

Charity Registration Number: 1187547

MENTELL

A Charitable Incorporated Organisation (CIO)

**TRUSTEES' ANNUAL REPORT AND
FINANCIAL STATEMENTS**

**For The Year Ended
31st December 2021**

MENTELL

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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 (Chair) William Edge Chloe Davies Peter Longbottom Nick Pimlott Angela Pownall Alanna Atkinson
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	01	01	2021	To	31	12	2021

Section A Reference and administration details

Charity name Mentell

Other names charity is known by NA

Registered charity number (if any) 1187547

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			Mentell Trustee Board
6	Angela Pownall			Mentell Trustee Board
7	Alanna Atkinson			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. 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 1492 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

As we collectively allow the festive celebrations to digest, the week between boxing day and the turn of a new year offers up a space for reflection.



Where to begin

A week ago today, our team of facilitators across the UK and Ireland opened and closed the final Mentell circles of 2021 before taking some well-deserved time off.

It's hard to put into words how far the ripples of a few can reach into the many.

To state the obvious, Mentell would not exist without the men who lead and support the circles week in, week out - from that place of recognition; we lay the foundations of gratitude.



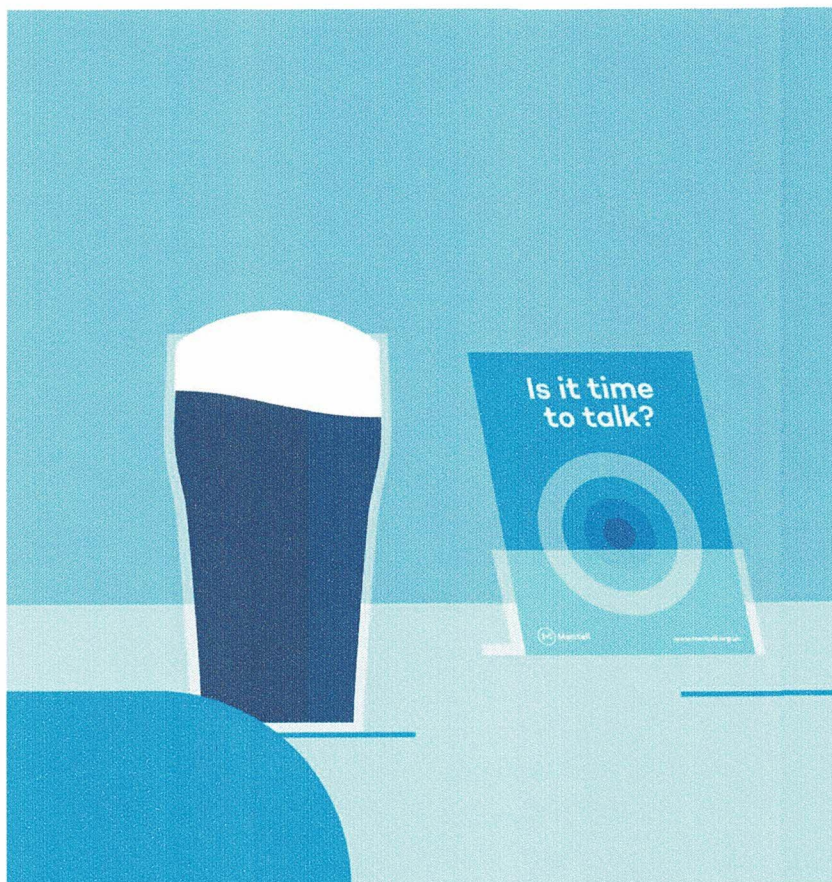
The elephant in the room

Statistics tell us the most significant risk to a man's life (under 45yr) is in his own bare hands, and unfortunately, **men still account for 75% of all suicides** nationwide.

Therefore, the medicine carriers of today need not be the thinkers but the individuals who dare to feel and, by doing so, give permission for others to do the same.

So in a year where the worlds wealthiest have invested billions and billions into space exploration, maybe the space between our head and the heart still remains the greatest frontier yet to be explored?

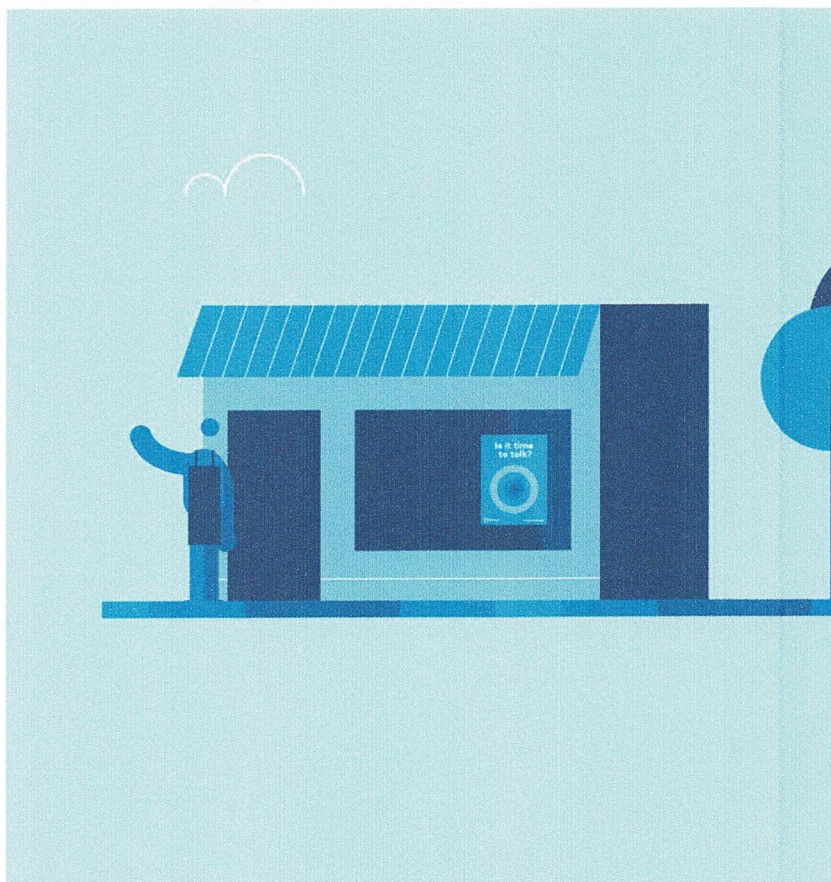
So this is a big thank you to the regular men, who welcome the tears and laughter in equal measure; the circles wouldn't be the same without you, and the world needs more of you.



Community Matters - TYBB

In 2021 Mentell's online circles have continued to grow from strength to strength; as of writing, 1492 circle members and counting. The paradox of placing the charities focus online has, in turn, allowed the community activity 'offline' to become even more impactful.

Mentell launched the [Turn Your Borough Blue](#) (TYBB) campaign in early January. To date, over 500 pubs, bars, barbershops, gyms, coffee shops and businesses across the county are now raising awareness for men's mental health and male suicide using specially designed Mentell awareness products.



What effect is TYBB having on men entering the circles?

In March, Mentell started tracking the source of each man entering the circle; the results speak for themselves...

Breakdown of signup source - **How did you hear about Mentell?*

40% - TYBB venue (pub, bar, barber, coffee shop, workplace etc.)

23% - Friends & Family

18% - Care partner referrals

14% - Social media

5% - Other

The numbers don't lie; ***without the TYBB support from our community, 596 men would have missed the opportunity to talk this year.***

With that in mind, all we can say is **thank you.**

Thank you to all the landlords and business owners willing to put the posters in the gent's toilets, the awareness cards in the workplace, the beer mats on the tables - that simple act could have saved a man's life.

Thank you to the 200+ volunteers on the ground, setting up and restocking the venues across the country and supporting Mentell events up and down the country. Without these committed men and women keeping the charity moving, the charity wouldn't be where it is today.



Year in numbers

- **1492** new circle members (men 18+)
- **556** new TYBB pubs/bars/barber shops setup
- **103** direct referrals taken (social prescribing, GP etc.)

- **1038** new Mentell referral channels opened (NHS and trusted care partners)
- Online Circle Experience Survey - **93% of all members are very happy** with the online circle experience, **7% satisfied**.



Becoming part of the ecosystem (rather than the ecosystem)

The impact of COVID / social isolation on men's mental health across the board has been enormous, and we will no doubt be counting the cost for many years to come.

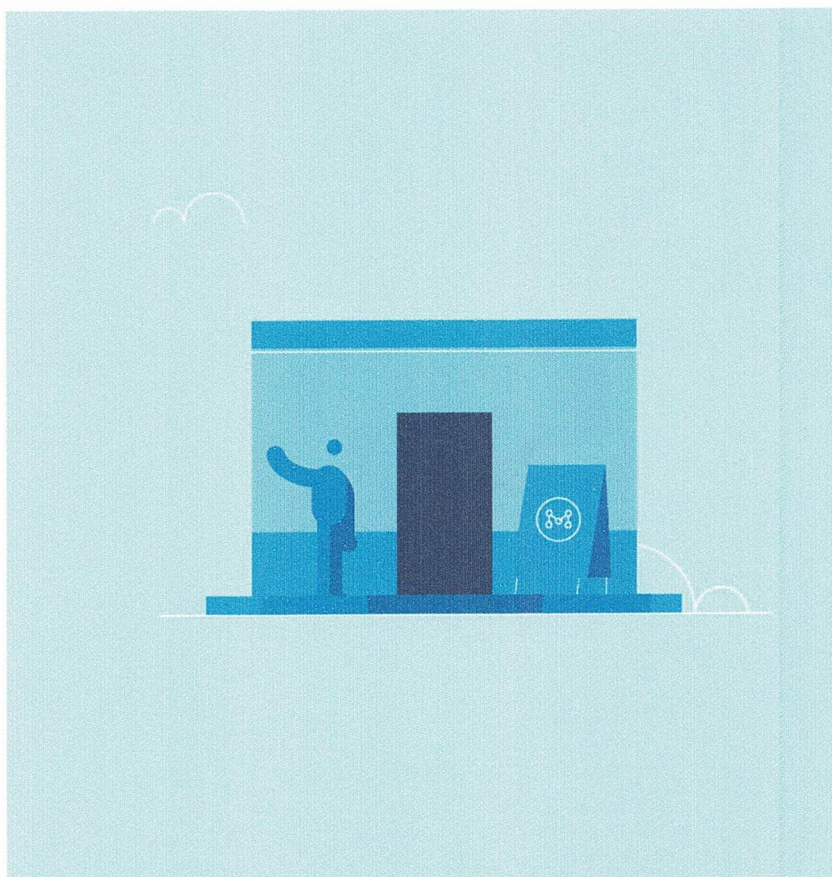
For every man who enters a Mentell circle, a thousand other men suffer in silence, unaware or unwilling to find support. We don't have a magic wand, so instead, it's time to embrace the bitter truth. The truth is that Mentell is not the panacea to men's mental health, nor will it ever be, but

it can be part of something that is.

"Individually, we are one drop. Together, we are an ocean." – Ryunosuke Satoro

Moving into 2022, ***Mentell will be working with over 1000 care providers across the UK*** to link into an ecosystem of support that will go above and beyond what one organisation can offer.

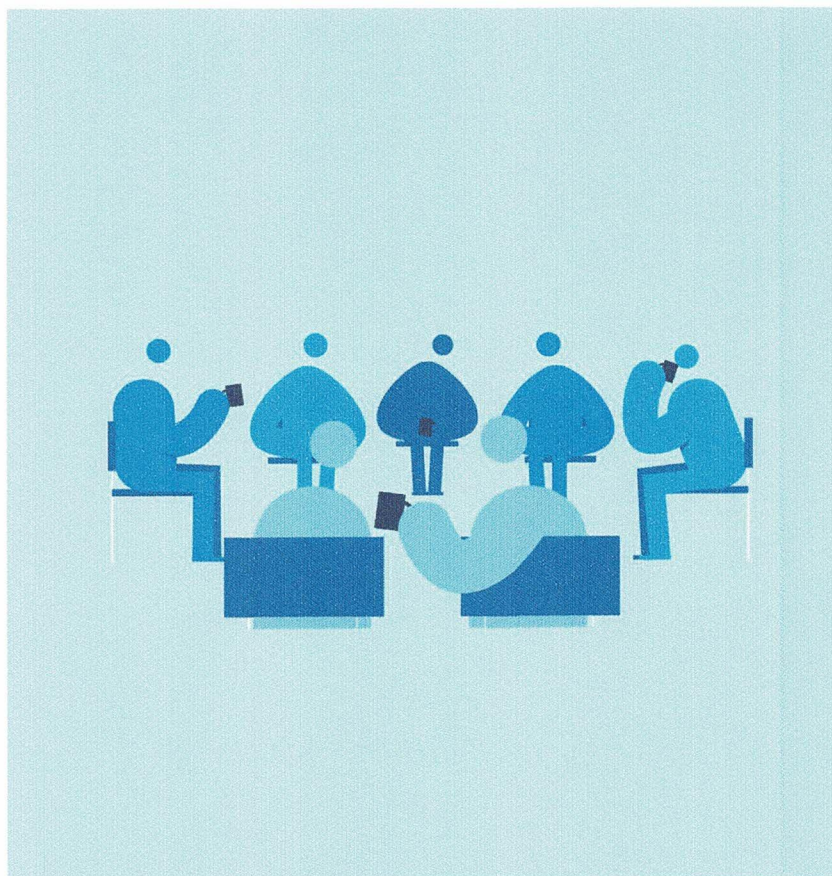
Thank you to all our care partners who have sent referrals to Mentell and supported our members outside of the circle.



In-person circles

The support team has recently piloted a series of in-person circles (behind the scenes) at Stockport Country

FC; the feedback from local members has been very positive, and the plan is to continue the trial into the new year. Depending on the membership demand, facilitator availability, and the impact of Omicron, the charity will review the viability of opening in-person circles month by month in 2022.



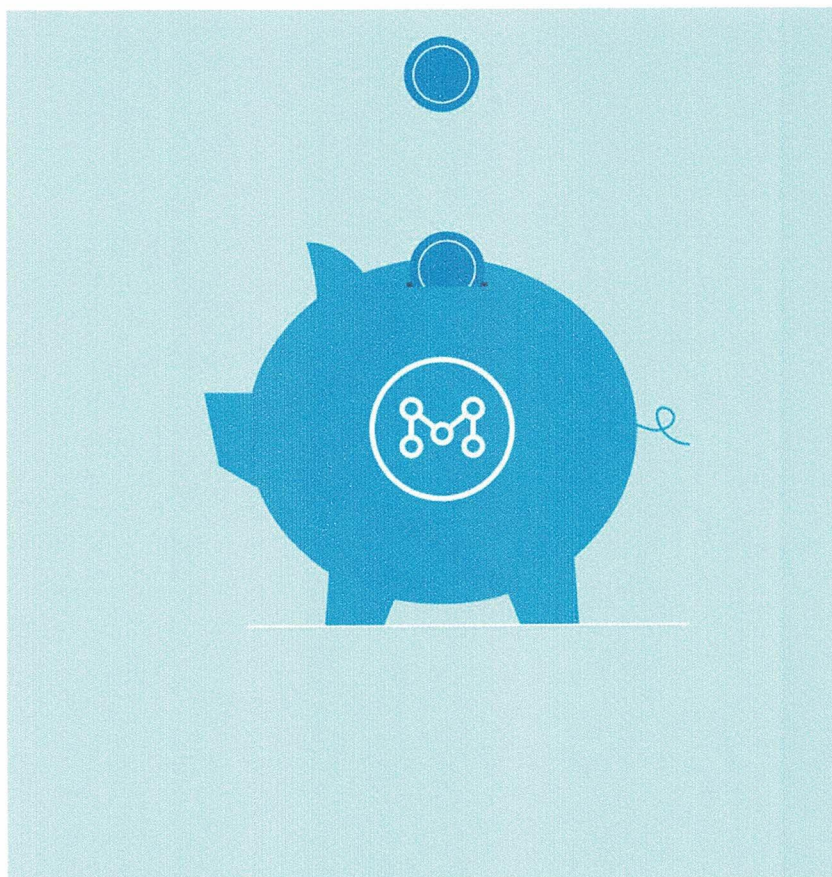
Mentell meets the health secretary.

In September, the *Centre for Social Justice* invited Mentell to meet **Sajid Javid** in Blackpool at his first keynote speech as health secretary. Mentell had the privilege to be given a private round table discussion with Sajid and a handful of NHS & 3rd sector leaders on the 'state of play' for the nation's mental health pandemic.

What came out was an acceptance that the power of prevention lies in the heart of the community. We cannot expect the NHS to carry all the weight; social prescribing

is a shinnying example of how services like Mentell can integrate with statutory services and share the load.

Thank you to all you wonderful social prescribers!



Growth Pains

Growth is a double-edged sword. Shiny and attractive on the outside, served with moments of discomfort on the inside.

To say Mentell has grown this year would be an understatement; our headcount, turnover and membership base has doubled compared to the prev year and is showing no signs of levelling off anytime soon.

The challenge now is to grow sustainably; the charity is on course to double again in size in 2022. The scaling-up

process has impacted our funding streams; once upon a time, Mentell was dependant on grants to survive. As we move into 2022, there is a more healthy mix of budget ranging from community donations (**20%**), Grant applications (**23%**) and commissioned work from local councils and NHS bodies (**57%**).

Thank you to the community members who kindly donated, NHS, Local Councils and the Grant funders who have commissioned Mentell projects throughout this year. Mentell would still be seven men in a community room without you all!

With Gratitude

Andy

Chair

Section E**Financial review****Brief statement of the charity's policy on reserves**

As of writing we currently have £21,936 in the bank, therefore If we stripped everything back and went to our core monthly running cost (£4,619.19) we have 4.7 months of fuel in the tank, our policy is to have 6 months - building back the surplus is required before investing further.

Details of any funds materially in deficit

None

Section F**Other optional information****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

18/02/2022

MENTELL

REPORT TO THE MEMBERS ON THE UNAUDITED FINANCIAL STATEMENTS OF MENTELL

FOR THE YEAR ENDED 31 DECEMBER 2021

I report on the accounts for the year ended 31 December 2021 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.

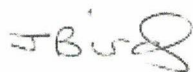
Independent Examiners Statement

I have completed my examination for the year ended 31 December 2021.

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 February 2022

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 YEAR ENDED 31 DECEMBER 2021

		Unrestricted Funds 01/01/21 to 31/12/21 £	Restricted Funds 01/01/21 to 31/12/21 £	Total Funds 01/01/21 to 31/12/21 £	Total Funds 23/01/20 to 31/12/20 £
	Notes				
RECEIPTS					
Grants	3	34,500	15,000	49,500	20,431
Fundraising	4	1,525	-	1,525	4,152
Donations		25,235	-	25,235	12,387
Other Income	5	21,149	-	21,149	5,875
TOTAL RECEIPTS		82,409	15,000	97,409	42,845
PAYMENTS					
Salaries Costs		23,010	15,000	38,010	6,500
Training		5,356	-	5,356	3,749
Marketing:					
Turn Your Borough Blue (TYBB)		13,244	-	13,244	-
Social Marketing		7,013	-	7,013	-
Materials (Leaflets & Business Cards)		-	-	-	564
Materials (Stationery & Badges)		-	-	-	2,168
Campaign Costs		-	-	-	1,799
Consultancy (Social Media Management)		-	-	-	2,015
Facebook Advertising		-	-	-	4,637
Other Advertising		-	-	-	82
Online Circle Operations		8,071	2,459	10,530	-
Video (Design & Build)		-	-	-	1,500
Website (Design & Build)		-	-	-	4,220
Website (Hosting)		-	-	-	316
Design Work		903	-	903	150
Computer Equipment & Software		617	-	617	5,125
Rent & Room Hire		2,400	-	2,400	1,064
Telephones		588	-	588	248
Stationery		37	-	37	102
Postage & Carriage		743	-	743	16
Volunteer Expenses		359	-	359	397
Travel Costs		3,195	-	3,195	648
Clothing		-	-	-	90
Insurance		1,031	-	1,031	515
Subscriptions		1,385	-	1,385	6,209
Consultancy & Professional Fees		1,202	-	1,202	3,500
Compliance & Legal Fees		400	-	400	656
Payroll Fees		346	-	346	53
Accounts Fees		655	-	655	-
Bank Charges & Interest Paid		86	-	86	101
TOTAL PAYMENTS		70,641	17,459	88,100	46,424
Net of receipts/(payments)		11,768	(2,459)	9,309	(3,579)
Cash funds at 31 December 2020	6	10,168	2,459	12,627	16,206
Cash funds at 31 December 2021	6	21,936	-	21,936	12,627

MENTELL

STATEMENT OF ASSETS AND LIABILITIES

FOR THE YEAR ENDED 31 DECEMBER 2021

Total Funds
As at 31 December 2021
£

ASSETS

Bank & Cash

21,936

LIABILITIES

Independent Examiners Fee

(730)

NET ASSETS & LIABILITIES

21,206

The financial statements were approved by the Board of Trustees on the 21st of February 2022 and signed on their behalf:



Andrew Walker
Chair

MENTELL

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

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 for the year ended 31 December 2021.

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

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	Total Funds
	01/01/21 to 31/12/21 £	01/01/21 to 31/12/21 £	01/01/21 to 31/12/21 £	23/01/20 to 31/12/20 £
Cheshire East Community Foundation	-	15,000	15,000	-
Tesco Bag Pack (Groundwork)	1,000	-	1,000	-
The Arnold Clark Community Fund	1,000	-	1,000	-
The National Lottery Fund	-	-	-	6,750
The Duke of Devonshire's Charitable Trust	-	-	-	5,000
Cheshire East Council Community Grant	-	-	-	208
Respoke	-	-	-	2,550
Forever Manchester	-	-	-	973
Action Together	-	-	-	1,000
The Bureau Covid-19 Community Response Fund	-	-	-	950
Derbyshire County Council	32,500	-	32,500	3,000
	<u>34,500</u>	<u>15,000</u>	<u>49,500</u>	<u>20,431</u>

MENTELL

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

4. FUNDRAISING

	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
	01/01/21	01/01/21	01/01/21	23/01/20
	to	to	to	to
	31/12/21	31/12/21	31/12/21	31/12/20
	£	£	£	£
Sponsorship	-	-	-	3,955
Turn Your Borough Blue campaign	1,525	-	1,525	197
	<u>1,525</u>	<u>-</u>	<u>1,525</u>	<u>4,152</u>

5. OTHER INCOME

	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
	01/01/21	01/01/21	01/01/21	23/01/20
	to	to	to	to
	31/12/21	31/12/21	31/12/21	31/12/20
	£	£	£	£
Cheshire East MBC Covid-19 Response and Recovery Grant	20,000	-	20,000	-
Cheshire East MBC Covid Recovery Grant	-	-	-	4,900
Stockport MBC Local Fund Covid Grant	-	-	-	900
Bank Compensation Payment	-	-	-	75
Miscellaneous Income	1,419	-	1,149	-
	<u>21,149</u>	<u>-</u>	<u>21,149</u>	<u>5,875</u>

**During the period the charity benefitted from a total of £20,000 (2020: £5,800) from Local Government Covid-19 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 as at 31 December 2020	Receipts	Payments	Balance as at 31 December 2021
	£	£	£	£
Unrestricted Funds	<u>10,168</u>	<u>82,409</u>	<u>(70,641)</u>	<u>21,936</u>
	10,168	82,409	(70,641)	21,936
Restricted Funds:				
Cheshire East Community Foundation	-	15,000	(15,000)	-
The National Lottery Fund	458	-	(458)	-
The Duke of Devonshire's Charitable Trust	<u>2,001</u>	<u>-</u>	<u>(2,001)</u>	<u>-</u>
	2,459	15,000	(17,459)	-
TOTAL FUNDS	<u>12,627</u>	<u>97,409</u>	<u>(88,100)</u>	<u>21,936</u>