

2022

TRUSTEE ANNUAL REPORT

MEN WALK TALK
Registered Charity
No. 1188361



@MenWalkTalk

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Independent Examiner:
Verdant Accountants
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CEO Introduction

I am pleased to present the Trustee Annual Report, showcasing the remarkable achievements of MenWalkTalk over the course of the last year. Our "walk and talks" have continued to provide a safe space for men to discuss their mental health, come together and foster friendships, building stronger communities. From pop-up events to participation in Fundraisers, we have continued to raise awareness and meet and support more men.

We are proud of our expansion through successful grants, establishing seven new walks in the year across the South-West and South-East of the UK. Additionally, generous donations – including a significant £50,000 contribution from a Discretionary Trust Will – have empowered us to further our mission. Our sponsorship of the Steyning Under 11s Football Team helped promote mental well-being within the community and encouraged families to have conversations with their children about mental health and the stigma men face.

As MenWalkTalk approaches its 3rd year in 2023, we are grateful for your support in breaking the stigma surrounding men's mental health. This Trustee Annual Report highlights these achievements and expresses our sincere appreciation for your contributions. Together, we are making a difference, providing a safe space for healing and growth.

– Matt Pollard, CEO & Founder

About MenWalkTalk



MenWalkTalk was founded in January 2020 by Matt Pollard, born out of his personal experiences with work stress and its impact on his well-being. Recognising the benefits of walking as a form of self-care, Matt realised the potential for it to create a supportive environment where individuals could openly discuss their mental health challenges.

Matt was acutely aware of the unique struggles faced by men when it came to mental health issues. Research consistently indicates that men often find it more challenging to seek help or discuss their emotional well-being openly. Additionally, men are at a higher risk of suicide compared to other demographics. These concerning statistics further motivated Matt to establish MenWalkTalk and address the specific needs of men's mental health.

With a deep understanding of the positive impact walking can have on mental well-being, Matt's vision for MenWalkTalk became focused on creating a supportive and inclusive environment where men could freely express their thoughts, feelings, and concerns. By combining the benefits of physical activity with open conversations, MenWalkTalk aims to empower men to proactively engage in discussions about their mental health, destigmatise seeking help, and foster a sense of camaraderie and connection among participants.

Matt's personal journey and empathy for others experiencing similar challenges have been instrumental in shaping MenWalkTalk's mission and approach. The charity recognises the importance of offering men a safe and accessible platform for discussing their mental health while actively promoting the understanding that seeking support is a sign of strength. Through MenWalkTalk, Matt and his team aspire to make a lasting impact on men's mental well-being by leveraging the power of walking and open dialogue to provide solace, support, and hope for a brighter future.

In addition to organising walks, MenWalkTalk has embraced digital platforms like WhatsApp and Facebook Groups to enhance its support network. Members have met online weekly via Zoom for social chats and setup a dedicated WhatsApp group, providing ongoing peer support for men accessing MenWalkTalk. The inclusion of Heylo Group has further expanded the charity's reach, leveraging their expertise and resources to foster awareness and engagement. These digital avenues ensure continuous access to support, extending the impact of MenWalkTalk beyond physical meetings and creating a safe space for men to connect, share, and find solace.

Matt has garnered support from notable individuals and celebrity ambassadors, including actor David Tag and actor/presenter and Here4U campaigner Dan Westwood. These ambassadors actively utilise social media platforms and host interviews to raise awareness about the charity and its objectives.

Achievements



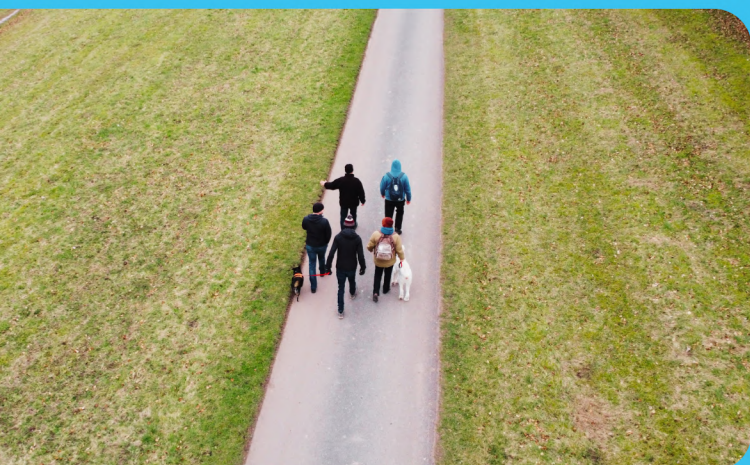
In the year 2022, MenWalkTalk achieved significant milestones and made substantial progress in our mission to promote men's mental health and well-being. Through a series of successful events, partnerships, and strategic initiatives, we have extended our reach and impact, fostering open conversations and support for men's mental health throughout the United Kingdom.

We kicked off the year with enthusiasm, organising the Wiston House Pop-up Walk and Talk event in February. This event provided a platform for men to engage in open conversations about mental health, while also welcoming women to participate and show their support for the cause. The event's success set a positive tone for our activities throughout the year.

In March, we actively participated in the Men's Wellbeing Festival in Hastings, where we set up a stall. This allowed us to reach a wider audience and raise awareness about men's mental health. Additionally, it provided an opportunity to introduce our new offerings in Hastings and offer valuable resources to festival attendees. This engagement showcased our commitment to creating a lasting impact on men's well-being.

In April, we organised the April Amble, a challenging 8.6-mile walk from Shoreham Bridge to Bramber along the Downs Link. This physically demanding event not only promoted physical activity but also facilitated meaningful conversations about mental health among the participants. By encouraging dialogue and fostering relationships among our members, we effectively created a supportive community centred around mental well-being.

Building on our commitment to collaboration, we forged a partnership with The Body Shop in April. As one of three chosen charities at The Body Shop HQ, we supported the company's sales and received a donation in February 2023. This collaboration not only bolstered the cause of men's mental health but also increased our visibility, ensuring that our message reached a wider audience.



In June, we secured a grant to expand our offerings and establish new walks across North-West London. This grant not only allowed us to reach more individuals but also played a vital role in our growth and sustainability. By broadening our reach, we extended our support to more communities and contributed to the overall well-being of men.

In July, we received a generous donation of £50,000 from a Discretionary Trust Will. This substantial contribution enabled us to employ an administrator who supported all core functions of the charity. Additionally, it helped us build stronger relationships with our volunteer team and partners, further enhancing our ability to make a positive impact.

In August, we organised the Summer Walkathon Pier 2 Pier event, spanning from Bognor Pier to Brighton Pier. This inclusive and enjoyable event attracted participants of all ages and genders. By promoting awareness of MenWalkTalk and creating a supportive and active environment, we encouraged open dialogue and facilitated a sense of belonging.

Recognising the significance of effective governance and strategic planning, our Trustees and Operations Board held an away day in August. This in-person meeting allowed for crucial discussions, collaboration, and the alignment of our organisational goals. By ensuring effective governance, we demonstrated our commitment to transparency, accountability, and long-term success.



Recognising the significance of effective governance and strategic planning, our Trustees and Operations Board held an away day in August. This in-person meeting allowed for crucial discussions, collaboration, and the alignment of our organisational goals. By ensuring effective governance, we demonstrated our commitment to transparency, accountability, and long-term success.

In November, we participated in the HuMAN Event at Churchill Square, Brighton. This event served as a platform to engage with the community, raise awareness about men's mental health, and promote our offerings. It provided an invaluable opportunity to connect with individuals, spark conversations, and emphasise the importance of prioritising men's mental well-being.



To conclude the year, our Trustees and Operations Board held another away day in December, focused on strategy and setting out our three-year plans. This event laid the foundation for future initiatives, ensuring a clear direction and effective implementation of our goals. It exemplified our commitment to continuous improvement and long-term impact.

These achievements in 2022 highlight MenWalkTalk's dedication to promoting men's mental health, raising awareness, and expanding their reach through various events, partnerships, sponsorships, and strategic planning.

Locations



MenWalkTalk continued to facilitate walking groups meeting this year for regular walks in:

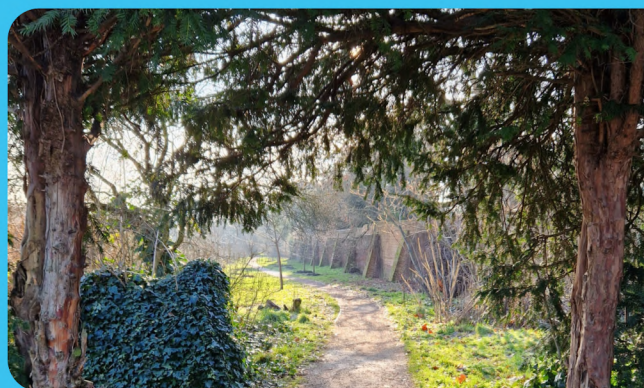
- Bognor Regis on a fortnightly basis
- Littlehampton on a fortnightly basis
- Worthing on a fortnightly basis
- Brighton on a fortnightly basis
- Weedon in West Northamptonshire on a weekly basis
- Nottinghamshire, in three locations across Bassetlaw, Idle Valley, Langold Lakes and Retford each meeting on a monthly basis

And in 2022 we started offering walks in:

- Hastings, East Sussex on a monthly basis
- Regents Park, London meeting on a monthly basis
- Gunnersbury Park, London meeting on a monthly basis
- Saltram Park, Plymouth on a monthly basis
- Sidmouth, Devon on a monthly basis
- Lindfield, West Sussex on a monthly basis
- Arundel, West Sussex on a fortnightly basis

As well as our regular “walk and talk” meetings above, we continued to facilitate an online zoom social space for those guys who couldn’t get to a walk or live too far from the current offer or those who use it as a platform to check-in with others between walks. We covered many themed discussions around Stress, Anxiety and Depression.

We continue to offer ‘pop-up’ “walk and talks” to help us raise awareness and reach more people, we have also joined local community events and promoted the work of the charity across public spaces with partner agencies.



INDEPENDENT EXAMINER'S REPORT

Independent examiner's report to the Trustees of Men Walk Talk (Charity no 1188361).

I report to the trustees on my examination of the accounts of the above charity (the Charity) for the year ended 31 December 2022 which are set out on pages 7– 9.

Responsibilities and basis of report

As the charity trustees of the Charity, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that:

(1) In connection with my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Act; or
- the accounts do not accord with the accounting records.

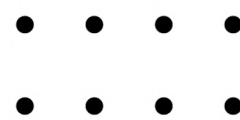
(2) I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Chaweevan Williams FCCA
Verdant Accountants Limited
Chartered Certified Accountants
20–22 Wenlock Road
London N1 7GU

Date: 04 July 2023

Financial Review




The charity received £70,967 in donations, grants and fundraising activities in the year to 31 December 2022 (2021: £20,631), and made payments of £30,702 (2021: £15,412). At 31 December 2022 the charity had £48,462 of cash funds (2021: £8,197).

The charity's policy is to hold cash reserves to enable it to meet at least 12 months' worth of estimated minimum running costs. At 31 December 22 the charity's cash position met this reserve requirement..

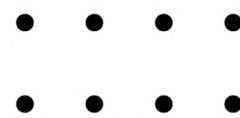
The accounts, prepared on the "receipt and payments" basis, are included below:

Receipts and Payments Accounts

For the year ended 31 December 2022

	Notes	Unrestricted Funds	Restricted Funds	Total Funds 2022	Total Funds 2021
		£	£	£	£
Receipts					
Donations		62,668	0	62,668	9486
Grants		0	8,155	8,155	11145
Fundraising		144	0	144	0
Sub total		62,812	8,155	70,967	20,631
Asset and investment sales					
		0	0	0	0
Total receipts		62,812	8,155	70,967	20,631
Payments					
Payments relating to charitable activities		6,312	2000	8,312	5,374
Running costs		5,636	345	5,981	5,269
Staff costs		9,279	6229	15,508	4,513
Sub total		21,227	8,574	29,801	15,156
Asset and investment purchases					
Computer equipment		901	0	901	256
Total payments		22,128	8,574	30,702	15,412
Net of receipts / (payments)		40,684	(419) 	40,265	5,219
Transfer between funds		0	0	0	0
Cash funds at 31 December 2021		4,221	3,976	8,197	2,978
Cash funds at 31 December 2022	1b	44,905	3,557	48,462	8,197

Financial Review continued



Statement of Assets and Liabilities

As at 31 December 2022

	Notes	Total Funds 2022 £	Total Funds 2021 £
Cash funds			
Bank Current - Unrestricted		43,612	4,207
Paypal - Unrestricted		1,293	14
Bank Current - Restricted		3,557	3,976
Total cash funds		48,462	8,197
Other monetary assets			
Receivable income		5,155	0
Investment assets			
Investment assets		0	0
		0	0
Assets retained for the charity's own use	1c	450	128
Liabilities			
Independent examination		(570)	0
Creditors		(161)	0

Approved by the Trustees on 4 July 2023 and signed on their behalf:

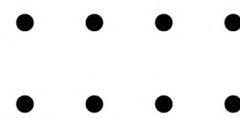
Michael Jenkins – Trustee

Date:

4 July 2023

The notes on page 9 form a part of these financial statements.

Financial Review continued



Notes to the Financial Statements

For the year ended 31 December 2022

1 Accounting policies

a Basis of preparation

The basis of accounting is Receipts & Payments.

b Funds accounting

Funds held by the charity are:

Unrestricted funds - general funds which can be used for the charity ordinary purposes.

Restricted funds - donations or grants received for a specific object or invited by the charity for a specific object. The funds may only be expended on the specific object for which they were given.

c Assets retained for the charity's own use

Assets retained for the charity's own use in the Statement of Assets and Liabilities are included at net

2 Related party transactions

	£
Remuneration or expenses paid to any trustee or related party	3,588

The trustees approved payments to related parties for developing the MWT London offering and for HR consultancy services. The total amount paid was in 2022 was £3,588 (2021: nil).

Team MWT



Volunteers

Throughout 2022, our volunteer walk-leader team grew to sixteen and we welcomed four volunteer campaigners to the team. We also have our Volunteer Board of Operations who help oversee and coordinate the many activities.

Staff

We have 2 paid staff part-time including Danni who is our Charity Administrator and Fundraising Assistant and Matt as the CEO.



Founder and CEO of the MenWalkTalk Charity

Matt founded the MenWalkTalk Charity in January 2020 after using his passion to support people and reduce the stigma surrounding men's mental health.



Charity Administrator and Fundraising Support

Danni joined the board with a huge passion to see growth and awareness of support for men and is always the first to offer support with all things admin/campaign. . Danni says "I am so lucky to have met Matt who has helped me come out of my shell and play a part in this amazing team".



Volunteer Chair of Operations and Walk Leader

Alan loves all things mindfulness and is passionate about supporting us, I am always learning to be more grounded and mindful when walking and talking with Alan. Alan says "I am part of the MenWalkTalk team because I believe talking and walking in the open air nourishes and supports good mental and physical wellbeing."



Volunteer Board Member and Walk-Leader

Mark has been part of the MenWalkTalk journey since our first ever walk. He feels that our slogan of "It's OK not to be OK" is a very powerful message to communicate and one that will help men with mental health issues to understand they are not alone. Mark leads his walks with the focus being that sharing thoughts and experiences with other like minded men provides a solid start to a better situation.

Team continued



Volunteer Board Member

Simon is always learning and sharing knowledge with the guys on each walk he attends. Simon writes "I am part of the MenWalkTalk Team because I want to help reduce the stigma associated with men's mental ill-health and I hope that by sharing my own experiences, it might encourage other men to realise it is ok to speak up and ask for help when they need it".



Volunteer Board Member & Social Creative Lead

Amy has a heart for bringing change to men's mental health, a world where opening up and reaching out can be done without any judgement or stigma attached. Amy manages our social media and her aim is to share positivity as well as awareness of who we are and how people can get involved.



Volunteer Board Member & Content Lead

Luke believes that everyone deserves to feel heard and cared about. He resonates strongly with MenWalkTalk's message and feels that seeking support with your mental health is a show of huge strength and the first step towards moving forward. Luke takes care of MenWalkTalk's content creation needs.



Volunteer Board Member and Walk-Leader

Paul first joined MWT in 2021 as a walker then Volunteer. He says that the MWT approach of getting out and talking is simple but proven. It demonstrates the importance of talking about mental health and sharing experiences.

Trustees

- James Abdool (Chair, appointed March 2023)
- Mike Jenkins (Treasurer)
- Tom Acott (appointed March 2023)
- Charlotte Griffiths (resigned March 2023)
- Dr Zoe Fortune
- Rod Funnell
- Jake Harber
- Taylor Pryer-Freeman (appointed September 2022)



THANK YOU

Statement by Mike Jenkins, former Chair of the Trustees:

I am so proud of everything that Matt and our fantastic team have achieved this year. As a charity this has been a really important year for us in putting in place some of the infrastructure that we need to really kick-on: we have recruited our first staff members, brought on board new trustees and volunteers, developed our strategy, enhanced our reporting, governance model and processes, and built awareness through a campaign of advertising on social media.

As a result of this, plus all the hard work put in from the team and all those who have supported us financially, we have been able to set up walks in seven new locations this year as well as continuing our existing walks and online offering. This has allowed us to reach more men who are looking for support, and I continue to be inspired by the feedback coming through of what a positive impact this is having on those that really need it.

And so on behalf of the Trustees I want to extend a huge thank you to all of those who make MenWalkTalk possible – our donors, ambassadors, our amazing volunteers and walk leaders, and of course to Matt and Danni whose continuing hard work and positivity set an example to all of us.

– **Mike Jenkins**

