

## **MENWALKTALK TRUSTEE ANNUAL REPORT**

Year Ending 31 December 2023

Registered Charity No. 1188361

### **Trustees**

Mr James Abdool (Chair)  
Mr Tom Acott (Vice Chair)  
Mr Michael Jenkins (Treasurer)  
Mr Taylor Pryer-Freeman  
Mr Rodney Funnell  
Ms Zoe Fortune  
Mr Jake Harber (resigned 10 April 2024)

### **Registered office**

Wickbourne Centre  
Clun Road  
Littlehampton  
West Sussex  
BN17 7DZ

### **Independent examiner**

Verdant Accountants Limited  
Chartered Certified Accountants  
20-22 Wenlock Road  
London N1 7GU

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## **CEO Statement**

As I reflect on the past year, I am filled with gratitude for the progress MenWalkTalk has made in 2023. What started as an idea to give men a safe space to talk about their mental health while walking has grown into a nationwide movement. Our walks, volunteers, and partnerships have expanded, and the positive feedback we have received inspires us to keep pushing forward.

The dedication of our senior volunteers and walk-leaders has been critical to our success, as has the support from our growing community of participants. Together, we are making a real difference in men's mental health.

Thank you to everyone who continues to support MenWalkTalk. We are committed to breaking the stigma surrounding men's mental health and look forward to what we will achieve in 2024.

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 wellbeing, 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 the Heylo app and Facebook Groups to enhance its support network. Members also have the chance to meet online monthly via Zoom for socials and MenWalkTalk has a dedicated group for each walk-location on the Heylo app, providing ongoing peer support for men accessing MenWalkTalk walks wherever they are. 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.

## **Overview and Achievements in 2022-2023**

By the end of 2022, MenWalkTalk had laid a solid foundation for growth. The charity, focused on providing support for men's mental health through walking and talking, successfully engaged communities across the UK.

Key achievements included:

- **Community Engagement:** Organised regular walking groups across the UK, with an emphasis on starting new walks in Northwest London, attracting a diverse group of men.
- **Growth in Reach:** Increased social media presence and word-of-mouth brought more men to the walks.
- **Partnerships and Collaborations:** Partnered with local businesses and mental health organisations.
- **Volunteer Support:** Expanded the number of dedicated volunteers who facilitate walks and provide logistical support.
- **Fundraising Efforts:** Launched new initiatives to explore fundraising, including events, donations and merchandise.

## **Highlights and Progress in 2023**

In 2023, we continued to build on our successes, achieving significant milestones:

- **Expansion of Walking Groups:** Increased the number of walking groups, with new locations in both urban and rural areas.
- **Increased Participation:** Attendance at walks grew steadily, with more men from diverse backgrounds participating.
- **Enhanced Online Presence:** Revamped the website, increased social media engagement and we introduced the use of the Heylo App, a mobile app for walk sign-ups and the community chat for support outside of the walks.
- **Mental Health Awareness Campaigns:** Launched successful campaigns to break the stigma surrounding men's mental health, featuring personal stories from walk participants.
- **Funding and Sustainability:** Secured grants and increased opportunities for individual giving through events and challenges, diversifying our income.

## 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 2023 which are set out on pages 5-7.

#### 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:
  1. the accounting records were not kept in accordance with section 130 of the Act; or
  2. 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**  
Chartered Certified Accountant  
Verdant Accountants Limited  
20-22 Wenlock Road  
London N1 7GU

Date: 02 October 2024

## **Financial Review**

The charity received £52,055 in donations, grants and fundraising activities in the year to 31 December 2023 (2022: £70,967) and made payments of £51,677 (2022: £30,702). At 31 December 2023 the charity had £48,840 of cash funds (2022: £48,462).

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 2023 the charity's cash position met this reserve requirement.

The accounts, prepared on the "receipts and payments" basis, are included overleaf.

# MenWalkTalk

## Receipts and Payments Accounts

For the year ended 31 December 2023

	Notes	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
		£	£	2023	2022
				£	
<b>Receipts</b>					
Donations		41,344	0	<b>41,344</b>	62,668
Grants		0	10,155	<b>10,155</b>	8,155
Fundraising		556	0	<b>556</b>	144
Sub total		41,900	10,155	<b>52,055</b>	70,967
<b>Asset and investment sales</b>					
		0	0	<b>0</b>	0
<b>Total receipts</b>		41,900	10,155	<b>52,055</b>	70,967
<b>Payments</b>					
Payments relating to charitable activities		9,577	857	<b>10,434</b>	8,312
Running costs		6,028	165	<b>6,193</b>	5,981
Staff costs		28,301	5599	<b>33,900</b>	15,508
Sub total		43,906	6,621	<b>50,527</b>	29,801
<b>Asset and investment purchases</b>					
Computer equipment		1,150	0	<b>1,150</b>	901
<b>Total payments</b>		45,056	6,621	<b>51,677</b>	30,702
<b>Net of receipts / (payments)</b>		(3,156)	3,534	<b>378</b>	40,265
Transfer between funds		0	0	<b>0</b>	0
<b>Cash funds at 31 December 2022 (2021)</b>		44,905	3,557	<b>48,462</b>	8,197
<b>Cash funds at 31 December 2023 (2022)</b>	1b	<b>41,749</b>	<b>7,091</b>	<b>48,840</b>	48,462

**MenWalkTalk**  
**Statement of Assets and Liabilities**  
**As at 31 December 2023**

	Notes	<b>Total Funds 2023 £</b>	<b>Total Funds 2022 £</b>
<b>Cash funds</b>			
Bank Current - Unrestricted		<b>41,585</b>	43,612
PayPal - Unrestricted		<b>119</b>	1,293
Bank Current - Restricted		<b>7,136</b>	3,557
<b>Total cash funds</b>		<b>48,840</b>	48,462
<b>Other monetary assets</b>			
Receivable income		<b>19</b>	5,155
<b>Investment assets</b>			
Investment assets		<b>0</b>	0
		<b>0</b>	0
<b>Assets retained for the charity's own use</b>			
	1c	<b>990</b>	450
<b>Liabilities</b>			
Independent examination		<b>(660)</b>	(570)
Creditors		<b>0</b>	(161)

Approved by the Trustees on 30 September 2024 and signed on their behalf:



Michael Jenkins – Trustee

Date: 2 October 2024

The notes on page 7 form a part of these financial statements.

## Notes to the Financial Statements

For the year ended 31 December 2023

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### 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 book value.

### 2 Related party transactions

£

Remuneration or expenses paid to any trustee or related party	1,320
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The trustees approved payments to related parties for developing the MWT London offering. The total related party amount paid was in 2023 was £1,320 (2022: £3,588).



## **Volunteers and Team**

Our volunteers continue to be the backbone of MenWalkTalk. In 2023, we expanded our volunteer base, adding more walk-leaders and recruited to new roles, including a dedicated volunteer coordinator and other staff. We are grateful for the dedication and commitment of all our volunteers, whose efforts make our work possible.

In 2023, we expanded our staff team by recruiting an Operations Manager, Fundraising Officer and a Volunteer Coordinator. These key roles were introduced to provide additional support to the existing staff team, which consists of the CEO and the Charity Administrator. The aim of these new appointments is to enhance the charity's operational efficiency and volunteer engagement, ensuring that MenWalkTalk continues to grow and effectively serve our community.

## **Recognition and Thanks**

In 2023, MenWalkTalk was honoured to receive a £15,000 donation from The Body Shop as one of their three chosen charities, with some of our staff team and volunteers supporting The Body Shop at their fundraising days, serving customers, engaging with customers and restocking shelves to support their fundraising initiative.

In July 2023, our Founder and CEO had the immense honour of participating in the 'Baton of Hope's Charity Walk' in Brighton as a named baton-bearer. This significant event was dedicated to recognising and remembering those who have completed suicide and those who continue to struggle with mental health challenges. Carrying the baton as a symbol of hope, Matt found the experience deeply moving and personal, as it resonated with the core mission of MenWalkTalk—to support men through connection and conversation.

For Matt, this event became an experience he holds close to his heart, reinforcing his commitment to raising awareness around suicide prevention and mental health advocacy.

We are deeply grateful for the continued support and generosity of those who have taken on a variety of challenges and participated in events to raise funds for MenWalkTalk. Their dedication and commitment play a crucial role in helping us to sustain and expand our offer, ensuring we can continue providing vital support to men through our walk and talk groups. Every donation, large or small, makes a significant impact and we extend our heartfelt thanks to everyone who has contributed.

## Feedback and Testimonials

### Participant Testimonials:

*"MenWalkTalk has been a lifeline for me. The walks give me a chance to talk openly about my struggles and connect with others facing similar challenges."*

*"I felt welcome and included. I picked up some very helpful tips to get me through a hard time. I'm very impressed by the set up and will be attending future meetings as the combination of exercise, fresh air, and like-minded people is a medicine to me at the moment."*

*"I joined MenWalkTalk over a year ago to address a concern that a sudden and dramatic reduction in social contact following retirement would not be beneficial to my mental wellbeing. The format of the walks is ideal for many who can be guarded at opening up in conversation with complete strangers. I find most conversations begin with chat about weather, work & travel. Occasionally walkers offer their back story, often talking about difficult or traumatic times. I hope that careful listening to these very personal insights is helpful to those that offer them. I also find the walks helpful in maintaining my listening skills and offering responses to fellow walkers to provide anything from reassurance to a question that gently challenges their thinking."*

### Volunteer Testimonial:

*"Volunteering for MenWalkTalk has been one of the most rewarding experiences of my life. Seeing the impact it has on participants is truly inspiring."*

### Partner Testimonial:

*"MenWalkTalk is really helpful and inspiring, doing some great work and it's good to hear that men are talking when they have the right opportunity like you're offering."*

## **Statement by the Chair**

As we bring another year to a close, we are proud to reflect on a number of achievements at MenWalkTalk during a period of growth and continued support for the drive towards better wellbeing for men.

We have maintained diverse groups of men who attend our walks, made possible by the dedication and commitment of our staff and volunteers. This regular activity is key to helping support men at times when other services may be failing them.

Our fundraising activities have stepped up a gear this year and laid the foundation for the future whilst helping pave the way for new initiatives in 2023. It has been a tough year for fundraising given the economic uncertainty but we are pleased that our donors, new and old, have remained loyal to MenWalkTalk.

I would like to thank everyone who has contributed their time, effort, and resources to our mission. Together, we are helping break the stigma around men's wellbeing and create peer support that enables men to feel safe about speaking openly. I am confident that with continued support, MenWalkTalk will keep growing, helping even more men in the coming years.

James Abdool  
Chair of Trustees  
MenWalkTalk