

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

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 2024 and the 23rd October 2024 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. 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	