

**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