

**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

## Receipts and payments accounts

CC16a

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 £
<b>A1 Receipts</b>					
		-	-	-	-
Donation	-	-	-	-	-
Donation	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b> (Gross income for AR)	-	-	-	-	-
<b>A2 Asset and investment sales</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	-	-	-	-	-
<b>Total receipts</b>	-	-	-	-	-
<b>A3 Payments</b>					
Camera Monitor	73	-	-	73	-
		-	-	-	-
		-	-	-	-
<b>Sub total</b>	73	-	-	73	-
<b>A4 Asset and investment purchases, (see table)</b>					

none	-	-	-	-	
	-			-	
<b>Sub total</b>	-	-	-	-	-
<b>Total payments</b>	73	-	-	73	-
<b>Net of receipts/(payments)</b>	- 73	-	-	- 73	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	561	-	-	561	-
<b>Cash funds this year end</b>	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 £
<b>B1 Cash funds</b>	<div>Metro Bank</div> <div></div> <div></div> <div><b>Total cash funds</b></div> <div>(agree balances with receipts and payments account(s))</div>	<div>487</div> <div>-</div> <div>-</div> <div>487</div> <div>OK</div>	<div>-</div> <div>-</div> <div>-</div> <div>-</div> <div>OK</div>	<div>-</div> <div>-</div> <div>-</div> <div>-</div> <div>OK</div>
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>	<div></div> <div></div> <div></div> <div></div>	<div>-</div> <div>-</div> <div>-</div> <div>-</div>	<div>-</div> <div>-</div> <div>-</div> <div>-</div>	<div>-</div> <div>-</div> <div>-</div> <div>-</div>

	-	-	-
	-	-	-

### 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