

MESSAGE ON THE MOVE

England & Wales · Charity number 1186660

Details

Other names HIS WORDS, MEMO, YGOD

Status Registered

Legal form CIO

Registered 2019-11-29

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

Contact

Address Memo
London
WC1N 3XX

Phone 07527525223

Email office@me-mo.org

Website www.me-mo.org

Activities

Objects: TO ADVANCE THE CHRISTIAN FAITH BY BRINGING WORDS FROM THE OLD AND NEW TESTAMENTS OF THE BIBLE TO THE NOTICE OF THE TRAVELLING PUBLIC AND THE PUBLIC IN GENERAL THROUGH THE USE OF PRINTED MATERIAL OR OTHER MEANS.

Activities: TO ADVANCE THE CHRISTIAN FAITH BY BRINGING WORDS FROM THE OLD AND NEW TESTAMENTS OF THE BIBLE TO THE NOTICE OF THE TRAVELLING PUBLIC AND THE PUBLIC IN GENERAL THROUGH THE USE OF PRINTED MATERIAL OR OTHER MEANS.

Classification

- **How:** Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** Religious Activities
- **Who:** Children/young People, Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- Scotland
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£17,283	£17,018	-	-
2024-12-31	£39,132	£12,181	-	-
2023-12-31	£7,729	£11,101	-	-
2022-12-31	£12,231	£17,640	-	-
2021-12-31	£7,078	£9,905	-	-
2020-12-31	£3,526	£2,392	-	-

Trustees

Name	Role	Appointed
JONATHAN BROOKS-MARTIN	Chair	2019-11-29
JOHN JENKINS BA		2019-11-29
Rachel Mugford		2019-11-29

MESSAGE ON THE MOVE

England & Wales - Charity number 1186660

Accounts

ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st DECEMBER 2025

MESSAGE ON THE MOVE
CHARITABLE INCORPORATED ORGANISATION

CHARITY REG. NO. 1186660

Message On the Move

Charity number: 1186660

Financial Year: 1st January 2025 – 31st December 2025

Trustees at 31st December 2025:

Jonathan Brooks-Martin (Chair)

John Jenkins

Rachel Mugford

Michael Thomas

Manager: Matthew Rich

Legal Status: Charitable Incorporated Organisation, established in 2019

Objects: To advance the Christian faith by bringing words from the Old and New Testaments of the Bible to the notice of the travelling public and the public in general through the use of printed material or other means.

Office Address: Green Garth, Lowick Green, Ulverston, Cumbria. LA12 8DT

Bank: CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, ME19 4JQ

Operating Name: We have continued to use the operating name MEMO
Message on the Move is the official registered name of the charity.
MEMO is a member of the Evangelical Alliance.

Trustees Meetings: The Trustees met by way of Zoom twice in the year, on 18th March 2025 and the 7th October 2025 with the Manager in attendance.
The meeting were Zoom meetings as permitted by the Constitution.

Campaigns: This year MEMO has continued to display “posters” on social media. Every month we used 4-5 different images each containing the words of the Bible with an aim of helping people find the hope and help that God can bring to those who follow Him. All enquiries to learn more are directed to Chatnow.org. Like last year, the target set at the beginning of the year was 5 million views. Unlike last year, when we had to amend our aim to 3 million, we exceeded our 5 million target – achieving 5,626,280 views. The strategy for 2026 is to reach a 5 million target again.

During 2024:

£8,950 spent on Social Media advertising on Facebook & Instagram, produced: over 5.6 million views from 2.9 million people;

77,374 interactions, including

673 shares

3,702 comments

50,477 clicks on the images to go to a partner website; Chatnow.org

Structure, governance & management: Matthew Rich continued as the self-employed Trust Manager of MEMO under a contract with MEMO for his services. The Charity has no employees and was not dependent on the services of unpaid volunteers, other than those who serve as Trustees. All gifts received were in the form of cheques, cash and charity voucher.

The charity does not have any trading **subsidiaries** or hold any **properties**.

Trusteeship: In 2025 the trustees were Jonathan Brooks-Martin, John Jenkins and Rachel Mugford and Michael Thomas (retired October 2025).

The charity has a **safeguarding policy** in place, and no serious incidents have taken place during the year, or have needed to be reported to the Charity Commission.

Finances: Donation and trust income was £1,181, Investment & other Income was £2,716 and we received unusual Legacy income of £13,385 - a total of £17,282. We withdrew £20,917 from our investment portfolio when one of our M & G Funds closed, but later re-invested £27,000. Expenditure for the year was £17,018 and at the end of the year the Trust's ChariFund investments were valued at £40,253 at the 31st December 2025.

Accounts' Inspection: As the charity's annual income is under £25,000, the trustees do not need to arrange for an independent examination of their charity's accounts.

Public Benefit: The Trustees have had regard to the public benefit guidance issued by the Charity Commission. The trustees consider that its activities further the charities aims for the public benefit by supporting local Christian churches in their efforts to engender lives lived for God and for their fellow men and women. They also consider that the Christian gospel as worked out in the life of Christian believers has a wholly beneficial impact on society in general by providing an impetus to honest living and to works of charity.

Reserves policy: The charity has a reserves policy covering minimum reserves levels (6 months of operating and governance costs) and maximum reserves of 18 months. As a result of unusual legacy income, funds at the 2025 year-end exceeded the maximum reserves policy. The trustees are:

- investing these funds for additional return,
- budgeting to use these reserves to increase the impact of the charity,
- using these funds to bridge the anticipated shortfalls in funding,
- funding the charities activities during the next few years.

Approved by the Trustees on

Signed on behalf of the Trustees by Chairperson



Receipts and payments accounts

CC16a

For the period
from

01/01/2025

To

31/12/2025

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Churches	200	-	-	200	250
Individuals	240	-	-	240	290
Trusts	741	-	-	741	8 001
Portfolio	2 071	-	-	2 071	981
Other	645	-	-	645	1 099
Legacy	13 386	-	-	13 386	28 511
	-	-	-	-	-
	-	-	-	-	-
Sub total	17 283	-	-	17 283	39 132
A2 Asset and investment					
M&G investments sold	20 917	-	-	20 917	
	-	-	-	-	
Sub total	20 917	-	-	20 917	-
Total receipts	38 200	-	-	38 200	39 132
A3 Payments					
Poster Design and Print	4 049	-	-	4 049	3 900
Site rental	8 948	-	-	8 948	5 364
website	164	-	-	164	138
publicity	1 200	-	-	1 200	90
management	2 100	-	-	2 100	2 100
office expense & insurance	416	-	-	416	428
committee expenses	-	-	-	-	-
travel	5	-	-	5	17
other	135	-	-	135	145
Sub total	17 018	-	-	17 018	12 181
A4 Asset and investment purchases. (see table)					
M&G investments purchase	27 000	-	-	27 000	18 000
	-	-	-	-	
Sub total	27 000	-	-	27 000	18 000
Total payments	44 018	-	-	44 018	30 181
Net of receipts/(payments)	- 5 817	-	-	- 5 817	8 951
A5 Transfers between funds		-	-		2 500
A6 Cash funds last year end	12 476	-	-		1 025
Cash funds this year end	6 658	-	-		12 476

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Bank	6 659	-	-
		-	-	-
		-	-	-
CCXX R1 accounts (SS)	Total cash funds 1	6 659	-	-

	(agree balances with receipts and payments account(s))			
		Unrestricted funds	Restricted funds	Endowment funds
	Details	to nearest £	to nearest £	to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	M and G Charifund	General	-	40 253
			-	
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval

MESSAGE ON THE MOVE

England & Wales - Charity number 1186660

Accounts

ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31st DECEMBER 2024

MESSAGE ON THE MOVE CHARITABLE INCORPORATED ORGANISATION

CHARITY REG. NO. 1186660



Message On the Move

Charity number: 1186660

Financial Year: 1st January 2024 – 31st December 2024

Trustees at 31st December 2024:

Jonathan Brooks-Martin (Chair)

John Jenkins

Rachel Mugford

Michael Thomas

Manager: Matthew Rich

Legal Status: Charitable Incorporated Organisation, established in 2019

Objects: To advance the Christian faith by bringing words from the Old and New Testaments of the Bible to the notice of the travelling public and the public in general through the use of printed material or other means.

Office Address: Green Garth, Lowick Green, Ulverston, Cumbria. LA12 8DT

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The meeting were Zoom meetings as permitted by the Constitution.

Campaigns: This year MEMO has continued to display “posters” on social media. Every month we used 4-5 different images each containing the words of the Bible with an aim of helping people find the hope and help that God can bring to those who follow Him. All enquiries to learn more are directed to Chatnow.org. The target set at the beginning of the year was 5 million views. As the year progressed this was amended in line with our income to a target of at least 3 million, a figure we achieved in December with our scripture text poster adverts being viewed 3.4 million times.
The strategy for 2025 is to seek again to reach our 5 million target.

During 2024:

£5,400 spent on Social Media advertising on Facebook & Instagram, produced: over 3.4 million views from 1.6 million people;
83,958 interactions, including
1,487 shares
4,822 comments
38,566 clicks on the images to go to a partner website Chatnow.org

Structure, governance & management: Matthew Rich continued as the self-employed Trust Manager of MEMO under a contract with MEMO for his services. The Charity has no employees and was not dependent on the services of unpaid volunteers, other than those who serve as Trustees. All gifts received were in the form of cheques, cash and charity voucher.

The charity does not have any trading **subsidiaries** or hold any **properties**.

Trusteeship: In 2024 the trustees were Jonathan Brooks-Martin, John Jenkins and Rachel Mugford and Michael Thomas, Leslie Lucas (retired March 2024).

The charity has a **safeguarding policy** in place, and no serious incidents have taken place during the year, or have needed to be reported to the Charity Commission.

Finances: Donation and trust income was £8,541, Investment & other Income was £2,080 and we received unusual Legacy income of £28,511 - a total of £39,132. We withdrew £2,500 from our investment portfolio with M & G Funds but later re-invested £18,000 of the Legacy monies. Expenditure for the year was £12,181 and at the end of the year the Trust's ChariBond and ChariFund investments were valued at £29,664 at the 31st December 2024.

Accounts' Inspection: As the charity's annual income is over £25,000, the trustees will arrange for an independent examination of their charity's accounts. This is to give the charity's trustees, supporters, beneficiaries and the wider public, assurance that the charity's money has been properly accounted for and accounting records kept.

Public Benefit: The Trustees have had regard to the public benefit guidance issued by the Charity Commission. The trustees consider that its activities further the charities aims for the public benefit by supporting local Christian churches in their efforts to engender lives lived for God and for their fellow men and women. They also consider that the Christian gospel as worked out in the life of Christian believers has a wholly beneficial impact on society in general by providing an impetus to honest living and to works of charity.

Reserves policy: The charity has a reserves policy covering minimum reserves levels (6 months of operating and governance costs) and maximum reserves of 18 months. As a result of unusual legacy income, funds at the 2024 year-end exceeded the maximum reserves policy. The trustees are:

- investing these funds for additional return,
- budgeting to use these reserves to increase the impact of the charity,
- using these funds to bridge the anticipated shortfalls in funding,
- funding the charities activities during the next few years.

Approved by the Trustees on 7th October 2025

Signed on behalf of the Trustees by ...Jonathan Brooks-Martin..... Chairperson

Independent Examiners report to the trustees on the unaudited financial statements

I report to the charity trustees on my examination of the financial statements of Message On t=The Move Charitable Incorporated Organisation (the CIO) for the financial year to 31st December 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 Act).

I report in respect of my examination of the CIO financial statements carried out under Section 145 of the Act and in carrying out my examination I have followed all 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 aspect:

1. Accounting records were not kept in respect of the CIO as required by section 130 of the act; or
2. The financial statements do not accord with those records; or
3. The financial statements do not comply with the applicable requirements concerning the form and contents of the financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than the 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 proper understanding of the accounts to be reached.

J F Hornby, FCA
Independent Examiner
Chartered Accountant
The Tower
Daltongate Business Centre
Daltongate
Ulverston
Cumbria LA12 7AJ

Dated: 14th October 2025



CHARITY COMMISSION
FOR ENGLAND AND WALES

MESSAGE ON THE MOVE

1186660

Receipts and payments accounts

CC16a

For the period
from

01/01/2024

To

31/12/2024

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Churches	250	-	-	250	1,600
Individuals	290	-	-	290	350
Trusts	8,001	-	-	8,001	4,849
Portfolio	981	-	-	981	702
Other	1,099	-	-	1,099	228
Legacy	28,511	-	-	28,511	-
		-	-	-	-
		-	-	-	-
Sub total	39,132	-	-	39,132	7,729
A2 Asset and investment					
		-	-	-	
		-	-	-	
Sub total	-	-	-	-	-
Total receipts	39,132	-	-	39,132	7,729
A3 Payments					
Poster Design and Print	3,900	-	-	3,900	3,192
Site rental	5,364	-	-	5,364	5,306
website	138	-	-	138	119
publicity	90	-	-	90	146
management	2,100	-	-	2,100	1,808
office expense & insurance	428	-	-	428	305
committee expenses		-	-	-	-
travel	17	-	-	17	-
other	145	-	-	145	225
Sub total	12,181	-	-	12,181	11,101
A4 Asset and investment purchases. (see table)					
	18,000	-	-	18,000	
	-	-	-	-	
Sub total	18,000	-	-	18,000	-
Total payments	30,181	-	-	30,181	11,101
Net of receipts/(payments)	8,951	-	-	8,951	3,372
A5 Transfers between funds	2,500	-	-		2,500
A6 Cash funds last year end	1,025	-	-		1,897
Cash funds this year end	12,476	-	-		1,025

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	Bank	12,476	-	-
		-	-	-
		-	-	-
	Total cash funds	12,476	-	-

	(agree balances with receipts and payments account(s))			
		Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B2 Other monetary assets	Details			
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	M and G Charifund	General	-	13,799
	M and G Charibond	General	-	15,865
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	Jonathan Brooks-Martin	Jonathan Brooks-Martin	07/10/2025	
	John Jenkins	John Jenkins	07/10/2025	

MESSAGE ON THE MOVE

England & Wales - Charity number 1186660

Accounts

**ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st DECEMBER 2023**

**MESSAGE ON THE MOVE
CHARITABLE INCORPORATED ORGANISATION**

CHARITY REG. NO. 1186660

Message On the Move

Charity number: 1186660

Financial Year: 1st January 2023 – 31st December 2023

Trustees at 31st December 2023:

Jonathan Brooks-Martin (Chair)

Leslie Lucas (Hon Secretary)

John Jenkins

Rachel Mugford

Michael Thomas (since 9th November 23)

Manager: Matthew Rich

Legal Status: Charitable Incorporated Organisation, established in 2019

Objects: To advance the Christian faith by bringing words from the Old and New Testaments of the Bible to the notice of the travelling public and the public in general through the use of printed material or other means.

Office Address: Green Garth, Lowick Green, Ulverston, Cumbria. LA12 8DT

Bank: CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling. ME19 4jQ

Operating Name: We have continued to use the operating name MEMO

Message on the Move is the official registered name of the charity.

MEMO is a member of the Evangelical Alliance.

Trustees Meetings: The Trustees met by way of Zoom twice in the year, on 16th March 2023 and the 9th November 2023 with the Manager in attendance. The meetings were Zoom meetings as permitted by the Constitution.

Campaigns: This year MEMO has continued to display “posters” on social media. Every month we used 3-4 different images each containing the words of the Bible with an aim of helping people find the hope and help that God can bring to those who follow Him. All enquiries to learn more are directed to Chatnow. The target set for the year was at least 5 million views and it was most encouraging that the scripture text poster adverts were viewed 6.4 million times. The strategy for 2024 is to continue to use social media to place words of the Bible before people.

£5,307 spent on Social Media advertising on Facebook & Instagram, produced: over 6.4 million views from 2.3 million people

65,131 interactions

1,678 shares

3,967 comments

31.693 clicks on the images to go to Chatnow.org

Management and Staff: Matthew Rich continued as the self-employed Trust Manager of MEMO under a contract with MEMO for his services. The Charity has no employees and was not dependent on the services of unpaid volunteers, other than those who serve as Trustees. All gifts received were in the form of cheques, cash and charity voucher.

Trusteeship: In 2023 the trustees were Leslie Lucas, Jonathan Brooks-Martin, John Jenkins and Rachel Mugford. At our November trustees meeting we welcomed Michael Thomas as a new trustee.

Finances:

Donation and trust income was £6,800 and Investment & other Income was £929, a total of £7,729. We withdrew £2,500 from our investment portfolio with M & G Funds. Expenditure for the year was £11,101. The Trust's ChariBond and ChariFund investments were valued at £14,562 at the 31st December 2023.

Public Benefit: The Trustees have had regard to the public benefit guidance issued by the Charity Commission. The trustees consider that its activities further the charities aims for the public benefit by supporting local Christian churches in their efforts to engender lives lived for God and for their fellow men and women. They also consider that the Christian gospel as worked out in the life of Christian believers has a wholly beneficial impact on society in general by providing an impetus to honest living and to works of charity.

Accounts' Inspection: The income of the Charity is less than the amount required by Charity law for an independent inspection. The Trustees are satisfied that the financial return made to the Charity Commission and which is incorporated in this Report is a true and accurate statement.

Approved by the Trustees on

Signed on behalf of the Trustees by Chairman



Receipts and payments accounts

CC16a

For the period from

01/01/2023

To

31/12/2023

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Churches	1,600		-	1,600	3,360
Individuals	350		-	350	600
Trusts	4,849		-	4,849	6,936
Portfolio	701	-	-	701	977
Other	228	-	-	228	358
Legacy		-	-	-	-
		-	-	-	-
		-	-	-	-
Sub total	7,729	-	-	7,729	12,231
A2 Asset and investment sales					
		- 0	- 0	-	
		- 0	- 0	-	
Sub total	- 0	- 0	- 0	-	- 0
Total receipts	7,729	- 0	- 0	7,729	12,231
A3 Payments					
Poster Design and Print	3,192		-	3,192	3,192
Site rental	5,306		-	5,306	11,870
website	119	-	-	119	159
publicity	146	-	-	146	125
management	1,808	-	-	1,808	1,808
office expense & insurance	305	-	-	305	373
committee expenses		-	-	-	-
travel		-	-	-	2
other	225	-	-	225	111
Sub total	11,101	-	-	11,101	17,640
A4 Asset and investment purchases, (see table)					
	- 0	- 0	- 0	-	
	- 0	- 0	- 0	-	
Sub total	- 0	- 0	- 0	-	- 0
Total payments	11,101	- 0	- 0	11,101	17,640
Net of receipts/(payments)	- 3,372	-	-	- 3,372	- 5,409
A5 Transfers between funds	2,500	-	-		2,500
A6 Cash funds last year end	1,897	-	-		4,806
Cash funds this year end	1,025	-	-		1,897

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Bank	1,025	-	-
		-	-	-
		-	-	-

	Total cash funds	1,025	-	-
	(agree balances with receipts and payments account(s))			
		Unrestricted funds	Restricted funds	Endowment funds
	Details	to nearest £	to nearest £	to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	M and G Charifund	General	-	10,430
	M and G Charibond	General	-	4,132
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval

MESSAGE ON THE MOVE

England & Wales - Charity number 1186660

Accounts

**ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st DECEMBER 2022**

**MESSAGE ON THE MOVE
CHARITABLE INCORPORATED ORGANISATION**

CHARITY REG. NO. 1186660

Message On the Move

Charity number: 1186660

Financial Year: 1st January 2022 – 31st December 2022

Trustees at 31st December 2022:

Jonathan Brooks-Martin (Chair)

Leslie Lucas (Hon Secretary)

John Jenkins

Rachel Mugford

Manager: Matthew Rich

Legal Status: Charitable Incorporated Organisation, established in 2019

Objects: To advance the Christian faith by bringing words from the Old and New Testaments of the Bible to the notice of the travelling public and the public in general through the use of printed material or other means.

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£11,870 spent on Social Media advertising on Facebook & Instagram, produced:
over 5.5 million views from 3 million people

85,893 interactions

2,720 shares

6,787 comments

45,879 clicks on the images to go to Chatnow.org

Management and Staff: Matthew Rich continued as the self-employed Trust Manager of MEMO under a contract with MEMO for his services. The Charity has no employees and was not dependent on the services of unpaid volunteers, other than those who serve as Trustees. All gifts received were in the form of cheques, cash and charity voucher.

Finances:

Donation and trust income was £10,896 and Investment & other Income was £1,335, a total of £12,231. We withdrew £2,500 from our investment portfolio with M & G Funds. Expenditure for the year was £17,640.

Trusteeship: In 2022 the trustees were Leslie Lucas, Jonathan Brooks-Martin, John Jenkins and Rachel Mugford.

Public Benefit: The Trustees have had regard to the public benefit guidance issued by the Charity Commission. The trustees consider that its activities further the charities aims for the public benefit by supporting local Christian churches in their efforts to engender lives lived for God and for their fellow men and women. They also consider that the Christian gospel as worked out in the life of Christian believers has a wholly beneficial impact on society in general by providing an impetus to honest living and to works of charity.

Accounts' Inspection

The income of the Charity is less than the amount required by Charity law for an independent inspection. The Trustees are satisfied that the financial return made to the Charity Commission and which is incorporated in this Report is a true and accurate statement.

Approved by the Trustees on

Signed on behalf of the Trustees by Chairman



Receipts and payments accounts

CC16a

For the period from

01/01/2022

To

31/12/2022

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Churches	3,360		-	3,360	690
Individuals	600		-	600	1,430
Trusts	6,936		-	6,936	3,487
Portfolio	977	-	-	977	984
Other	358	-	-	358	487
Legacy		-	-	-	-
		-	-	-	-
		-	-	-	-
Sub total	12,231	-	-	12,231	7,078
A2 Asset and investment sales					
		- 0	- 0	-	
Transfer in from MEMO unincorporated		- 0	- 0	-	
Sub total	- 0	- 0	- 0	-	- 0
Total receipts	12,231	- 0	- 0	12,231	
A3 Payments					
Poster Design and Print	3,192		-	3,192	3,192
Site rental	11,870		-	11,870	3,997
website	159	-	-	159	160
publicity	125	-	-	125	175
management	1,808	-	-	1,808	1,808
office expenses	373	-	-	373	424
committee expenses	- 0	-	-	-	-
travel	2	-	-	2	4
other	111	-	-	111	146
Sub total	17,640	-	-	17,640	9,905
A4 Asset and investment purchases, (see table)					
	- 0	- 0	- 0	-	
	- 0	- 0	- 0	-	
Sub total	- 0	- 0	- 0	-	- 0
Total payments	17,640	- 0	- 0	17,640	9,905
Net of receipts/(payments)	- 5,409	-	-	- 5,409	- 2,828
A5 Transfers between funds	2,500	-	-	2,500	
A6 Cash funds last year end	4,806	-	-	4,806	
Cash funds this year end	1,897	-	-	1,897	4,806

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds	Endowment funds
		to nearest £	to nearest £	to nearest £
B1 Cash funds	Bank	1,897	-	-
		-	-	-
		-	-	-

	Total cash funds	1,897	-	-
	(agree balances with receipts and payments account(s))			
		Unrestricted funds	Restricted funds	Endowment funds
	Details	to nearest £	to nearest £	to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	M and G Charifund	General	-	13,352
	M and G Charibond	General	-	4,002
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval

MESSAGE ON THE MOVE

England & Wales - Charity number 1186660

Accounts

**ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st DECEMBER 2021**

**MESSAGE ON THE MOVE
CHARITABLE INCORPORATED ORGANISATION**

CHARITY REG. NO. 1186660

Message On the Move

Charity number: 1186660

Financial Year: 1st January 2021 – 31st December 2021

Trustees at 31st December 2021:

Leslie Lucas (Hon Secretary)

Jonathan Brooks-Martin (Chair)

John Jenkins

Rachel Mugford

Manager: Matthew Rich

Legal Status: Charitable Incorporated Organisation, established in 2019.

Objects: To advance the Christian faith by bringing words from the Old and New Testaments of the Bible to the notice of the travelling public and the public in general through the use of printed material or other means.

Office Address: Green Garth, Lowick Green, Ulverston, Cumbria. LA12 8DT

Bank: CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, ME19 4JQ

Operating Name: We have continued to use the operating name MEMO

Message on the Move is the official registered name of the charity.

MEMO is a member of the Evangelical Alliance.

Campaigns: during the year MEMO displayed “posters” on social media. Each month we used 2 or 3 different images each containing the words of the Bible with an aim of helping people find the hope and help that God can bring to those who follow Him. All enquiries to learn more are directed to Chatnow.org website which provides the opportunity for people to chat live and anonymously at any time of day or night with a Christian volunteer.

Outcomes: (including activities for both CIO charity no. 1186660, and unincorporated Trust charity no. 233136):

	year 2020	year 2021
Social Media advertising	£5,867 spent	£3,997 spent
total views	2 million	2.1 million
interactions	50,994	44,068
shares	1,665	2,471
comments	3,002	5,089
clicks to Chatnow.org	38,962	21,166

Strategy for 2022: The trustees are aware that we do not know how long Facebook will allow Bible texts to be displayed, and it would only take a small change in advertising policy for this avenue of outreach to be closed forever. The trustees, therefore, want to make the most of the opportunity, and so we are aiming to reach 10% of the UK Facebook population with a message of hope from the Bible. Facebook is still the

most popular social media platform in the UK with nearly 50 million registered active users and we would like to reach **5 million** of them in 2022.

Management and Staff: Matthew Rich continued as the self-employed Trust Manager of MEMO under a contract with MEMO for his services. The Charity has no employees and was not dependent on the services of unpaid volunteers, other than those who serve as Trustees. All gifts received were in the form of cheques, cash and charity voucher.

Finances: Donation and trust income was £6,094 and Investment Income was £984, a total of £7,078. We withdrew £6,500 from our investment portfolio with M & G Funds. Total expenditure for the year was £9,905.

The Charity Commission filed accounts for CIO charity number 1186660 for the 2021 year show a part-year comparative for October-December 2020 as the MEMO unincorporated Trust (charity no.233136) acted for the period January-October 2020.

Trusteeship: In 2021 the trustees were Leslie Lucas, Jonathan Brooks-Martin, John Jenkins and Rachel Mugford.

Public Benefit: The Trustees have had regard to the public benefit guidance issued by the Charity Commission. The trustees consider that its activities further the charities aims for the public benefit by supporting local Christian churches in their efforts to engender lives lived for God and for their fellow men and women. They also consider that the Christian gospel as worked out in the life of Christian believers has a wholly beneficial impact on society in general by providing an impetus to honest living and to works of charity.

Accounts' Inspection

The income of the Charity is less than the amount required by Charity law for an independent inspection. The Trustees are satisfied that the financial return made to the Charity Commission and which is incorporated in this Report is a true and accurate statement.

Approved by the Trustees on 10 March 2022.

Signed on behalf of the Trustees
Jonathan Brooks-Martin dated 10/3/22
Trustee chair



Receipts and payments accounts

CC16a

For the period
from

01 01 21

To

31 12 21

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					
Churches	690		-	690	100
Individuals	1,430		-	1,430	325
Trusts	3,487		-	3,487	-
Portfolio	984	-	-	984	277
Other	487	-	-	487	351
Legacy		-	-	-	-
		-	-	-	-
		-	-	-	-
AR)	7,078	-	-	7,078	1,053
A2 Asset and investment sales					
trust		-	-	-	2,473
Sub total	-	-	-	-	2,473
Total receipts	7,078	-	-	7,078	3,526
A3 Payments					
Poster Design and Print	3,192		-	3,192	698
Site rental	3,997		-	3,997	1,247
website	160	-	-	160	20
publicity	175	-	-	175	48
management	1,808	-	-	1,808	352
office expenses	424	-	-	424	10
committee expenses		-	-	-	-
travel	4	-	-	4	7
other	146	-	-	146	10
Sub total	9,905	-	-	9,905	2,392
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	9,905	-	-	9,905	2,392
Net of receipts/(payments)	2,828	-	-	2,828	1,134
A5 Transfers between funds	6,500	-	-	-	
A6 Cash funds last year end	1,134	-	-	-	
Cash funds this year end	4,806	-	-	-	1,134

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	Bank	4,806	-	-
		-	-	-
		-	-	-
	Total cash funds	4,806	-	-
(agree balances with receipts and payments account(s))				
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Details			
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets	M and G Charfund	General	-	16,795
	M and G Charibond	General	-	4,477
			-	-
			-	-
			-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name		Date of approval
		Jonathan Brooks-Martin		10 Mar 22

MESSAGE ON THE MOVE

England & Wales - Charity number 1186660

Accounts

**ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31st DECEMBER 2020**

**MESSAGE ON THE MOVE
CHARITABLE INCORPORATED ORGANISATION**

CHARITY REG. NO. 1186660

Message On the Move

Charity number: 1186660

Financial Year: 1st January 2020 – 31st December 2020

Trustees at 31st December 2020:

Leslie Lucas (Secretary)

Jonathan Brooks-Martin (Chairman)

John Jenkins

Rachel Mugford

Retired: Peter Day (15th October 2020)

Manager: Matthew Rich

Legal Status: Charitable Incorporated Organisation, established in 2019

Objects: To advance the Christian faith by bringing words from the Old and New Testaments of the Bible to the notice of the travelling public and the public in general through the use of printed material or other means.

Office Address: Green Garth, Lowick Green, Ulverston, Cumbria. LA12 8DT

Bank: CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling. ME19 4jQ

Operating Name: We have continued to use the operating name MEMO
Message on the Move is the official registered name of the charity.
MEMO is a member of the Evangelical Alliance.

Campaigns: This year MEMO CIO took over the display of social media posters from MEMO unincorporated trust from the 15th October 2020. Each month we used 3 or 4 different images each containing the words of the Bible with an aim of helping people find the hope and help that God can bring to those who follow Him.

Between 16 October – 31 December 2020 MEMO registered charity 1186660 used £1,267.02 expenditure on Social Media advertising on Facebook and Instagram. For the calendar year 2020 MEMO registered charities 233136 & 1186660 were together able to make a considerable impact with over 2 million views,
50,994 interactions
1,665 shares
3,002 comments
and 38,962 clicks on the images to go to Chatnow.org

Management and Staff: Matthew Rich continued as the self-employed Trust Manager of MEMO under a contract with MEMO for his services. The Charity has no employees and was not dependent on the services of unpaid volunteers, other than those who serve as Trustees. All gifts received were in the form of cheques, cash and charity voucher.

Finances:

Prior to the 15th October 2020 the Charity received no income and incurred no expenditure because the campaigns prior to that date were funded by Message on the Move Unincorporated Trust (The "Trust"). At the 15th October 2020 the Trust transferred its assets to MEMO CIO amounting to £2,473.29 cash deposit and £23,523.17 value of the M&G Investment Funds.

Donation and trust income for just over 2 months was £776 and Investment Income was £277, a total of £1,053. We withdrew £0 from our investment portfolio with M & G Funds. Expenditure for just over 2 months was £2,392.

Trusteeship: In 2020 the trustees were Leslie Lucas, Jonathan Brooks-Martin, Peter Day (retired 15th October 2020), John Jenkins and Rachel Mugford. The Trustees record their thanks to Peter for his many years of service to MEMO, first as its Publicity Officer and after as Trust Manager, and following his retirement as Trust Manager Peter served MEMO as a Trustee of the MEMO unincorporated Trust and of the MEMO CIO. .

Public Benefit: The Trustees have had regard to the public benefit guidance issued by the Charity Commission. The trustees consider that its activities further the charities aims for the public benefit by supporting local Christian churches in their efforts to engender lives lived for God and for their fellow men and women. They also consider that the Christian gospel as worked out in the life of Christian believers has a wholly beneficial impact on society in general by providing an impetus to honest living and to works of charity.

Closure of MEMO Unincorporated Trust: The Trustees of Message on the Move Unincorporated Trust Charity Registration number 233136 resolved on the 9th March 2020 to transfer the assets of the Trust to Message On The Move Charitable Incorporated Organisation (CIO) Charity Registration number 1186660 and following the transfer the Charity will close. After the payment of all amounts owing by the Trust the transfer of the assets was made on the 15th October 2020.

Accounts' Inspection

The income of the Charity is less than the amount required by Charity law for an independent inspection. The Trustees are satisfied that the financial return made to the Charity Commission and which is incorporated in this Report is a true and accurate statement.

Approved by the Trustees on

Signed on behalf of the Trustees by , Chairman



Receipts and payments

For the period from

01/01/2020

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £
A1 Receipts		
Churches	100	
Individuals	300	25
Trusts	-	
Portfolio	277	-
Other	351	-
Legacy	-	-
	-	-
	-	-
Sub total (Gross income for AR)	1,028	25
A2 Asset and investment sales, (see table).		
		-
Transfer in from MEMO unincorporated trust	2,473	-
Sub total	2,473	-
Total receipts	3,501	25
A3 Payments		
Poster Design and Print	698	
Site rental	1,247	
website	20	-
publicity	48	-
management	352	-
office expenses	10	-
committee expenses	-	-
travel	7	-
other	10	-
Sub total	2,392	-
A4 Asset and investment purchases, (see table)		
	-	-
	-	-
Sub total	-	-
Total payments	2,392	-
Net of receipts/(payments)	1,109	25
A5 Transfers between funds		-
A6 Cash funds last year end	-	-
Cash funds this year end	1,109	25

Section B Statement of assets and liabilities at the end of the period

Categories

Details

B1 Cash funds

Bank

Total cash funds

(agree balances with receipts and payments account(s))

B2 Other monetary assets

Details

B3 Investment assets

Details

M and G Charifund
M and G Charibond

B4 Assets retained for the charity's own use

Details

B5 Liabilities

Details

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

Signature

d

Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
1,134	-	-
-	-	-
-	-	-
1,134	-	-

Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-

Fund to which asset belongs	Cost (optional)	Current value (optional)
General	-	17,767
General	-	7,942
	-	-
	-	-
	-	-

Fund to which asset belongs	Cost (optional)	Current value (optional)
	-	-
	-	-
	-	-
	-	-
	-	-
	-	-
	-	-
	-	-
	-	-

Fund to which liability relates	Amount due (optional)	When due (optional)
	-	
	5	

	-	
	-	
	-	

Print Name	Date of approval