

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

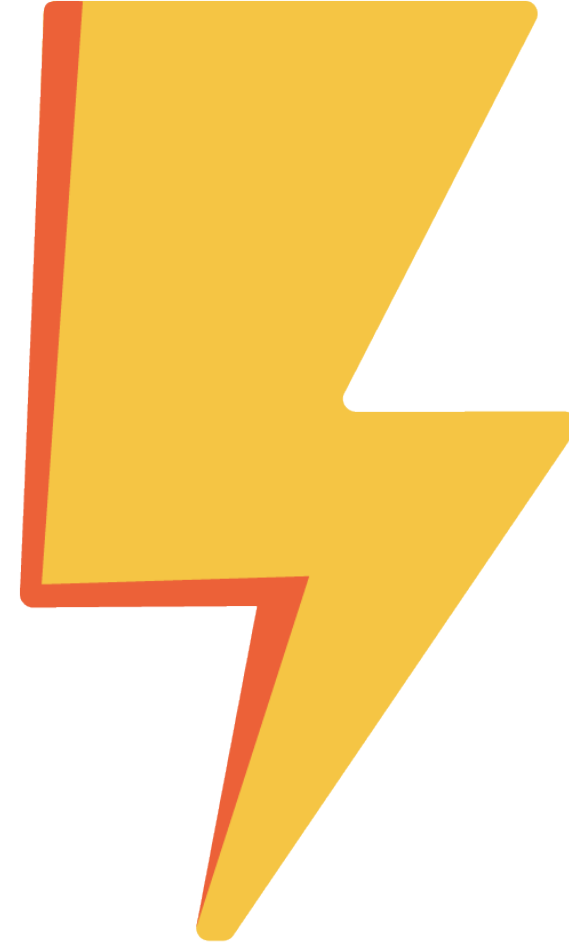


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REFERENCE AND ADMINISTRATION

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
Telephone: 020 3443 9782
Email: info@beingthecure.org
Website: www.beingthecure.org

Bank

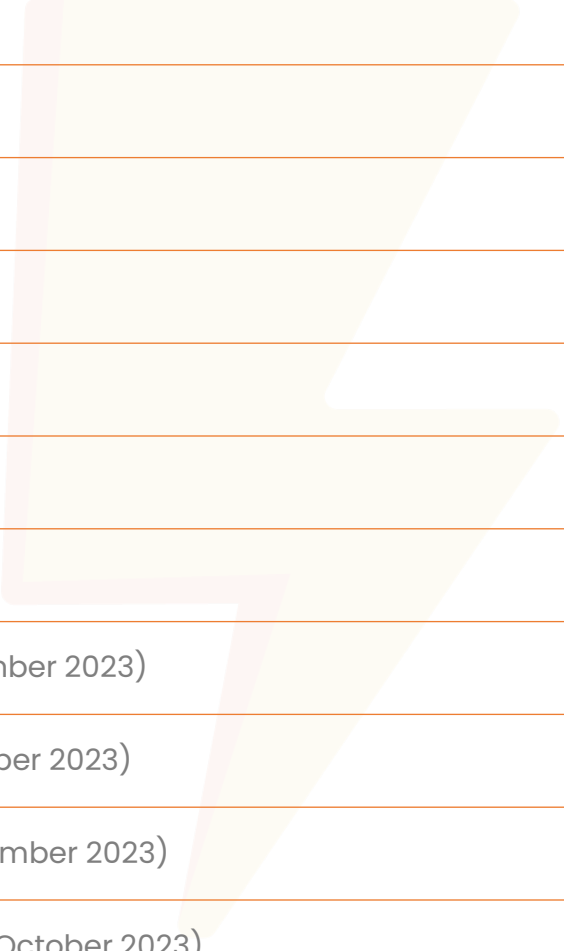
The Co-operative Bank p.l.c.
P.O. Box 101
1 Balloon Street
Manchester
M60 4EP

Type of Governing Document: Constitution

Constituted as: Charitable Incorporated Organisation



TRUSTEES



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;
- 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

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.



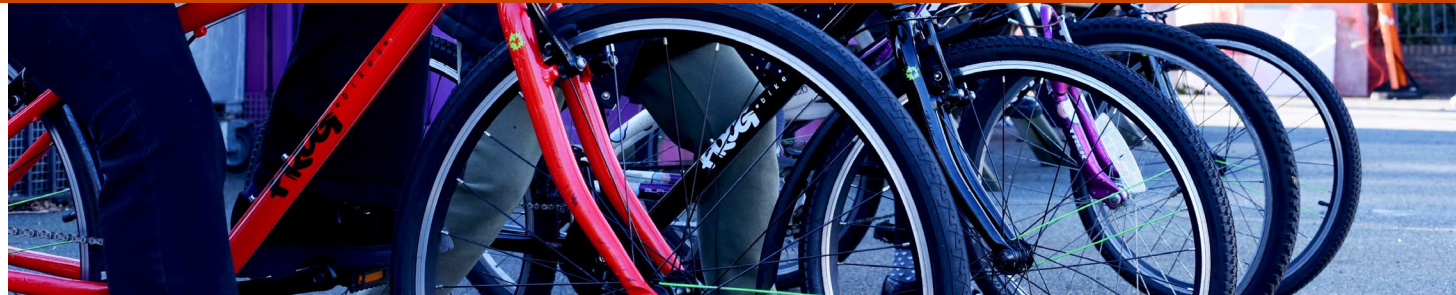
IMPACT



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.



IMPACT

54%

increase in moral comprehension

64%

rise in greater-depth understanding of equity

72%

children demonstrating humility by the end of programme

Reading results

20%

higher than non-participating cohort

Maths results

40%

higher than non-participating cohort

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 background image showing three children from behind, looking down at something they are holding together. They are all wearing white face masks. The child in the center has a light blue mask, while the two children on either side have white masks. They are outdoors, with a white wall and some greenery visible in the background.

Honesty, despite 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?

A group of children and adults, some wearing orange safety vests, are gathered in a room. Some are standing in the back row, while others are sitting or kneeling in the front. They appear to be engaged in an activity or presentation. The background shows a window with curtains and some decorations.

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			<u>15,696</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			<u>15,979</u>
NET ASSETS			<u>15,979</u>
FUNDS			
General funds			15,979
TOTAL FUNDS			<u>15,979</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 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

A stylized background logo consisting of a large, light yellow 'Z' shape with a white outline, positioned behind the main text.

BEING THE CURE

WWW.BEINGTHECURE.ORG