

CREATE4MENTALHEALTH

England & Wales · Charity number 1186973

Details

Other names	CREATE4MH
Status	Registered
Legal form	CIO
Registered	2019-12-16
Register	View on the Charity Commission register

Contact

Address	70 Sopwith House Sigrist Square Kingston upon Thames
Phone	07906136715
Email	justin@create4mentalhealth.com
Website	www.create4mentalhealth.com

Activities

Objects: TO ASSIST IN THE TREATMENT, CARE AND REHABILITATION OF YOUNG PEOPLE SUFFERING FROM MENTAL HEALTH ISSUES. THIS WILL BE ACHIEVED BY RAISING AWARENESS OF MENTAL HEALTH ISSUES THROUGH SOCIAL MEDIA PLATFORMS, AND PROVIDING HELPFUL INFORMATION AND CONTENT TO THE GROUP'S FOLLOWERS. THE INFORMATION AND CONTENT WILL INCLUDE VIDEO MESSAGES, SHORT FILMS, POSITIVE MENTAL HEALTH MESSAGES AND PROFESSIONAL ADVICE FROM EXPERTS IN THIS FIELD.

Activities: To assist in the treatment, care and rehabilitation of young people suffering from mental health issues. This will be achieved by raising awareness of mental health issues through social media platforms, and providing helpful information and content to the group's followers. The information and content will include video messages, short films, positive mental health messages.

Classification

- **How:** Other Charitable Activities
- **What:** The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** Children/young People

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-05		£0	£73	-
2024-04-05	£436	£306		-
2023-04-05	£0	£0		-
2022-04-05	£60	£26		-
2021-04-05	£5,161	£4,765		-

Trustees

Name	Role	Appointed
Justin Howard	Chair	2019-05-09
George Featherby		2019-05-09
Grant Davison		2019-05-10
Liz Trayhorn		2019-05-09
Selina Welter		2019-05-09

CREATE4MENTALHEALTH

England & Wales - Charity number 1186973

Accounts

Create4mentalhealth – 1186973 Est.2019

Principal office: Flat70, Sopwith House, Sigrist Square, Kingston upon Thames. KT2 6YJ

Our Vision

Empathise, engage, create and share messages of hope and encouragement to improve the mental health of young people everywhere

Our Mission

Creating emotionally driven content, so young audiences, can see, and share their struggles.

Working with young people to help us create cinematic story driven content. Showing our audience, we understand the struggles faced by young people today. Using our platform to signpost free help available from all the UK mental health charities.

Encourage and inspire young people to feel empowered to talk about their own struggles with friends and family.

Structure

Create4mentalhealth is a charitable incorporated organisation with 5 voting trustees.

Justin Howard (CEO), Grant Davison (Treasurer), Selina Welter, George Featherby, Liz Trayhorn.

Our trustees are the only voting members of create4mentalhealth.

Key activities 2024/25

Been a tough year for us ... Our CEO and creative content lead was diagnosed with leukaemia at the beginning of 2024. So a lot of what we had planned has been put on hold. We have continued to produce content but not in the way we have done before.

We are continuing to create new and innovative content using both video and animation to keep our message fresh and on point. .

Key stats for 2024-25

Demographics suggest we are hitting our 18 – 25-year-old target audience on social platforms without the use of paid adverts, as we grow this is something we intend to do to reach more people.

Some figures from 24/25 year

26 unique films created

4645 plays on Facebook,

3504 Plays on Instagram,

30,305 Plays on TikTok,

Finance

For a full financial breakdown please see our CC16a annual return.

Future initiatives.

Our ambitions are still high, despite recent setbacks, we will continue to create and engage on social media and build our community engagement. Key funding plans are more of a long term goal at the moment but we are still preparing bids for our video mapping concept, where we want to put a video projector into empty shops, sharing our message of positive mental health content to passers-by, using animated content to achieve this. Not only will this push our reach further we hope it will also help more deprived areas engage with mental health as financial burdens on businesses take hold.

This approach will help us not only share the content we create but encourage others to film and share on their own social networks. Let's face it is we use video projectors and CGI to fill a shop with water complete with animated fish, passers-by are going to pull out a phone and hit record.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name eate4mentalhealth	No (if any) 1186973
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CC16a

Receipts and payments accounts

For the period from	Period start date 6/4/2024	To	Period end date 5/4/2025
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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					
	-	-	-	-	-
Donation	-	-	-	-	-
Donation	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	-	-	-	-	-
A2 Asset and investment sales					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	-	-	-	-	-
A3 Payments					
Camera Monitor	73	-	-	73	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	73	-	-	73	-
A4 Asset and investment purchases, (see table)					

none	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	73	-	-	73	-
Net of receipts/(payments)	- 73	-	-	- 73	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	561	-	-	561	-
Cash funds this year end	487	-	-	487	-

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	Metro Bank	487	-	-
		-	-	-
		-	-	-
	Total cash funds	487	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	-	-	-
	-	-	-

B3 Investment assets

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

B4 Assets retained for the charity's own use (Donated equipment)

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

B5 Liabilities

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

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

Signature	Print Name	Date of approval
	Justin Howard	1/16/2026
	Grant Davison	1/16/2026

CREATE4MENTALHEALTH

England & Wales - Charity number 1186973

Accounts

Create4mentalhealth - 1186973 Est.2019

Principal office: Flat70, Sopwith House, Sigrist Square, Kingston upon Thames. KT2 6YJ

Our Vision

Empathise, engage, create and share messages of hope and encouragement to improve the mental health of young people everywhere

Our Mission

Creating emotionally driven content, so young audiences, can see, and share their struggles.

Working with young people to help us create cinematic story driven content.

Showing our audience, we understand the struggles faced by young people today.

Using our platform to signpost free help available from all the UK mental health charities.

Encourage and inspire young people to feel empowered to talk about their own struggles with friends and family.

Structure

Create4mentalhealth is a charitable incorporated organisation with 5 voting trustees.

Justin Howard (CEO), Grant Davison (Treasurer), Selina Welter, George Featherby, Liz Trayhorn.

Our trustees are the only voting members of create4mentalhealth.

Key activities 2023/24

Our big key activity in 2023/24 was implementing what we had learned during our research project with Kingston University entitled "PROFESSIONAL CREATIVE CONTENT AND BEHAVIOURAL INSIGHTS"

Making more engaging and understanding films that help more people

Difficulties in 2023

2023 showed us the hard tough side of running a charity, on the way back from filming for KCF we were unloading kit and someone stole 2 of our cameras, Police were of course called but no joy. Because insurance for used equipment is still so high our kit is uninsured. Lessons learned of course but still deeply sad.

Ongoing activities for us was building on our social media network, with tick-tock being our newest and most relevant platform for our target audience.

Using what we learned from our research project to make better and more engaging films,

We are still very active in our community, creating filmed content for 6 different charity groups to help them engage with their own audiences, something we feel is key.

Key stats for 2023-24

Demographics suggest we are hitting our 18 - 25-year-old target audience on social platforms without the use of paid adverts, as we grow this is something we intend to do to reach more people.

Some figures from 23/24 year

33 unique films created, including 8 animated shorts

5,216 people reached on Facebook,

4,375 Plays on Instagram,

18,000 views on TikTok,

12,400 views on YouTube the last year

Finance

For full financial breakdown please see our CC16a annual return.

Future initiatives.

Our ambitions are growing, we will continue to bid for funding to enable us to engage with more people. Key funding for the next year will be around our video mapping concept, where we want to put a video projector into empty shops, sharing our message of positive mental health content to passers-by, using animated content to achieve this. Not only will this push our reach further we hope it will also help more deprived areas engage with mental health as financial burdens on businesses take hold.

This approach will help us not only share the content we create but encourage others to film and share on their own social networks. Let's face it is we use video projectors and CGI to fill a shop with water complete with animated fish, passers-by are going to pull out a phone and hit record.

We will continue to support local organisations and charities this year with the work they do. Offering help with filming and production to help them realise their full potential as support organisations.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Create4mentalhealth	No (if any) 1186973
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CC16a

Receipts and payments accounts

For the period from	Period start date 4/6/2023	To	Period end date 4/5/2024
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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					
Donation	62	-	-	62	-
Donation	261	-	-	261	-
Donation	113	-	-	113	-
	-	-	-	-	-
Sub total (Gross income for AR)	436	-	-	436	-
A2 Asset and investment sales					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	436	-	-	436	-
A3 Payments					
ND Filter	88	-	-	88	-
Camera adapters	71	-	-	71	-
Sontronics Microphone ST2 Pak	146	-	-	146	-
Sub total	306	-	-	306	-
A4 Asset and investment purchases, (see table)					
none	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	306	-	-	306	-
Net of receipts/(payments)	130	-	-	130	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	430	-	-	430	-
Cash funds this year end	560	-	-	560	-

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	Metro Bank	560	-	-
		-	-	-
		-	-	-
	Total cash funds	560	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use (Donated equipment)			-	
			-	
			-	
			-	
			-	
			-	-

Categories	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
		Justin Howard	1/28/2025
		Grant Davison	1/28/2025

CREATE4MENTALHEALTH

England & Wales - Charity number 1186973

Accounts

Create4mentalhealth – 1186973 Est.2019

Principal office: Flat 1, 26 Surbiton Road, Kingston upon Thames. KT1 2HX

Our Vision

Empathise, engage, create and share messages of hope and encouragement to improve the mental health of young people everywhere

Our Mission

Creating emotionally driven content, so young audiences, can see, and share their struggles.

Working with young people to help us create cinematic story driven content. Showing our audience, we understand the struggles faced by young people today. Using our platform to signpost free help available from all the UK mental health charities.

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Key activities 2022/23

Our big key activity in 2022/23 was finalising our research project with Kingston University entitled “PROFESSIONAL CREATIVE CONTENT AND BEHAVIOURAL INSIGHTS”

The project has been a great success and the results have demonstrated that well shot well created story telling content engages far more with audiences than static driven media. Reaffirming our core beliefs and mission objectives.

An ongoing key activity for us was building on our social media network, with tick-tock being our newest and most relevant platform for our target audience.

Using what we learned from our research project to make better and more engaging films,

We are still very active in our community, creating filmed content for 6 different charity groups to help them engage with their own audiences, something we feel is key.

Key stats for 2022-23

Demographics suggest we are hitting our 18 – 25-year-old target audience on social platforms without the use of paid adverts, as we grow this is something we intend to do to reach more people.

Some figures from 22/23 year

35 unique films created

6,581 people reached on Facebook,

1,288 Instagram profile visits,

7,262 views on TikTok,

26,100 views on YouTube the last year

Finance

For full financial breakdown please see our CC16a annual return.

Future initiatives.

Our ambitions are growing, we will continue to bid for funding to enable us to engage with more people. Key funding for the next year will be around our video mapping concept, where we want to put a video projector into empty shops, sharing our message of positive mental health content to passers-by, using animated content to achieve this. Not only will this push our reach further we hope it will also help more deprived areas engage with mental health as financial burdens on businesses take hold.

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CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Create4mentalhealth	No (if any) 1186973
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CC16a

Receipts and payments accounts

For the period from	Period start date 4/6/2022	To	Period end date 4/5/2023
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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					
		-	-	-	-
Donation	-	-	-	-	-
Donation	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (gross income for AR)	-	-	-	-	-
A2 Asset and investment sales					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	-	-	-	-	-
A3 Payments					
website	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
A4 Asset and investment purchases, (see table)					
none	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	-	-	-	-	-
Net of receipts/(payments)	-	-	-	-	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	430	-	-	430	-
Cash funds this year end	430	-	-	430	-

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	Metro Bank	430	-	-
		-	-	-
		-	-	-
	Total cash funds	430	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use (Donated equipment)	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	LED Light		350	
			-	
			-	
			350	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	

CREATE4MENTALHEALTH

England & Wales - Charity number 1186973

Accounts

Create4mentalhealth – 1186973 Est.2019

Principal office: Flat 1, 26 Surbiton Road, Kingston upon Thames. KT1 2HX

Our Vision

Empathise, engage, create and share messages of hope and encouragement to improve the mental health of young people everywhere

Our Mission

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Working with young people to help us create cinematic story driven content. Showing our audience, we understand the struggles faced by young people today. Using our platform to signpost free help available from all the UK mental health charities.

Encourage and inspire young people to feel empowered to talk about their own struggles with friends and family.

Structure

Create4mentalhealth is a charitable incorporated organisation with 5 voting trustees.

Justin Howard (CEO), Grant Davison (Treasurer), Selina Welter, George Featherby, Liz Trayhorn.

Our trustees are the only voting members of create4mentalhealth.

The trustees decide how the charity is run based on create4mentalhealth's constitution. Our trustees have all agreed to continue for another 3 years which is amazing news.

Key activities 2021/22

Our big key activity in 2021/22 was our research project with Kingston University. Our project entitled "PROFESSIONAL CREATIVE CONTENT AND BEHAVIOURAL INSIGHTS" Can professional creative media boost engagement with Mental Health support among 18-25 year olds? A behavioural insight pilot study.

The project consisted of us making 2 films, one static video, delivering simple advice around anxiety and breathing.

The second film engaged the audience with simple story line, in a hope to create emotion around the advice we were giving. Using something called Karma Muta ... the emotion when you feel relieved with the outcome but also slightly tearful. Something that John Lewis do amazingly well for their Christmas TV adverts.

The project is nearing completion, the results so far are very favourable. The research has shown that well shot well created story telling content engages far more with audiences than static driven media. Reaffirming our core beliefs and mission objectives.

Away from the research we have continued to create both filmed and now animated content in a hope to engage on multiple levels with our audience, offering a positive objective to support those young people who struggle.

We have also been very active in our community, creating filmed content for 6 different charity groups to help them engage with their own audiences, something we feel is key.

Key stats for 2021-22

Our first year as a mental health charity saw us begin our journey on social media. We have continued that trend and are slowly growing and engaging with a wider audience. Demographics suggest we are hitting our 18 – 25-year-old target audience on social platforms without the use of paid adverts, as we grow this is something we intend to do to reach more people.

Some figures from 21/22 year

25 unique films created

7,400 people reached on Facebook,

1,400 Instagram profile visits,

7,269 Twitter impressions. **1,331** profile visits

6,907 views on TikTok,

20,147 views on YouTube the last year

Finance

For full financial breakdown please see our CC16a annual return.

Future initiatives.

Our ambitions are growing, and we are planning not only to engage on social media but expand to video mapping in public spaces as well as using animated content to in empty shops, sharing our message of positive mental health content to passers-by, using animated content to achieve this. Not only will this push our reach further we hope it will also help more deprived areas engage with mental health as financial burdens on businesses take hold.

This approach will help us not only share the content we create but encourage others to film and share on their own social networks. Let's face it is we use video projectors and CGI to fill a shop with water complete with animated fish, passers-by are going to pull out a phone and hit record.

We hope that we can begin stage 2 of our research project with Kingston university who are keen to continue this partnership. We hope to broaden the scope of the research to better understand how we can be effective in creating and engaging with audiences. Meaning we can make more engaging content that can be shared by all, pushing positive mental health messages to anyone who struggles.

We are also planning to support more local organisations and charities this year with the work the do. Offering help with filming and production to help them realise their full potential as support organisations.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Create4mentalhealth	No (if any) 1186973
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Receipts and payments accounts

For the period from	Period start date April 1st 2021	To	Period end date April 1st 2022
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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 £
A1 Receipts				
		-	-	-
Donation	25	-	-	25
Donation	35	-	-	35
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	60	-	-	60
A2 Asset and investment sales				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	60	-	-	60
A3 Payments				
website	26	-	-	26
	-	-	-	-
Sub total	26	-	-	26
A4 Asset and investment purchases, (see table)				
none	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	26	-	-	26
Net of receipts/(payments)	34	-	-	34
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	396	-	-	396
Cash funds this year end	430	-	-	430

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Metro Bank	430	-
		-	-
		-	-
	Total cash funds	430	-
	(agree balances with receipts and payments account(s))	OK	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets			-
			-
			-
			-
			-

	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use (Donated equipment)	LED Light		350
	LED Light		350
	Radio Mics		200
	35 mm Camera lense		200
			-
			1,100

	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities			-
			-
			-
			-
			-

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

Signature	Print Name

CC16a



**Last year
to the nearest £**

-
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Endowment funds

to nearest £

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OK

Endowment funds

to nearest £

-
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-
-
-
-

Current value (optional)

-
-
-
-
-

Current value (optional)

-

When due (optional)

Date of approval

CREATE4MENTALHEALTH

England & Wales - Charity number 1186973

Accounts

Create4mentalhealth

Charity Number - 1186973
Principal office: Flat 1, 26 Surbiton Road, Kingston upon Thames. KT1 2HX
Established 2019

Our Vision

Empathise, engage, create and share messages of hope and encouragement to improve the mental health of young people everywhere

Our Mission

We aim to fill the gaps in support for young people who might be struggling. Creating online content that enables young people to know that they are heard and acknowledged; sharing simple wellbeing tips that help young people through tough times. Signposting to all free wellbeing help and advice available.

We use social media as the base to share, engage and reach out to our target audience. Filming gigs and interviews, to help build a wider audience.

We aim to inspire young people to share their problems with friends and family, feel connected, and able to develop their own self-care.

Objectives

Creating emotionally driven content, so young audiences, can see, and share their struggles.

Working with young people to help us create cinematic story driven content.

Showing our audience, we understand the struggles faced by young people today.

Using our platform to signpost free help available from all the UK mental health charities.

Encourage and inspire young people to feel empowered to talk about their own struggles with friends and family.

Structure

Create4mentalhealth is a charitable incorporated organisation with 5 voting trustees.

Justin Howard (CEO), Grant Davison (Treasurer), Selina Welter, George Featherby, Liz Trayhorn.

Our trustees are the only voting members of create4mentalhealth.

The trustees decide how the charity is run based on create4mentalhealth's constitution. Trustees are appointed for a 3-year term.

Key activities 2020/21

As a newly formed charity we began by investing in equipment so we can create the type of supportive content that is greatly needed in this current climate. Our key purchase in 2020 included 4 AJA 4k cine cameras, we worked with AJA to get the 4 cameras for free, we only paid for the media to capture onto. Giving us longevity to keep producing multimedia content well into the future.

We set up multiple social media channels that we deliver to including Facebook, Twitter, Instagram, YouTube, LinkedIn, Tumblr and Ticktock. Along with a simple website that offers simple advice and signposting to all free support organisations.

Engagement

We felt it was key to build up working relationships with other local mental health organisations like mind in Kingston, Time to Change, Samaritans, Thrive London StGeoges hospital etc. we also have been working with local businesses in the area to enable us to reach a much wider audience with our content.

Covid of course was a huge barrier to overcome, and still is. We decided that to keep safe we would only film externally, and would keep crew to a bare minimum, mostly one person out filming to capture content for our social media channels. Although we were limited by circumstance, we continued to produce engaging and creative content to help support those who needed it, content which is regularly shared by our mental health partners.

Key stats for 2020-21

Our first year as a mental health charity saw us begin our journey on social media. Some key indicators from our first year,

19,000 people reached on Facebook,
1,100 Instagram profile visits,
Around **2,000** Twitter impressions each month,
6,700 views on Ticktok,
150 hours of video viewed on YouTube,
1100 visitors to our website

We use these statistics to analyse and evaluate our content, adjusting what we create accordingly. We share positive mental health content and signposting on these platforms, this demonstrates our growing impact on our social media.

Finance

For full financial breakdown please see our CC16a annual return.

Key future initiatives

We are currently working with the behavioural science team at Kingston university to investigate how we can produce more engaging content to a key target audience, this research is a game changer when it comes to creating meaningful content that gets key messages across. Using state of the art testing to give real analysis of what people look at when viewing video content online. We will be sharing all our findings in order to help other organisations improve their engagement.

As covid restrictions ease we are planning a series of music driven fund raising events with the help from Kingston Universities music students. Sharing our knowledge and experience of live event production with their students. Sharing and learning skills with young people to create a more understanding community.



Receipts and payments accounts

For the period from	Period start date April 1st 2020	To	Period end date April 1st 2021
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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 £
A1 Receipts				
Donation	5,000	-	-	5,000
Donation	25	-	-	25
Donation	35	-	-	35
Donation	101	-	-	101
Donation				
	-	-	-	-
	-	-	-	-
Sub total (Gross income for AR)	5,161	-	-	5,161
A2 Asset and investment sales				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	5,161	-	-	5,161
A3 Payments				
None	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
A4 Asset and investment purchases, (see table)				
	-	-	-	-
AJA, 4 Cameras	1,494	-	-	1,494
liliput, 4 monitor	504	-	-	504
Tri Fibre Case	122	-	-	122
Tri Fibre, Cases	367	-	-	367
MTF - Canon lens mount	372	-	-	372
MPB 5 Lenses	905	-	-	905
Cine gear pro, Camera	204	-	-	204
lenses - Nikon lens mount	324	-	-	324
Ikea - Storage	119	-	-	119
Small Rig Camera bracket	106	-	-	106
Wex Video - lens caps	15	-	-	15
CPC - Video cable	51	-	-	51
Domanin name	35	-	-	35
Cinegear pro - LED Lights	101	-	-	101
Fed Ex	20	-	-	20
Cinegear Reflector	26	-	-	26
	-	-	-	-
Sub total	4,765	-	-	4,765
Total payments	4,765	-	-	4,765
Net of receipts/(payments)	396	-	-	396
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	396	-	-	396

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Metro Bank	396	-
		-	-
		-	-
	Total cash funds	396	-
	(agree balances with receipts and payments account(s))	OK	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets			-
			-
			-
			-
			-

	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use (Donated equipment)	4 x Video Camera + Tripods		-
	Video Mixer		-
	Sound mixer		-
	4 x PA Speakers		-
	Mac Laptop		-
	mobile mixer		-
	Cables		-
	LED Lighting + stands		-
			-

	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities			-
			-
			-
			-
			-

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

Signature	Print Name



Endowment funds

to nearest £

-
-
-
-

OK

Endowment funds

to nearest £

-
-
-
-
-
-

Current value (optional)

-
-
-
-
-

Current value (optional)

4,000
500
1,000
400
400
1,000
400
1,000
-

When due (optional)

Date of approval
