

BEING THE CURE

England & Wales · Charity number 1188077

Details

Status Registered

Legal form CIO

Registered 2020-02-20

Register [View on the Charity Commission register](#)

Contact

Address 67 Central Park Road
London
E6 3DW

Phone 07771877342

Email uk@beingthecure.org

Website www.beingthecure.org

Activities

Objects: TO ADVANCE IN LIFE CHILDREN AND YOUNG PEOPLE THROUGH:(A) DEVELOPING AND DELIVERING CHARACTER EDUCATION ACTIVITIES AND STRATEGIES THAT CULTIVATE IMPORTANT CHARACTER QUALITIES IN CHILDREN AND YOUNG PEOPLE TO CONTRIBUTE TO INDIVIDUAL AND SOCIETAL FLOURISHING; AND(B) PROVIDING SUPPORT AND ACTIVITIES WHICH DEVELOP THEIR SKILLS, CAPACITIES AND CAPABILITIES TO ENABLE THEM TO PARTICIPATE IN SOCIETY AS MATURE AND RESPONSIBLE INDIVIDUALS.

Activities: Our mission is to cultivate the next generation of heroes in society through evidence-based character education that instills values such as kindness, honesty, and humility in every child. We do this through our heroism framework which helps to nurture the moral compass of children and young people, preventing them from making negative life choices that may lead to anti-social attitudes.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Education/training, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Children/young People, The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£27,858	£25,412	-	-
2024-03-31	£16,635	£18,851	-	-
2023-03-31	£6,798	£4,039	-	-
2022-03-31	£16,095	£1,248	-	-
2021-03-31	£2,050	£1,137	-	-

Trustees

Name	Role	Appointed
Kayser Izard	Chair	2025-08-09
Deborah Speakman		2025-08-09
Georgina Pick		2025-08-09
Manjit Gill		2022-10-27
Phil Hurst		2024-07-13
Sara Poloni		2022-11-10

BEING THE CURE

England & Wales - Charity number 1188077

Accounts

BEING THE CURE

TRUSTEES ANNUAL REPORT AND ANNUAL RETURNS

2024-25

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1. Reference and Administration

Name of the Charity: Being The Cure

Charity Registration: A registered charity in England and Wales (CIO)

Charity Number: 1188077

Registered Address and Contact Details:

67 Central Park Road, East Ham, London, E6 3DW

Telephone: 020 3443 9782

Email: info@beingthecure.org

Website: www.beingthecure.org

Bank

The Co-operative Bank p.l.c.

P.O. Box 101

1 Balloon Street

Manchester

M60 4EP

Type of Governing Document: Constitution

Constituted as: Charitable Incorporated Organisation

2. Trustees

Current Trustees:

1. Ben Butcher (Chair of the Board of Trustees)
2. Manjit Gill
3. Faiza Chaudhary
4. Sara Poloni
5. Atif Janjua
6. Preetee Ramgoolam (Joined 7 April 2024)
7. Hannah Clay (Joined 7 June 2024)
8. Phil Hurst (Joined 13 July 2024)

Trustees who have left this year:

1. Jonathan Amiss (Resigned 11 January 2025)
2. Muhammad Sohaib Javed (Left 29 August 2024)
3. Stephen Hehir (Resigned 13 July 2024)

3. Note from the Chair and the CEO

The year 2024–25 has been one of growth, reflection, and new beginnings for our charity. At the heart of our work lies a simple yet profound mission: to prepare children and young people to live as heroes, guided by moral values and a deep sense of responsibility towards others. This year, we have taken significant steps towards making that vision a reality.

A major milestone has been our expansion into Stratford, in partnership with Chobham Academy, part of the Harris Federation. This development marks an important moment in our journey, enabling us to extend our reach into a new community and engage with even more pupils and families. With this partnership, we are confident that our work will continue to grow in both scale and impact, allowing us to support more children than ever before.

To date, our programmes have directly benefitted over 1,100 children and more than 1,700 family members. Behind these figures lie countless stories of young people learning to shape their decisions and behaviours with courage, compassion, and integrity. It is inspiring to see not only the immediate outcomes of our work but also the value that teachers, parents, school leaders and community members place on it.

This year, we have also deepened our intellectual foundations, strengthening the educational thinking that underpins our work. Our Heroism Framework continues to evolve and mature, strengthened by the addition of three highly experienced teachers from Hong Kong, each bringing over 30 years of expertise. Their insights and contributions are helping us refine our approach and embed more evidence-informed practices. More than ever, we are not only shaping how character education should be delivered, but also establishing ourselves as thought leaders in the science and philosophy that underpin it.

Our Board of Trustees has likewise undergone a period of transition. We said farewell to three valued members whose contributions have been instrumental in guiding our work over the years. At the same time, we were pleased to welcome two new trustees who bring fresh perspectives and renewed energy to our mission.

One trustee, relocating to the south of the country, left us with an extraordinary parting gift in the form of a generous donation—a gesture of kindness and commitment that will allow us to extend our work even further in the coming year.

Looking ahead, our ambitions remain bold. We aspire to continue expanding our reach so that more children and young people can benefit from our distinctive approach to character education. We believe that by equipping the next generation with the values of heroism and moral clarity, we are helping to lay the foundations for a society in which individuals are prepared not only for success but also for service.

On behalf of the entire organisation, we extend our sincere thanks to our staff, trustees, partners, and supporters for their dedication and belief in our mission. Together, we are nurturing the heroes of tomorrow—young people who will uplift society through their decisions and actions.



Vijith Vijay, CEO



Ben Butcher, Chair

A blue ink signature of Vijith Vijay, consisting of a stylized 'V' and 'J'.

A blue ink signature of Ben Butcher, featuring a cursive 'B' and 'B'.

4. Trustees Report

Statement of responsibility of the Trustees

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards including FRS 102 and Charities SORP. The law applicable to charities in the UK requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its financial activities for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgments and estimates that are reasonable and prudent.
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the laws governing charities in the region. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Objectives of the Charity

The objectives set out in the governing document are as follows:

To advance in life children and young people through:

- (a) developing and delivering character education activities and strategies that cultivate important character qualities in children and young people to contribute to individual and societal flourishing; and
- (b) providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals

Organisational Structure

Being The Cure operates with a part-time CEO who leads the organisation's programmes. The CEO is supported by a large team of dedicated volunteers, who play a crucial role in delivering initiatives, and a small project team responsible for day-to-day operations. Volunteers contribute to a wide range of activities, from direct programme support to administrative tasks. The project team ensures smooth execution of events and initiatives. This structure allows the organisation to remain agile, making a significant impact through a lean staffing model, with a focus on maximising resources and achieving its mission.

Governance Structure

Building on from last year, the board of trustees continues to delegate powers and govern the charity under three committees overseeing all areas of the charity's operations and governance.

Education and Safeguarding Committee

This committee focuses on overseeing the quality and effectiveness of the educational programmes and safeguarding processes and procedures.

Strategy, Finance, and Risk Committee

Combining strategic planning, financial oversight, and risk management into one comprehensive group, this committee is responsible for guiding the long-term direction of the organization.

Marketing and Fundraising Committee

This committee focuses on promoting Being The Cure's work and raising the necessary funds to support its programmes. It develops and implements marketing strategies to increase public awareness of the organisation's mission, while also ensuring that fundraising efforts are robust and diversified.

Operational Values

Being The Cure is guided by the core operational values of humility, honesty, and kindness. These values shape every aspect of the organisation's work, ensuring that all programmes are delivered with integrity and a focus on genuine service to others. The trustees embody the essence of heroism that the charity advocates for in the everyday lives of the children and young people it serves, leading by example and inspiring positive change through their actions.

Bidding Farewell to our Heroes

This year, we bid farewell to three trustees, each of whom had championed Being The Cure's mission with dedication and purpose. While all of them have stepped down from their formal roles (**Stephen Hehir, Muhammad Javed and Jonathan Amiss**), they remain a cherished part of our Being The Cure family. We deeply value their contributions and know that their legacy will continue to influence our work.

This year, the board comprised of 10 trustees, all dedicated to continuing the important work of delivering impactful programmes and furthering Being The Cure's mission of positive change for children and young people.

Statement of Public Benefit

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission in line with their guidance on public benefit. This following report highlights how the charity has served in public benefit over the year 2024-25.

5. Impact

This year, we delivered one of our most ambitious and impactful projects to date by bringing together two cohorts of children from far corners of Newham—one based near East Ham and the other from Stratford. By uniting these groups, we not only increased the scale of our work but also fostered collaboration across communities that rarely interact, strengthening social cohesion and shared purpose.

The children worked alongside charities supporting blind and visually impaired individuals, including Beyond Sight Loss and Croydon Vision. A particularly inspiring contribution came from a highly talented young artist with a visual impairment whose work has received national media attention. She introduced the children to her guide dog, Bertie, offering a powerful, first-hand insight into life with sight loss. Through this experience, the children learned how guide dogs support independence and mobility, challenging assumptions and deepening empathy.



The children also received blind guiding training, which they applied confidently and effectively throughout the project. This training proved transformative in shaping how they engaged with blind and visually impaired participants—not as passive helpers, but as capable partners.

The project brought together approximately 60 families, committed local residents, and volunteers who travelled from near and far to support the initiative. We were fortunate to be joined by Briony Mitchell, Renal Ranatunga, and Inbaraj Manikandan, whose skilled filming helped document the project and capture its wider impact.

Together, the group travelled to a neglected council estate in Plaistow, where a large communal wall was obscured by overgrown bushes. These had become hiding places for rubbish and wildlife, negatively affecting the surrounding homes. The children made a conscious and heroic decision not only to clear the



area but to do so in a way that actively empowered blind and visually impaired participants. Rather than reinforcing perceptions that those with sight loss need help, the children guided and supported them to cut branches and clear vegetation themselves—enabling them to give back to the community in ways they are often excluded from. In doing so, the group collectively removed approximately 1.5 tonnes of waste.

To mark this significant achievement, the University of East London generously allowed us to host a celebration event in their lecture theatre. Parents were invited, and children shared stories of challenge, growth, and success. The event was further enriched by the presence of The Young'uns, a dynamic musical duo led by a visually impaired vocalist. They collaborated with the children to create a song and lifted spirits during the ceremony, reinforcing the project's themes of inclusion, capability, and shared humanity.

This project represented a major victory for our children and their families, who supported them through a challenging yet deeply rewarding journey. It powerfully demonstrated that when children are inspired, their potential to create meaningful social change is extraordinary.

6. Independent Examination of Accounts

Independent Examiner's Report to the Trustees of Being The Cure.

I report on the accounts of Being The Cure for the year ended 31 March 2025.

Responsibilities

The trustees are responsible for preparing the accounts. It is my responsibility to carry out an independent examination under section 145 of the Charities Act 2011.

Basis of Examination

My examination included reviewing the accounting records and comparing the accounts with those records. The procedures do not provide all the evidence required for an audit, and I do not express an audit opinion.

Independent Examiner's Statement

In connection with my examination, nothing has come to my attention that causes me to believe that, in any material respect:

- the accounting records were not properly kept; or
- the accounts do not accord with those records or comply with the Charities Act 2011.

Signed:

Anna-Louise Waithe-Williams

Name of Independent Examiner: Anna Waithe Williams

Designation: Accounts Payable Specialist

Date: 19th January 2026

7. Financial Information & Annual Accounts

Statement of preparation of accounts

As Trustees of Being The Cure, we acknowledge our responsibility for preparing the accounts for the financial year ending 31st March 2025 and confirm that the accounts have been prepared in accordance with the accounting requirements applicable to small charities.

In preparing these accounts, we have:

- Applied the Accruals Basis of Accounting: The accounts have been prepared on an accrual's basis, meaning income and expenditure are recognized in the accounts as they are earned or incurred, not as money is received or paid.
- Complied with the Charities SORP: Where applicable, we have complied with the provisions of the Statement of Recommended Practice (SORP) applicable to small charities.
- Adhered to Legal Requirements: The accounts have been prepared in accordance with the legal requirements of FRS102 and SORP.
- Ensured Consistency: Accounting policies have been applied consistently throughout the year and are consistent with the policies applied in the previous year.
- Made Judgments and Estimates: Where necessary, reasonable and prudent judgments and estimates have been made.
- Ensured True and Fair View: The accounts have been prepared in a manner that ensures a true and fair view of the state of the charity's affairs and of its net income or expenditure during the year.

- **Kept Proper Accounting Records:** Proper accounting records have been maintained, which disclose with reasonable accuracy the financial position of the charity at any time.
- **Safeguarded Assets:** Adequate measures have been taken for the prevention and detection of fraud and other irregularities, and to safeguard the assets of the charity.

The accounts have been prepared voluntarily by the Trustees. The charity is not yet legally required to conduct a full audit of its accounts; however, an independent examination of the accounts is included in this report on Page 13.

Going Concern

The financial statements have been prepared on a going concern basis. The trustees have considered the inherent risks to the charity's business model and analysed how those risks might affect the CIO's financial resources or ability to continue operations over the going concern period ("12 months from the approval of the financial statements").

Despite a reduction in income in the year 2022-23, the trustees have strengthened the board's capacity and introduced measures to diversify income through various strategies and are confident that the business model will lead to an increase in income and financial stability.

Consequently, the trustees have concluded that there are no material uncertainties that could cast significant doubt over their ability to continue as a going concern for at least a year from the date of approval of the financial statements and therefore have prepared the financial statements on a going concern basis.

Financial Performance

The total income for the year 2024–25 was £27,858, of which 37% was restricted income and 63% was unrestricted income. In the same period, total expenditure amounted to £25,412, comprising 26% restricted expenditure and 74% unrestricted expenditure. Overall, income increased by 67% compared with the previous year, while costs rose by 36%.

Reserves Policy

The trustees have designated an operating reserve fund as per the charity's reserves policy. The minimum amount to be designated as Operating Reserve is established in an amount sufficient to maintain ongoing operations and programs for a minimum of three months. The Operating Reserve serves a dynamic role and is reviewed and adjusted in response to internal and external changes.

The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, occupancy, office, travel, program, and ongoing professional services. Depreciation and other non-cash expenses are not included in the calculation. The calculation of average monthly expenses also excludes some expenses for example one-time costs or capital purchases.

Supporters This Year

The charity has acquired funds through grants and voluntary donations and not conducted any other fund-raising activities.

The charity has not invested funds this year.

The charity's principal sources of funds were from the following organisations:

- C P Amiss Trust
- Westfield - One Newham
- Newham Grants

- Tesco
- Sports England

Principal Risks

Over the past two years, the charity has experienced a noticeable shift in the timing and composition of income. While overall income increased this year compared to the previous year, a significant proportion of expected funding did not materialise within the financial.

This reliance on funding streams with long lead times presents a risk to cash flow predictability and the timely delivery of planned activities. Trustees recognise that such delays can constrain responsiveness, limit programme scaling, and increase uncertainty when committing to new projects.

To address this risk, the charity is strengthening its forward planning by developing funding pipelines reviewing them regularly. This includes earlier submission of grant applications and closer monitoring of funding decision cycles to improve financial resilience and decision-making confidence.

Statement of Financial Activities

BEING THE CURE, CIO

STATEMENT OF FINANCIAL ACTIVITY

	Notes	2024-25	2023-24
INCOME FROM			
Voluntary Income	1	27,858	16,635
Activities for Generating Funds		0	0
Total Income		27,858	16,635
Resources Expended			
Support Costs	2	9,962	8,756
Staff Costs	2	15,210	8,112
Raising Funds	2	0	1,735
Governance Costs	2	239	149
Total Expenditure		25,412	18,751
Net Income for the Year		2,447	(2,116)
Total Funds Brought Forward		15,963	18,079
Total Funds Carried Forward		18,410	15,963

Balance Sheet

BEING THE CURE, CIO

BALANCE SHEET

As of March 31, 2025

	Notes	2024-25	2023-24
Fixed Assets			
Tangible assets			
Fixtures and Fittings Cost		0	
Office Equipment Cost		0	1,420
Office Equipment Depreciation	4	0	(1,420)
Total Tangible assets		0	0
Total Fixed Asset		0	0
Cash at bank and in hand			
Current		17,639	15,696
Total Cash at bank and in hand		17,639	15,696
Debtors			
Debtors		0	0
Total Debtors		0	0
Total current assets		17,639	15,696
Current Liabilities			
Accruals		0	0
Payroll Liabilities	2	0	
HMRC	2 / 3	(771)	(267)
Nest Pension		0	0
Total Payroll Liabilities		(771)	(267)
Total Current Liabilities		(771)	(267)
Net current assets		18,410	15,963
Total assets less current liabilities		18,410	15,963
Charity funds			
Opening Balance	2	913	913
Retained Earnings	2	15,050	17,166
Surplus/(Deficit)		2,447	(2,116)
Total Charity funds		18,410	15,963

Notes

The notes form part of these financial statements

1. Voluntary Income Breakdown

	£
Restricted Income	10,225
Unrestricted Income	17,063

2. Adjustment to Prior Year accounts due to transition within accounting software.

	Restated 23/24	Reported 23/24
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SOFA

Support Costs	8,756	10,071
Staff Costs	8,112	8,780
Raising Funds	1,735	0
Governance Costs	149	0

Balance Sheet

Payroll Liability - HMRC	-267	199
Payroll Liability - Pension	0	201

3. HMRC Payroll Liability relates to Employer National Insurance paid by the charity but should be refunded as the charity only employs one part time employee. This will reflect once the charity status is updated at HMRC's end.

4. The asset (a computer) has been depreciated fully this year and therefore no asset value is shown in the balance sheet. The equipment is still being used by the charity.

To find out more about Being The Cure, visit:

www.beingthecure.org

BEING THE CURE

BEING THE CURE

England & Wales - Charity number 1188077

Accounts

TRUSTEES ANNUAL REPORT AND ANNUAL ACCOUNTS 2023-24

A review of Being The Cure's year along with Annual Returns.

Period Start Date: 1st April 2023
Period End Date: 31st March 2024

BEING THE CURE

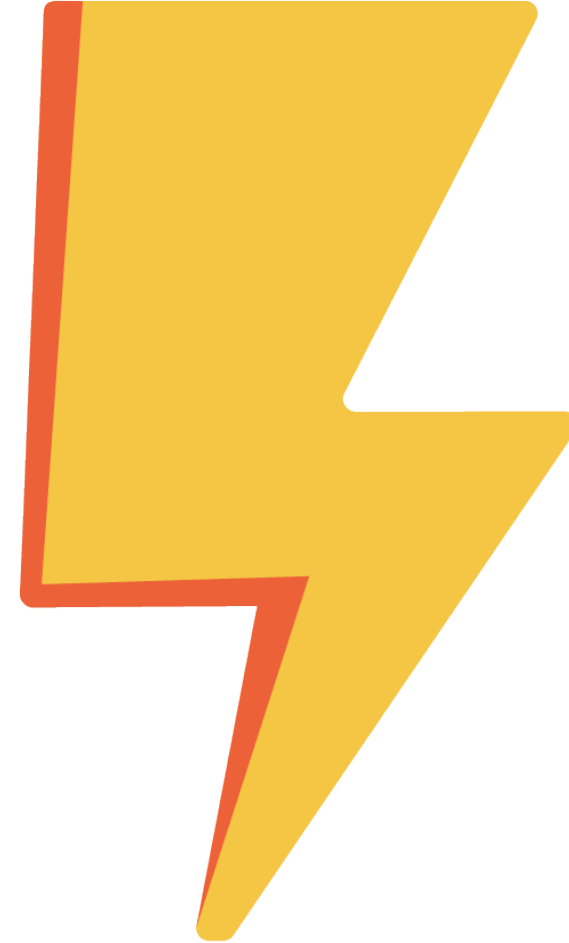


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REFERENCE AND ADMINISTRATION

Name of the Charity: Being The Cure

Charity Registration: A registered charity in England and Wales (CIO)

Charity Number: 1188077

Registered Address and Contact Details:

67 Central Park Road, East Ham, London, E6 3DW

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Website: www.beingthecure.org

Bank

The Co-operative Bank p.l.c.

P.O. Box 101

1 Balloon Street

Manchester

M60 4EP

Type of Governing Document: Constitution

Constituted as: Charitable Incorporated Organisation



TRUSTEES

Ben Butcher (Chair of the Board of Trustees)

Manjit Gill

Faiza Chaudhary

Jonathan Amiss

Muhammad Sohaib Javed

Sara Poloni

Stephen Hehir

Atif Janjua

Derrick Vernal (Deceased – 16 September 2023)

Sonia Lambert (Resigned – 3 September 2023)

Agnese Cigliano (Resigned – 13 September 2023)

Muhammad Mushtaq (Resigned – 31 October 2023)



NOTE FROM THE CHAIR & CEO

This year at Being the Cure, our mission to empower young people through character education has seen tremendous growth and success. We continued to expand our reach, deepen our impact, and refine our approach, all while staying true to our core values of honesty, humility, and kindness. At the same time, we were deeply saddened by the passing of Derrick Vernal, one of the founding trustees of Being the Cure. Derrick's impact on our mission and in our lives is immeasurable. Our impact this year is dedicated to Derrick. We are committed to honouring his legacy by continuing the work he was so passionate about, ensuring that his vision for a better world lives on through our efforts.

Our Saturday School for Heroism has been a cornerstone of our educational outreach. This year, we successfully delivered the program to two cohorts of 30 children each, offering an immersive environment where young people developed crucial life skills. A highlight was the pupils' final project, where they visited Manor Farm Care Home in Newham. This heartwarming visit brought joy to the elderly residents and taught our students valuable lessons in community service, humility, and empathy. One of the elderly residents said that no one had taken such a keen interest in his life for a long time as these children did.

A summary of the project is available for public viewing [here](#).

We made significant progress in refining our Heroism curriculum, which serves as the foundation of our Heroism Framework. These refinements, led by our board's education experts including current headteachers and ex-teachers, ensure that our educational content remains relevant, engaging, and impactful, enabling us to develop a moral compass in every young person we serve.

A major milestone this year was the official launch of our Heroic Culture Programme at Central Park Primary School. We successfully trained all school teachers to deliver our curriculum, embedding the principles of humility, honesty and kindness into the school's culture. This initiative represents a significant expansion of our mission, allowing us to influence more young minds by empowering their educators.

Recognising the importance of sustainability, we improved and streamlined our fundraising operations. Towards the end of the year, we successfully shortlisted potential fundraising specialist trustees to strengthen our board's expertise in this area. By laying a solid foundation, we are well-positioned to approach the 2024-25 financial year with a strategic and effective approach to securing the resources necessary for our continued growth and impact.

Effective and impactful governance was a key focus this year. We introduced a Youth Board-Liaison Group to ensure that the voices of young people are heard at the highest level of our governance. This group, made up of pupils from the latest Saturday School cohort, meets with our board twice a year and plays a crucial role in bridging the gap between our youth participants and our Board of Trustees, ensuring that their perspectives are integrated into our strategic decisions. Additionally, we reduced the number of board sub-committees, allowing trustees to contribute more effectively and ensuring that our organisation remains agile and focused on our mission.

Reflecting on the 2023-24 financial year, we are proud of our achievements and grateful for the support we have received. From the successful delivery of our Saturday School program to the launch of the Heroic Culture Programme, we have made significant strides in advancing our mission. The improvements to our fundraising operations and governance practices have set a solid foundation for the future.

As we look ahead, we remain committed to developing society's future heroes, building character, and creating a brighter future for young people. The work we have accomplished this year positions us well for continued success, and we look forward to the opportunities and challenges that lie ahead.



Ben Butcher
Chair of the
Board of
Trustees



Vijith Vijay
CEO



TRUSTEES' REPORT

STATEMENT OF RESPONSIBILITY OF THE TRUSTEES

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards including FRS 102 and Charities SORP. The law applicable to charities in the UK requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its financial activities for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
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OBJECTIVES OF THE CHARITY

The objectives set out in the governing document are as follows:

To advance in life children and young people through:

- (a) developing and delivering character education activities and strategies that cultivate important character qualities in children and young people to contribute to individual and societal flourishing; and
- (b) providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals

ORGANISATIONAL STRUCTURE

Being The Cure operates with a part-time CEO who leads the organisation's programmes. The CEO is supported by a large team of dedicated volunteers, who play a crucial role in delivering initiatives, and a small project team responsible for day-to-day operations. Volunteers contribute to a wide range of activities, from direct programme support to administrative tasks. The project team ensures smooth execution of events and initiatives. This structure allows the organisation to remain agile, making a significant impact through a lean staffing model, with a focus on maximising resources and achieving its mission.

GOVERNANCE STRUCTURE

This year, the board of trustees made a strategic decision to streamline its operational structure with the aim of increasing both effectiveness and efficiency. Recognizing the need to simplify processes while maintaining strong governance, the board restructured its committees and consolidated their responsibilities into three key areas. The newly established committees are as follows:

1. Education and Safeguarding Committee

This committee focuses on overseeing the quality and effectiveness of the educational programs and safeguarding processes and procedures.

2. Strategy, Finance, and Risk Committee

Combining strategic planning, financial oversight, and risk management into one comprehensive group, this committee is responsible for guiding the long-term direction of the organization.

3. Marketing and Fundraising Committee

This committee focuses on promoting Being The Cure's work and raising the necessary funds to support its programs. It develops and implements marketing strategies to increase public awareness of the organisation's mission, while also ensuring that fundraising efforts are robust and diversified.

The organisation operated with a larger number of separate committees, each dedicated to a specific area of responsibility. However, the trustees recognized that consolidating certain functions would lead to a more streamlined governance structure, allowing the board to focus on strategic priorities with greater agility.

OPERATIONAL VALUES

Being The Cure is guided by the core operational values of humility, honesty, and kindness. These values shape every aspect of the organisation's work, ensuring that all programmes are delivered with integrity and a focus on genuine service to others. The trustees embody the essence of heroism that the charity advocates for in the everyday lives of the children and young people it serves, leading by example and inspiring positive change through their actions.

BIDDING FAREWELL TO OUR HEROES

This year, we bid farewell to four trustees, each of whom had championed Being The Cure's mission with dedication and purpose. While three of them have stepped down from their formal roles (**Agnese Cigliano, Muhammad Mushtaq and Sonia Lambert**), they remain a cherished part of our Being The Cure family. We deeply value their contributions and know that their legacy will continue to influence our work.

We are also exceptionally saddened by the passing of one of our co-founders, **Derrick Vernal**. Derrick was instrumental in shaping Being The Cure into the organisation it is today. His vision, leadership, and kindness touched every aspect of our work, and his passing is a profound loss to the entire community. Derrick's legacy will continue to inspire our efforts and guide us as we move forward.

This year, the board comprises 8 trustees, all dedicated to continuing the important work of delivering impactful programmes and furthering Being The Cure's mission of positive change for children and young people.



STATEMENT OF PUBLIC BENEFIT

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission in line with their guidance on public benefit. This following report highlights how the charity has served in public benefit over the year 2023-24.

IMPACT



HEROISM
IS THE **DECISION**
TO **SERVE OTHERS** THROUGH
KINDNESS
HONESTY &
HUMILITY



THE HOPE OF HEROISM



At Being the Cure, we believe in the power of character to transform lives. Our mission is to nurture the next generation of society's heroes through evidence-based character education that instills values of **humility, honesty, and kindness**. We work directly with young people, empowering them to be leaders of change within their communities.



A future where young people grow into compassionate, honest, and humble adults who are committed to selflessly serving their communities.

Making a world that is humble, honest and kind.

OUR VISION

In 2022, inequality and mental health challenges surged in the UK, disproportionately affecting children and young people. With a rise in youth crime and mental health issues, it has become clear that many young people lack the moral and emotional tools to navigate life's challenges. This is where we come in, offering programs that instill values and skills that can change lives, transform communities, and reduce inequality.



To develop the generation of society's heroes through evidence-informed character education that instills humility, honesty and kindness in every child and young person.



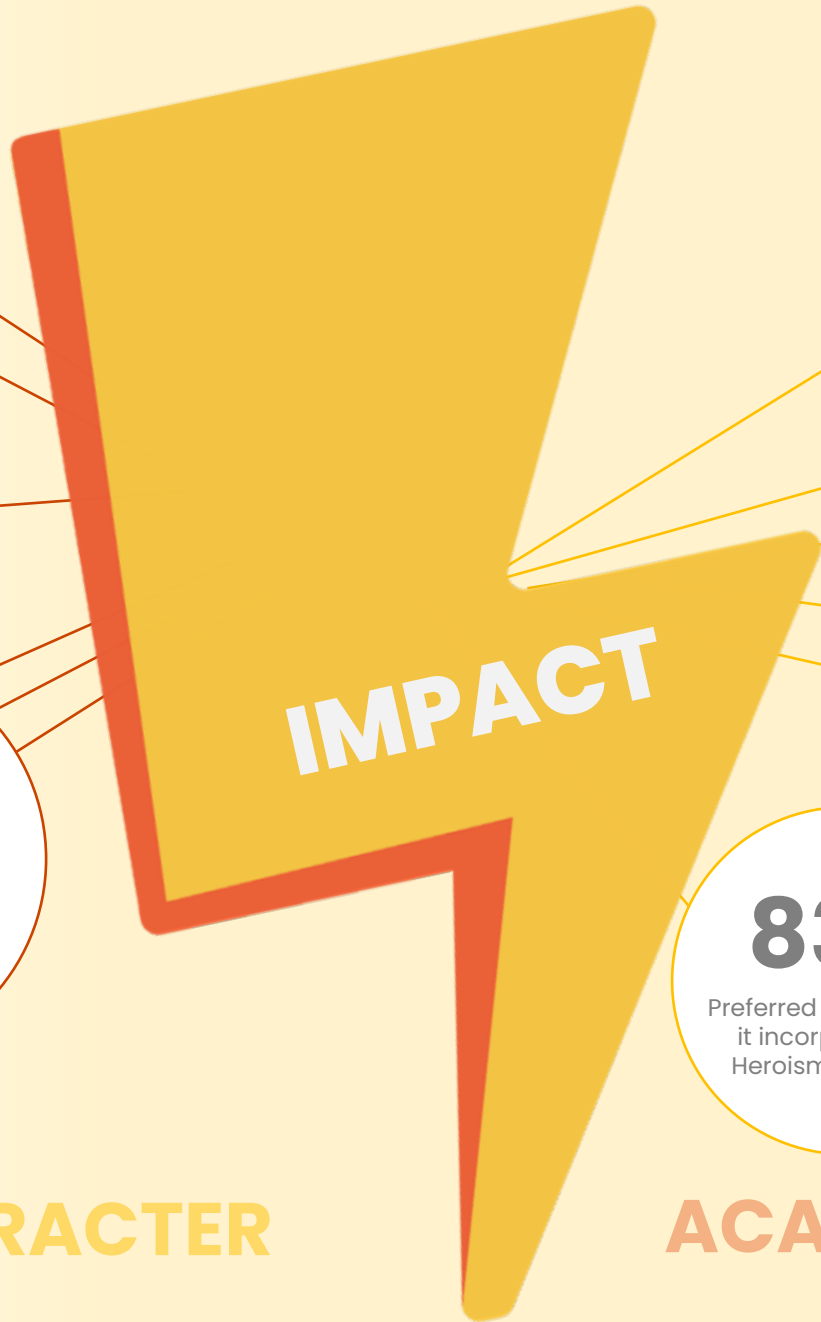
OUR MISSION

THE HEROISM FRAMEWORK

Our Heroism Framework is a unique, multifaceted approach that integrates character education into everyday learning. It encourages children to not only learn about core moral values but to live them in action.

Through weekend programs like the Saturday School for Heroism and our long-term Heroic Culture Program integrated into school curricula, we guide children toward selfless service, morally inclined decision-making, and holistic growth.





54%

increase in moral comprehension

Reading results

20%

higher than non-participating cohort

64%

rise in greater-depth understanding of equity

Maths results

40%

higher than non-participating cohort

72%

children demonstrating humility by the end of programme

83%

Preferred reading when it incorporated the Heroism curriculum

CHARACTER

ACADEMIA

76% children understanding inequity and taking steps to reform



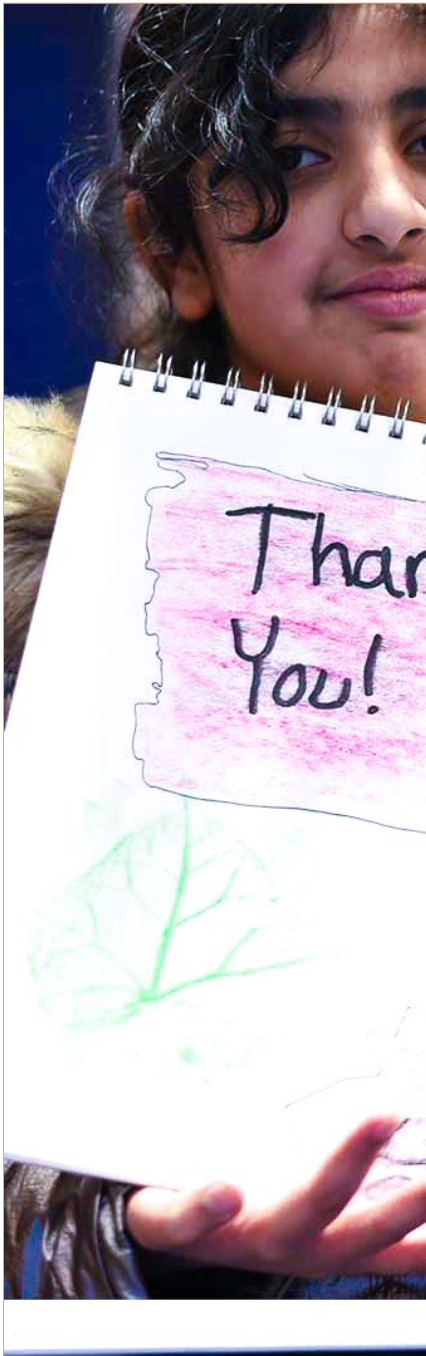
HOW DO WE IMPACT HUMILITY?



Operation Neighbourhood

Our children demonstrated remarkable humility through a wonderful project they undertook during the summer. They discovered an elderly resident in the neighbourhood who was struggling with household tasks, day-to-day chores, and feelings of loneliness. In response, the children spent a day cleaning her home, cooking meals, and sharing stories with her. When they returned, they expressed how the experience brought them a deep sense of happiness and joy. They told us that, while they weren't obligated to help, doing so had opened their eyes to the power of humility and how it can strengthen their character.

Experiences like this not only foster humility at a young age but also instil a sense of empathy and responsibility that can help mitigate issues such as self-centredness and disconnection from others as they grow older. By understanding the value of giving and being humble, these children are learning vital life lessons that will positively shape their relationships and well-being in later life



76%

Children who attended the Saturday School for Heroism exhibited a 76% greater understanding of equity and justice.



HOW DO WE IMPACT HONESTY?

A photograph of three children, likely of Asian descent, wearing white face masks. They are looking down at something in their hands, possibly a small object or a piece of paper. The background is a plain, light-colored wall. The image is overlaid with a semi-transparent white box containing text.

Honesty, despite of the consequences!

Honesty is fundamental to developing a strong moral foundation. Through activities such as debates, storytelling, and critical thinking challenges, we teach children to express themselves truthfully and stand by their convictions, even when it's difficult.

In the playground, we are seeing more and more of this honesty in action. Our children are increasingly demonstrating the courage to face the consequences of their actions, whether it be losing the chance to be part of a team or missing the next game. What's remarkable is their willingness to accept these consequences when they make mistakes, understanding that honesty, even when it comes at a personal cost, is the right path.

This commitment to honesty is crucial for long-term character building. By embracing the value of truthfulness at a young age, children are learning essential life skills like accountability and integrity, which will guide their decision-making and relationships throughout their lives. The ability to face difficult truths and accept responsibility not only fosters self-respect but also prepares them to navigate the complexities of adulthood with strong moral clarity.



21%

**Increase in children
choosing to be honest
despite potential
consequences.**



HOW DO WE IMPACT KINDNESS?



Visiting the Manor Care Home

In March, our children embarked on a heartwarming visit to a local care home, engaging deeply with the elderly residents, many of whom spend their twilight years within the confines of the home. Their acts of kindness left a lasting impression, especially on one resident who expressed that he hadn't experienced such genuine interest in his stories for years. Linda, another resident, mesmerised the children with her vivid wartime recollections.

This visit not only gave our children the opportunity to practice kindness, but it also offered them a rare and personal insight into history, told directly by those who lived through it. Experiences like this help shape children into kinder, more empathetic adults, teaching them the importance of compassion, listening, and respect for others. As they grow, these values will become integral to their interactions, helping them to build stronger, more compassionate communities.



100%

Of the children and young people demonstrated acts of kindness by the end of the programme.

Children Tell Us...

"I know my moral compass. I now help others whenever I can."

"I want to change the world."

"I am a hero in training. I want to reduce inequality."

Teachers Tell Us...

"This program has opened the eyes of many teachers and parents to the importance of character education."

"This should be made a part of the everyday timetable."

Parents Tell Us...

"My child has become more compassionate, and their perspective on right and wrong has completely shifted."

"My child does not want me to go to holiday so that they don't miss the Saturday School for Heroism."



FINANCE

STATEMENT OF PREPARATION OF ACCOUNTS

As Trustees of Being The Cure, we acknowledge our responsibility for preparing the accounts for the financial year ending 31st March 2024 and confirm that the accounts have been prepared in accordance with the accounting requirements applicable to small charities.

In preparing these accounts, we have:

- **Applied the Accruals Basis of Accounting:** The accounts have been prepared on an accrual's basis, meaning income and expenditure are recognized in the accounts as they are earned or incurred, not as money is received or paid.
- **Complied with the Charities SORP:** Where applicable, we have complied with the provisions of the Statement of Recommended Practice (SORP) applicable to small charities.
- **Adhered to Legal Requirements:** The accounts have been prepared in accordance with the legal requirements of FRS 102 and SORP.
- **Ensured Consistency:** Accounting policies have been applied consistently throughout the year and are consistent with the policies applied in the previous year.
- **Made Judgments and Estimates:** Where necessary, reasonable and prudent judgments and estimates have been made.
- **Ensured True and Fair View:** The accounts have been prepared in a manner that ensures a true and fair view of the state of the charity's affairs and of its net income or expenditure during the year.

- **Kept Proper Accounting Records:** Proper accounting records have been maintained, which disclose with reasonable accuracy the financial position of the charity at any time.
- **Safeguarded Assets:** Adequate measures have been taken for the prevention and detection of fraud and other irregularities, and to safeguard the assets of the charity.

The accounts have been prepared voluntarily by the Trustees. The charity is not yet legally required to conduct an independent examination of its accounts

GOING CONCERN

The financial statements have been prepared on a going concern basis. The trustees have considered the inherent risks to the charity's business model and analysed how those risks might affect the CIO's financial resources or ability to continue operations over the going concern period ("12 months from the approval of the financial statements").

Despite a reduction in income in the year 2022-23, the trustees have strengthened the board's capacity and introduced measures to diversify income through various strategies and are confident that the business model will lead to an increase in income and financial stability.

Consequently, the trustees have concluded that there are no material uncertainties that could cast significant doubt over their ability to continue as a going concern for at least a year from the date of approval of the financial statements, and therefore have prepared the financial statements on a going concern basis.

FINANCIAL PERFORMANCE

Total income for the year	£ 16,635
Of this -restricted income	82%
Of this -unrestricted income	18%
Total Spend for the year	£ 18,851
Of this -restricted spend	63%
Of this -unrestricted spend	37%
Total charity funds decreased this year compared to last year	14%

RESERVES POLICY

The trustees have designated an operating reserve fund as per the charity's reserves policy. The minimum amount to be designated as Operating Reserve is established in an amount sufficient to maintain ongoing operations and programs for a minimum of three months. The Operating Reserve serves a dynamic role and is reviewed and adjusted in response to internal and external changes.

The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, occupancy, office, travel, program, and ongoing professional services. Depreciation and other non-cash expenses are not included in the calculation. The calculation of average monthly expenses also excludes some expenses for example one-time costs or capital purchases.

RESERVES POLICY

The charity has acquired funds through grants and voluntary donations and not conducted any other fund-raising activities. The charity has not invested funds this year.

The charity's principal sources of funds were from the following organisations:

- Newham Grants
- The Haremead Trust
- Tesco
- Sports England
- Westfield
- Lyle's Local Fund

PRINCIPAL RISKS

Although we saw a 59% increase in voluntary income compared to last year, the risk of insufficient funding remains very real, especially given the 9% overall reduction in income. This mirrors a national picture affecting many other charities and could impact our future ability to deliver programmes, support staff and volunteers, and reach those in need.

To mitigate these risks, we are diversifying funding sources through grants, donations, and partnerships, while implementing cost-effective strategies and maintaining a financial reserve. Regular financial reviews ensure prompt responses to any funding shortfalls.

BEING THE CURE, CIO

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	£
INCOMING RESOURCES		
Incoming resources from generated funds		
Voluntary income	1	16,635
Activities for generating funds		-
Total incoming resources		<u>16,635</u>
RESOURCES EXPENDED		
Costs of generating funds		
Support costs		10,071
Staff costs		8,780
Governance costs		-
Total resources expended		<u>18,851</u>
NET INCOMING/(OUTGOING) RESOURCES		<u>(2,216)</u>
RECONCILIATION OF FUNDS		
Total funds brought forward		<u>18,079</u>
TOTAL FUNDS CARRIED FORWARD		<u>15,863</u>

BEING THE CURE, CIO

**BALANCE SHEET
AS AT 31 MARCH 2024**

	Note	£	£
FIXED ASSETS			
Tangible fixed assets	2		283
CURRENT ASSETS			
Debtors		-	
Cash at bank and in hand			15,696
			15,696
LIABILITIES			
Creditors: amounts falling due within one year			
NET CURRENT ASSETS			
			15,696
TOTAL ASSETS LESS CURRENT LIABILITIES			
			15,979
NET ASSETS			
			15,979
FUNDS			
General funds			15,979
TOTAL FUNDS			
			15,979

The trustees are not required to arrange for an independent examination or audit of the charity's accounts as per Charity Commission guidance.

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission with respect to accounting records and the preparation of accounts.

Approved by the Board of Trustees on 12/10/2024 and signed on their behalf by the Chair of the board of trustees:

Ben Butcher
12/10/2024

NOTES

The notes form part of these financial statements

1	Restricted Income	£ 13,825
	Unrestricted Income	£ 2,558

2 Fixed assets are depreciated straight line over five years

Cost	b/fwd	additions	c/fwd
ICT equipment	£ 1,420	£ -	£ 1,420
Depreciation	£ 853	£ 284	£ 1,137



BEING THE CURE

WWW.BEINGTHECURE.ORG

BEING THE CURE

England & Wales - Charity number 1188077

Accounts

TRUSTEES ANNUAL REPORT AND ANNUAL ACCOUNTS 2022-23

A review of Being The Cure's year along with Annual Returns.

Period Start Date: 1st April 2022
Period End Date: 31st March 2023

BEING THE CURE

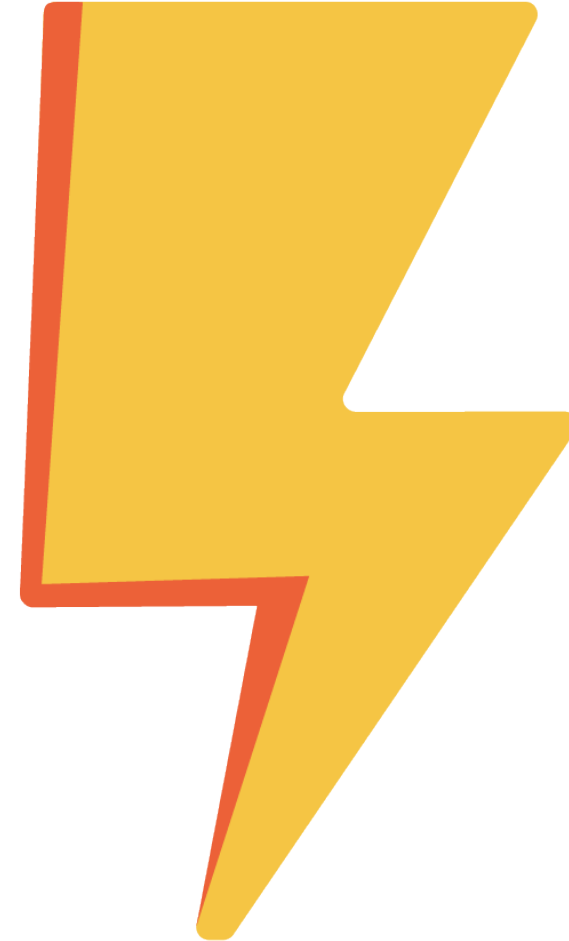


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1. Reference and Administration Details
2. Note from Chair and CEO
3. Trustees Report
4. Impact and Public Benefit
5. Finance

REFERENCE AND ADMINISTRATION DETAILS

Name of the Charity: Being The Cure

Charity Registration: A registered charity in England and Wales (CIO)

Charity Number: 1188077

Registered Address and Contact Details:

67 Central Park Road, East Ham, London, E6 3DW

Telephone: 020 3443 9782

Email: info@beingthecure.org

Website: www.beingthecure.org

Bank

The Co-operative Bank p.l.c.

P.O. Box 101

1 Balloon Street

Manchester

M60 4EP

Type of Governing Document: Constitution

Constituted as: Charitable Incorporated Organisation

Trustees**Date acted if not for
whole year
(Appointed on)**

Ben Butcher (Chair)

Manjit Gill

Faiza Chaudhary

Jonathan Amiss

Muhammad Sohaib Javed

Sara Poloni

Stephen Hehir

Atif Janjua

Sonia Lambert

Agnese Cigliano

Muhammad Mushtaq (Treasurer)

Derrick Vernal

27th October 2022

10th November 2022

16th April 2022

1st October 2022



NOTE FROM THE CHAIR AND CEO

This year, transformed our approach to the delivery of our Saturday School for Heroism into a comprehensive and evidence-based platform for character education. Every Saturday, our sessions offer an immersive environment for young people to develop crucial life skills, and the impact of these sessions extends far beyond the classroom, touching families, teachers, and the broader community. One of our proudest achievements this year was Project Hero, an end-of-year initiative completely designed and executed by our students. This project involved distributing over 150 food parcels to the homeless, a powerful embodiment of the values we instil at Saturday School. It not only helped those in need but also empowered our students with leadership, empathy, and a sense of responsibility.

At Being the Cure, we recognize the importance of continuous improvement. We've implemented key policies to enhance our efficiency and governance. We've also developed a Heroic Quotient tool to scientifically measure our program's impact and have started discussions with universities like UCL to review our educational initiatives.

Our Board of Trustees has been instrumental in guiding our charity's future. We established a strategy subcommittee for long-term planning and expanded the Board by adding four trustees with expertise in legal matters, NHS, school business management, and operations. This expansion has enriched our skill set and helped us address challenges more comprehensively.

Recognizing the critical importance of safeguarding, we established a dedicated safeguarding board subcommittee. Ensuring the safety and well-being of our participants is a cornerstone of our governance, and we've provided comprehensive training to all board members in this area.

Financially, the support from key partners like the National Lottery, Charles S French Charitable Trust, Westfield Grant, Tesco Bags of Help, and Newham Grants has been invaluable. It's enabled us to bring our vision to life. We also made a strategic decision to close our operations in India, redirecting those funds to bolster our UK initiatives.

As we reflect on our journey in 2023, we're proud of what we've achieved at Being the Cure. From running the School for Heroism to enhancing our governance practices, we've stayed committed to our mission. The impact of our work on the children and community serves as a living testament to the power of education in heroism. Looking ahead, we remain unwavering in our commitment to developing society's future heroes, building character, and creating a brighter future for young people. Our work this year lays a solid foundation for continued success and positive impact.



Ben Butcher
Chair of the
Board of
Trustees

A blue ink signature of Ben Butcher, consisting of a stylized 'B' followed by a series of loops and a horizontal line.



Vijith Vijay
CEO

A blue ink signature of Vijith Vijay, featuring a large, stylized 'V' followed by a series of loops and a horizontal line.

TRUSTEES REPORT

STATEMENT OF RESPONSIBILITY OF THE TRUSTEES

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards including FRS 102 and Charities SORP. The law applicable to charities in the UK requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its financial activities for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgments and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the laws governing charities in the region. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

OBJECTIVES OF THE CHARITY

The objectives set out in the governing document are as follows:

To advance in life children and young people through:

- (a) developing and delivering character education activities and strategies that cultivate important character qualities in children and young people to contribute to individual and societal flourishing; and
- (b) providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals

ORGANIZATIONAL STRUCTURE

In 2022-23 Being the Cure focused on establishing suitable vision and mission statements that could guide the charity in its future activities. In January 2023, the board approved the following statements:

Vision statement: A humble, honest and kind world.

Mission statement: To develop the new generation of society's heroes through evidence-informed character education that instils humility, honesty, and kindness in every child and young person.

Crafted by the dedicated Board of Trustees, these statements serve as the guiding principles steering the charity toward its overarching goals. This strategic recalibration not only crystallises Being the Cure's core values but also sets the tone for a purposeful and impactful trajectory, reinforcing its commitment to fostering positive change in the lives of children and young people in Newham and beyond.

GOVERNANCE STRUCTURE

Being the Cure has taken the 2022-23 year to begin the process of ensuring a robust and forward-thinking governance structure is in place to support the charity's evolution through transparency, accountability, and effective decision-making. Until January 2023, Vijith Vijay served as both the CEO and Chair, providing leadership and guidance during a crucial phase of the organisation's growth.

The baton has now been passed to Ben Butcher, who assumed the role of Chair. Importantly, Vijith will continue to contribute to the organisation's success, maintaining his role as CEO. This leadership transition reflects the commitment to increased capacity and ensures continuity in our mission-driven approach.

Ben brings a wealth of experience and dedication to his role, steering the organisation with a renewed vigour towards achieving its vision and supporting the board to be effective stewards of the charity. With a focus on inclusivity, we expanded the board recruiting trustees with diverse backgrounds, including legal, NHS, school business management, operations, and strategy. Our board of eleven dedicated trustees have varied, complimentary skill sets as well as a commitment to the organisation's mission drive strategic planning and oversight.

The establishment of a strategic subcommittee, led by our chair, further enhances our ability to navigate the evolving landscape and set a clear course for the future.

Safeguarding, a paramount concern in our sector, is meticulously addressed through the dedicated safeguarding board subcommittee featuring the HR Director of a multi-academy trust and the head of a local school, ensuring the well-being and protection of all individuals associated with Being the Cure. Our governance structure stands as a testament to our commitment to excellence, ensuring that every decision aligns with our vision and mission.

OPERATIONAL VALUES

At Being the Cure, our operational values follow the core values that we teach our young people: **kindness, honesty, and humility**. We prioritise kindness as the cornerstone of our interactions, fostering a compassionate and supportive environment within our organisation and the communities we serve. Honesty is at the core of our communication, ensuring transparency, trust, and integrity in all our endeavours. Furthermore, we embrace humility as a guiding virtue, recognising that our collective impact is grounded in a spirit of collaboration, learning, and openness. Together these values guide everything from our policy development to our delivery activities.

RECRUITMENT AND TRAINING OF TRUSTEES

Being the Cure has undertaken a strategic expansion of its board, growing its composition to eleven members with the recruitment of highly skilled professionals possessing a wealth of experience in a variety of disciplines. This deliberate selection aims to significantly enhance the positive impact on both the charity's delivery and governance activities. Adhering to rigorous safer recruitment practices, all board members are mandated to successfully undergo a thorough DBS check, ensuring the highest standards of trustworthiness and integrity. Comprehensive safeguarding training sessions have been designed and delivered to the board for the first time in January 2023 by our Designated Safeguarding Lead (DSL). Furthermore, the board is actively encouraged and supported in engaging with tailored learning and development activities, aligning with their individual strengths and interests, thereby fostering a culture of continuous improvement that directly benefits the charity's mission and objectives.

REMUNERATION OF CEO AND BENCHMARKING

Preliminary discussions regarding the remuneration of the CEO are underway and are intricately linked to the approval of a fortified budgeting process for the 2023–2024 financial year. In tandem with these discussions, comprehensive benchmarking activities are being conducted, incorporating a review of industry reports and leveraging tools such as Charity Job's salary checker.

The intent is to ensure that the CEO's compensation aligns with industry standards and reflects the unique responsibilities of the role. The Board anticipates making a well-informed decision early next year, taking into consideration the charity's financial capacity to fairly compensate the CEO while maintaining fiscal prudence.

IMPACT

STATEMENT OF PUBLIC BENEFIT

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission in line with their guidance on public benefit. This report highlights how the charity has served in public benefit over the year 2022–23.

CONTEXT OF THE PROBLEM

According to the [Office for National Statistics\(ONS\) report](#) for the year 2023, a concerning trend emerged in 2022 regarding disposable income inequality in the United Kingdom. The statistics reveal that disposable income inequality reached a striking 35.7%. This significant increase is particularly distressing because it reflects a disproportionate impact on the most economically vulnerable households in the UK. Disposable income refers to the money households have available after taxes and essential expenditures. An increase in income inequality implies that a significant segment of society faces financial challenges, struggling to make ends meet. It exacerbates the already existing disparities in access to education, healthcare, housing, and overall mental health and well-being.

The mental health of young people has become a significant concern in recent years as highlighted in a report by [Schools Week](#) in 2023. The report reveals a distressing reality: over one million young individuals are currently grappling with mental health conditions and a rise in primary school students discussing thoughts of suicide and an increase in self-harming behaviours among secondary school students.

What does all of this lead to?

It leads to attitudes and behaviours that further exacerbate the quality of life, worsen mental health and well-being, and increase the chances of children and youth becoming more involved in crime and anti-social groups. [The Ministry of Justice's 2022 report](#) highlights this very issue concerning the involvement of children aged 10 to 17 in the criminal justice system. In the fiscal year 2020–21, 15,800 children within this age group found themselves cautioned or sentenced for various criminal offenses.

TIME AND TRAINING

Schools are under the immense pressure of meeting academic attainment targets and have expressed that they struggle to find the time to incorporate space for other deeper lessons to do with character and values which can mitigate involvement with

crime and anti-social groups. On average, out of the 25-hour school week, 15 hours are ring-fenced for English and Mathematics. The rest are made up of P.E., Science, Music, Design & Technology, etc.

We identified that the busyness of the school timetable has proven an obstacle for schools to bring in long-term and sustainable strategies for the development of character.

THIS IS WHERE WE COME IN

We understand that it is really important that we instil the right values in our children so that their character develops in such a way that it brings positive reform to not only their own lives but also to the lives of others.

So, we introduced our [Heroism Framework](#).

THE SOLUTION

We've crafted the [Heroism Framework](#), a multifaceted program focused on cultivating [heroic](#) qualities. These attributes serve as catalysts for positive change, achieved through selfless service. Our delivery includes two distinctive programs: First, we present the [Saturday Schools for Heroism](#), a weekend-exclusive initiative offered directly from a school location to local families outside of regular school hours. Additionally, we offer the [Heroic School Evolution](#) program, a comprehensive initiative designed to reach the entire school community on a daily basis, seamlessly integrated into the school curriculum and culture.



HEROISM
IS THE **DECISION**
TO **SERVE OTHERS** THROUGH
KINDNESS
HONESTY &
HUMILITY

VOLUNTEERS

Volunteers have contributed their time to make the Saturday School a success. These comprise of parents, further education students, and university students. They have supported the Saturday School by supporting activities at the site and remotely helping with design and graphics. Over the course of this year, we were supported by 15 volunteers remotely and 20 on-site.

FINANCE

STATEMENT OF PREPARATION OF ACCOUNTS

As Trustees of Being The Cure, we acknowledge our responsibility for preparing the accounts for the financial year ending 31st March 2023 and confirm that the accounts have been prepared in accordance with the accounting requirements applicable to small charities. In preparing these accounts, we have:

- Applied the Accruals Basis of Accounting: The accounts have been prepared on an accrual's basis, meaning income and expenditure are recognized in the accounts as they are earned or incurred, not as money is received or paid.

- Complied with the Charities SORP: Where applicable, we have complied with the provisions of the Statement of Recommended Practice (SORP) applicable to small charities.
- Adhered to Legal Requirements: The accounts have been prepared in accordance with the legal requirements of FRS 102 and SORP.
- Ensured Consistency: Accounting policies have been applied consistently throughout the year and are consistent with the policies applied in the previous year.
- Made Judgments and Estimates: Where necessary, reasonable and prudent judgments and estimates have been made.
- Ensured True and Fair View: The accounts have been prepared in a manner that ensures a true and fair view of the state of the charity's affairs and of its net income or expenditure during the year.
- Kept Proper Accounting Records: Proper accounting records have been maintained, which disclose with reasonable accuracy the financial position of the charity at any time.
- Safeguarded Assets: Adequate measures have been taken for the prevention and detection of fraud and other irregularities, and to safeguard the assets of the charity.

The accounts have been prepared voluntarily by the Trustees. The charity is not yet legally required to conduct an independent examination of its accounts

GOING CONCERN

The financial statements have been prepared on a going concern basis. The trustees have considered the inherent risks to the charity's business model and analysed how those risks might affect the CIO's financial resources or ability to continue operations over the going concern period ("12 months from the approval of the financial statements").

Despite a reduction in income for the year 2022-23, the trustees have strengthened the board's capacity and introduced measures to diversify income through various strategies and are confident that the business model will lead to an increase in income and financial stability.

Consequently, the trustees have concluded that there are no material uncertainties that could cast significant doubt over their ability to continue as a going concern for at least a year from the date of approval of the financial statements, and therefore have prepared the financial statements on a going concern basis.

FINANCIAL PERFORMANCE

Total income for the year	£ 6,798.23
Of this -restricted income	65%
Of this -unrestricted income	35%
Total Spend for the year	£ 5285.27
Of this -restricted spend	61%
Of this -unrestricted spend	38%
Total charity funds increased this year	13%

RESERVES POLICY

The trustees have designated an operating reserve fund as per the charity's reserves policy. The minimum amount to be designated as Operating Reserve is established in an amount sufficient to maintain ongoing operations and programs for a minimum of three months. The Operating Reserve serves a dynamic role and is reviewed and adjusted in response to internal and external changes.

The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, occupancy, office, travel, program, and ongoing professional services. Depreciation and other non-cash expenses are not included in the calculation. The calculation of average monthly expenses also excludes some expenses for example one-time costs or capital purchases.

RESERVES POLICY

The charity has acquired funds through grants and voluntary donations and not conducted any other fund-raising activities. The charity has not invested funds this year.

The charity's principal sources of funds were from the following organisations:

- Charles S French Charitable Trust
- Westfield Grants
- Newham Grants
- Tesco Bags of Help

PRINCIPAL RISKS

Securing adequate funding has been the charity's greatest challenge as most other charities in the current economic climate. The risk of not being able to secure funding to sustain over the next two years is moderate. The charity is mitigating this risk by actively working towards the creation of a fundraising committee that is working in tandem with the other sub-committees to ensure that the business develops as per schedule.

The CEO's capacity working on a voluntary basis, although a risk to the successful delivery of the operations, highlights the passion that the team at Being The Cure share for the cause. The trustees are mitigating this risk by supporting the CEO adequately and ensuring that the operations are delivered smoothly. There is also a pool of volunteers that have helped the charity on-site and remotely which has greatly increased capacity at the Saturday School for Heroism.

BEING THE CURE, CIO

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2022

	Note	2022
INCOMING RESOURCES		£
Incoming resources from generated funds		
Voluntary income	1	6,798
Activities for generating funds		-
Total incoming resources		6,798
RESOURCES EXPENDED		
Costs of generating funds		
Support costs		4,039
Staff costs		-
Governance costs		-
Total resources expended		4,039
NET INCOMING/(OUTGOING) RESOURCES		2,759
RECONCILIATION OF FUNDS		
Total funds brought forward		15,320
TOTAL FUNDS CARRIED FORWARD		18,079

BEING THE CURE, CIO

**BALANCE SHEET
AS AT 31 MARCH 2023**

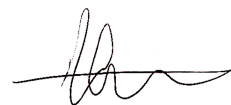
	Note	£	£
			2022
FIXED ASSETS			
Tangible fixed assets	2		568
CURRENT ASSETS			
Debtors		-	
Cash at bank and in hand		17,511	
		<u>17,511</u>	
LIABILITIES			
Creditors: amounts falling due within one year		-	
NET CURRENT ASSETS			17,511
TOTAL ASSETS LESS CURRENT LIABILITIES			18,079
NET ASSETS			<u>18,079</u>
FUNDS			
General funds			18,079
TOTAL FUNDS			<u>18,079</u>

The trustees are not required to arrange for an independent examination or audit of the charity's accounts as per Charity Commission guidance.

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission with respect to accounting records and the preparation of accounts.

Approved by the Board of Trustees on 13/01/2024 and signed on their behalf by the Chair of the board of trustees:

Ben Butcher
13/01/2024



NOTES

The notes form part of these financial statements

1	Restricted Income	£ 4,425
	Unrestricted Income	£ 2,259

2 Fixed assets are depreciated straight line over five years

Cost	b/fwd	additions	c/fwd
ICT equipment	£ 1,420	£ -	£ 1,420
*Depreciation	£ 332	£ 521	£ 853

*Depreciation for the year included an adjustment to correct previous year depreciation used.

BEING THE CURE

England & Wales - Charity number 1188077

Accounts



Trustees' Annual Report for the period

From Period start date 01/04/2021
To Period end date 31/03/2022

Charity name: Being The Cure

Charity registration number: 1188077

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To advance in life children and young people through: (a) developing and delivering character education activities and strategies that cultivate important character qualities in children and young people to contribute to individual and societal flourishing; and (b) providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	a) Saturday School for Heroism open to all residents of the London borough of Newham. b) The Heroism Framework being trialled in schools in the London borough of Newham.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission in line with their guidance on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	N/A

Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	Volunteers have contributed their time to make the Saturday School a success. These comprise of parents, further education students, and university students. They have supported the Saturday School by supporting activities at the site and remotely helping with design and graphics.
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>The Saturday School for Heroism has been the main achievement this year. The charity was able to collect data from the sessions and measure impact which has been published on the website.</p> <p>The Heroism framework for schools is also under trial this year which is another great success for the charity.</p> <p>The charity has also been able to bring together a strong team of trustees at the governance level who have been extremely supportive and dedicated to its cause.</p>

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	<p>(a) developing and delivering character education activities and strategies that cultivate important character qualities in children and young people to contribute to individual and societal flourishing; and</p> <p>The Saturday School for Heroism has achieved this objective for a small group of children and young people. The Heroism</p>
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		<p>Framework is helping schools take this further to increase the impact to a wider number of families.</p> <p>(b) providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals.</p> <p>A number of FE students have been able to work towards developing their skills through our volunteering program. Our Saturday School sessions have provided activities for children to develop a strong moral character and support for families to do that same.</p>
Performance of fundraising activities against objectives set	Para 1.41	The charity has acquired funds through grants and not conducted any other fund-raising activities.
Investment performance against objectives	Para 1.41	The charity has not invested funds this year.
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity's income has been £16,095 this year. And expenditure has been £1,248.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The income was acquired towards the end of this year for planned spending for the year 2022-23. The reserves are therefore expenditure for the next year.
Amount of reserves held	Para 1.22	£14,847
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Grants acquired from Awards for All Colt Technologies Arnold Clark Aston Mansfield Charitable Trust
Investment policy and objectives including any social investment policy adopted	Para 1.46	N/A
A description of the principal risks facing the charity	Para 1.46	Sustainable funding is a risk. The charity is working towards creating a sustainable fundraising model.
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are recruited from social media, word of mouth, and volunteering portals. Reappointments are at the consent of the majority of the board.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	An induction procedure is in place for new trustees. Trustee grievance and staff conduct policies are in place.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The charity has a board of trustees at the governance level. The charity does not have a paid staff structure below the governance as of yet.
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Being The Cure
Other name the charity uses	
Registered charity number	1188077
Charity's principal address	67 Central Park Road, London, E6 3DW

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	VIJITH VIJAY	
Position (eg Secretary, Chair, etc)	CHAIR	
Date	24/11/2022	

ACCOUNTS FOR THE YEAR 2021-22

BEING THE CURE, CIO

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2022

	Note	2022 Total £
INCOMING RESOURCES		
Incoming resources from generated funds		
Voluntary income		16,095
Activities for generating funds		-
		<hr/>
Total incoming resources		16,095
		<hr/>
RESOURCES EXPENDED		
Costs of generating funds		
Support costs		1,688
Staff costs		-
Governance costs		-
		<hr/>
Total resources expended		1,688
		<hr/>
NET INCOMING/(OUTGOING) RESOURCES		14,407
		<hr/>
RECONCILIATION OF FUNDS		
Total funds brought forward	7	913
		<hr/>
TOTAL FUNDS CARRIED FORWARD		15,320
		<hr/>

BEING THE CURE, CIO

BALANCE SHEET

AS AT 31 MARCH 2022

		2022	
	Note	£	£
FIXED ASSETS			
Tangible fixed assets	0		1,088
CURRENT ASSETS			
Debtors		-	
Cash at bank and in hand		<u>15,477</u>	
		15,477	
LIABILITIES			
Creditors: amounts falling due within one year		<u>1,245</u>	
NET CURRENT ASSETS			<u>14,232</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>15,320</u>
NET ASSETS			<u><u>15,320</u></u>
FUNDS			
General funds			15,320
			<hr/>
TOTAL FUNDS			<u><u>15,320</u></u>

The trustees are not required to arrange for an independent examination or audit of the charity's accounts as per Charity Commission guidance.

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission with respect to accounting records and the preparation of accounts.

Approved by the Board of Trustees on 24/11/2022 and signed on their behalf by



.....
Vijith Vijay

Chair of the Board of Trustees

BEING THE CURE

England & Wales - Charity number 1188077

Accounts



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	20	February	2020		31	March	2021

Section A Reference and administration details

Charity name

BEING THE CURE

Other names charity is known by

Registered charity number (if any)

1188077

Charity's principal address

BEING THE CURE, 67 CENTRAL PARK ROAD,
EAST HAM, LONDON

Postcode E6 3DW

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	VIJITH VIJAY	CHAIR		
2	MUHAMMAD SOHAIB JAVED			
3	ZIA AHMED			
4	DERRICK VERNAL			
5	MUHAMMAD MUSHTAQ	TREASURER	From 04/11/2021	
6	ATIF JANJUA		From 17/11/2021	
7	STEPHEN HEHIR		From 04/12/2021	
8	JONATHAN AMISS		From 12/01/2022	
9				
10				
11				
12				
13				
14				
15				
16				
17				

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

Name of chief executive or names of senior staff members (Optional information)

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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)	CHARITABLE INCORPORATED ORGANIZATION
Trustee selection methods (eg. appointed by, elected by)	APPOINTED BY THE EXISTING BOARD

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

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

To advance in life children and young people through:

(a) developing and delivering character education activities and strategies that cultivate important character qualities in children and young people to contribute to individual and societal flourishing; and

(b) providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals.

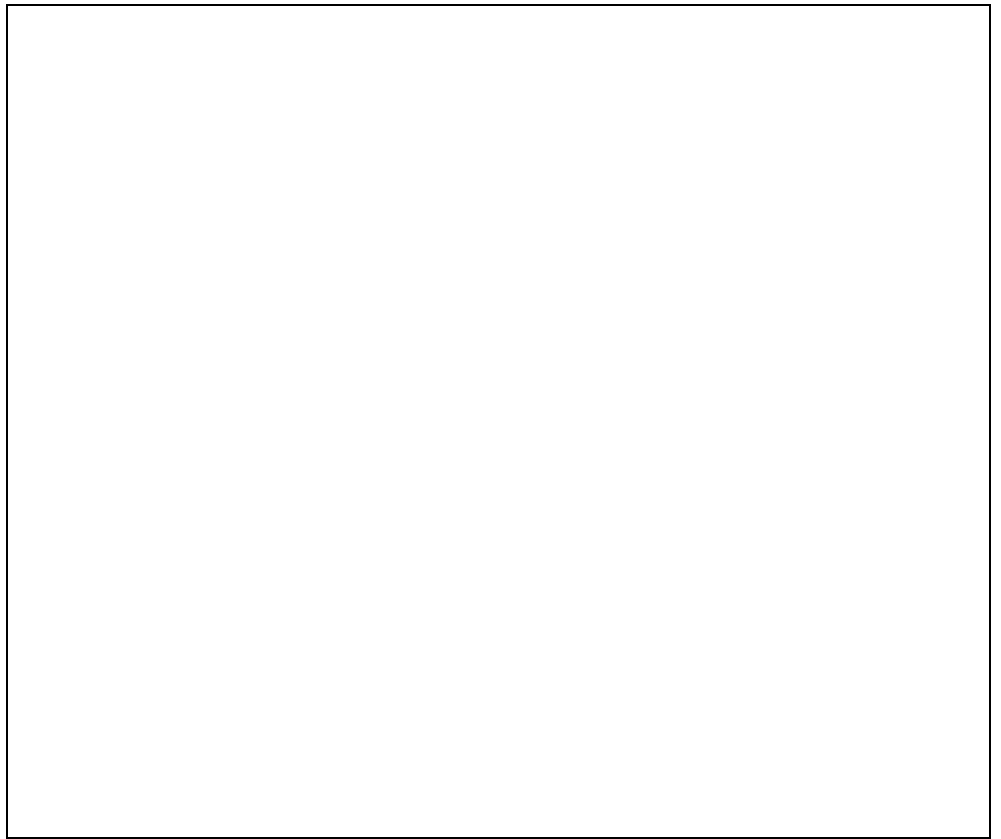
Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

- Education of character qualities through sessions with primary and secondary school aged children.
- Development of content and curriculum for the delivery of character education.
- Setting up of the first Saturday School for Character in East Ham, Newham.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Summary of the main achievements of the charity during the year

- Establishment of the Saturday School for Character in Newham which is open to all residents of Newham.
- The Saturday School operates free of cost for all families living in Newham.

Section E

Financial review

Brief statement of the charity's policy on reserves

The purpose of the Operating Reserve Policy for Being The Cure is to ensure the stability of the mission, programs, employment, and ongoing operations of the organization. The Operating Reserve is intended to provide an internal source of funds for situations such as a sudden increase in expenses, one-time unbudgeted expenses, unanticipated loss in funding, or uninsured losses. The Reserve may also be used for one-time, nonrecurring expenses that will build long-term capacity, such as staff development, research and development, or investment in infrastructure. Operating Reserves are not intended to replace a permanent loss of funds or eliminate an ongoing budget gap. It is the intention of Being The Cure for Operating Reserves to be used and replenished within a reasonably short period of time. The Operating Reserve Policy will be implemented in concert with the other governance and financial policies of Being The Cure and is intended to support the goals and strategies contained in these related policies and in strategic and operational plans.

Details of any funds materially in deficit

NA

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

The principal source of funding has been grants since the charity was incorporated in February 2020. We have received two grants of £1,000 each.

The majority of the funding(69% in 2020 and 29% in 2021) has been invested into setting up of the charity's IT infrastructure to publish educational content, connect the relevant stakeholders, and store data. This has helped with delivery of content in the classroom through online resources and helped with safeguarding of pupils through proper record-keeping of attendance and attainment data.

5% of the funds have been utilized for the purchase of food for children and classroom resources to sustain the Saturday sessions in 2021. 1% of the funds have been spent on board expenses in 2021.


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)	VIJITH VIJAY	
Position (eg Secretary, Chair, etc)	CHAIR	
Date	23/01/2022	

BEING THE CURE

STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 MARCH 2021

	Note	2021 Total £
INCOMING RESOURCES		
Incoming resources from generated funds		
Voluntary income		2,050
Activities for generating funds		-
Total incoming resources		<u>2,050</u>
RESOURCES EXPENDED		
Costs of generating funds		
Support costs		1,137
Staff costs		-
Governance costs		-
Total resources expended		<u>1,137</u>
NET INCOMING/(OUTGOING) RESOURCES		<u>913</u>
RECONCILIATION OF FUNDS		
Total funds brought forward	7	-
TOTAL FUNDS CARRIED FORWARD		<u>913</u>

BEING THE CURE

BALANCE SHEET

AS AT 31 MARCH 2021

	Note	2021	
		£	£
FIXED ASSETS			
Tangible fixed assets	0		1,373
CURRENT ASSETS			
Debtors		-	
Cash at bank and in hand		<u>630</u>	
		630	
LIABILITIES			
Creditors: amounts falling due within one year		<u>1,090</u>	
NET CURRENT ASSETS		-	<u>460</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>913</u>
NET ASSETS			<u>913</u>
FUNDS			
General funds			913
TOTAL FUNDS			<u>913</u>

For the year ending 31/03/2021

The members have not required the charity to obtain an audit in accordance with Charity reporting and accounting guidance(CC15d).

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to charities subject to the Charity Commission requirements.

Approved by the Board of Trustees on 23/01/2022 and signed on their behalf by



.....
Vijith Vijay
Trustee, Chair