

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 stylized '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: 

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
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

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