

**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  10/3/22
Jonathan Brooks-Martin dated
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))				
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
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	