

**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.

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

## 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 £
<b>A1 Receipts</b>				
		-	-	-
Donation	25	-	-	25
Donation	35	-	-	35
	-	-	-	-
	-	-	-	-
<b>Sub total</b> (Gross income for AR)	60	-	-	60
<b>A2 Asset and investment sales</b>				
	-	-	-	-
	-	-	-	-
<b>Sub total</b>	-	-	-	-
<b>Total receipts</b>	60	-	-	60
<b>A3 Payments</b>				
website	26	-	-	26
	-	-	-	-
<b>Sub total</b>	26	-	-	26
<b>A4 Asset and investment purchases, (see table)</b>				
none	-	-	-	-
	-	-	-	-
	-	-	-	-
<b>Sub total</b>	-	-	-	-
<b>Total payments</b>	26	-	-	26
<b>Net of receipts/(payments)</b>	34	-	-	34
<b>A5 Transfers between funds</b>	-	-	-	-
<b>A6 Cash funds last year end</b>	396	-	-	396
<b>Cash funds this year end</b>	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 £
<b>B1 Cash funds</b>	Metro Bank	430	-
		-	-
		-	-
	<b>Total cash funds</b>	430	-
	(agree balances with receipts and payments account(s))	OK	OK
<b>B2 Other monetary assets</b>		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
<b>B3 Investment assets</b>			-
			-
			-
			-
			-
<b>B4 Assets retained for the charity's own use (Donated equipment)</b>	LED Light		350
	LED Light		350
	Radio Mics		200
	35 mm Camera lense		200
			-
			1,100
<b>B5 Liabilities</b>			-
			-
			-
			-
			-
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**
