

Charity Registration Number: 1187547

MENTELL

A Charitable Incorporated Organisation (CIO)

**TRUSTEES' ANNUAL REPORT AND
FINANCIAL STATEMENTS**

For The Period

23 January 2020 to 31st December 2020

MENTELL

Contents

	Page
Members of the Board and professional advisers	2
Trustees Annual Report	Insert
Independent Examination	3
Receipts and Payments Account	4
Statement of Assets and Liabilities	5
Notes to the financial statements	6-7

MENTELL

MEMBERS OF THE BOARD AND PROFESSIONAL ADVISORS

Registered Charity Name	Mentell CIO
Charity Number	1187547
Registered Office	Profolk Bank Chambers Stockport SK1 1AR
Trustees	Andrew Walker William Edge Chloe Davies Peter Longbottom Nick Pimlott (appointed 30/09/2020) Angela Pownall (appointed 30/09/2020) Alanna Atkinson (appointed 03/12/2020)
Accountants	Community Accounting Lancashire C.I.C. Foxfields 9 Norley Close Chadderton Oldham OL1 2RA
Bankers	HSBC 42 Woodford Road Bramhall Stockport Cheshire SK7 1PA

Trustees' Annual Report for the period

	Period start date				Period end date		
From	23	01	2020	To	31	12	2020

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

Profolk
Bank Chambers
Stockport
Postcode SK1 1AR

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Andrew Walker	Chair		Mentell Trustee Board
2	William Edge	Operations		Mentell Trustee Board
3	Chole Davies	Finance		Mentell Trustee Board
4	Peter Longbottom			Mentell Trustee Board
5	Nick Pimlott		30 th September 2020	Mentell Trustee Board
6	Angela Pownall		30 th September 2020	Mentell Trustee Board
7	Alanna Atkinson		3 rd December 2020	Mentell Trustee Board
8				
9				
10				
11				
12				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Accountant	Community Accounting Lancashire C.I.C.	Foxfields, 9 Norley Close Chadderton, Oldham OL1 2RA
Bankers	HSBC	

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Association CIO
Trustee selection methods (eg. appointed by, elected by)	Appointed by trustee board, elected by board and/or members

Additional governance information

The CIO was formed and registered with the Charity Commission on the 23rd of January 2020. Activities prior to this were run through Mentell (an unincorporated organisation).
The trustees voted to close the unincorporated organisation on the 22nd of January 2020 and to transfer all assets of Mentell to Mentell CIO on the 23rd of January 2020. The total of assets transferred consisted of bank and cash of £16,206.08 (this is shown in the accounts attached).
All activities are now operating under Mentell CIO.

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

TO IMPROVE THE MENTAL HEALTH OF MALES (18+) BY PROMOTING SELF HELP CHOICES WITHIN THE CONTEXT OF MUTUAL SUPPORT

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

1) Free to access (weekly) peer to peer support groups for men 18+ to talk in a safe and confidential environment, free from advice and judgement. The service had 100% uptime throughout 2020, supporting 896 men across the UK with zero waiting time and operated both face to face and online offerings.

2) The charity also deployed a nationwide campaign called TYBB (Turn Your Borough Blue) that aims to raise awareness for men's mental health and male suicide in places where men have meaningful conversations. This includes Pubs/Bars, Gyms, Barbers, Coffee Shops and Local businesses.

The trustees have regard to the guidance issued by the Charity Commission on public benefit, and discuss this at our trustees meetings where we plan and make decisions for the carrying out of our activities to which the guidance is relevant.

Summary of the main achievements of the charity during the year

Last night was the final men's circle of 2020, and as we close down for the festive period for some needed TLC, the space for reflection opens up.



Where to begin

Firstly let's address the elephant in the room, **closing down of physical circles.**

For those reading this who have come into Mentell via the online circles, it's worth recognising that the roots of the charity have always been in holding our men's groups face to face. Lockdown changed the face of Mentell overnight, and we had to adapt quickly!

It still saddens me to know that some of our (PRE-COVID) members have been unable to make the online switch for whatever reason that may be. **Mentell has not forgotten you;** we will reopen our physical circles when it is safe and logistically

possible to do so. When the time comes, **rest assured you will be the first to know.**

In the mean time if there is anything we can do to help you engage with the online circles please let us know –

talkto@mentell.org.uk

In more positive news

The ongoing success and demand for the online circles have seen Mentell commit the necessary resources to guarantee the online service longterm - if you are reading this and want to give it go signup at <https://www.mentell.org.uk/signup>.



Reasons to be Grateful

Jan: Mentell became an officially registered charity

Feb: We moved into a HQ ([Profolk](#))

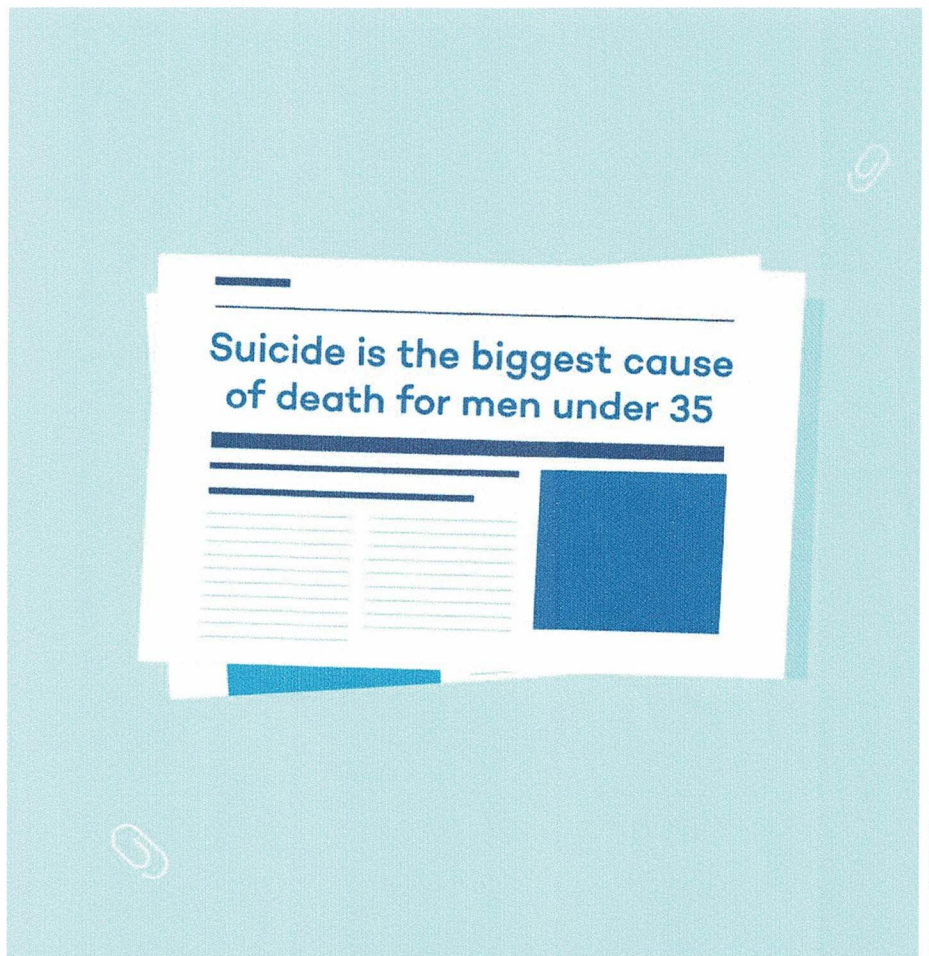
Mar: Launch of the [online circles](#)

Aug: Launch of the [new website](#)

Sep: Over [facebook](#) we released the '[man with the bag video](#)' on world suicide prevention day which was shared 1500 times and just under a quarter of a million people watched the video in less than 24hrs.

Oct: We took on our first employee's, Craig, (Member Support) and Jo (Community Manager)

Nov: The charity, now recognised by the NHS, has been commissioned to support men across the UK in several regional projects.



The year in numbers

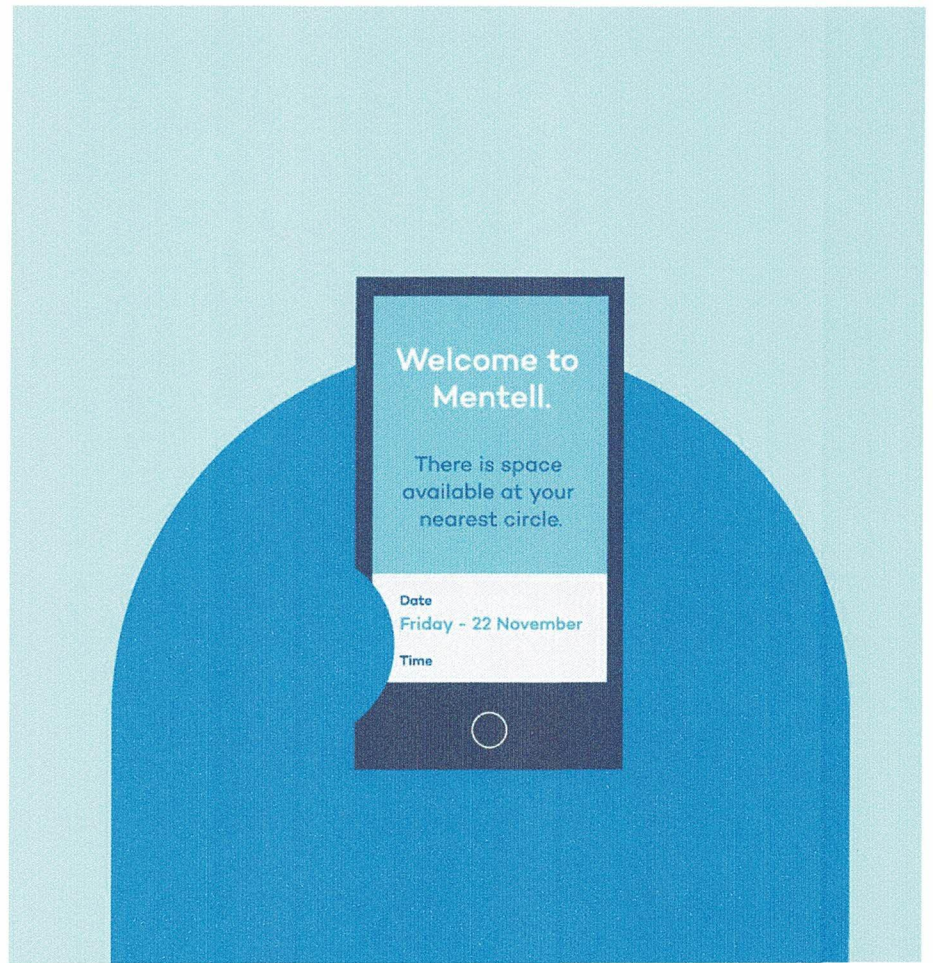
- 1) Online Signups - **897 men** have signed up for Mentell Online
- 2) Online Circle Experience Survey - **82%** of all members are very happy with the online circle experience , **11%** satisfied and **7%** unhappy.
- 3) Facilitators - The charity has increased the facilitator pool by **160%**



Ongoing Member Feedback

Mentell is working hard behind the scenes to break down barriers for our new signups to **a)** Reduce the time it takes to access a circle and **b)** improve the likelihood that new men will take the final step and attend.

We recently sent out an 'Overcoming Barriers' survey asking for help around reducing the barriers that new members face when entering the online circles.



Below are some of the common barriers you highlighted

1. Fear of the unknown
2. How to use Zoom
3. Fear of judgment
4. Lack of confidence
5. Unsure if it's for me

Thanks to all your feedback we have set the wheels in motion for the following solutions

(Happening as of writing this)

1. **Personal Welcome Video:** Every new member will receive a personal video reach out from the member support team
2. **Zoom setup walkthrough**

(Happening early part of 2021)

1. **Member Testimonial:** We plan to introduce video testimonials sent via email to new members from active members who have given Mentell permission to share their story.
2. **Trial Phone Call Support:** New members can take up the option to have a phone call from the support team before attending.
3. **Refreshed Onboarding Emails:** New member welcome emails will address common concerns and worries to build confidence before joining the circle.
4. **The introduction of circle ambassadors:** Which better equip regular members with the right framework and tools to guide men into the circle who need support.



Where can we improve?

1. **Diversity** - We go above, and beyond to strip all public-facing personality away from Mentell, the main reason behind the move was to ensure the charity doesn't appeal to a specific type of person, culture or race. Yet we can do more for our BAME and LGBTQ communities, who have more significant barriers to overcome. I ask anyone reading this with any suggestions; please email talkto@mentell.org.uk
2. **Community**- We know we have such an active membership base, it's about time we engaged with you more. Expect more surveys, the introduction of a monthly newsletter and engaging emails that will cover important topics that make up the Mentell experience.
3. **Volunteers**- We will also be setting up training workshops for community volunteers on a wide range of subjects to assist everyone working on the frontline of

the community aspect for the charity.

4. **Communication** - As the charity grows, it has become more important to improve how we communicate essential information.



Mentell 2021 Vision

Please click the image above to open up our vision for the future, building stronger and more resilient communities by reconnecting men back to the circle.

Section E**Financial review**

Brief statement of the charity's policy on reserves

Our reserves policy is to hold 6 months of core running costs in our general reserves (including employee salaries).
As at the 31st of December 2020 we held a total of £12,627 in our reserves, being £2,459 of restricted funds and £10,168 of unrestricted (general) funds.

Details of any funds materially in deficit

None

Section G**Declaration**

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Andrew Walker

Peter Longbottom

Position (eg Secretary, Chair, etc)

Chair

Trustee

Date

11/10/21

MENTELL

REPORT TO THE MEMBERS ON THE UNAUDITED FINANCIAL STATEMENTS OF MENTELL

FOR THE PERIOD 23 JANUARY 2020 TO 31 DECEMBER 2020

I report on the accounts for the period 23 January 2020 to 31 December 2020 as set out on pages 4 to 7.

Respective Responsibilities of Trustees and Examiner

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

The charity's trustees consider an audit is not required for this year under section 144 of the 2011 Act, and that an independent examination is needed.

It is my responsibility as independent examiner to:

- ~ examine the accounts under section 145 of the 2011 Act
- ~ follow the applicable Directions given by the Charity Commissioners under section 145(5)(b) of the 2011 Act, and
- ~ to state whether particular matters have come to my attention

Basis of Independent Examiners Report

My examination was carried out in accordance with the Directions given by the Charity commission.

An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items of disclosures in the accounts, and seeking explanations from the trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

Independent Examiners Statement

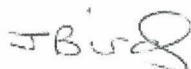
I have completed my examination for the period 23 January 2020 to 31 December 2020.

I can verify that the assets from Mentell (unincorporated organisation) were transferred to Mentell CIO (registration number 1187547) on the 23rd of January 2020.

I can confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- ~ accounting records were not kept in accordance with section 130 of the 2011 Act or
- ~ the accounts do not accord with the accounting records to comply with the accounting requirements of the 2011 Act

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.



22nd of October 2021

Miss Jacqueline Bird F.M.A.A.T.

Community Accounting Lancashire C.I.C.

Foxfields

9 Norley Close

Chadderton

Oldham

OL1 2RA

MENTELL

RECEIPTS AND PAYMENTS ACCOUNT

FOR THE PERIOD 23 JANUARY 2020 TO 31 DECEMBER 2020

		Unrestricted Funds	Restricted Funds	Total Funds
		23/01/20 to 31/12/20	23/01/20 to 31/12/20	23/01/20 to 31/12/20
	<i>Notes</i>	£	£	£
RECEIPTS				
Grants	3	8,681	11,750	20,431
Fundraising	4	4,152	-	4,152
Donations		12,387	-	12,387
Other Income	5	5,875	-	5,875
TOTAL RECEIPTS		31,095	11,750	42,845
PAYMENTS				
Salaries Costs		6,500	-	6,500
Training		3,495	254	3,749
Marketing:				
Materials (Leaflets & Business Cards)		90	474	564
Materials (Stationery & Badges)		1,595	573	2,168
Campaign Costs		1,799	-	1,799
Consultancy (Social Media Management)		2,015	-	2,015
Facebook Advertising		2,575	2,062	4,637
Other Advertising		82	-	82
Video (Design & Build)		1,500	-	1,500
Website (Design & Build)		4,220	-	4,220
Website (Hosting)		283	33	316
Design Work		150	-	150
Computer Equipment & Software		5,125	-	5,125
Rent & Room Hire		1,064	-	1,064
Telephones		51	197	248
Stationery		102	-	102
Postage & Carriage		16	-	16
Refreshments & Food		397	-	397
Travel Costs		648	-	648
Clothing		90	-	90
Insurance		515	-	515
Subscriptions		2,476	3,733	6,209
Consultancy & Professional Fees		1,535	1,965	3,500
Compliance & Legal Fees		656	-	656
Payroll Fees		53	-	53
Accounts Fees		-	-	-
Bank Charges & Interest Paid		101	-	101
TOTAL PAYMENTS		37,133	9,291	46,424
Net of receipts/(payments)		(6,038)	2,459	(3,579)
Cash funds as transferred at 23 January 2020	<i>1/6</i>	16,206	-	16,206
Cash funds at 31 December 2020	<i>6</i>	<u>10,168</u>	<u>2,459</u>	<u>12,627</u>

MENTELL

STATEMENT OF ASSETS AND LIABILITIES

FOR THE PERIOD 23 JANUARY 2020 TO 31 DECEMBER 2020

Total Funds
As at 31 December 2020
£

ASSETS

Bank & Cash

12,627

LIABILITIES

Independent Examiners Fee

655

NET ASSETS & LIABILITIES

11,972

The financial statements were approved by the Board of Trustees on the 22nd of October 2021 and signed on their behalf:



Andrew Walker
Chair

MENTELL

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD 23 JANUARY 2020 TO 31 DECEMBER 2020

1. BASIS OF PREPARATION OF ACCOUNTS

Receipts and payments accounts

Receipts and payments accounts are statements that summarise the movement of cash into and out of the organisation during the financial year. In this context "cash" includes cash equivalents, for example, bank accounts where cash can be readily withdrawn to pay for debts as they become due.

The trustees have chosen not to prepare accruals based accounts as the income did not exceed £250,00 in the annual accounting period from 23 January 2020 to 31 December 2020.

As such the financial statements were prepared on the basis of 'receipts and payments', and not in accordance with the Charities SORP (FRS 102).

The assets from Mentell (unincorporated organisation) totalling £16,206.08 were transferred on the 23rd of January 2020, and all activities now operate from this date under Mentell CIO (registered number 1187547).

2. GRANTS

Grants are credited to revenue on a receivable basis, and all income is allocated to appropriate funds based on the income, and the amount of income receivable can be measured reliably.

Restricted funds are to be used for specified purposes as laid down by the donor.

Expenditure which meets these criteria's is identified to the fund, together with a fair allocation of overheads and support costs.

Unrestricted funds are donations and other incoming resources received or generated for charitable purposes.

3. GRANTS RECEIVED

	Unrestricted Funds	Restricted Funds	Total Funds
	23/01/20 to 31/12/20	23/01/20 to 31/12/20	23/01/20 to 31/12/20
	£	£	£
The National Lottery Fund	-	6,750	6,750
The Duke of Devonshire's Charitable Trust	-	5,000	5,000
Cheshire East Council Community Grant	208	-	208
Respoke	2,550	-	2,550
Forever Manchester	973	-	973
Action Together	*1,000	-	1,000
The Bureau Covid-19 Community Response Fund	*950	-	950
Derbyshire County Council	3,000	-	3,000
	<u>8,681</u>	<u>11,750</u>	<u>20,431</u>

* The Bureau Covid-19 Community Response Fund grant was a joint funding bid with Action Together.

MENTELL

NOTES TO THE FINANCIAL STATEMENTS

FOR THE PERIOD 23 JANUARY 2020 TO 31 DECEMBER 2020

4. FUNDRAISING

	Unrestricted Funds	Restricted Funds	Total Funds
	23/01/20 to 31/12/20	23/01/20 to 31/12/20	23/01/20 to 31/12/20
	£	£	£
Sponsorship	3,955	-	3,955
Turn Your Borough Blue campaign	<u>197</u>	<u>-</u>	<u>197</u>
	<u>4,152</u>	<u>-</u>	<u>4,152</u>

5. OTHER INCOME

	Unrestricted Funds	Restricted Funds	Total Funds
	23/01/20 to 31/12/20	23/01/20 to 31/12/20	23/01/20 to 31/12/20
	£	£	£
Stockport Council Local Fund Covid Grant	**900	-	900
Cheshire East Council Covid Response & Recovery Grant	**4,900	-	4,900
Bank Compensation Payment	<u>75</u>	<u>-</u>	<u>75</u>
	<u>5,875</u>	<u>-</u>	<u>5,875</u>

**During the period the charity benefitted from a total of £5,800 from Local Government Covid Grants. In accordance with accounting policy, this credit is included in 'Other Income' within the 'Statement of Financial Activities (incorporating the Receipts and Payments Accounts)' in the period for which they compensate.

6. FUND ANALYSIS

Fund Name	Balance transferred at 23 January 2020 £	Receipts £	Payments £	Balance as at 31 December 2020 £
Unrestricted Funds	<u>16,206</u>	<u>31,095</u>	<u>(37,133)</u>	<u>10,168</u>
	16,206	31,095	(37,133)	10,168
Restricted Funds:				
The National Lottery Fund	-	6,750	(6,292)	458
The Duke of Devonshire's Charitable Trust	<u>-</u>	<u>5,000</u>	<u>(2,999)</u>	<u>2,001</u>
	-	11,750	(9,291)	2,459
TOTAL FUNDS	<u>16,206</u>	<u>42,845</u>	<u>(46,424)</u>	<u>12,627</u>