subsistence	6,051	-	6,051	3,523	-	3,523
Training costs	3,853	62	3,915	1,000	-	1,000
Subscriptions	3,670	-	3,670	2,550	-	2,550
Bank and other similar charges	981	-	981	1,092	-	1,092
Consultancy	22,400	-	22,400	12,120	-	12,120
Other expenses	1,102	-	1,102	827	-	827
Equipment costs	-	-	-	-	-	-
Website and platform costs	6,388	-	6,388	1,626	-	1,626
Office space	1,504	-	1,504	1,756	-	1,756
Depreciation for computer equipment	323	-	323	323	-	323
Storage	-	-	-	46	-	46
Insurance	12,239	-	12,239	5,696	-	5,696
IT software and consumables	375	-	375	1,080	-	1,080
Legal expenses	6,415	-	6,415	-	-	-
Governance costs: Independent examiner's fees	1,680	-	1,680	1,680	-	1,680
	<u>275,559</u>	<u>5,836</u>	<u>281,395</u>	<u>211,979</u>	<u>19,164</u>	<u>231,143</u>

5. Independent auditor's and examiner's fees

	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Examiner's fees - examination	<u>1,680</u>	<u>-</u>	<u>1,680</u>	<u>1,680</u>	<u>-</u>	<u>1,680</u>

6. Staff costs and related party transactions

	2024 Total Funds £	2023 Total Funds £
Gross wages	157,176	121,704
Employer's national insurance costs (net of employment allowance)	8,663	6,825
Pension costs	2,270	2,270
Termination benefits	7,615	-
	<u>175,724</u>	<u>130,799</u>

Termination benefits detailed above are complete and there are no further amounts payable.

	2024	2023
Staff numbers: Average head count	<u>7.00</u>	<u>4.92</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

NOTES TO THE FINANCIAL STATEMENTS

6. Staff costs and related party transactions (continued)

During the year under review one employee (2023: no employees) received employee benefits (excluding employer pension contributions) of more than £60,000 in the range £60,000 to £70,000.

The charity's key management personnel, detailed on page 1 of these financial statements, received employee benefits amounting to £104,390 (2023: £105,382) consisting of salaries, social security costs and employer pension contributions.

Travel and subsistence expenses amounting to £3,101 were reimbursed to and paid on behalf of the charity's key management personnel during the year (2023: £837).

None of the charity's trustees were remunerated nor received any other benefits from an employment with the charity or a related entity during the year under review or the comparative year.

None of the charity's trustees received nor had any expenses paid on their behalf during the year under review or the comparative year.

No donations were received from the charity's trustees with or without conditions attached.

There are no other related party transactions which require disclosure in these financial statements.

7. Tangible fixed assets

	Computer equipment £	Total £
<i>Cost</i>		
At 1 April 2023	1,292	1,292
Additions	-	-
Disposals	-	-
At 31 March 2024	<u>1,292</u>	<u>1,292</u>
<i>Depreciation</i>		
Accumulated at 1 April 2023	323	323
Charge for the year	323	323
On disposals	-	-
At 31 March 2024	<u>646</u>	<u>646</u>
Net book value at 31 March 2024	<u>646</u>	<u>646</u>
Net book value at 31 March 2023	<u>969</u>	<u>969</u>

8. Creditors: amounts falling due within one year

	2024 £	2023 £
Other creditors	11,500	7,823
Accruals	5,188	4,963
	<u>16,688</u>	<u>12,786</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

NOTES TO THE FINANCIAL STATEMENTS

9. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	2024 Total Funds £	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
Non-current assets	646	-	646	969	-	969
Current assets	109,450	6,280	115,730	161,956	12,116	174,072
Current liabilities	(16,688)	-	(16,688)	(12,786)	-	(12,786)
	<u>93,408</u>	<u>6,280</u>	<u>99,688</u>	<u>150,139</u>	<u>12,116</u>	<u>162,255</u>

10. Net movement in funds

	Year ended 31 March 2024				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	980	-	-	-	980
Restricted funds - Operations Manager	-	-	-	-	-
Restricted funds - Chat line and management	1,702	-	(1,702)	-	-
Restricted funds - Shift Manager	4,134	-	(4,134)	-	-
Restricted funds - Training of Volunteers	5,300	-	-	-	5,300
	<u>12,116</u>	<u>-</u>	<u>(5,836)</u>	<u>-</u>	<u>6,280</u>
Unrestricted funds	150,139	224,411	(281,142)	-	93,408
	<u>162,255</u>	<u>224,411</u>	<u>(286,978)</u>	<u>-</u>	<u>99,688</u>

	Year ended 31 March 2023				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	980	-	-	-	980
Restricted funds - Operations Manager	-	5,000	(5,000)	-	-
Restricted funds - Chat line and management	-	10,000	(8,298)	-	1,702
Restricted funds - Shift Manager	-	10,000	(5,866)	-	4,134
Restricted funds - Training of Volunteers	-	5,300	-	-	5,300
	<u>980</u>	<u>30,300</u>	<u>(19,164)</u>	<u>-</u>	<u>12,116</u>
Unrestricted funds	199,420	167,981	(217,262)	-	150,139
	<u>200,400</u>	<u>198,281</u>	<u>(236,426)</u>	<u>-</u>	<u>162,255</u>

Description of funds

Restricted funds - Marketing	Funds received to support advertising of the charity on social media.
Restricted funds - Operations Manager	Funds received to support paying salary and costs of Operations Manager.
Restricted funds - Chat line and management	Funds received to support the management of the Chat Line.
Restricted funds - Shift Manager	Funds received to support paying salary and costs of Shift Manager.
Restricted funds - Training of Volunteers	Funds received to support training of volunteers.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

NOTES TO THE FINANCIAL STATEMENTS

11. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	1	167,753	30,300	198,053
Investment Income	2	228	-	228
Total		<u>167,981</u>	<u>30,300</u>	<u>198,281</u>
EXPENDITURE ON:				
Raising funds	3	5,283	-	5,283
Charitable activities	4	211,979	19,164	231,143
Total		<u>217,262</u>	<u>19,164</u>	<u>236,426</u>
Net income/expenditure		(49,281)	11,136	(38,145)
Transfers between funds	10	-	-	-
Net movement in funds		<u>(49,281)</u>	<u>11,136</u>	<u>(38,145)</u>
RECONCILIATION OF FUNDS				
Total funds brought forward (restated)	9,10	199,420	980	200,400
Total funds carried forward	9, 10	<u>150,139</u>	<u>12,116</u>	<u>162,255</u>

MY BLACK DOG

England & Wales - Charity number 1182690

Accounts



MY BLACK DOG

Trustees' Report
and Unaudited Financial Statements
for the year ended 31 March 2023

Registered Charity Number 1182690

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

CHARITY INFORMATION

Name of the charity

My Black Dog

Patron

Eddy Temple-Morris

Trustees

Harry Owen, *Chairman* (appointed October 2022)

Iain Bremner, *Treasurer*

Emily Cherry, *Safeguarding*

Leon Douch

(resigned October 2022)

Anita Guru, *Learning & Development and Wellbeing*

James Mackeddie, *Volunteering & Fundraising*

Alice Scutchey, *Events & Relationship Building*

(resigned August 2023)

Key management personnel

Niki Clarke Chief Executive Officer

Mark Glenister Operations Associate

(resigned February 2023)

Lauren Rainer

Volunteer Manager

(appointed March 2023)

Principal office

My Black Dog
88/90 Baker Street
London
W1U 6TQ

Registered charity number

1182690

Bankers

CAF Bank Limited
25 Kings Hill Avenue
West Malling
Kent, ME19 4JQ

Accountants

Dales Evans & Co Limited
88/90 Baker Street
London, W1U 6TQ

Independent examiner

Geoffrey Frost
Blue Spire Limited
Cawley Priors
South Pallant
Chichester
West Sussex, PO19 1SY

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

TRUSTEES' REPORT

The trustees have pleasure in presenting their annual report for the purposes of the Charities Act 2011, together with the accounts for the year ended 31 March 2023. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

STRUCTURE GOVERNANCE AND MANAGEMENT

My Black Dog is a registered charity constituted as a charitable incorporated organisation and registered as a charity 29 March 2019.

The power to appoint and remove Trustees is vested in the Trustees and exercised by resolution at a meeting of the trustees. The number of Trustees shall be not less than three nor more than seven. If the number of Trustees falls below the minimum the remaining Trustee or Trustees may only act to call a meeting of the Trustees, or appoint a further Trustee or Trustees.

On agreeing to become a trustee of the charity, the trustees are provided with copies of the latest constitution of the Trust and the latest annual report and accounts.

The Trustees are responsible for identifying and reviewing the major risks to which the Trust is exposed and confirm that, as far as is possible given the nature of the grant payments and locations to which they are made, arrangements have been established to mitigate those risks.

A list of Trustees is provided on Page 1, and on our website: <https://www.myblackdog.co/whos-in>.

Trustees serve for a term of three years from the date of appointment.

Each Trustee's term of office may be renewed for two further 3 years terms; subsequently the Trustee in question is required to resign but may apply for re-appointment after at least one year.

Trustee induction and training

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

OBJECTIVES AND ACTIVITIES

The objective of the charity is:

To promote and protect the mental health of people suffering from enduring mental illness living in England and Wales, in particular, but exclusively by the provision of a supportive, online community platform to ease the suffering of mental illness and improve the lives of people suffering from enduring mental illness.

In determining the charity's activities, the trustees have had regard to the Charity Commission's guidance on public benefit.

Strategies for achieving objectives

The charity is focussed on:

Economy:

- of its own operations, to ensure that costs are appropriate for the charity to achieve its objectives
- of the funding for delivery of its volunteer online community platform to ensure that as many people as possible suffering mental illness in England And Wales can be supported

Efficiency:

- of the entire My Black Dog delivery chain as well as its own operations
-

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

TRUSTEES' REPORT

ACHIEVEMENTS AND PERFORMANCE

Review of activities to-date

This is the fourth Annual Report of the Board of Trustees.

Background

Since 2019, the mission of My Black Dog has been to provide relief from suffering, improve the lives and aid the recovery of people suffering with mental health issues in England and Wales- to give support to those who need it most. My Black Dog, based in London, achieves this by providing an online peer-to-peer chat service for adults over 18, staffed by volunteers, that supports people with their mental health concerns via a supportive community platform. This service is unique as the only peer-to-peer mental health online chat function in the UK.

The uniqueness of this solution lies in the provision of instant messaging support by volunteers who themselves have suffered from mental health concerns. The service has great potential to be replicated at scale, as My Black Dog provides a volunteer mental health service that does not require an office, call centre or many other overhead costs to run. My Black Dog treats access to mental health support as an irrevocable right, not a privilege, and pursues greater equity in healthcare outcomes.

My Black Dog supported over 5,000 people in 2022.

It is not a crisis service and does not seek to replace mental health professionals and counselling, but rather to complement the services they offer. My Black Dog aims to reach those who are struggling with their mental health but who are not yet at crisis point, and do not have access to support from qualified professional: a huge number of people.

Achievements of My Black Dog

The Board of Trustees assesses staff (principally CEO and Volunteer Manager) against delivery of the Charity's objectives on a quarterly basis.

The Annual Review 2022-23 provides a summary of achievements

The main achievements in 2022/23 were:

Promotion and Communications

- Organic Instagram growth to over 5,000 followers.
- Regularly talked about on Virgin Radio by both Chris Evans and Eddy Temple-Morris.
- The Big Bash, a fundraiser held in March 2023 raised £85k for My Black Dog with the attendance of Sir Rod Stewart, Sir Jeffrey Archer, Chris Evans, Ricky Wilson and Gaby Roslin among others. We were featured twice in The Daily Mail and it raised the profile of My Black Dog significantly.
- Our third year at Car Fest as one of their charity partners. Their continued support of our organisation not only allows us annual guaranteed funds but also helps raise our profile through their marketing and media as Car Fest and as promoted on Virgin radio.

Operations

- Strengthening the staff base by hiring two more members of staff whose dual roles allow them to oversee the guest chats and assist with DBS checks, volunteer pastoral care and administration.
- Appointment of a new Chair of the Board, Harry Owen.

Development

Areas requiring further focus

We have secured some excellent fundraisers over this last year, however we need to do more to drive our own fundraising and specifically, events that can both raise funds and awareness.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

TRUSTEES' REPORT

Plans for April 2023 – March 2024

My Black Dog is now developing out of grass roots and into a known and respected organisation with proven results. We continue to develop and have the structure to support this.

Fundraising needs to be at the forefront of MBD's success. We have a two-fold challenge ahead in the cost of living crisis; one, we anticipate that funds will become more limited as people are unable to part with much needed living costs and two, we will be in further demand as this crisis will surely effect people's mental health. We need to capacitate growth in uncertain times with financial limits, and will need all of our resources to progress.

Development

- Volunteer meet-ups to encourage supportive peer relationships
- In person staff meetings to promote productivity and collegiality
- Appointing new members of the Board to bring expertise and guidance to the organisation
- Trustee induction and training needs to be developed with the Board taking a more active role within the organisation
- Ambassador relationships need to be considered along with Ambassador representation.

Key financial performance indicators

Our financial results are carefully reviewed by the Trustees, led by the Treasurer, at quarterly Trustee meetings. The key areas the Trustees focuses on are cash balances and profit from our trading activities.

Factors relevant to achieve objectives

- Cost control, in particular the margins on our trading activities, salary costs and sub-contractor costs
- Ability to identify and source new fundraising opportunities and to be able to deliver within operational capabilities of the charity.
- Annual partnerships for reliable funding streams

FINANCIAL REVIEW

Results for the period

During the year the charity received donations amounting to £198,053 (2022: £269,801), and bank interest of £228 (2022; £nil) giving total income £198,281 (2022: £269,801). Expenditure totalled £236,426 (2022: £169,973), giving an overall net deficit for the period was £38,145 (2022 surplus: £99,828).

The key sources of funds for the Charity are the receipt of funds from various fundraising events held throughout the year which the charity participates in, including and most materially, CarFest. Participation in CarFest in 2022 provided a significant proportion of the charity's income for the period.

The Charity currently has unrestricted reserves, being unrestricted funds not represented by fixed assets, of £149,170 as at balance sheet date.

The Trustees are satisfied that the charity's assets are available and adequate to fulfil its obligations in relation to those funds.

The Trustees have put in place a Reserves policy for 2023/24 period (see below) to reflect the growth of the charity and its obligations to its staff.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

TRUSTEES' REPORT

Reserves policy

The Trustees have the objective of maintaining sufficient reserves to offset any liabilities that should be incurred in the event that the charity would need to be wound up; redundancy costs of staff, rental costs of office space during the closure of the Charity and other on-going liabilities such as pension contributions and supplier costs. The Trustees believe that funds (unrestricted and restricted) of £162,255 will be sufficient to cover our current commitments and to meet all costs associated with a downturn in our activities and a potential winding up of the charity.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

Volunteers

The Charity is comprised of a volunteer base that drives the organisation as a peer to peer service. The volunteers operate the daily function of the Charity goals. The Charity uses the Board of Trustees as advisors in voluntary role.

Management remuneration

Management remuneration is reviewed by the Trustees on at least an annual basis and decisions taken are ratified accordingly.

Fundraising

Although we do not actively fundraise from the public and we have not used any professional fundraisers in the year, the public can donate via our website and via Amazon Smile and we are registered with the Fundraising Regulator.

Risk management

The Trustees have assessed the financial risk management objectives and policies of the Trust. The exposure of the Trust to price risk, credit risk, liquidity risk, and cash flow is considered not material for the assessment of the assets, liabilities, financial position and surplus of the Trust.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
 - observe the methods and principles in the Charities SORP;
 - make judgements and estimates that are reasonable and prudent;
 - state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
 - prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.
-

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

TRUSTEES' REPORT

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

APPOINTMENT OF AN INDEPENDENT EXAMINER

The charity fell below the threshold for audit in respect of the year under review and appointed Geoffrey Frost of Blue Spire Limited as examiner of the charity.

Approved by the trustees and signed on their behalf.

Emily Cherry

Trustee

Date 23 January 2024

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

INDEPENDENT EXAMINER'S REPORT

Independent Examiner's Report to the Trustees of My Black Dog

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2023 which are set out on pages 8 to 16.

Responsibilities and basis of report

As the charity's trustees 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 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 material 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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



Geoffrey Frost BSc(Hons) FCA
Blue Spire Limited, Statutory Auditor
Cawley Priors
South Pallant
Chichester
West Sussex
PO19 1SY

Date 23 January 2024

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £	2022 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	1	167,753	30,300	198,053	269,801
Investment Income	2	228	-	228	-
Total		<u>167,981</u>	<u>30,300</u>	<u>198,281</u>	<u>269,801</u>
EXPENDITURE ON:					
Raising funds	3	5,283	-	5,283	2,186
Charitable activities	4	211,979	19,164	231,143	167,787
Total		<u>217,262</u>	<u>19,164</u>	<u>236,426</u>	<u>169,973</u>
Net income/expenditure		(49,281)	11,136	(38,145)	99,828
Transfers between funds	10	-	-	-	-
Net movement in funds		<u>(49,281)</u>	<u>11,136</u>	<u>(38,145)</u>	<u>99,828</u>
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	9,10	199,420	980	200,400	100,572
Total funds carried forward	9, 10	<u>150,139</u>	<u>12,116</u>	<u>162,255</u>	<u>200,400</u>

None of the charity's activities were acquired or discontinued during the above two financial years.

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

BALANCE SHEET AS AT 31 MARCH 2023

		2023		2022	
	Note	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	7	<u>969</u>	969	<u>-</u>	-
CURRENT ASSETS					
Cash at hand and in bank		<u>174,072</u>		<u>204,254</u>	
Total current assets		<u>174,072</u>		<u>204,254</u>	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	8	<u>12,786</u>		<u>3,854</u>	
Net current assets/(liabilities)			161,286		200,400
Net assets/(liabilities)			<u>162,255</u>		<u>200,400</u>
THE FUNDS OF THE CHARITY					
Restricted funds	9, 10		12,116		980
Unrestricted funds	9, 10		150,139		199,420
Total charity funds			<u>162,255</u>		<u>200,400</u>

The accompanying notes form part of the financial statements

Approved by the trustees and signed on their behalf

Emily Cherry

Trustee

Date 23 January 2024

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

ACCOUNTING POLICIES

General information, scope and basis of the financial statements

My Black Dog is an charity constituted as a Charitable Incorporated Organisation. The address of the principal office is given in the reference and administrative details section and the nature of the charity's operations and principal activities are given in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following expenditure headings:

- Raising funds; these include costs of fundraising and events.
- Charitable activities; these include grants to third parties and the costs of administering the charity inclusive of governance costs.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support and governance costs are those that assist the work of the charity but do not directly represent charitable activities. They are incurred directly in support of expenditure on the objects of the charity. Governance costs are those incurred in the governance of the charity and primarily associated with the constitution and statutory requirements.

VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SOFA.

Taxation

The charity is considered to pass the tests set out in sections 521 to 536 Income Tax Act 2007 (ITA 2007), as such no income tax is payable on the charity's activities.

Fixed Assets Policy Notes

Tangible fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses. Cost includes costs directly attributable to making the asset capable of operating as intended.

Depreciation is provided on all tangible fixed assets, at rates calculated to write off the cost, less estimated residual value, of each asset on a systematic basis over its expected useful life as follows:

Fixtures, fittings & equipment	- 25% per annum on cost.
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MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

ACCOUNTING POLICIES

Debtors receivable and creditors payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Cash and cash equivalents

Cash and cash equivalents includes cash at bank and in hand.

Fund accounting

Unrestricted general funds are incoming resources receivable or generated for use in furtherance of the general objects of the charity without restriction.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in note 8 of these financial statements.

Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

NOTES TO THE FINANCIAL STATEMENTS

1. Donations and legacies

	Income Funds £	Restricted Funds £	2023 Total Funds £	Income Funds £	Restricted Funds £	2022 Total Funds £
Donations	162,541	30,300	192,841	268,301	1,500	269,801
Gift Aid	5,212	-	5,212	-	-	-
	<u>167,753</u>	<u>30,300</u>	<u>198,053</u>	<u>268,301</u>	<u>1,500</u>	<u>269,801</u>

2. Investment Income

	Income Funds £	Restricted Funds £	2023 Total Funds £	Income Funds £	Restricted Funds £	2022 Total Funds £
Interest Income	228	-	228	-	-	-
	<u>228</u>	<u>-</u>	<u>228</u>	<u>-</u>	<u>-</u>	<u>-</u>

3. Fundraising

	Income Funds £	Restricted Funds £	2023 Total Funds £	Income Funds £	Restricted Funds £	2022 Total Funds £
Fundraising costs	5,283	-	5,283	2,186	-	2,186
	<u>5,283</u>	<u>-</u>	<u>5,283</u>	<u>2,186</u>	<u>-</u>	<u>2,186</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

NOTES TO THE FINANCIAL STATEMENTS

4. Charitable activities

	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £
Charitable content	1,730	-	1,730	2,500	-	2,500
Merchandise and advertising	56,118	-	56,118	22,231	520	22,751
Printing, postage and stationery	403	-	403	361	-	361
Telephone, internet and website	-	-	-	2,156	-	2,156
Accountancy fees	8,774	-	8,774	5,360	-	5,360
Wages and salaries	111,635	19,164	130,799	101,678	-	101,678
Travel and subsistence	3,523	-	3,523	1,528	-	1,528
Training costs	1,000	-	1,000	-	-	-
Subscriptions	2,550	-	2,550	2,105	-	2,105
Bank and other similar charges	1,092	-	1,092	399	-	399
Consultancy	12,120	-	12,120	1,362	-	1,362
Other expenses	827	-	827	30	-	30
Equipment costs	-	-	-	503	-	503
Website and platform costs	1,626	-	1,626	23,175	-	23,175
Office space	1,756	-	1,756	2,199	-	2,199
Depreciation for computer equipment	323	-	323	-	-	-
Storage	46	-	46	-	-	-
Insurance	5,696	-	5,696	-	-	-
IT software and consumables	1,080	-	1,080	-	-	-
Governance costs:						
Independent examiner's fees	1,680	-	1,680	1,680	-	1,680
	<u>211,979</u>	<u>19,164</u>	<u>231,143</u>	<u>167,267</u>	<u>520</u>	<u>167,787</u>

5. Independent auditor's and examiner's fees

	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £
Examiner's fees - examination	<u>1,680</u>	<u>-</u>	<u>1,680</u>	<u>1,680</u>	<u>-</u>	<u>1,680</u>

6. Staff costs and related party transactions

	2023 Total Funds £	2022 Total Funds £
Gross wages	121,704	94,475
Employer's national insurance costs (net of employment allowance)	6,825	5,230
Pension costs	<u>2,270</u>	<u>1,973</u>
	<u>130,799</u>	<u>101,678</u>
	2023	2022
Staff numbers:		
Average head count	<u>4.92</u>	<u>3.25</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

NOTES TO THE FINANCIAL STATEMENTS

6. Staff costs and related party transactions (continued)

There were no employees who received employee benefits (excluding employer pension contributions) of more than £60,000 during the year under review or the comparative year.

The charity's key management personnel, detailed on page 1 of these financial statements, received employee benefits amounting to £94,458 (2022: £84,135) consisting of salaries and employer pension contributions.

Travel and subsistence expenses amounting to £837 were reimbursed to and paid on behalf of the charity's key management personnel during the year (2022: £1,315).

None of the charity's trustees were remunerated nor received any other benefits from an employment with the charity or a related entity during the year under review or the comparative year.

None of the charity's trustees received nor had any expenses paid on their behalf during the year under review or the comparative year.

No donations were received from the charity's trustees with or without conditions attached.

There are no other related party transactions which require disclosure in these financial statements.

7. Tangible fixed assets

	Computer equipment £	Total £
<i>Cost</i>		
At 1 April 2022	-	-
Additions	1,292	1,292
Disposals	-	-
At 31 March 2023	<u>1,292</u>	<u>1,292</u>
<i>Depreciation</i>		
Accumulated at 1 April 2022	-	-
Charge for the year	323	323
On disposals	-	-
At 31 March 2023	<u>323</u>	<u>323</u>
Net book value at 31 March 2023	<u>969</u>	<u>969</u>
Net book value at 31 March 2022	<u>-</u>	<u>-</u>

8. Creditors: amounts falling due within one year

	2023 £	2022 £
Other creditors	7,823	2,174
Accruals	4,963	1,680
	<u>12,786</u>	<u>3,854</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

NOTES TO THE FINANCIAL STATEMENTS

9. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £
Non-current assets	969	-	969	-	-	-
Current assets	161,956	12,116	174,072	203,274	980	204,254
Current liabilities	(12,786)	-	(12,786)	(3,854)	-	(3,854)
	<u>150,139</u>	<u>12,116</u>	<u>162,255</u>	<u>199,420</u>	<u>980</u>	<u>200,400</u>

10. Net movement in funds

	Year ended 31 March 2023				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	980	-	-	-	980
Restricted funds - Operations Manager	-	5,000	(5,000)	-	-
Restricted funds - Chat line and management	-	10,000	(8,298)	-	1,702
Restricted funds - Shift Manager	-	10,000	(5,866)	-	4,134
Restricted funds - Training of Volunteers	-	5,300	-	-	5,300
	<u>980</u>	<u>30,300</u>	<u>(19,164)</u>	<u>-</u>	<u>12,116</u>
Unrestricted funds	199,420	167,981	(217,262)	-	150,139
	<u>200,400</u>	<u>198,281</u>	<u>(236,426)</u>	<u>-</u>	<u>162,255</u>

	Year ended 31 March 2022				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	-	1,500	(520)	-	980
Unrestricted funds	100,572	268,301	(169,453)	-	199,420
	<u>100,572</u>	<u>269,801</u>	<u>(169,973)</u>	<u>-</u>	<u>200,400</u>

Description of funds

Restricted funds - Marketing
 Restricted funds - Operations Manager
 Restricted funds - Chat line and management
 Restricted funds - Shift Manager
 Restricted funds - Training of Volunteers

Funds received to support advertising of the charity on social media.
 Funds received to support paying salary and costs of Operations Manager.
 Funds received to support the management of the Chat Line.
 Funds received to support paying salary and costs of Shift Manager.
 Funds received to support training of volunteers.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

NOTES TO THE FINANCIAL STATEMENTS

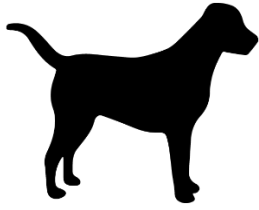
11. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	1	268,301	1,500	269,801
Total		<u>268,301</u>	<u>1,500</u>	<u>269,801</u>
EXPENDITURE ON:				
Raising funds	3	2,186	-	2,186
Charitable activities	4	167,267	520	167,787
Total		<u>169,453</u>	<u>520</u>	<u>169,973</u>
Net income/expenditure)		98,848	980	99,828
Transfers between funds	10	-	-	-
Net movement in funds		<u>98,848</u>	<u>980</u>	<u>99,828</u>
RECONCILIATION OF FUNDS				
Total funds brought forward (restated)	9,10	100,572	-	100,572
Total funds carried forward	9, 10	<u>199,420</u>	<u>980</u>	<u>200,400</u>

MY BLACK DOG

England & Wales - Charity number 1182690

Accounts



MY BLACK DOG

Trustees' Report
and Unaudited Financial Statements
for the year ended 31 March 2022

Registered Charity Number 1182690

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

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MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

CHARITY INFORMATION

Name of the charity

My Black Dog

Patron

Eddy Temple-Morris

Trustees

Harry Owen, <i>Chairman</i>	(appointed October 2022)
Iain Bremner, <i>Treasurer</i>	(appointed November 2021)
Emily Cherry, <i>Safeguarding</i>	
Leon Douch	
Rachel Fowles	(resigned September 2021)
Anita Guru, <i>Learning & Development and Wellbeing</i>	(appointed November 2021)
James Mackeddie, <i>Volunteering & Fundraising</i>	(appointed November 2021)
Oliver Roth	(resigned December 2021)
Alice Scutchey, <i>Events & Relationship Building</i>	(appointed November 2021)

Key management personnel

Niki Clarke	Chief Executive Officer
Mark Glenister	Operations Associate

Principal office

My Black Dog
88/90 Baker Street
London
W1U 6TQ

Registered charity number

1182690

Bankers

CAF Bank Limited
25 Kings Hill Avenue
West Malling
Kent, ME19 4JQ

Accountants

Dales Evans & Co Limited
88/90 Baker Street
London , W1U 6TQ

Independent examiner

Geoffrey Frost
Blue Spire Limited
Cawley Priory
South Pallant
Chichester
West Sussex, PO19 1SY

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

TRUSTEES' REPORT

The trustees have pleasure in presenting their annual report for the purposes of the Charities Act 2011, together with the accounts for the year ended 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

STRUCTURE GOVERNANCE AND MANAGEMENT

My Black Dog is a registered charity constituted as a charitable incorporated organisation and registered as a charity 29 March 2019.

The power to appoint and remove Trustees is vested in the Trustees and exercised by resolution at a meeting of the trustees. The number of Trustees shall be not less than three nor more than seven. If the number of Trustees falls below the minimum the remaining Trustee or Trustees may only act to call a meeting of the Trustees, or appoint a further Trustee or Trustees.

On agreeing to become a trustee of the charity, the trustees are provided with copies of the latest constitution of the Trust and the latest annual report and accounts.

The Trustees are responsible for identifying and reviewing the major risks to which the Trust is exposed and confirm that, as far as is possible given the nature of the grant payments and locations to which they are made, arrangements have been established to mitigate those risks.

A list of Trustees is provided on Page 1, and on our website: <https://www.myblackdog.co/whos-in>.

Trustees serve for a term of three years from the date of appointment.

Each Trustee's term of office may be renewed for two further 3 years terms; subsequently the Trustee in question is required to resign but may apply for re-appointment after at least one year.

Trustee induction and training

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

OBJECTIVES AND ACTIVITIES

The objective of the charity is:

To promote and protect the mental health of people suffering from enduring mental illness living in England and Wales, in particular, but exclusively by the provision of a supportive, online community platform to ease the suffering of mental illness and improve the lives of people suffering from enduring mental illness.

In determining the charity's activities, the trustees have had regard to the Charity Commission's guidance on public benefit.

Strategies for achieving objectives

The charity is focussed on:

Economy:

- of its own operations, to ensure that costs are appropriate for the charity to achieve its objectives
- of the funding for delivery of its volunteer online community platform to ensure that as many people as possible suffering mental illness in England And Wales can be supported

Efficiency:

- of the entire My Black Dog delivery chain as well as its own operations
-

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

TRUSTEES' REPORT

ACHIEVEMENTS AND PERFORMANCE

Review of activities to-date

This is the third Annual Report of the Board of Trustees.

Background

Since 2019, the mission of My Black Dog has been to provide relief from suffering, improve the lives and aid the recovery of people suffering with mental health issues in England and Wales- to give support to those who need it most. My Black Dog, based in London, achieves this by providing an online peer-to-peer chat service for adults over 18, staffed by volunteers, that supports people with their mental health concerns via a supportive community platform. This service is unique as the only peer-to-peer mental health online chat function in the UK.

The uniqueness of this solution lies in the provision of instant messaging support by volunteers who themselves have suffered from mental health concerns. The service has great potential to be replicated at scale, as My Black Dog provides a volunteer mental health service that does not require an office, call centre or many other overhead costs to run. My Black Dog treats access to mental health support as an irrevocable right, not a privilege, and pursues greater equity in healthcare outcomes.

My Black Dog supported 6,000 people in 2021, an increase of 100% from its reach in 2020 and is on course to support 9,000 in 2022. It is not a crisis service and does not seek to replace mental health professionals and counselling, but rather to complement the services they offer. My Black Dog aims to reach those who are struggling with their mental health but who are not yet at crisis point, and do not have access to support from qualified professional: a huge number of people.

Achievements of My Black Dog

The Board of Trustees assesses staff (principally CEO and Operations Associate) against delivery of the Charity's objectives on a quarterly basis.

The Annual Review 2021 provides a summary of achievements.

The main achievements in 2021/22 were:

Promotion and Communications

- Organic Instagram growth to over 4,000 followers
- Regularly talked about on Virgin Radio by both Chris Evans and Eddy Temple-Morris
- Ran a campaign with Metropolitan Pub Company to raise awareness about MBD in their pubs
- Strengthened the central messaging of MBD through social media

Operations

- Strengthening the staff base by hiring two Shift Managers to oversee the guest chats.
- Changed chat software to ensure data protection and further privacy for the guests.
- Developed a charity partnership with Car Fest, securing annual funding.

Development

Areas requiring further focus

We have secured some excellent fundraisers over this last year, however we need to do more to drive our own fundraising and specifically, events that can both raise funds and awareness.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

TRUSTEES' REPORT

We need stronger policies and procedures in place to make sure that HR within the organisation as a whole is where it needs to be.

We need further staff to support the Charity's growth.

Plans for April 2022 – March 2023

My Black Dog grew very quickly during the pandemic in a time of need. If we are to continue this growth, we need to have the structure to support this. We need further funds, a larger staff base and marketing in order to raise awareness and manage steady growth.

Fundraising needs to be at the forefront of MBD's success. We need to capacitate growth, however, we are still in a grass roots phase and financially we are limited.

Development

- Volunteer MH support
- Staff wellbeing
- Organisational consultancy and additional expertise in growth and development are vital
- Trustee induction and training needs to be developed with the Board taking a more active role within the organisation
- Ambassador relationships need to be considered along with Ambassador representation.

Key financial performance indicators

Our financial results are carefully reviewed by the Trustees, led by the Treasurer, at quarterly Trustee meetings. The key areas the Trustees focuses on are cash balances and profit from our trading activities.

Factors relevant to achieve objectives

- Cost control, in particular the margins on our trading activities, salary costs and sub-contractor costs (particularly software provision)

Ability to identify and source new fundraising opportunities and to be able to deliver within operational capabilities of the charity

FINANCIAL REVIEW

Results for the period

During the year the charity received donations amounting to £269,801 and had total expenditure of £169,973, therefore net income for the period was £99,828. At the balance sheet date the charity had free reserves of £199,420.

The Trustees are satisfied that the charity's assets are available and adequate to fulfil its obligations in relation to those funds.

The key sources of funds for the Charity are the receipt of funds from various fundraising events held throughout the year which the charity participates in, including and most materially, Carfest. Participation in Carfest in 2021 provided approximately 50% of the charity's income for the period.

The Charity currently has unrestricted reserves of £199,420 as at 31/03/2022.

The Trustees have put in place a Reserves policy for 2022/23 period (see below) to reflect the growth of the charity and its obligations to its staff.

Reserves policy

The Trustees have the objective of maintaining sufficient reserves to offset any liabilities that should be incurred in the

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

TRUSTEES' REPORT

event that the charity would need to be wound up; redundancy costs of staff, rental costs of office space during the closure of the Charity and other on-going liabilities such as pension contributions and supplier costs. The Trustees believe that reserves of £199,420 will be sufficient to cover our current commitments and to meet all costs associated with a downturn in our activities and a potential winding up of the charity.

Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the Accounting Policies.

Volunteers

The Charity is comprised of a volunteer base that drives the organisation as a peer to peer service. The volunteers operate the daily function of the Charity goals. The Charity uses the Board of Trustees as advisors in voluntary role.

Management remuneration

Management remuneration is reviewed by the Trustees on at least an annual basis and decisions taken are ratified accordingly.

Fundraising

Although we do not actively fundraise from the public and we have not used any professional fundraisers in the year, the public can donate via our website and via Amazon Smile and we are registered with the Fundraising Regulator.

Risk management

The Trustees have assessed the financial risk management objectives and policies of the Trust. The exposure of the Trust to price risk, credit risk, liquidity risk, and cash flow is considered not material for the assessment of the assets, liabilities, financial position and surplus of the Trust.

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

TRUSTEES' REPORT

APPOINTMENT OF AN INDEPENDENT EXAMINER

The charity fell below the threshold for audit in respect of the year under review and appointed Geoffrey Frost of Blue Spire Limited as examiner of the charity.

Approved by the trustees and signed on their behalf.

Iain Bremner

Trustee

Date 05 January 2023

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

INDEPENDENT EXAMINER'S REPORT

Independent Examiner's Report to the Trustees of My Black Dog

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2022 which are set out on pages 8 to 14.

Responsibilities and basis of report

As the charity's trustees 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 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

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material 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; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



Geoffrey Frost BSc(Hons) FCA
Blue Spire Limited, Statutory Auditor
Cawley Priory
South Pallant
Chichester
West Sussex
PO19 1SY

Date 06 January 2023

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

STATEMENT OF FINANCIAL ACTIVITIES

	Note	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £	2021 Total Funds £
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	1	268,301	1,500	269,801	134,124
Total		<u>268,301</u>	<u>1,500</u>	<u>269,801</u>	<u>134,124</u>
EXPENDITURE ON:					
Raising funds	2	2,186	-	2,186	-
Charitable activities	3	167,267	520	167,787	60,163
Total		<u>169,453</u>	<u>520</u>	<u>169,973</u>	<u>60,163</u>
Net income/expenditure		98,848	980	99,828	73,961
Transfers between funds	8	-	-	-	-
Net movement in funds		<u>98,848</u>	<u>980</u>	<u>99,828</u>	<u>73,961</u>
RECONCILIATION OF FUNDS					
Total funds brought forward (restated)	7, 8	100,572	-	100,572	26,611
Total funds carried forward	7, 8	<u>199,420</u>	<u>980</u>	<u>200,400</u>	<u>100,572</u>

None of the charity's activities were acquired or discontinued during the above two financial years.

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

BALANCE SHEET AS AT 31 MARCH 2022

	Note	2022		2021	
		£	£	£	£
CURRENT ASSETS					
Cash at hand and in bank		204,254		102,696	
Total current assets		<u>204,254</u>		<u>102,696</u>	
CURRENT LIABILITIES					
Creditors: amounts falling due within one year	6	<u>3,854</u>		<u>2,124</u>	
Net current assets/(liabilities)			200,400		100,572
Net assets/(liabilities)			<u>200,400</u>		<u>100,572</u>
THE FUNDS OF THE CHARITY					
Restricted funds	7, 8		980		-
Unrestricted funds	7, 8		199,420		100,572
Total charity funds			<u>200,400</u>		<u>100,572</u>

The notes on pages 12 to 14 form part of the financial statements

Approved by the trustees and signed on their behalf

Iain Bremner

Trustee

Date 05 January 2023

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

ACCOUNTING POLICIES

General information, scope and basis of the financial statements

My Black Dog is an charity constituted as a Charitable Incorporated Organisation. The address of the principal office is given in the reference and administrative details section and the nature of the charity's operations and principal activities are given in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the Charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the Charity and it is probable that they will be fulfilled.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following expenditure headings:

- Raising funds; these include costs of fundraising and events.
- Charitable activities; these include grants to third parties and the costs of administering the charity inclusive of governance costs.

Grants payable to third parties are within the charitable objectives. Where unconditional grants are offered, this is accrued as soon as the recipient is notified of the grant, as this gives rise to a reasonable expectation that the recipient will receive the grants. Where grants are conditional relating to performance then the grant is only accrued when any unfulfilled conditions are outside of the control of the charity.

Support and governance costs are those that assist the work of the charity but do not directly represent charitable activities. They are incurred directly in support of expenditure on the objects of the charity. Governance costs are those incurred in the governance of the charity and primarily associated with the constitution and statutory requirements.

VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SOFA.

Taxation

The charity is considered to pass the tests set out in sections 521 to 536 Income Tax Act 2007 (ITA 2007), as such no income tax is payable on the charity's activities.

Debtors receivable and creditors payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Cash and cash equivalents

Cash and cash equivalents includes cash at bank and in hand.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

ACCOUNTING POLICIES

Fund accounting

Unrestricted general funds are incoming resources receivable or generated for use in furtherance of the general objects of the charity without restriction.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in note 8 of these financial statements.

Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

NOTES TO THE FINANCIAL STATEMENTS

1. Donations and legacies

	Income Funds £	Restricted Funds £	2022 Total Funds £	Income Funds £	Restricted Funds £	2021 Total Funds £
Donations	268,301	1,500	269,801	134,124	-	134,124
	<u>268,301</u>	<u>1,500</u>	<u>269,801</u>	<u>134,124</u>	<u>-</u>	<u>134,124</u>

2. Fundraising

	Income Funds £	Restricted Funds £	2022 Total Funds £	Income Funds £	Restricted Funds £	2021 Total Funds £
Fundraising costs	2,186	-	2,186	-	-	-
	<u>2,186</u>	<u>-</u>	<u>2,186</u>	<u>-</u>	<u>-</u>	<u>-</u>

3. Charitable activities

	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £	Unrestricted Funds £	Restricted Funds £	2021 Total Funds £
Charitable content	2,500	-	2,500	-	-	-
Merchandise and advertising	22,231	520	22,751	17,921	-	17,921
Printing, postage and stationery	361	-	361	201	-	201
Telephone, internet and website	2,156	-	2,156	-	-	-
Accountancy fees	5,360	-	5,360	3,780	-	3,780
Wages and salaries	101,678	-	101,678	30,448	-	30,448
Travel and subsistence	1,528	-	1,528	-	-	-
Training costs	-	-	-	4,225	-	4,225
Subscriptions	2,105	-	2,105	789	-	789
Bank and other similar charges	399	-	399	217	-	217
Consultancy	1,362	-	1,362	-	-	-
Other expenses	30	-	30	237	-	237
Equipment costs	503	-	503	1,145	-	1,145
Website and platform costs	23,175	-	23,175	-	-	-
Office space	2,199	-	2,199	-	-	-
Governance costs:						
Independent examiner's fees	1,680	-	1,680	1,200	-	1,200
	<u>167,267</u>	<u>520</u>	<u>167,787</u>	<u>60,163</u>	<u>-</u>	<u>60,163</u>

4. Independent auditor's and examiner's fees

	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £	Unrestricted Funds £	Restricted Funds £	2021 Total Funds £
Examiner's fees - examination	1,680	-	1,680	1,200	-	1,200

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

NOTES TO THE FINANCIAL STATEMENTS

5. Staff costs and related party transactions

	2022 Total Funds £	2021 Total Funds £
Gross wages	94,475	30,357
Employer's national insurance costs (net of employment allowance)	5,230	-
Pension costs	1,973	91
	<u>101,678</u>	<u>30,448</u>
	2022	2021
Staff numbers:		
Average head count	<u>3.25</u>	<u>1.33</u>

There were no employees who received employee benefits (excluding employer pension contributions) of more than £60,000 during the year under review or the comparative year.

The charity's key management personnel, detailed on page 1 of these financial statements, received employee benefits amounting to £84,135 consisting of salaries and employer pension contributions.

Travel and subsistence expenses amounting to £1,315 were reimbursed to and paid on behalf of the charity's key management personnel during the year (2020: £47).

None of the charity's trustees were remunerated nor received any other benefits from an employment with the charity or a related entity during the year under review or the comparative year.

None of the charity's trustees received nor had any expenses paid on their behalf during the year under review or the comparative year.

No donations were received from the charity's trustees with or without conditions attached.

There are no other related party transactions which require disclosure in these financial statements.

6. Creditors: amounts falling due within one year

	2022 £	2021 £
Other creditors	2,174	924
Accruals	1,680	1,200
	<u>3,854</u>	<u>2,124</u>

7. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	2022 Total Funds £	Unrestricted Funds £	Restricted Funds £	2021 Total Funds £
Current assets	203,274	980	204,254	102,696	-	102,696
Current liabilities	(3,854)	-	(3,854)	(2,124)	-	(2,124)
	<u>199,420</u>	<u>980</u>	<u>200,400</u>	<u>100,572</u>	<u>-</u>	<u>100,572</u>

MY BLACK DOG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

NOTES TO THE FINANCIAL STATEMENTS

8. Net movement in funds

	Year ended 31 March 2022				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	-	1,500	(520)	-	980
Unrestricted funds	100,572	268,301	(169,453)	-	199,420
	<u>100,572</u>	<u>269,801</u>	<u>(169,973)</u>	<u>-</u>	<u>200,400</u>

	Year ended 31 March 2021				
	Total funds brought forward £	Total incoming resources £	Total resources expended £	Transfers between funds £	Total funds carried forward £
Restricted funds - Marketing	-	-	-	-	-
Unrestricted funds	26,611	134,124	(60,163)	-	100,572
	<u>26,611</u>	<u>134,124</u>	<u>(60,163)</u>	<u>-</u>	<u>100,572</u>

Description of funds

Restricted funds - Marketing

Funds received to support advertising of the charity on social media.

9. Comparative statement of financial activities

	Note	Unrestricted Funds £	Restricted Funds £	2021 Total Funds £
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	1	134,124	-	134,124
Total		<u>134,124</u>	<u>-</u>	<u>134,124</u>
EXPENDITURE ON:				
Raising funds	2	-	-	-
Charitable activities	3	60,163	-	60,163
Total		<u>60,163</u>	<u>-</u>	<u>60,163</u>
Net income/expenditure)		73,961	-	73,961
Transfers between funds	8	-	-	-
Net movement in funds		<u>73,961</u>	<u>-</u>	<u>73,961</u>
RECONCILIATION OF FUNDS				
Total funds brought forward (restated)	7, 8	26,611	-	26,611
Total funds carried forward	7, 8	<u>100,572</u>	<u>-</u>	<u>100,572</u>

MY BLACK DOG

England & Wales - Charity number 1182690

Accounts



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	Day 01	Month April	Year 2020		Day 31	Month March	Year 2021

Section A Reference and administration details

Charity name My Black Dog

Other names charity is known by

Registered charity number (if any) 1182690

Charity's principal address 88/90 Baker Street

London

Postcode

W1U 6TQ

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	Oliver Roth			
2	Leon Douch			
3	Rachel Fowles			
4	Emily Cherry		From 1 December 2020	
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Bankers	CAF Bank	25 Kings Hill Avenue, Kings Hill, West Malling, Kent, ME19 4JQ
Accountants	Dales Evans & Co Ltd	88/90 Baker Street, London, W1U 6TQ
Independent Examiner	Geoffrey Frost	Blue Spire Limited, Cawley Priory, South Pallant, Chichester, West Sussex, PO19 1SY

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

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution dated 29 March 2019
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed by the existing trustees by resolution at a meeting of the trustees.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The object of the CIO is To promote and protect the mental health of people suffering from enduring mental illness living in England and Wales, in particular, but exclusively by the provision of a supportive, online community platform to ease the suffering of mental illness and improve the lives of people suffering from enduring mental illness.

In determining the charity's activities the trustees have had regard to the Charity Commission's guidance on public benefit.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Summary of the main achievements of the charity during the year

During the year under review the charity worked on establishing its plans for fulfilling its objects and developed its profile.

Funds in this year were spent on Volunteer Management: recruitment, training and wellbeing. We also allocated funds to Operations by hiring two members of staff. Additional resources were spent on technology (the chat software).

Section E Financial review

Brief statement of the charity's policy on reserves

At the end of the reporting period the charity had free reserves amounting to £102,696 (2020: £28,104).

The Trustees pursue a policy of maintaining a free reserve available to be spent in the furtherance of the charity's objectives, as well as covering future needs, opportunities, contingencies and risks.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:


- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Section F Other optional information

Section G Declaration

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Leon Douch	
Position (eg Secretary, Chair, etc)	Trustee	
Date	31 January 2022	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name My Black Dog	No (if any) 1182690
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CC16a

Receipts and payments accounts

For the period from	Period start date 01 April 2020	To	Period end date 31 March 2021
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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					
Donations	134,124	-	-	134,124	32,123
Gift aid	-	-	-	-	6,750
Income from bank interest	-	-	-	-	4
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	134,124	-	-	134,124	38,877
A2 Asset and investment sales, (see table).					
Sale of investments	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	134,124	-	-	134,124	38,877
A3 Payments					
Room Hire	-	-	-	-	152
Donation collection charges	158	-	-	158	-
Charity Donations	37	-	-	37	-
Printing, Postage & Stationery	201	-	-	201	6
Advertising & Promotion	17,921	-	-	17,921	3,397
Entertainment	36	-	-	36	-
Sundry Expenses	164	-	-	164	-
Computer Costs	1,145	-	-	1,145	15
Accountancy Fees	3,780	-	-	3,780	945
Wages & Salaries	29,817	-	-	29,817	5,207
Training Costs	4,225	-	-	4,225	200
Subscriptions	789	-	-	789	571
Fundraising event costs	59	-	-	59	280
Inxdependent examination	1,200	-	-	1,200	-
Sub total	59,532	-	-	59,532	10,773
A4 Asset and investment purchases, (see table)					
Investment purchases	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	59,532	-	-	59,532	10,773
Net of receipts/(payments)	74,592	-	-	74,592	28,104
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	28,104	-	-	28,104	-
Cash funds this year end	102,696	-	-	102,696	28,104

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	CAF Bank	102,533	-	-
	Stripe account	163	-	-
		-	-	-
	Total cash funds	102,696	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

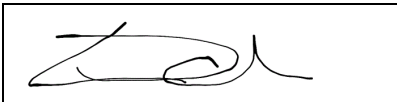
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	PAYE and NIC	Unrestricted	418	
	Pension costs	Unrestricted	213	
	Independent examination	Unrestricted	1,200	
			-	
			-	

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

Signature	Print Name	Date of approval
	Leon Douch Trustee	31 January 2022

Section C Notes to the Accounts

C1 Nature and purpose of funds (may be stated on analysis of funds worksheets)

Unrestricted income funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

C2 Grants to institutions

Recipient - 1 grant unless annotated

£

_____ -

C3 Related party transactions

No trustee received any remuneration nor reimbursed any expenses in the year under review.

Independent Examiner's Report to the Trustees of My Black Dog

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2021 which are set out on pages 6 to 8.

Responsibilities and basis of report

As the charity's trustees 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 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 material 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.



Geoffrey Frost BSc(Hons) FCA
Blue Spire Limited
Cawley Priory
South Pallant
Chichester
West Sussex
PO19 1SY

Date 31 January 2022