

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 StGeorges 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
MTF - 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

CC16a

Last year
to the nearest £

-
-
-
-
-
-
-
-
-

	-
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	-
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	-

-

	-
	-
	-
	-



**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
