

**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.

### **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.

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

## Receipts and payments accounts

CC16a

For the period  
from

Period start date  
4/6/2022

To

Period end date  
4/5/2023

### 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 £
<b>A1 Receipts</b>					
		-	-	-	-
Donation	-	-	-	-	-
Donation	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (gross income for AR)	-	-	-	-	-
<b>A2 Asset and investment sales</b>					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
<b>Total receipts</b>	-	-	-	-	-
<b>A3 Payments</b>					
website	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
<b>A4 Asset and investment purchases, (see table)</b>					
none	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
<b>Total payments</b>	-	-	-	-	-
<b>Net of receipts/(payments)</b>	-	-	-	-	-
<b>A5 Transfers between funds</b>	-	-	-	-	-
<b>A6 Cash funds last year end</b>	430	-	-	430	-
<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 £	Endowment 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	OK
<b>B2 Other monetary assets</b>	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use (Donated equipment)</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	LED Light		350	
			-	
			-	
			-	
			-	
			350	-
<b>B5 Liabilities</b>	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	