

Charity Registration Number: 1187547

MENTELL

A Charitable Incorporated Organisation (CIO)

**TRUSTEES' ANNUAL REPORT AND
FINANCIAL STATEMENTS**

**For The Year Ended
31st December 2022**

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	Alanna Atkinson (Chair) William Edge Peter Longbottom Nick Pimlott (resigned 10/02/23) Angela Pownall Hannah Taylor (appointed 04/07/23) Sarah Cruikshank (appointed 10/02/22 – resigned 23/03/23) Chloe Davies (resigned (15/07/23) Andrew Walker (resigned 31/03/22)
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 2022	To 31 12 2022	

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		
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; border: 1px solid black; padding: 2px;">Postcode</td> <td style="border: 1px solid black; padding: 2px;">SK1 1AR</td> </tr> </table>	Postcode	SK1 1AR
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	Res 31/03/2022	Mentell Trustee Board
2	William Edge	Operations		Mentell Trustee Board
3	Chole Davies	Finance	Res 15/07/2021	Mentell Trustee Board
4	Peter Longbottom			Mentell Trustee Board
5	Nick Pimlott		Res 10/02/2023	Mentell Trustee Board
6	Angela Pownall			Mentell Trustee Board
7	Alanna Atkinson	Chair		Mentell Trustee Board
8	Sarah Cruikshank		10/02/2022 - 23/03/2023	Mentell Trustee Board
9	Hannah Taylor		App 04/07/2023	Mentell Trustee Board
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	Constitution
How the charity is constituted	Association CIO
Trustee selection methods	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)

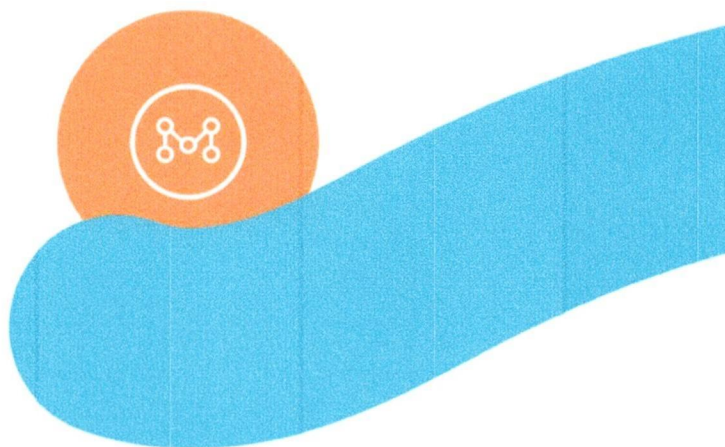
1) Free to access (weekly) peer to peer support groups for men 18+ to talk in a safe and confidential environment, free from advice and judgement. The service had 100% uptime throughout 2020, supporting 1492 men across the UK with zero waiting time and operated both face to face and online offerings.

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, Barbers, Coffee Shops and Local businesses. The initiative has recently expanded to cover Bookies, Gyms and Builders/Builders merchants.

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

Mentell Trustee Report 2022




Where to begin

Last night was the final men's circle of 2022, and as we close down for the festive period for some needed TLC, the space for reflection opens up.

1,039 new men joined Mentell in 2022 from all walks of life; that's one thousand and thirty-nine new reasons to celebrate.

Thank you to all the facilitators who have opened up the circles in-person and online this year, acting as the charity's heartbeat; without these dedicated men, Mentell would not exist.

Big thanks to all the old and new members who have placed trust in Mentell this year, a safe and confidential space for men to talk, free from advice and judgment. It still humbles me every week to witness the courage of the men who decide to take a seat, drop the mask and be honest with their feelings in a circle of strangers.



Men are less likely
to access psychological
therapies than women

The elephant (still) in the room

Speaking personally, I have found it challenging to hear some of our members share their stories of the unimaginable pain, suffering and health inequalities endured this year. In the same breath, I have also felt the inspiration of many to overcome the odds.

The truth is the magic of Mentell is not in the 'fixing' but in allowing the person to feel heard, a simple antidote to a society that profits from us masking our problems. If we readily welcome joy and laughter, we must embrace grief and sadness equally; it's part of life and denying it a place to be expressed only increases our male suicide rates.

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

Mentell entered the second year of the hugely successful **Turn Your Borough Blue** (TYBB) campaign. Over 801 pubs, bars, barbershops, gyms, coffee shops and businesses across the county are raising awareness for men's mental health and suicide using specially designed Mentell awareness products.

Over 35% of all Mentell service users now find their way to circle via the TYBB community campaign. In October, the charity got the chance to celebrate this success with an evening event at our head office in Profolk (Stockport).

Mentell showcased our success stories to 80 guests invited from our team of volunteers, care partners and supporters.

The event feedback was so positive, the trustees have decided to make the event an annual occasion.



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?

35% - TYBB venue (pub, bar, barber, coffee shop, workplace etc.)

20% - Friends & Family

17% - Care partner referrals

10% - Social media

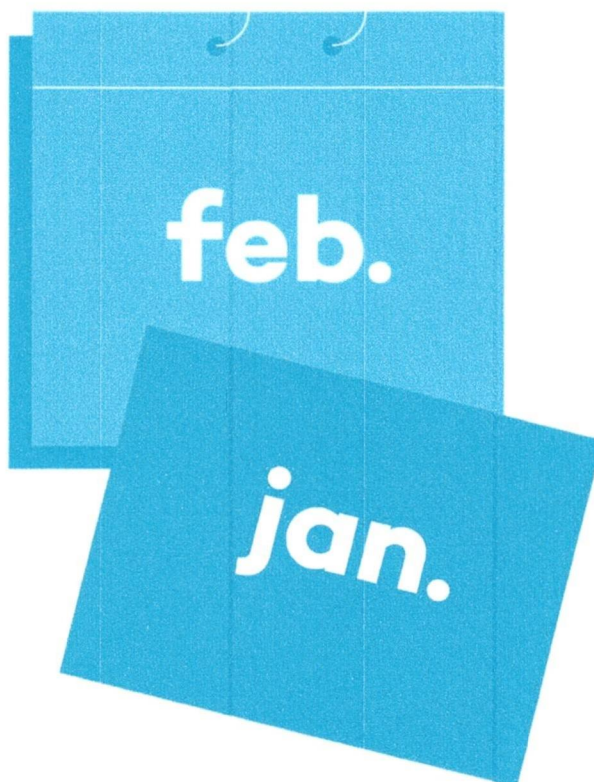
18% - Other

The numbers don't lie; *without the TYBB support from our community, 463 men would have missed the opportunity to talk this year.*

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

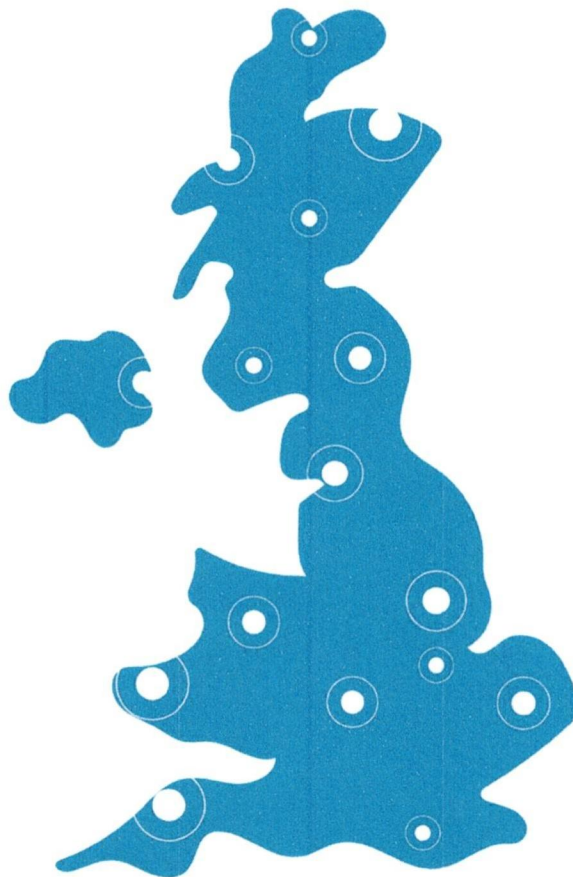
Thank you to all the landlords and business owners willing to put the posters in the gent's toilets, the awareness cards in the workplace, the beer mats on the tables - that simple act could have saved a man's life.

Thank you to the 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

- **1039** new circle members (men 18+)
- **312** new TYBB pubs/bars/barber shops setup
- **136** direct referrals taken (social prescribing, GP etc.)
- **832** new Mentell referral channels opened (NHS and trusted care partners)
- Circle Experience Survey - **92% of all members are pleased** with the circle experience, **7% are satisfied**, **1% are unhappy**.



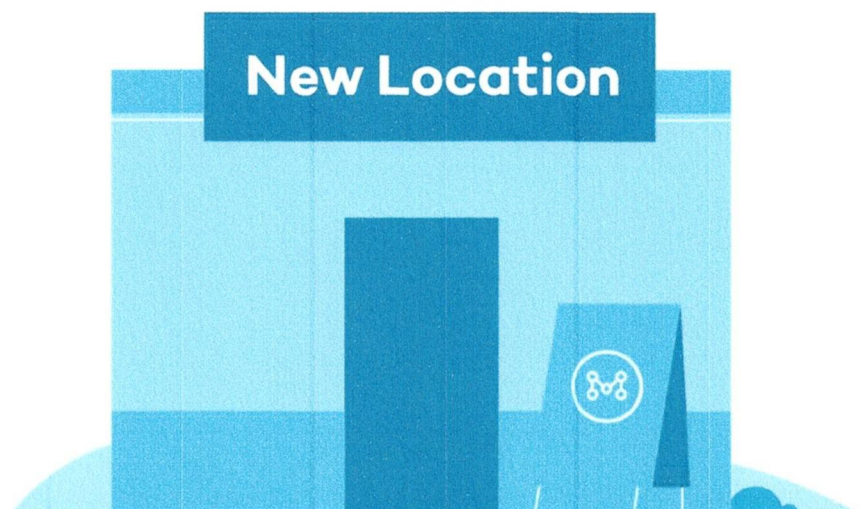
Launch of the Affiliate circle

In the last annual trustee report, we mentioned the importance of the charity moving towards a model that fits within the ecosystem rather than becoming the panacea to men's mental health.

Actions speak louder than words, and in the spring of 2022, the charity piloted a new affiliate circle partnership with the Nest (Hertfordshire). This men's group runs in-person peer-to-peer support groups serving men in Hertfordshire. At the same time, Mentell would cover online support and deploy the TYBB campaign- funding was secured, and over 100 men found their way to online or in-person support.

In 2023, ***Mentell has secured £135,000 from The National Lottery*** to scale up the affiliate program and support/skill up ten new men's groups across the UK.

Thank you, TNL, for the faith put into Mentell and the opportunity to grow within the existing support ecosystem for men.



In-person circles

In 2021 we announced that the support team piloted the reopening of in-person circles on the back of Covid restrictions lifting. In more positive news, 2022 saw all in-person circles reopen, to the delight of our regular members.

The growing demand for local circles is increasing month on month, and by 2023 the charity aims to double the number of local circles on offer.

Thank you to all the grant funders in 2022, particularly Action Together and Cheshire Community Foundation, for providing

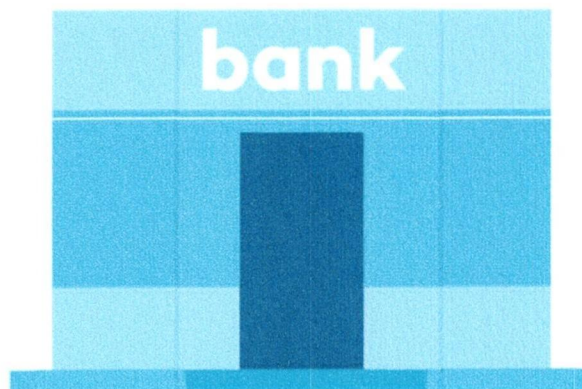
seed funding to kick start several localised offerings in Hyde and Cheshire East.



Mentell Retreat

Another major highlight of the year was hosting our first-ever Mentell retreat, a weekend experience designed to engage our facilitator team and give back to the men who give so much to the charity. Mentell's primary service is online, meaning many facilitators have never had the chance to connect in person.

The retreat provided the team with the perfect antidote for nearly two years of lockdowns and social isolation to reconnect around a fire and take advantage of the Outdoor Adventure Centre in the High Peaks (Derbyshire). The trustee board agreed that Mentell would continue the retreat for future years and develop the experience to recharge the men who give the most.



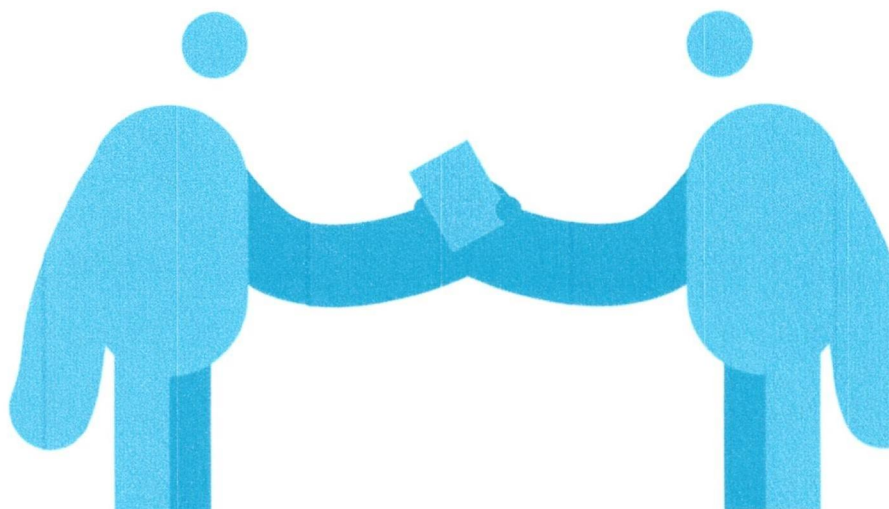
Funding streams

Mentell has continued to grow on the same trajectory that preceded the previous year, again doubling our headcount, turnover and membership base.

Revenue streams have shown signs of maturing, with many commissioned projects extending historic SLAs. As we move into 2023, there is a healthy mix of budget ranging from community donations (**25%**), Grant applications (**25%**) and commissioned work from local councils and NHS bodies (**50%**).

The charity has continuously operated with six months of reserves. Mentell has budgeted for the scaling up process expected in 2023 with the addition of several key roles set to be recruited - in particular, admin/business support for our CEO.

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



Passing the baton

At the start of the year, the board of trustees identified a leadership gap that required an individual with specialist skills and passion for Mentell's mission to step into an executive position to drive the charity forward. After a lengthy recruitment process, the board unanimously agreed for Andy to step down as a trustee and take up the role of the interim CEO, held accountable by myself (Alanna) and the current board. It is with great satisfaction that I report back that Andy has thrived in the new role, and we look forward to supporting his efforts as he continues to grow our service, awareness and revenue streams in a way that is aligned with our values.

With Gratitude

Alanna (current) & **Andy** (past)

Mentell Chair(s)

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

As of writing we currently have £ 216,141 in the bank. Our recurring monthly costs average at £20,000 per month therefore we have 10.8 months fuel in the tank. The charity policy is to maintain a reserves position to cover 6 months operations. In 2023 we are on track to double the income and therefore 2022 will be the last year the accounts are prepared on a cash accounting basis.

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)	Alanna Atkinson	William Edge
Position (eg Secretary, Chair, etc)	Chair	Trustee
Date	21st August 2023	

MENTELL

**REPORT TO THE MEMBERS ON THE UNAUDITED FINANCIAL STATEMENTS OF
MENTELL**

FOR THE YEAR ENDED 31 DECEMBER 2022

I report on the accounts for the year ended 31 December 2022 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 2022.

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.



25th August 2023

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 2022

		Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
	<i>Notes</i>				
RECEIPTS					
Grants	3	49,334	112,500	161,834	49,500
Fundraising	4	7,266	-	7,266	1,525
Donations		49,571	-	49,571	25,235
Other Income	5	400	-	400	21,149
TOTAL RECEIPTS		106,571	112,500	219,071	97,409
PAYMENTS					
Salaries Costs		4,524	40,550	45,074	38,010
Training & Courses		9,712	2,500	12,212	5,356
Marketing:					
Turn Your Borough Blue (TYBB)		-	-	-	13,244
Social Marketing		14,354	10,675	25,029	7,013
Online Circle Operations		9,153	11,825	20,978	10,530
Design Work		-	-	-	903
IT Software & Consumables		1,455	-	1,455	617
Computer & IT Equipment		2,079	-	2,079	-
Office Furniture & Equipment		314	-	314	-
Rent & Room Hire		-	-	-	2,400
Telephones		1,067	-	1,067	588
Printing & Stationery		466	-	466	37
Postage & Carriage		659	-	659	743
Refreshments		344	-	344	-
Volunteer Expenses		745	-	745	359
Travel Costs		3,902	2,175	6,077	3,195
Insurance		-	-	-	1,031
Membership, Subscriptions & Licences		657	-	657	1,385
Consultancy & Professional Fees		1,149	11,025	12,174	1,202
Compliance & Legal Fees		-	-	-	400
Payroll Costs		375	-	375	346
Accountancy Fees		1,220	-	1,220	655
Just Giving Fees		216	-	216	-
Bank Charges & Interest Paid		190	-	190	86
Miscellaneous		249	-	249	-
TOTAL PAYMENTS		52,830	78,750	131,580	88,100
Net of receipts/(payments)		53,741	33,750	87,491	9,309
Cash funds at 31 December 2021	6	21,936	-	21,936	12,627
Cash funds at 31 December 2022	6	<u>75,677</u>	<u>33,750</u>	<u>109,427</u>	<u>21,936</u>

MENTELL

STATEMENT OF ASSETS AND LIABILITIES

FOR THE YEAR ENDED 31 DECEMBER 2022

	Funds as at 31 st December 2022 £	Funds as at 31 st December 2021 £
ASSETS		
Bank & Cash	109,427	21,936
LIABILITIES		
Independent Examiners Fee	(1,050)	(730)
NET ASSETS & LIABILITIES	<u>108,377</u>	<u>21,206</u>

The financial statements were approved by the Board of Trustees on the 2nd of August 2023 and signed on their behalf:



Alanna Atkinson
Chair

MENTELL

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

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 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Derbyshire County Council	32,500	-	32,500	32,500
Hertfordshire County Council	-	7,500	7,500	-
Cheshire East	-	35,000	35,000	-
Cheshire East Rural	-	15,000	15,000	-
Cheshire East NHS - CCG	12,334	-	12,334	-
Cheshire East Community Foundation	-	-	-	15,000
Cheshire West NHS	-	15,000	15,000	-
Cheshire Community CCF	-	15,000	15,000	-
Cheshire West	2,500	-	2,500	-
Action Together	2,000	25,000	27,000	-
Tesco Bag Pack (Groundwork)	-	-	-	1,000
The Arnold Clark Community Fund	-	-	-	1,000
	<u>49,334</u>	<u>112,500</u>	<u>161,834</u>	<u>49,500</u>

MENTELL

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

4. FUNDRAISING

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Turn Your Borough Blue campaign	7,266	-	7,266	1,525
	<u>7,266</u>	<u>-</u>	<u>7,266</u>	<u>1,525</u>

5. OTHER INCOME

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Cheshire East MBC Covid-19 Response and Recovery Grant**	-	-	-	20,000
Miscellaneous Income	400	-	400	1,149
	<u>400</u>	<u>-</u>	<u>400</u>	<u>21,149</u>

**During the previous financial period the charity benefitted from £20,000 of Local Government Covid-19 Grants. In accordance with accounting policy, this credit was included in 'Other Income' in the previous year within the 'Receipts and Payments Accounts'.

6. FUND ANALYSIS

Fund Name	Balance as at 31 st December 2021 £	Receipts £	Payments £	Balance as at 31 st December 2022 £
Unrestricted Funds	21,936	106,571	(52,830)	75,677
	21,936	106,571	(52,830)	75,677
Restricted Funds:				
Hertfordshire County Council	-	7,500	(7,500)	-
Cheshire East	-	35,000	(26,250)	8,750
Cheshire East Rural	-	15,000	(11,250)	3,750
Cheshire West NHS	-	15,000	(15,000)	-
Cheshire Community CCF	-	15,000	-	15,000
Action Together	-	25,000	(18,750)	6,250
	-	112,500	(78,750)	33,750
TOTAL FUNDS	<u>21,936</u>	<u>219,071</u>	<u>(131,580)</u>	<u>109,427</u>