

# Behind The Smile

England & Wales · Charity number 1184343

## Details

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Other names	ZAC'S MEMORIAL TRUST
Status	Registered
Legal form	CIO
Registered	2019-07-10
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Address	10 Jeynes Building Tewkesbury Gloucestershire GL20 5NF
Phone	07999027313
Email	<a href="mailto:info@behindthesmile.care">info@behindthesmile.care</a>
Website	<a href="https://behindthesmile.care/">https://behindthesmile.care/</a>

## Activities

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**Objects:** THE PRESERVATION AND PROTECTION OF GOOD MENTAL HEALTH IN PARTICULAR BUT NOT EXCLUSIVELY BY: -• TO RAISE AWARENESS ABOUT SUICIDE AND THE EFFECTS• TO WORK WITH LOCAL ORGANISATIONS AND BODIES TO PROMOTE GOOD MENTAL HEALTH• SUPPORTING ALL WHO ARE FIGHTING TO OVERCOME MENTAL ILL HEALTH• URGING ALL WHO ARE SUFFERING IN SILENCE TO SPEAK UP AND ASK FOR HELP• TO EDUCATE OTHERS OF SUICIDE RISK FACTORS AND TO ENABLE THEM TO RECOGNISE AND RESPOND TO SUICIDAL BEHAVIOUR• TO USE OUR PERSONAL EXPERIENCE OF SUICIDE LOSS TO INFORM AND INSPIRE OTHERS• TO PROVIDE ADVICE AND SUPPORT TO THOSE BEREAVED BY SUICIDE AND SIGNPOST WHERE APPROPRIATE• SUPPORTING THOSE WHO IDENTIFY AS LGBTQ+• WORKING WITH THE UNIVERSITY OF WORCESTER TO ACHIEVE THE ABOVE

**Activities:** The preservation and protection of good mental health by: -1. To raise awareness about suicide and the effects2. Provide peer support for those with poor mental health and those bereaved by suicide.3. To work with local organisations and bodies to promote good mental health4. To educate others of suicide risk factor

## Classification

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- **How:** Provides Services, Other Charitable Activities
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

## Geography

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- Gloucestershire
- Worcestershire

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-03-31	£20,099	£12,449	-	-
2024-03-31	£9,453	£12,212	-	-
2023-03-31	£7,634	£13,208	-	-
2022-03-31	£19,772	£10,012	-	-
2021-03-31	£4,200	£2,769	-	-

## Trustees

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Name	Role	Appointed
<b>Gaynor Pritchard</b>	Chair	2019-07-10
Alex Harris		2025-11-30
Andrew Pritchard		2019-07-10
Mary Nettle		2023-01-11
Sharon Bennett		2025-01-10

**Behind The Smile**

England & Wales - Charity number 1184343

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# Accounts

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# **BEHIND THE SMILE**

## **Trustees Annual Return**

**Charity Number: 1184343 C I O Number: CEO18156**

**For the period: 1st April 2024 to 31st March 2025**

### **Charity Structure**

The Charity has 5 trustees, **2 resigned in October 24.**

Gaynor Pritchard – Co-Founder and Chair of Trustees

Andy Pritchard – Co-Founder and Policy Development

Mary Nettle – Safeguarding officer

Paul Dews – Treasurer **Resigned as trustee March 2023, still Treasurer until a replacement found.**

Jenny McConnel – Secretary - **Resigned 24<sup>th</sup> October 2024**

Roy Blendell - **Resigned 10<sup>th</sup> October 2024**

### **Activities and Objectives**

Behind the Smile is a charity founded by the parents of Zac who ended his life after many years of mental health problems.

#### **Our aim is:**

To prevent suicide, by facilitating peer support, one to one's and wellbeing walks, for those with poor mental health, and those bereaved by suicide, to offer suicide prevention, intervention and postvention.

We believe that everyone has the right to a good standard of mental health and, where they do not, they should have access to timely and appropriate support services. We recognise that the statutory and voluntary service provision in our target area does not always meet the needs of the community: services are stretched, waiting times are long, and sometimes there are no appropriate services available in the locality.

Our intention is to work towards filling these gaps by setting up Peer Support Groups and one to one's, where everyone is equally valued. By adhering to the Principles of the Peer Group Charter and in a non-clinical situation people will be provided with a space where they feel accepted and understood. They will use their own experiences to help each other, becoming confident to open up about their feelings, improving their mental and physical wellbeing, and thus helping them cope with their mental health issues. Ultimately, they will establish a sense of belonging in the community.

## **Achievements and Performance**

The support groups continue to grow, during this period, we expanded to more groups such as Men's Only groups, Women Only groups, alongside our regular weekly mental health groups and monthly suicide bereavement groups.

Had various speakers come to group and people to run activities.

Our one-to-one conversations and meet ups continue to be active, but it has mostly been in cafes.

We have advocated for some group members when needed even if it was supporting with form filling or writing supporting letters, including supporting one at a tribunal in court for his PIP appeal.

July 2024, we took a group for a day out to Brean, Somerset.

Sept 9, 2024, we held our lantern walk, for Suicide Prevention Awareness Day, we try to do this walk on the nearest Saturday to the 10 September, which is Suicide Prevention Day. We walked from the one bridge in Worcester to another bridge; we lit up the bridges with paper lanterns and walked with glass lanterns, which we gave out.

We had a short talk and read poetry, walking while reading at various stops, ending back at Sabrina Bridge, we also read out names as we gathered to remember, with a final reflection and final poem before going on our way.

It was a dark drizzly night but that was also a reflection on the mood. It was a night of peaceful remembrance and thoughtful experience.

On 9<sup>th</sup> October 2024 we held an event 'Glow of Hope' nearest date available to World Mental Health Day – local artist Oly Bliss set up ultraviolet lights with white sheets on tables. We had around 23 people, mostly bereaved by suicide, some with mental ill health, drawing Mandela's, various drawings, wrote poetry, made paper lanterns, all glowed under the lights. We had a table with our information on, so did Worcestershire County Council suicide bereavement, Papyrus also had a table with books, we were all available to talk to anyone and some positive discussions were had, along with some upsetting ones. We still get positive feedback from this event to this day.

## **Donations:**

We would like to express our heartfelt thanks to all the individuals and organisations who have so kindly supported us with their generous donations.

Donation of £2,000 from Deputy Police & Crime Commissioner and former city councillor Marc Baylis, from his divisional funds. Worcestershire County Council Public Health dept, granted £250 for our Glow of Hope project, which they were involved in, this event mainly supported people bereaved by suicide and others struggling.

Worcester Students' Union honoured us by naming us their Charity of the Year and generously donating £2,613.21.

We are grateful to The Business of Mindfulness, who have supported us since November 2023 and generously donated £2,053.00 this financial year. The director Chris Hopkirk changed roles and recommended us to the company is now works for, namely Spacemaker Inc, who has very kindly donated £500 in this financial year, they will be donating again in the future.

We have previously received donations from Worcestershire Masons, on checking through records Redditch lodge found they still had an outstanding £144, which they kindly donated. G4S kindly matched funding raised previously by Mr Ercolani, by donating £500.

We have also been kindly supported in donations from St Stephens Church, Worcester, of £1,200.

Women Who Worcestershire kindly donated £50 from their family day. There was £100 through CAF bank, we have no further information.

Other donations were through the website totalling £1,069.21.

It is through all these donations we can continue our work supporting mental health and those bereaved by suicide. Every penny given goes directly to the charity to support its work. We are run by volunteers which includes trustees, who all give up their valuable time.

## **Financial Review**

Behind the Smile has a reserve policy limiting how much cash can held in reserve from £3,000-£15,000, this is to ensure solvency and support operations.

Membership and donations have grown from last year, which has enabled us to expand our outreach and help those in need through our events and meetings.

We received a grant which has been of great use in launching our D&D project which has expending the range of people we help.

# Receipts & Payments Accounts for FY 2025

Summary 01/04/2024 – 31/03/2025

Opening Bank Balance as at 01/04/2024	£5,605.77
Income	£20,098.21
Expenditure	£12,449.48
Closing Bank Balance as at 31/03/2025	£13,254.50

## Section A Receipts & Payments Account CC16a

For the period 01/04/2024-31/03/2025

A1 Receipts 24-25					
	Unrestricted Funds	Restricted Funds	Endowment Funds	Total Fund	Last Year
Grants	£ -	£ 5,001.00	£ -	£5,001.00	£3,000.00
Donations	£ 10,559.42	£ -	£ -	£10,559.42	£2,627.63
Fundraising (Membership)	£ 4,235.90	£ -	£ -	£4,235.90	£3,307.70
Refunds	£ 302.39	£ -	£ -	£302.39	£517.39
<b>Total Income</b>	<b>£15,097.71</b>	<b>£ 5,001.00</b>	<b>£ -</b>	<b>£20,098.71</b>	<b>£9,452.72</b>

A2 Asset & Investment Sales 24-25					
	Unrestricted Funds	Restricted Funds	Endowment Funds	Total Fund	Last Year
Asset & Investment Sales	£ -	£ -	£ -	£ -	£ -
	£ -	£ -	£ -	£ -	£ -

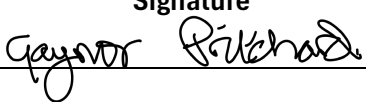
A3 Payments 24-25					
	Unrestricted Funds	Restricted Funds	Endowment Funds	Total Fund	Last Year
Peer Group Expenses	-£3,108.13	£ -	£ -	-£3,108.13	-£1,414.59
Room Hire	-£1,107.00	£ -	£ -	-£1,107.00	-£1,563.36
Café meetings / One 2 One's	-£1,366.66	£ -	£ -	-£1,366.66	-£392.78
Volunteer expenses / DBS	-£537.19	£ -	£ -	-£537.19	-£88.55
Fundraising / Awareness	-£2,039.23	£ -	£ -	-£2,039.23	-£1,800.17
Training / Conferences	-£172.43	£ -	£ -	-£172.43	-£309.49
IT / Website	-£455.20	£ -	£ -	-£455.20	-£2,338.08
Travel / Days out / Parking	-£578.97	£ -	£ -	-£578.97	-£590.90
Insurance	-£244.04	£ -	£ -	-£244.04	-£212.80
Memberships / Subscriptions	-£804.35	£ -	£ -	-£804.35	-£482.25
Printing	-£140.00	£ -	£ -	-£140.00	-£942.95
		£ -			
Office Expenses / Equipment	-£163.78	-	£ -	-£163.78	-£135.85
Storage	-£1,732.50	£ -	£ -	-£1,732.50	-£1,940.38
					-
<b>Total Expenditure</b>	<b>-£12,449.48</b>	<b>£ -</b>	<b>£ -</b>	<b>-£12,449.48</b>	<b>£12,212.15</b>

### A4 Asset & Investment Purchases 24-25

	Unrestricted Funds	Restricted Funds	Endow ment Funds	Total Fund	Last Year
	£	£	£	£	£
Asset & Investment Purchases	-	-	-	-	-
	£	£	£	£	£
	-	-	-	-	-
Net Income	<b>£27,547.19</b>	<b>£5,001.00</b>	<b>£0.00</b>	<b>£32,548.19</b>	<b>£21,664.87</b>

## Section B statement of assets & liabilities for the period

For the period 01/04/2024-31/03/2025

	Unrestricted Funds	Restricted Funds	Endow ment Funds	Total Fund	Last Year
	£	£	£	£	£
B1 Cash Funds	£13,254.50	-	-	13,254.50	£ 75,605.27
	<b>£ 13,254.50</b>	<b>-</b>	<b>-</b>	<b>13,254.50</b>	<b>£ 75,605.27</b>
B2 Other Monetary Assets	-	-	-	-	-
B4 Assets retained for charities own use	-	-	-	-	-
B5 Liabilities	-	-	-	-	-
Signature	Print Name			Date of approval	
	Gaynor Pritchard			2nd February 2025	

## Notes to the accounts

**Basis for preparations** This receipt and payment accounts has been prepared following the charities commission guidelines and 'Behind the Smile' meets the criteria for preparation in this format.

**Restricted funds** The Spectric Foundation Grant is restricted funds, with the conditions that they are used solely for the D&D project.

**Major grants** The Spectric Foundation has awarded a grant to the charity for the sum of £5,001.

**Fundraising** The majority of funds have been raised by running stalls, and events, however we regularly receive funds through the Worcestershire Lottery.

### Unusual items

The charity has covered counselling for a beneficiary of the charities operations, however this individual has made three donations to the charity in order to cover the difference between the cost of counselling and what the charity was willing to cover. These three conations received total £80.

**Behind The Smile**

England & Wales - Charity number 1184343

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# Accounts

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# BEHIND THE SMILE

## Trustees Annual Return

Charity Number 1184343 C I O Number: CEO18156  
For the period: 1st April 2023 to 31st March 2024

### Charity Structure

The Charity had 5 trustees

Gaynor Pritchard – Co-Founder and Chair of Trustees

Andy Pritchard – Co-Founder and Policy Development

Jenny McConnel – Secretary

Roy Blendell

Mary Nettle – Safeguarding officer

Paul Dews – Treasurer **Resigned March 2023, still Treasurer until a replacement found.**

Holly Winter – Hughes – Resigned January 2024

### Activities and Objectives

Behind the Smile is a charity founded by the parents of Zac who ended his life after many years of mental health problems.

Our two main aims are:

- to support and help others overcome the stigma associated with mental health issues by offering practical face to face support.
- to support and help those bereaved by suicide.

We believe that everyone has the right to a good standard of mental health and, where they do not, they should have access to timely and appropriate support services. We recognise that the statutory and voluntary service provision in our target area does not always meet the needs of the community: services are stretched, waiting times are long, and sometimes there are no appropriate services available in the locality.

Our intention is to work towards filling these gaps by setting up Peer Support Groups where everyone is equally valued. By adhering to the Principles of the Peer Group Charter and in a non-clinical situation people will be provided with a space where they feel accepted and understood. They will use their own experiences to help each other, becoming confident to open up about their feelings, improving their mental and physical wellbeing, and thus helping them cope with their mental health issues. Ultimately, they will establish a sense of belonging in the community.

## **Achievements and Performance**

- The support groups continue to grow, during this period, we expanded to more groups in other parts of the city and county.
- Had various speakers come to group and people to run activities.
- Our one-to-one conversations and meet ups continue to be active, but it has mostly been in cafes as we had to give up our office in Jan 23.
- We have advocated for some group members when needed even if it was supporting with form filling or writing supporting letters.
- August 2023, we took a group for a day out at Clevedon
- Sept 9, 2023, we held our lantern walk, for Suicide Prevention Awareness Day. We walked from the one bridge in Worcester to another bridge, we lit up the bridges with paper lanterns and walked with glass lanterns. The Word Association facilitated a fundraiser; 33 people entered and wrote poems every day of August. Out of those who entered around half came to read poems at various stops throughout the walk.

## **Financial Review**

We were also pleased to secure a grant of £2,500 from The Eveson Trust and £500 from Local Giving Fund LTD.

**Fundraising** was £3,366.40, which included funds raised by some of us running for Worcester 10k and Birmingham 10K. Special thanks to Martino Ercolani, Yasmin Millward, Gaynor Pritchard. We gained £389.50 from the Worcester Lottery. Other donations came from our website, quizzes etc, and attending various events such as carnival, pride etc... A big thank you to The Word Association for their poetry fundraiser for the 5<sup>th</sup> year since Zac's death.

**Donations** were £2,627.63 from various kind people or organisations, including regular donations from The Business of Mindfulness, Mrs B Heycock. Rushwick village hall raised awareness and funds to donate to us. Mrs E Weager raised funds as she ran a Marathon for her 70<sup>th</sup> birthday and donated to a few different charities including us. St Barnabas Church and Hanbury Church, kindly donated to us to help with our running costs. Following the unfortunate death by suicide the family of Tom Ludwig collected donations at his funeral. Other donations were via our website.

This allowed us to provide further support to our target groups.

Our financial policy is to provide services and support only within our financial capabilities.

# BEHIND THE SMILE

Charity Number 1184343 C I O Number: CEO18156

Accounts for the period 1/4/2023 to 31/3/2024

**Opening bank balance** at 1/4/2023 – £8359.66

**Income** 1/4/2023 to 31/3/2024 - **£9,452.72**

**Expenditure** 1/4/2023 to 31/3/2024 - **£12,212.15**

**Closing bank balance** at 31/3/2024 - £5605.27

## INCOME

Summary INCOME 2023 - 2024

Grants	£3,000.00	£2,500.00	The Eveson Trust
		£500.00	Localgiving Ltd
Donations	£2,627.63	£870.00	The Business of Mindfulness
		£284.00	Rushwick Village Hall
		£100.00	Hanbury Parochial Church Council
		£200.00	E. Weager, Ran Marathon 70th Birthday
		£100.00	B Heycock
		£150.00	Pcc Of St Barnabas
		£623.91	Donations From Funeral of Tom Ludwig
		£299.72	Various Donations Via Website.
Fundraising	£3,307.70	£1,086.95	Via Just Giving
		£378.10	Via Give as You Live / Our Website
		£160.00	The Word Association
		£1,293.15	Various Fundraising
		£389.50	Worcester Lottery
Refunds	£517.39		Various Refunds from Returns Etc
<b>Total Income</b>	<b>£9,452.72</b>		

# EXPENDITURE

## Summary EXPENDITURE 2023 - 2024

Peer Group Expenses	£1,414.59
Room Hire	£1,563.36
Café meetings / One 2 One's	£392.78
Volunteer expenses / DBS	£88.55
Fundraising / Awareness	£1,800.17
Training / Conferences	£309.49
IT / Website	£2,338.08
Travel / Days out / Parking	£590.90
Insurance	£212.80
Memberships / Subscriptions	£482.25
Printing	£942.95
Office Expenses / Equipment	£135.85
Storage	£1,940.38
<b>TOTAL</b>	<b>£12,212.15</b>

**Behind The Smile**

England & Wales - Charity number 1184343

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# Accounts

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# Trustees Annual Return

**For the period: 1<sup>st</sup> April 2022 to 31<sup>st</sup> March 2023**

**Charity name: Behind the Smile**

**Charity registration number:1184343**

## **Charity Structure**

The Charity had 4 trustees: **up to 25<sup>th</sup> August 2022** at which point we had 5.

Gaynor Pritchard – Founder and Chair of Trustees

Andy Pritchard – Policy Development and Research

Elaine Dews – Marketing and Communications

Paul Dews – Treasurer

Jenny McConnel – Secretary **Since August 2022**

**Since January 2023 up to March 2023** we had 7 trustees.

Gaynor Pritchard – Founder and Chair of Trustees

Andy Pritchard – Policy Development and Research

Jenny McConnel – Secretary

Roy Blendell

Mary Nettle

Holly Winter - Hughes

Paul Dews – Treasurer **Resigned March 2023, still Treasurer until a replacement found.**

Elaine Dews - **Resigned Jan 2023**

## **Activities and Objectives**

Behind the Smile is a charity founded by the parents of Zac who ended his life after many years of mental health problems.

Our two main aims are:

- to support and help others overcome the stigma associated with mental health issues by offering practical face to face support.
- to support and help those bereaved by suicide.

We believe that everyone has the right to a good standard of mental health and, where they do not, they should have access to timely and appropriate support services. We recognise that the statutory and voluntary service provision in our target area does not always meet the needs of the community: services are stretched, waiting times are long, and sometimes there are no appropriate services available in the locality.

Our intention is to work towards filling these gaps by setting up Peer Support Groups where everyone is equally valued. By adhering to the Principles of the Peer Group Charter and in a non-clinical situation people will be provided with a space where they feel accepted and understood. They will use their own experiences to help each other, becoming confident to open up about their feelings, improving their mental and physical wellbeing, and thus helping them cope with their mental health issues. Ultimately, they will establish a sense of belonging in the community.

## **Achievements and Performance**

- The support groups continue to grow.
- Had various speakers come to group and people to run activities.
- Our one-to-one conversations and meet ups continue to be active.
- We have advocated for some group members when needed even if its supporting with form filling or writing supporting letters.
- We have assisted a few people in gaining access to counselling.
- June 22 took a small group to a National Trust at Croome, most had never been before.
- Sept 22, we took a group for a day out at Porthcawl.
- Sept 10, 2022, had our first lantern walk, from the one bridge in Worcester to another bridge, we lit up the bridges with paper lanterns and read poems at the beginning and the end of the walk, as we walked with the glass lanterns.
- Dec 22 took the group out for a meal for Christmas

## **Financial Review**

During part of this financial period, we were fortunate to be Worcestershire Freemasons Charity of the year, amounting to £1087.00 in this period.

We were also pleased to secure a grant of £2880.00 from Worcester City Council.

Fundraising was £1754.90, which included funds raised by people on Facebook, the start of fundraising for Worcester 10k, fundraising from various events including a huge collection of tin cans sent to a scrap yard.

Donations were £1293 from various kind people or organisations, including St Stephens PCC who generously donated £600.

Other funds came from fundraising and donations.

This allowed us to provide further support to our target groups.

Our financial policy is to provide services and support only within our financial capabilities.

**BEHIND THE SMILE**  
**Charity Number 1184343 C I O Number : CEO18156**

**Accounts for the period 1/4/2022 to 31/3/2023**

Opening bank balance at 1/4/2022		13978.49
Income 1/4/2022 to 31/3/2023	7634.30	
Expenditure 1/4/2022 to 31/3/2023	13207.72	
Closing bank balance at 31/3/2023		8365.06

<b>INCOME</b>	<b>2022/23</b>	<b>2021/22</b>
Facebook Donations	482.50	1120.35
Just Giving	256.50	0.00
Give as you live	452.02	1237.91
Worcs Lottery Commission	293.00	204.00
Donations/Commission	1806.42	245.96
Fundraising	376.86	170.00
Worcs Masonic Lodge Grant	1087.00	4908.70
Worcester CC Grant	2880.00	
Lottery Grant		9885.00
Albert Hunt Grant Other	7634.30	2000.00
<b>Total</b>		<b>19771.92</b>

<b>EXPENDITURE</b>	<b>2022/23</b>	<b>2021/22</b>
Peer Group Expenses	1826.17	1627.60
Group Activities	2464.26	1199.40
Resources	163.75	
Days Out	769.30	
Counselling	382.85	645.00
Travel & Subsistence	1009.54	1033.42
Events	399.84	
Fundraising Expenses	114.14	
Room Hire	2239.98	2208.35
Office	1771.23	
IT/ Comms	330.16	168.08
Insurance		212.80
Training	177.54	159.00
Printing/ Stationery/ Website	1214.96	2534.06
Other	344.00	224.13
<b>Total</b>	<b>13207.72</b>	<b>10011.84</b>

**Behind The Smile**

England & Wales - Charity number 1184343

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# Accounts

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## **Trustees Annual Return**

**For the period: 1<sup>st</sup> April 2021 to 31<sup>st</sup> March 2022**

**Charity name: Behind the Smile**

**Charity registration number:1184343**

### **Charity Structure**

The Charity has 4 trustees:

Gaynor Pritchard – Founder and Chair of Trustees

Andy Pritchard – Policy Development and Research

Elaine Dews – Marketing and Communications

Paul Dews - Treasurer

### **Activities and Objectives**

Behind the Smile is a charity founded by the parents of Zac who ended his life after many years of mental health problems.

Our two main aims are:

- to support and help others overcome the stigma associated with mental health issues by offering practical face to face support.
- to support and help those bereaved by suicide.

We believe that everyone has the right to a good standard of mental health and, where they do not, they should have access to timely and appropriate support services.

We recognise that the statutory and voluntary service provision in our target area does not always meet the needs of the community: services are stretched, waiting times are long, and sometimes there are no appropriate services available in the locality.

Our intention is to work towards filling these gaps by setting up Peer Support Groups where everyone is equally valued. By adhering to the Principles of the Peer Group Charter and in a non-clinical situation people will be provided with a space where they feel accepted and understood. They will use their own experiences to help each other, becoming confident to open up about their feelings, improving their mental and physical wellbeing, and thus helping them cope with their mental health issues. Ultimately, they will establish a sense of belonging in the community.

Therapeutic activities will be provided creating a relaxed and happy atmosphere whilst learning life skills and benefiting from wellbeing and physical activities. We would like to offer various types of workshops and counselling possibly in groups. We plan to provide a befriending service by providing support and companionship to emotionally distressed people. This may be in the form of regular phone calls or text

messages, a meet up for coffee and chats or someone to be with them through the first few support groups or activities.

During this period, support was offered by telephone conversations, Facebook messaging and WhatsApp groups.

### **Achievements and Performance**

- Sept 10 2021 had Drumlove playing on Cathedral Square in Worcester to raise awareness / funds
- In September 2021 we took a group of 14 people to Barry Island.
- We also had a trip to the local museum to see the Titanic exhibition in May 21 with a light snack in nearby café afterwards.
- Feb 12 2022 officially moved into our first office
- The office has proved to be good place as a base, not only for work but also for meetings with individuals for one-to-one meetings, and talking with certain organisations, such as Worcestershire County Council.
- Had various speakers come to group including Crisis team and Healthwatch
- Became members of the Worcestershire County Council Suicide Prevention Partnership and a member of their strategy group

### **Financial Review**

In March 2022 we were pleased to secure a grant of £2000 from Albert Hunt Trust Fund. We were also fortunate to be Worcestershire Freemasons Charity of the year, amounting to £4408.70 in this period.

Other funds came from fundraising and donations.

This allowed us to provide further support to our target groups.

Our financial policy is to provide services and support only within our financial capabilities.

**BEHIND THE SMILE**  
**Charity Number 1184343**  
**C I O Number : CEO18156**

**Accounts for the period 1/4/2021 to 31/3/2022**

Opening bank balance at 1/4/2021		4218.41
Income 1/4/2021 to 31/3/2022	19771.92	
Expenditure 1/4/2021 to 31/3/2022	10011.84	
Closing bank balance at 31/3/2022		13978.49

<b>INCOME</b>	<b>2021/22</b>	<b>2020/21</b>
Facebook Donations	1120.35	1427.65
Just Giving	0.00	246.78
Give as you live	1237.91	
Worcs Lottery Commission	204.00	238.00
Donations/Commission	245.96	16.86
Fundraising	170.00	171.00
Worcs Masonic Lodge Grant	4908.70	
Lottery Grant	9885.00	
Albert Hunt Grant	2000.00	
Worcestershire Community Fund Grant		2100.00
<b>Total</b>	<b>19771.92</b>	<b>4200.29</b>

<b>EXPENDITURE</b>	<b>2021/22</b>	<b>2020/21</b>
Peer Group Expenses	1627.60	750.54
Group Activities	1199.40	
Counselling	645.00	
Travel & Subsistence	1033.42	
Room Hire	2208.35	688.00
IT/ Comms	168.08	
Insurance	212.80	
Training	159.00	168.00
Printing/ Stationery/ Website	2534.06	930.88
Other	224.13	231.10
<b>Total</b>	<b>10011.84</b>	<b>2768.52</b>

**Behind The Smile**

England & Wales - Charity number 1184343

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# Accounts

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## **Trustees Annual Return**

**For the period: 1<sup>st</sup> April 2020 to 31<sup>st</sup> March 2021**

**Charity name: Behind The Smile**

**Charity registration number:1184343**

### **Charity Structure**

The Charity has 4 trustees:

Gaynor Pritchard – Founder and Chair of Trustees  
Andy Pritchard – Policy Development and Research  
Elaine Dews – Marketing and Communications  
Paul Dews - Treasurer

### **Activities and Objectives**

Behind the Smile is a charity founded by the parents of Zac who ended his life after many years of mental health problems.

Our two main aims are:

- to support and help others overcome the stigma associated with mental health issues by offering practical face to face support.
- to support and help those bereaved by suicide.

We believe that everyone has the right to a good standard of mental health and, where they do not, they should have access to timely and appropriate support services.

We recognise that the statutory and voluntary service provision in our target area does not always meet the needs of the community: services are stretched, waiting times are long, and sometimes there are no appropriate services available in the locality.

Our intention is to work towards filling these gaps by setting up Peer Support Groups where everyone is equally valued. By adhering to the Principles of the Peer Group Charter and in a non-clinical situation people will be provided with a space where they feel accepted and understood. They will use their own experiences to help each other, becoming confident to open up about their feelings, improving their mental and physical wellbeing, and thus helping them cope with their mental health issues. Ultimately, they will establish a sense of belonging in the community.

Therapeutic activities will be provided creating a relaxed and happy atmosphere whilst learning life skills and benefiting from wellbeing and physical activities. We would like to offer various types of workshops and counselling possibly in groups.

We plan to provide a befriending service by providing support and companionship to emotionally distressed people. This may be in the form of regular phone calls or text messages, a meet up for coffee and chats or someone to be with them through the first few support groups or activities.

When someone is discharged from the Home Treatment Team (HTT), Community Assessment and Recovery Service (CARS) or other services, we aim to establish a relationship with them. This will continue through our support groups and other activities.

When the first Covid 19 pandemic national lockdown commenced it put an end to Behind the Smile's support activities. We found this an upsetting and frustrating time as the groups and events were just beginning to get established. It was important to keep supporting the groups. Each member was visited and given a gift to help occupy them. We kept in touch through our WhatsApp group, online video meetings, Facebook groups and the Facebook page. Once lockdown eased we met for walks and occasionally met up in peoples gardens especially if there was an event to celebrate.

During this period, support was offered by telephone conversations, Facebook messaging and online video calls in groups.

## **Achievements and Performance**

In March 2021 we issued our first newsletter (BTS Newz), summarising the achievements of the Charity to date. These included:

- a memorial walk to the summit of Snowdon
- a memorial walk in the Malvern Hills
- the launch of our Peer Support Groups
- Gaynor attended Peerfest – a source of learning and networking
- a meeting in the garden of Sue Martyr at the Mission House for meditation and contemplation
- The launch of our website: [www.behindthesmile.care](http://www.behindthesmile.care).

## **Financial Review**

In September 2020 we were pleased to secure a grant of £2100 from Worcester Community Fund. This allowed us to provide further support to our target groups during the pandemic.

Our financial policy is to provide services and support only within our financial capabilities.

## BEHIND THE SMILE Accounts 1/4/2020 to 31/3/2021

Opening bank balance at 1/4/2020		2786.64
Income 1/4/2020 to 31/3/2021	4200.29	
Expenditure 1/4/2020 to 31/3/2021	2768.52	
Closing bank balance at 31/3/2021		4218.41

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### Behind the Smile - Income: 01/04/2020 to 31/03/2021

Date	Amount £	Description	Donations/ Commission	Calendar Income	Other
07/04/2020	190.50	FACEBOOK Donation	190.50		
20/04/2020	154.50	FACEBOOK Donation	154.50		
21/05/2020	5.00	AMAZON Commission	5.00		
18/08/2020	86.88	JUSTGIVING Commission	86.88		
01/09/2020	77.88	GIVING Commission	77.88		
15/09/2020	83.00	Worcester Lottery Commission	83.00		
18/09/2020	2100.00	Worcestershire Community Fund Grant			2100.00
22/09/2020	62.80	JUSTGIVING Commission	62.80		
05/10/2020	123.82	FACEBOOK Donation	123.82		
12/10/2020	14.00	Worcester Lottery Commission	14.00		
10/11/2020	16.00	Worcester Lottery Commission	16.00		
16/11/2020	5.39	AMAZON Commission	5.39		
09/12/2020	19.22	JUSTGIVING Commission	19.22		
09/12/2020	20.50	Worcester Lottery Commission	20.50		
18/12/2020	8.50	ZATCHIJ L E Calendar		8.50	
18/12/2020	10.00	MS R H WILD & MR T Calendar		10.00	
21/12/2020	8.50	RUNA FOLKES Calender		8.50	
22/12/2020	10.00	LAW ASM 2021 Calendar		10.00	
23/12/2020	8.50	Hawker Richard Calendar		8.50	
04/01/2021	10.00	M Thomas		10.00	
05/01/2021	28.00	Worcester Lottery Commission	28.00		
06/01/2021	8.50	Eley & Hamlin		8.50	
08/01/2021	8.50	Tom Burke		8.50	
11/01/2021	8.50	T Nahajski		8.50	
19/01/2021	20.00	ME James		20.00	
02/02/2021	28.00	Worcester Lottery Commission	28.00		
04/02/2021	128.48	Facebook Donation	128.48		
11/02/2021	6.47	Amazon Smile	6.47		
22/02/2021	254.40	Facebook Donation	254.40		
04/03/2021	575.95	Facebook Donation (Gaynor birthday money?)	575.95		
09/03/2021	23.50	Worcester Lottery Commission	23.50		
19/03/2021	70.00	P Dews Calendar		70.00	
24/03/2021	25.00	Worcester Lottery Commission	25.00		
<b>Total</b>	<b>4200.29</b>		<b>1929.29</b>	<b>171.00</b>	<b>2100.00</b>

## Behind the Smile - Expenditure: 01/04/2020 to 31/03/2021

Date	Amount £	Description	Peer Group Expenses	Travel & Subsistence	Room Hire	Training	Printing/Website	Other
09/04/2020	96.45	B&M RETAIL / Lockdown packs	96.45					
13/05/2020	30.00	Eventbrite				30.00		
03/08/2020	209.68	GODADDY					209.68	
11/09/2020	-15.00	EVENTBRITE Refund				-15.00		
14/09/2020	24.95	COFFEE NO 1 WORCES	24.95					
21/09/2020	6.80	COFFEE NO 1 WORCES	6.80					
28/09/2020	12.50	COFFEE NO 1 WORCES	12.50					
01/10/2020	9.65	EAGLE VAULTS	9.65					
09/10/2020	25.00	THE RANGE	25.00					
09/10/2020	36.46	THE RANGE	36.46					
12/10/2020	6.89	ASDA STORES	6.89					
12/10/2020	36.00	SMART COMPUTERS / Projector hire	36.00					
12/10/2020	12.00	FIRST PAIGE					12.00	
12/10/2020	31.07	B&M RETAIL	31.07					
12/10/2020	43.89	B&M RETAIL	43.89					
16/10/2020	212.80	MARKEL INTERNATIONAL Insurance						212.80
19/10/2020	70.80	GOCARDLESS/SPEED AGENCY 201492					70.80	
17/11/2020	54.00	EB *SUICIDE BEREAV IRELAND				54.00		
18/11/2020	54.00	EB *SUICIDE BEREAV IRELAND				54.00		
19/11/2020	70.80	GOCARDLESS/SPEED AGENCY 201517					70.80	
19/11/2020	117.00	ST ANDREWS CHURCH Room Hire (inv 243)			117.00			
19/11/2020	148.78	SALLY SHIPSEY Counsellor	148.78					
04/12/2020	316.80	WHITEHALL PRINTING					316.80	
04/12/2020	-316.80	WHITEHALL PRINTING					-316.80	
11/12/2020	284.40	WHITEHALL PRINTING Calendars					284.40	
21/12/2020	70.80	GOCARDLESS/SPEED AGENCY 201547					70.80	
21/12/2020	27.73	COFFEE WAREHOUSE	27.73					
21/12/2020	37.30	ETSY.COM / Christmas Gifts	37.30					
22/12/2020	50.00	Cash Withdrawal / Christmas Gifts	50.00					
05/01/2021	50.00	Cash Withdrawal / Christmas Gifts	50.00					
06/01/2021	12.81	Post Office						12.81
08/01/2021	1.83	Post Office						1.83
13/01/2021	68.00	ST ANDREWS CHURCH Room Hire Nov (inv 246)			68.00			
13/01/2021	85.00	ST ANDREWS CHURCH Room Hire Dec (inv 250)			85.00			
13/01/2021	75.00	Therapy Centre (inv 5370)			75.00			
13/01/2021	3.66	Post Office						3.66
19/01/2021	70.80	GOCARDLESS/SPEED AGENCY 201575					70.80	
25/01/2021	11.96	Tesco	11.96					
01/02/2021	45.00	Mengage				45.00		
01/02/2021	115.00	Therapy Centre (inv 5680)			115.00			
08/02/2021	11.10	Natalie Miles Snacks	11.10					
19/02/2021	70.80	GOCARDLESS/SPEED AGENCY 201603					70.80	
04/03/2021	40.96	Amazon / Acrylic pens and storage boxes	40.96					
15/03/2021	68.00	ST ANDREWS CHURCH Room Hire Jan (inv 253)			68.00			
15/03/2021	160.00	Therapy Centre (inv 6013)			160.00			
19/03/2021	70.80	GOCARDLESS/SPEED AGENCY 201633					70.80	
25/03/2021	12.94	Amazon / Flip chart paper and pens	12.94					
30/03/2021	10.74	Lidl	10.74					
31/03/2021	8.99	Amazon / Gardening activities	8.99					
31/03/2021	10.38	Amazon / Gardening activities	10.38					
<b>Total</b>	<b>2768.52</b>		<b>750.54</b>	<b>0.00</b>	<b>688.00</b>	<b>168.00</b>	<b>930.88</b>	<b>231.10</b>