

**STRONGMEN CHARITABLE INCORPORATED ORGANISATION**

**UNAUDITED TRUSTEES' REPORT AND ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2021**

**Carpenter Box**  
*Chartered Accountants*  
Amelia House  
Crescent Road  
Worthing  
West Sussex  
BN11 1QR

# STRONGMEN CHARITABLE INCORPORATED ORGANISATION

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	D Cross E Brynin M Pugh S Duff L Britton
<b>Charity number</b>	1184242
<b>Principal address</b>	Amelia House Crescent Road Worthing West Sussex BN11 1QR
<b>Independent examiner</b>	Mr R Evans BA FCA CTA Amelia House Crescent Road Worthing West Sussex BN11 1QR

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# STRONGMEN CHARITABLE INCORPORATED ORGANISATION

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# **STRONGMEN CHARITABLE INCORPORATED ORGANISATION**

## **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2021**

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The charity was registered on 3 July 2019 and the trustees present their report and accounts for the period ended 31 March 2021.

### **Objectives and activities**

The objects of the charity are to relieve the mental and physical health of men resident in England and Wales suffering from bereavement or loss. The charity provides various services including the Weekender where beneficiaries are hosted in beautiful remote locations (such as Snowdon) and participate in a series of physical activities whilst providing safe and secure environments for group and individual discussions. Covid restrictions have necessitated the charity to add their Man2Man telephone based peer support service as well as their digital platform (Our Network) and membership schemes. The trustees have had regard to guidance issued by the Charity Commission when relevant decisions are made.

### **Achievement and performance**

Whilst we have been unable to run any of our Weekender camps, interest remains high. All being well (with Covid restrictions), our next Weekender will run between 20-22 August 2021. With four scheduled for 2022, all of the places for these camps are filled (equating to 125 men).

Our Man2Man service, introduced on 1 October 2020 has launched successfully, all measures are scored through the recognised GAD 7 and PHQ 9 method of assessing anxiety disorder and depression. Of the first six men to complete the service, the clinical summary is detailed below;

Across all six participants it is evident that the Man2Man peer support program has had a significant impact on all of their presentations of depression and low mood, there has been a decrease in all of their self-reported scores. For all of those participants that began the intervention falling within the clinical range on the questionnaires, they all completed the intervention no longer requiring any further therapeutic intervention to support with their mental health. This is a huge shift in only six weeks. For those participants who scored themselves almost at the top of each scale reporting some concerning mental health symptoms, it would be expected those individuals would need to engage in long term therapy to reduce those symptoms. For Strongmen to achieve these outcomes within six weeks is outstanding, if this service could be an ongoing offer from StrongMen I believe it is going to have a meaningful impact on the mental health of thousands bereaved men.

This service continues to run at capacity with the current level of available trained volunteers and funding, plans for the near future are to increase this availability through the upcoming Weekender beneficiaries.

### **Financial review**

Whilst expenditure exceeded income for this year we remain in a positive financial position with cash funds of £55,725 (2020 - £61,104). We have recently commissioned an independent funding professional who is actively submitting grant applications, an area we had previously been weak in exploiting. Furthermore our increased focus on independent fundraisers through our 'Club 500 Elite Fundraising' initiative is designed to secure the short and long term commitment of our incredible fundraisers. Coupled with that we have launched in June 2021 our #Bare Yourself campaign which will run annually to boost awareness and funds for StrongMen and includes numerous high profile celebrities and professionals.

### **Reserves**

As with last year we hold at least £40k in reserve for two Weekender camps and one years salary for our Peer Support Administrator, Pritee Almeida. The Black Tie event remains on our schedule for September 2021 and we retain a minimum of £15k for any liability due to possible Covid restrictions and the further delay and possible cancellation of the event.

# STRONGMEN CHARITABLE INCORPORATED ORGANISATION

## TRUSTEES' REPORT (CONT.) FOR THE YEAR ENDED 31 MARCH 2021

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### Plans for the future

As you can see above our ambitious plans for the future remain in place and on target. The coming two years require our significant investment both financially and professionally to secure the charity's future through the foundations outlined above. Key to this is securing a core team which includes Efrem Brynin and Daniel Cross as full time leaders within the charity.

### Structure, governance and management.

Strongmen is governed by a constitution for Charitable Incorporated Organisations dated 3 July 2019, when it was registered at the Charity Commission. The registered charity number is 1184242.

The Board of Trustees are responsible for appointing new trustees. New trustees are recruited based on their experience and expertise.

The trustees who served during the year were:

D Cross  
E Brynin  
M Pugh  
S Duff  
L Britton

The trustees' report was approved by the Board of Trustees on 6/7/21

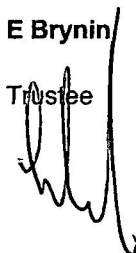
D Cross

Trustee



E Brynin

Trustee



# STRONGMEN CHARITABLE INCORPORATED ORGANISATION

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF STRONGMEN CHARITABLE INCORPORATED ORGANISATION

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I report to the charity trustees on my examination of the accounts of Strongmen Charitable Incorporated Organisation (the CIO) for the period ended 31 March 2021.

#### **Responsibilities and basis of report**

As the trustees of the CIO you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

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



#### **Mr R Evans BA FCA CTA**

Carpenter Box  
Amelia House  
Crescent House  
Worthing  
West Sussex  
BN11 1QR

Dated: 14/07/2021.

# STRONGMEN CHARITABLE INCORPORATED ORGANISATION

## RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2021

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
<b>Receipts</b>		
Donations	13,746	41,853
Fundraising	10,459	33,872
Merchandise sales	4,755	5,892
Gift aid	270	-
Grants	19,860	-
Other	4,158	459
<b>Total receipts</b>	<b>53,248</b>	<b>82,076</b>
<b>Payments</b>		
Fundraising	1,284	8,142
Charitable activities	15,512	6,766
Travel and subsistence	413	1,074
Grants and donations	-	620
Merchandise purchases	7,010	2,368
Wages and salaries	17,783	-
Printing and postage	658	31
Bank charge	-	-
Computer supplies	994	-
Advertising and website costs	5,042	1,424
Refunds for events	5,500	-
Insurance	498	507
Professional services	3,933	40
<b>Total payments</b>	<b>58,627</b>	<b>20,972</b>
<b>Net of receipts/(payments)</b>	<b>(5,379)</b>	<b>61,104</b>
<b>Cash funds last year end at 1 April</b>	<b>61,104</b>	<b>-</b>
<b>Cash funds this year end at 31 March</b>	<b>55,725</b>	<b>61,104</b>

All funds received and paid during the period were unrestricted; there were no restricted funds during the period.

# STRONGMEN CHARITABLE INCORPORATED ORGANISATION

## STATEMENT OF ASSETS AND LIABILITIES AS AT 31 MARCH 2021

	Unrestricted funds 2021 £	Unrestricted funds 2020 £
<b>Cash funds</b>		
Treasury account	55,725	61,104
<b>Other assets</b>		
Loan balance due from Strongmen UK Limited	3,960	-
<b>Investment assets</b>		
Strongmen UK Limited	1	-
<b>Total funds</b>	<u>59,686</u>	<u>61,104</u>

All funds received and paid during the period were unrestricted, with no restricted funds at the reporting date.

The accounts were approved by the Trustees on 6/7/21

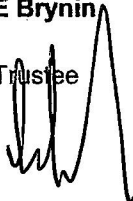
**D Cross**

Trustee



**E Brynin**

Trustee





# **STRONGMEN CHARITABLE INCORPORATED ORGANISATION**

## **NOTES TO THE ACCOUNTS**

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### **1 Payments to Trustees**

During the period £526 (2020 - £1,349) was reimbursed to trustees for expenses incurred. No remuneration was paid to any of the trustees or any persons connected to them. During the period £nil (2020 - £996) of donations were received from the trustees.

### **2 Related party transactions**

During the year the charity loaned Strongmen UK Limited, a subsidiary, £6,300 and received repayments of £2,340. At the year end the charity was owed £3,960 from the subsidiary.