

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

TRUSTEES' REPORT AND UNAUDITED ACCOUNTS

FOR THE YEAR ENDED 31 MARCH 2024

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

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	M Franchi	(Appointed 8 January 2024)
	M McDonald	
	M Pugh	
	S Duff	
	S Crowther	
Charity number	1184242	
Principal address	Unit E Arundel Court Park Bottom Arundel BN18 0AA	
Independent examiner	Mr R Evans BA FCA CTA DChA Amelia House Crescent Road Worthing West Sussex BN11 1RL	

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

CONTENTS

	Page
Trustees' report	1
Independent examiner's report	3
Receipts and payments account	4
Statement of assets and liabilities	5
Notes to the accounts	6

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2024

The trustees present their report and accounts for the year ended 31 March 2024.

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 and Man2Man Extra Time are our one-to-one based support services delivered by volunteers or trained counsellors. Aftercare support is delivered for all our services including online meet ups, the Weekender Reunion and annual Academy events.

Achievement and performance

We have had another successful year once again raising more than £200K in new funds, we have also continued seeing great need for our Weekender and Man2Man service, so much so that we introduced our new Man2Man Extra Time service at the end of 2023. This service is progressive and provides additional professional support under the guidance of counsellors. In addition to these established services, we have continued our annual Academy events where existing beneficiaries are retained through our aftercare support services. We remain in a strong financial position and have added to our directly-employed staff with the addition of Peter Hayward, our Operations Manager, and Louise Pearce, our Events and Fundraising Coordinator. We have also moved into our office in Arundel, West Sussex. We continue to train additional volunteers for Man2Man to meet the significant increase in demand and, rather than source this externally, it will be delivered by our Operations Manager.

Financial review

Although conditions continue to be extremely difficult both in terms of fundraising and raising awareness, we have seen our income stream maintained. We have introduced our corporate fundraising initiative, Centurion Club, to help the charity become more sustainable without the reliance on foundations and grants which are proving extremely challenging. This initiative also allows us to reach out for corporate sponsorship for events.

Our Annual Fundraising event continues to provide good revenue streams as does our London Landmarks Half Marathom (LLHM) entry. This year we increased our fundraising when compared to last year and we hope for more still next year. We appreciate the need to diversify and split income targets across multiple revenue targets in order that we continue to raise the amount needed to meet the need of our beneficiaries as they increase in number.

Reserves

We hold strong reserves into 2024/25. From early 2024, our base costs have increased significantly with the increase in staff, our office, the general increase in costs as well as the increased number of beneficiaries each month. Reserves carried forward into 2024/25 are expected to be equivalent to approximately 6 months' worth of expenditure, being £174,402 unrestricted funds and £4,381 restricted funds.

Plans for the future

StrongMen has gone from strength to strength over the last 18 months with the change in leadership, this has seen us invest in our staff, services and beneficiaries. With this year being our 5 year anniversary as a registered charity we are hosting our beneficiaries at a special event in the Peak District. We are also embarking on our Weekender Kilimanjaro where 20 bereaved men will be climbing Africa's highest mountain, we are also using the event as a fundraiser to provide income for 2025's Weekenders. Our new service Man2Man Extra Time will continue to evolve and expand meeting the need of more complex conditions. We are confident our Centurion Club will enable us to seek and secure corporate funding as we have seen with our new Climb Your Mountain campaign.

Other matters

The charity has a trading subsidiary, Strongmen UK Ltd. During the previous year the subsidiary operations were ceased and the subsidiary became inactive.

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

TRUSTEES' REPORT (CONT.)

FOR THE YEAR ENDED 31 MARCH 2024

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:

M Franchi (Appointed 8 January 2024)
M McDonald
M Pugh
S Duff
S Crowther

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

05/08/2024



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 2024.

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: 05/09/2024

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024	Total funds 2024	Unrestricted funds 2023 £	Restricted funds 2023	Total funds 2023
Receipts							
Donations		99,467	1,000	100,467	133,546	-	133,546
Fundraising		36,176	-	36,176	34,476	-	34,476
Merchandise sales		4,200	-	4,200	937	-	937
Gift aid		353	-	353	10,676	-	10,676
Grants		-	62,213	62,213	22,206	2,000	24,206
Talks and presentations		6,600	-	6,600	2,200	-	2,200
Interest received		791	-	791	-	-	-
Other		1,013	-	1,013	8,876	-	8,876
Total receipts		148,600	63,213	211,813	212,917	2,000	214,917
Payments							
Fundraising		41,665	-	41,665	24,291	-	24,291
Charitable activities	4	74,670	53,326	127,996	107,623	28,140	135,763
Other costs	5	26,115	5,506	31,621	6,523	118	6,641
Total payments		142,450	58,832	201,282	138,437	28,258	166,695
Net movement in funds		6,150	4,381	10,531	74,480	(26,258)	48,222
Cash funds last year end at 1 April		168,252	-	168,252	93,772	26,258	120,030
Cash funds this year end at 31 March		174,402	4,381	178,783	168,252	-	168,252

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

STATEMENT OF ASSETS AND LIABILITIES FOR THE YEAR ENDED 31 MARCH 2024

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Cash funds						
Treasury account	68,611	4,381	72,992	168,252		168,252
Deposit Account	105,791	-	105,791	-	-	-
Investment assets						
Strongmen UK Limited	3	-	3	3	-	3
Assets retained for charity's own use						
Motor Vehicles	8,400	-	8,400	-	-	-
Computer equipment	1,447	-	1,447	1,447	-	1,447
Total funds	184,252	4,381	188,633	169,702	-	169,702

The accounts were approved by the Trustees on 05/08/2024



S Crowther

Trustee



M Pugh

Trustee

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

NOTES TO THE ACCOUNTS

1 Transactions with Trustees

During the year £761 (2023 - £147) was reimbursed to trustees for expenses incurred. No donations were received from any of the trustees (2023 - £900). 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.

2 Related party transactions

No transactions have taken place between the charity and its subsidiary company, Strongmen UK Limited, during the year.

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

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:

	2024 £	2023 £
Within one year	10,020	21,995
Within two and five years	19,205	9,165
	<u>29,225</u>	<u>31,160</u>

4 Charitable activities

	2024 £	2023 £
Direct costs	24,704	25,892
Travel and subsistence	5,702	7,427
Training	1,150	1,647
Wages and salaries	57,146	50,975
Printing and postage	387	458
Computer supplies	2,564	2,371
Advertising and website	12,324	18,072
Insurance	3,504	2,818
Motor expenses	18,167	24,250
Telephone and internet	2,348	1,853
	<u>127,996</u>	<u>135,763</u>

Analysis by fund

Unrestricted funds	74,670	107,623
Restricted funds	53,326	28,140
	<u>127,996</u>	<u>135,763</u>

STRONGMEN CHARITABLE INCORPORATED ORGANISATION

NOTES TO THE ACCOUNTS

5 Other costs

	2024 £	2023 £
Merchandise purchases	7,880	301
Professional services	6,709	6,260
General and office expenses	6,999	80
Office leasehold costs	10,033	-
	<hr/> 31,621	<hr/> 6,641

Analysis by fund

Unrestricted funds	26,115	6,523
Restricted funds	5,506	118
	<hr/> 31,621	<hr/> 6,641