

Charity Registration No.1184242

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

TRUSTEES' REPORT AND UNAUDITED ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2023

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

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	M Pugh S Duff S Crowther M McDonald	(Appointed 9 August 2022)
Charity number	1184242	
Principal address	Amelia House Crescent Road Worthing West Sussex BN11 1RL	
Independent examiner	Mr R Evans BA FCA CTA DChA Amelia House Crescent Road Worthing West Sussex BN11 1RL	

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

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STRONGMEN CHARITABLE INCORPORATED ORGANISATION

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 MARCH 2023

The trustees present their report and accounts for the year ended 31 March 2023.

Objectives and activities

Our aim is to support men following bereavement. Grief can cause severe emotional and physical health conditions which are often overlooked and even ignored, especially in men. The charity offers various services including the Weekender where we host beneficiaries in remote locations such as Snowdonia, with the backdrop of camping, climbing mountains, activities (such as zip wiring, canyoning, mountain karting) whilst providing safe secure environments for natural conversations to take place. Man2Man is our telephone-based peer support service where trained volunteers support beneficiaries based on shared experiences of loss. Aftercare support is delivered for all our services including online meet ups, the Weekender Reunion and annual Academy events.

The trustees confirm that they have referred to the guidance contained in the Charity Commission's guidance on public benefit when reviewing the CIO's aims and objectives and planning future activities.

Achievement and performance

We have had a highly successful year raising more than £200K in new funds, we have also continued seeing great need for our Weekender and particularly Man2Man service. In addition to these established services, we have introduced annual Academy events where existing beneficiaries are retained through our aftercare support services. We remain in a strong financial position and have ambitious plans ahead for 2024 and beyond seeing the expansion of the Weekender service as well as introducing our Man2Man Extra Time professional counselling service. We continue to train additional volunteers for Man2Man to meet the significant increase in demand.

Financial review

Although conditions continue to be extremely difficult both in terms of fundraising and raising awareness, we have seen our income stream grow across all areas. We have invested into our Bare Yourself podcast to help drive awareness hosting guests including Jeff Brazier, Simon Thomas and Lawrence Dallaglio. We have employed our social media representative directly having been disappointed by the results achieved by external providers.

Our second Black-Tie event in September 2022 continued to provide a good revenue stream as well as maintain awareness within new demographics, we are looking to introduce more structured fundraising events having dipped our toe in the LLHM (London Landmark Half Marathon) event. We have also introduced our corporate fundraising initiative, Centurion Club to source funding through regular donations from the private sector rather than depending on larger grants. This remains a long-term project with realistic targets across the next 18-24 months.

With our 'Club 500 Elite Fundraising Club' now established we see regular events and donations for private individual fundraisers each month. Individual fundraisers are an integral part of our income and we remain committed to supporting them in any way we can.

Reserves

We hold strong reserves totalling £169,702 (2022: £130,554) into 2023, comprising unrestricted funds of £169,702 (2022: £109,273) and restricted funds of £nil (2022: £21,281). It is our policy to maintain a balance of unrestricted funds equivalent to a minimum of 6 months overhead costs as well as support services costs into the following financial year. We also ensure all contractual financial commitments are available including vehicles, premises and the like. Excess unrestricted funds will be used to support growth, as we will be moving into premises during the next financial year as well as employing additional staff to help us balance the charity and overall become more sustainable.

Plans for the future

The past 12 months have continued to provide challenges, however, with the evolution of the charity we now feel that the plans will balance the finances we have secured to help us expand our services, with the addition of our premises and the additional staff members we can continue to move the charity forwards. Our co-founder Dan Cross stepped down in June 2023. With the change in leadership, we have set ourselves ambitious targets through all sectors of the charity, allowing us to meet the additional demands, continued support of existing beneficiaries and develop the charity at pace with coherent strategies in place for the short, medium and long term.

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

TRUSTEES' REPORT (CONT.)

FOR THE YEAR ENDED 31 MARCH 2023

Other matters

The charity has a trading subsidiary, Strongmen UK Ltd. During the year the subsidiary operations were ceased and the subsidiary became inactive, with its residual profits donated to Strongmen Charitable Incorporated Organisation. See note 2 to the financial statements for further detail in respect of transactions with Strongmen UK Ltd.

Structure, governance and management.

The charity 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:

L Britton	(Resigned 17 May 2022)
S Crowther	
S Duff	
M McDonald	(Appointed 9 August 2022)
M Pugh	

The trustees' report was approved by the Board of Trustees on

5/01/2024



S Crowther

Trustee



M Pugh

Trustee

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF STRONGMEN CHARITABLE INCORPORATED ORGANISATION

I report to the charity trustees on my examination of the accounts of Strongmen Charitable Incorporated Organisation (the CIO) for the year ended 31 March 2023.

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 DChA
Carpenter Box
Amelia House
Crescent House
Worthing
West Sussex
BN11 1RL

Dated: 09/01/2024.

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023	Total funds 2023	Unrestricted funds 2022 £	Restricted funds 2022	Total funds 2022
Receipts							
Donations		133,546	-	133,546	54,147	-	54,147
Fundraising		34,476	-	34,476	8,814	-	8,814
Merchandise sales		937	-	937	-	-	-
Gift aid		10,676	-	10,676	144	-	144
Grants		22,206	2,000	24,206	55,378	51,949	107,327
Talks and presentations		2,200	-	2,200	-	-	-
Other		8,876	-	8,876	12,009	-	12,009
Total receipts		212,917	2,000	214,917	130,492	51,949	182,441
Payments							
Fundraising		24,291	-	24,291	29,287	-	29,287
Charitable activities	4	107,623	28,140	135,763	57,775	25,634	83,409
Other	5	6,523	118	6,641	3,936	57	3,993
		138,437	28,258	166,695	90,998	25,691	116,689
Asset and investment purchases		-	-	-	1,447	-	1,447
Total payments		138,437	28,258	166,695	92,445	25,691	118,136
Net of receipts/(payments)		74,480	(26,258)	48,222	38,047	26,258	64,305
Cash funds last year end at 1 April		93,772	26,258	120,030	55,725	-	55,725
Cash funds this year end at 31 March		168,252	-	168,252	93,772	26,258	120,030

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

STATEMENT OF ASSETS AND LIABILITIES FOR THE YEAR ENDED 31 MARCH 2023

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £
Cash funds						
Treasury account	168,252	-	168,252	93,772	26,258	120,030
Other assets						
Loan balance due from Strongmen UK Limited	-	-	-	14,051	(4,977)	9,074
Investment assets						
Strongmen UK Limited	3	-	3	3	-	3
Assets retained for charity's own use						
Computer equipment	1,447	-	1,447	1,447	-	1,447
Total funds	169,702	-	169,702	109,273	21,281	130,554

The accounts were approved by the Trustees on 5/10/2024



S Crowther

Trustee



M Pugh

Trustee

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

NOTES TO THE ACCOUNTS

1 Transactions with Trustees

During the year £147 (2022 - £210) was reimbursed to trustees for expenses incurred. No amounts were paid to close family members of trustees (2022: £1,450) for the provision of clinical services. A £900 donation (2022: £nil) was received from one of the trustees. No other amounts were paid to, or received from, any of the trustees or any persons connected to them in either the current or comparative period.

During the prior year, while they were also trustees of the charity, two former trustees received remuneration totalling £19,182 from the subsidiary company, Strongmen UK Limited, in which they were employees.

2 Related party transactions

During the year the charity made loans totalling £3,303 (2022 - £456) to, and were charged management fees of £5,000 (2022 - £nil) by, Strongmen UK Limited, the subsidiary company. The charity also received a donation of £1,947 (2022 - £nil) from the subsidiary company.

At the reporting date, the charity was due £nil (2022 - £9,074) from Strongmen UK Limited. The amount due in the comparative period comprised a debtor of £14,051 represented by the unrestricted fund, and a liability of £4,977 represented by the restricted fund.

3 Operating lease commitments

At the year end the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases which fall due as follows:

	2023 £	2022 £
Within one year	21,995	21,995
Within two and five years	9,165	31,159
	<u>31,160</u>	<u>53,154</u>

4 Charitable activities

	2023 £	2022 £
Direct costs	25,892	6,166
Travel and subsistence	7,427	3,590
Training	1,647	750
Wages and salaries	50,975	28,355
Printing and postage	458	304
Computer supplies	2,371	1,398
Advertising and website	18,072	12,087
Insurance	2,818	2,951
Motor expenses	24,250	26,479
Telephone and internet	1,853	1,329
	<u>135,763</u>	<u>83,409</u>

Analysis by fund

Unrestricted funds	107,623	57,775
Restricted funds	28,140	25,634
	<u>135,763</u>	<u>83,409</u>

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

NOTES TO THE ACCOUNTS

5 Other costs

	2023 £	2022 £
Merchandise purchases	301	-
Professional services	6,260	3,537
General expenses	80	456
	<hr/> 6,641	<hr/> 3,993
Analysis by fund		
Unrestricted funds	6,523	3,936
Restricted funds	118	57
	<hr/> 6,641	<hr/> 3,993