

MENUCHA LTD

England & Wales · Charity number 1188418

Details

Status Registered

Legal form Charitable company

Company number [12140175](#)

Registered 2020-03-09

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

Contact

Address 32 Hamilton Road
London
NW11 9EJ

Phone 03002225764

Email officeadmin@menucha.info

Website www.menucha.info

Activities

Objects: THE RELIEF OF THE PHYSICAL AND MENTAL SICKNESS OF PERSONS IN NEED DUE TO PREGNANCY, CHILDBIRTH AND POST-CHILDBIRTH IN PARTICULAR BY THE PROVISION OF COUNSELLING AND SUPPORT.

Activities: Menucha aims to provide advice and support to empower Orthodox Jewish women experiencing perinatal mood disorders. Menucha will campaign to improve accessibility to culturally appropriate services, raise awareness, promote understanding and lower stigma of this issue

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Barnet

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£265,847	£241,067	-	-
2023-12-31	£212,121	£214,949	-	-
2022-12-31	£170,450	£227,157	-	-
2021-12-31	£145,691	£137,972	-	-
2020-12-31	£50,641	£9,462	-	-

Trustees

Name	Role	Appointed
MIRIAM OLLECH	Chair	2021-01-15
Alexis Jacques Dwek		2021-01-15
Leah Sanger		2021-01-29

MENUCHA LTD

England & Wales - Charity number 1188418

Accounts

COMPANY REGISTRATION NUMBER: 12140175
CHARITY REGISTRATION NUMBER: 1188418

MENUCHA LTD
Company Limited by Guarantee
UNAUDITED FINANCIAL STATEMENTS
31 DECEMBER 2024



MENUCHA

Because Motherhood Should Be a Joy

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2024
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ANNUAL REPORT AND FINANCIAL STATEMENTS
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COMPANY INFORMATION

Name:	Menucha Ltd
Charity registration number:	1188418
Company registration number:	12140175
Registered office:	32 Hamilton Road London NW11 9EJ
Trustees:	Miriam Naomi Ollech Alexis Jacques Dwek Leah Aliza Sanger
Chair of Trustees:	Miriam Naomi Ollech
Directors:	For company law purposes the Trustees are also the Company directors.
Independent Examiner:	Shaya Grosskopf FCA 1g Accountants Chartered Accountants Churchill House 137-139 Brent Street London NW4 4DJ

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2024
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT)

The trustees, who are also the directors for the purposes of the Companies Act 2006, present their report and the unaudited financial statements of the charity for the period ended 31 December 2024.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

TRUSTEES

During the year and up to the date of signing of this report the following individuals served as trustees of the Charity: -

Leah Aliza Sanger
Miriam Ollech
Alexis Jacques Dwek

OBJECTIVES AND ACTIVITIES

The principal activities of the Charity are to provide advice and support to empower women experiencing perinatal mood disorders to understand this issue. The Charity's goal is to alleviate the severity of Perinatal mood disorders by ensuring every woman can access help quickly and efficiently and feel confident in doing so.

The trustees have had regard to Charity Commission guidance on public benefit in commissioning its activities.

PUBLIC BENEFIT

The trustees have given careful consideration to the Charity Commission's guidance on public benefit when setting the aims and objectives of the Charity. In particular, the Trustees consider how planned activities will contribute to the aims and objectives of the Charity.

CHARITABLE ACTIVITIES

Over the past year, Menucha has seen remarkable growth and impact, underscoring our dedication to supporting women through the challenges of perinatal mood disorders. As we look back on these achievements, we remain focused on enhancing our services, improving accessibility, and making a lasting difference in the lives of women and families navigating these difficult times. We are deeply grateful for the continued backing of our community and supporters, which empowers us to foster a more compassionate and supportive environment for all.

Our key performance indicators and achievements were as follows

Information & Referral Line

In the current year, the Menucha Information & Referral Line received a total of 198 calls (2023: 180 calls), a 10% year on year increase. Of the calls received, 45% resulted in the caller joining the Menucha programme, while 34% were effectively supported by our case managers without the need for therapy. Another 15% of calls came from other charities and organisations seeking guidance on whether the women they support would benefit from the Menucha therapy programme. The remaining 6% were referred to organisations better equipped to meet their specific needs, ensuring that every caller receives the most appropriate support.

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TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT) continued

Menucha takes pride in achieving a swift turnaround for most client call-backs, with crucial initial steps in implementing care occurring 69% within 24 hours.

Menucha Therapy Programme

Menucha offers six specialized therapeutic modalities, including Parent-Infant Psychotherapy, Birth Trauma Resolution, Internal Family Systems, Psychoanalytic, Psychodynamic, and Integrative Talking therapies

A total of 97 (2023: 80) women actively engaged in the Menucha Therapy Programme, meaning they made use of both a specialised therapist and a dedicated case manager.

85% of women begin working with a Menucha therapist within seven days of reaching out, reflecting our dedication to prompt and effective care. For the remaining women, therapy starts within 14 days. In contrast, NHS IAPT services report that 75% of individuals begin treatment within six weeks of referral, according to NHS England's service standards.

This year, 62% of our clients have required engagement with an NHS service. 86% of these clients stated that they would not have sought NHS assistance if not for Menucha's advocacy on their behalf, a close to 10% increase from 2023. This success demonstrates our role in bridging the gap between the NHS and minority communities.

A remarkable 98% of women accessing Menucha expressed very high satisfaction with our services. This positive feedback is a testament to the quality and impact of the support we provide. Measuring client satisfaction is essential for ensuring the quality and effectiveness of Menucha's services. Some of the ways we collect this information includes: -

- Regular, structured check-ins with case managers or therapists during the therapy process to assess the client's satisfaction with the service.
- Clients rating how much progress they feel they've made toward their therapy goals via their GBO forms with their therapist, which indirectly reflects satisfaction.
- Clients providing specific feedback about their relationship with their therapist, the therapy process, or overall service delivery, helping Menucha evaluate the strengths and areas for improvement.
- Clients sharing their positive experiences anonymously as testimonials or case studies help measure satisfaction qualitatively.

By combining these methods, Menucha ensures a comprehensive understanding of client satisfaction and continually refines its services based on client feedback.

Community Education and Awareness

Community Education and Awareness is at the heart of Menucha's mission, standing as a cornerstone nearly as vital as our therapy program—if not more so. Without proper education, individuals may not recognise when they need help or understand how support can transform their lives. In a community where mental health stigma still looms large, our efforts focus on breaking down barriers, normalising conversations, and providing knowledge that empowers individuals to seek assistance without fear or shame. Feedback tells us that our approach is making an impact: the more our message reaches the community, the more people feel comfortable stepping forward to ask for help. Through education, we are not just raising awareness; we are changing lives.

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The Menucha Big Talk

In May, Menucha hosted its second Big Talk event, drawing over 300 women for a day of meaningful engagement and education. The event featured an impressive lineup of religious authorities and women's health professionals who spoke with sensitivity and care about a wide range of women's issues. Expert panels from various healthcare fields and organizations addressed an array of topics, including PCOS, Perinatal Mood Disorders, and more, answering pressing questions with expertise and empathy. Complementing the discussions, over 45 exhibitors—ranging from major communal organisations and healthcare providers to stalls showcasing jewellery, baby accessories, and other lifestyle products—offered attendees both valuable resources and a warm, inviting atmosphere. The day was a blend of learning, support, and connection, embodying Menucha's mission to empower women through education and community.

Menucha Talks Podcast

The Menucha Talks podcast is thriving, with over 6,100 listens to date, demonstrating its growing impact in supporting women and men on their journey to parenthood. Recognising the challenges women's mental health can face during this time, Menucha Talks provides a monthly platform to explore these issues with sensitivity, professionalism, and a relatable, human approach. Each episode is designed to offer understanding, practical advice, and valuable tips that listeners can apply in their own lives or share with those around them. The feedback we are receiving shows that people really value this way of engaging with us, as it allows them to listen privately, at their own pace, and whenever it suits them. By creating a safe space for open conversations, Menucha Talks continues to empower women and build awareness, making a meaningful difference in countless lives.

Menucha Magazine

This year, Menucha Magazine was published three times, featuring a Pesach Edition in April, a Big Talk Edition in May, and a Succos Edition in October. For the Pesach and Succos Editions, we printed 300 copies and placed them in local shops for free distribution. For the Big Talk Edition, we increased circulation to 600 copies, with over 300 distributed at the event itself. The remaining copies were made available in shops, businesses, and venues frequented by new mothers, ensuring accessibility for a wider audience. Feedback from distributors highlighted the enthusiastic response, with many individuals happily picking up copies—some even taking extra for friends and family. Members of the community, particularly those with limited or no internet access, expressed their gratitude for a culturally relevant publication, sharing how much they gained from the practical and thoughtful information inside. Additionally, digital versions of all editions are available on our website, catering to those who prefer to read on their phones or tablets or want to revisit previous issues. This multi-platform approach ensures that Menucha Magazine remains a valuable and accessible resource for everyone in our community.

Printed Adverts

In previous years, Menucha advertised weekly; however, this year, we shifted to monthly advertising. While this change has helped reduce advertising costs, the primary reason for the adjustment is the introduction of a more impactful social media strategy. Each week, we create a social media post that is shared across various platforms by over 40 women within our community. These posts, typically published on Wednesdays, allow us to reach a broader audience in a more personal and relatable way than traditional printed adverts. The effectiveness of this approach is evident in the feedback we've received from callers, many of whom mention seeing our posts shared widely across different platforms. They've shared that

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TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT) continued

Menucha remains deeply committed to engaging with key individuals and groups who interact with women and men during the perinatal period. This includes Rabbonim, Rebbetzins, chosson and kallah teachers, doula support teams, and other organisations supporting new mothers, as well as GPs and community midwives. Through these ongoing conversations and training sessions, we ensure that they can recognise the signs and symptoms of perinatal mood disorders, understand how these conditions can manifest, and feel equipped to encourage those in need to seek help. In addition, we continue to work closely with the local NHS teams, fostering a strong connection that allows for seamless referrals and shared care when required. This collaboration ensures that women can receive culturally sensitive support while healthcare professionals gain an understanding of the unique needs within our community. By building these relationships, Menucha creates a robust network of awareness and support, ensuring that no woman or family facing perinatal challenges falls through the cracks.

As an organisation deeply committed to the well-being of women during the perinatal period, we strive to create a nurturing space where individuals find support, understanding, and the resources necessary for their journey. Our unwavering dedication to providing culturally sensitive care, coupled with a robust clinical approach, has allowed Menucha to evolve into a cornerstone of support within our community. The collaboration between our dedicated team, engaged volunteers, and the generosity of our supporters has enabled us to touch the lives of numerous women and families.

PLANS FOR FUTURE PERIODS

Looking forward, Menucha remains steadfast in its mission to destigmatise perinatal mental health, promote awareness, and ensure that every individual, regardless of background, receives the care they deserve. We are particularly excited about the prospect of expanding our services to offer more comprehensive support to fathers, recognising the crucial role they play in the perinatal

FINANCIAL REVIEW

The Charity's income for the year amounted to £265,847 (2023: £212,121). Expenditure was £241,067 (2023: £214,949). The surplus for the year was £24,780 (2023: £2,828 deficit). At the financial year end, the total and unrestricted funds of the charity was £14,142 (2023: deficit of £10,638).

Menucha has three primary income streams: -

Clients' payment towards therapy

Menucha's therapy has a standard subsidised cost of £60 a session. However, 90% of women do ask for a discount of some type and the average payment of women for therapy is £30. Menucha believes very strongly that finances should never be a barrier to getting the right help and therefore strives to ensure our clients are able to access therapy support in a dignified and respectable manner even if they are unable to financially fully contribute.

Grants and Foundations

Initially, Menucha faced challenges with grants and foundations due to a lack of a track record. However, as we approach the end of our fourth clinical year, we now possess valuable data demonstrating the effectiveness of our programs. This success has led to the recent awarding of several grants, solidifying Menucha's impact and credibility. While the recent success in being awarded grants is a positive development, it's important to note that the application process for grants is intricate and does not guarantee acceptance. Despite our proven track record

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and the demonstrated effectiveness of our programs, each application undergoes rigorous evaluation, and success remains contingent on various factors. Nevertheless, our growing body of evidence and the positive impact we have had on the community, position Menucha well in the competitive grant landscape.

Community Donations

Menucha's community donations stem from two streams, each contributing significantly to our mission. We receive smaller donations from individuals who have set up small standing orders or generously give sporadically. These contributions often symbolise a profound appreciation for the meaningful work Menucha does. Substantial donations are the result of deliberate engagement with individuals who hold the capacity to make substantial contributions. Menucha actively collaborates with members of the community who possess the means to make a more significant impact. Through personal discussions, we explore various ways in which these individuals can contribute to Menucha's initiatives, fostering a deeper connection between the organisation and its committed supporters. The combination of these two donation streams allows Menucha to continue its vital work in supporting women through the perinatal period.

RESERVES POLICY

It is the policy of the trustees to seek to maintain funds which are the reserves of the Charity at a level sufficient to cover management, administration and support costs, subject to constraints arising from the diminishing financial and other resources available.

The trustees have established the level of unrestricted current net assets that the Charity ought to have. Reserves are needed to bridge the funding gap between spending on activities and receiving resources through voluntary income. The trustees consider that the ideal level of unrestricted reserves as of 31 December 2024 would be three months of resources expended which approximates £55,000. At 31 December 2024 the Charity had reserves of £14,338 (2023: £10,638 deficit reserves) which does not yet meet target reserves but does reflect a positive trend. The Trustees have continued to budget to build up reserves in the succeeding year.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The company was established under a Memorandum of Association and is governed under the Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1. The Trustees are responsible for the overall governance and stewardship of the Charity. The Trustees employ two Clinical Directors responsible for day-to-day clinical management and leadership.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption. The trustees' annual report was approved on 12 May 2025 and signed on behalf of the board of trustees by:

L A SANGER

Leah Aliza Sanger
Trustee

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
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INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the trustees on my examination of the financial statements of Menucha Ltd ('the Charity' and for company law purposes, 'the Company') for the period ended 31 December 2024.

Responsibilities and basis of my report

As the Charity's trustees (who are also directors of the Company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention which give me reason to believe that:

- Accounting records were not kept in accordance with section 386 of the 2006 Act; or
- The accounts do not accord with such records; or
- The accounts do not comply with relevant accounting requirements under section 396 of the Company Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- The accounts have not been prepared in accordance with the Charities SORP (FRS102).

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

Ig Accountants

1g Accountants
Chartered Accountants
Churchill House
137-139 Brent Street
London
NW4 4DJ

12 May 2025

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2024
STATEMENT OF COMPREHENSIVE FINANCIAL ACTIVITIES

	Note	2024	2024	2024	2023
		Restricted	Unrestricted	Total	Total funds
		£	£	£	£
Income					
Charitable activities		-	60,272	60,272	20,341
Donations		-	36,201	36,201	26,463
Grants		169,330	-	169,330	165,300
Investment income		-	44	44	17
Total income	4	169,330	96,517	265,847	212,121
Expenditure					
Expenditure on charitable activities		169,330	59,593	228,923	192,544
Costs of raising funds		-	9,193	9,193	19,347
Expenditure on governance costs		-	2,951	2,951	3,022
Finance costs		-	-	-	36
Total expenditure	5	169,330	71,737	241,067	214,949
Total comprehensive surplus / (deficit) for the year and movement in funds		-	24,780	24,780	(2,828)
Funds brought forwards		-	(10,638)	(10,638)	(7,810)
Total funds carried forwards	10	-	14,142	14,142	(10,638)

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

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ANNUAL REPORT AND FINANCIAL STATEMENTS
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STATEMENT OF FINANCIAL POSITION

	Note	2023	2022
		£	£
Current assets			
Debtors	8	1,707	852
Cash at bank and in hand		24,488	6,494
Total current assets		26,195	5,660
Creditors: amounts falling due with one year	9	(12,053)	(16,298)
Net current assets / (liabilities)		14,142	(10,638)
Total assets less current liabilities		14,142	(10,638)
Net assets		14,142	(10,638)
Funds of the charity			
(Deficit) / surplus of unrestricted funds	10	14,142	(10,638)
Total charity (deficit) / surplus funds		14,142	(10,638)

For the period ending 31 December 2023 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No member has required the Company to obtain an audit for its financial statements for the year in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

These financial statements were approved by the board of trustees and authorised for issue on 12 May 2025 and are signed on behalf of the board by:

L A SANGER

Leah Aliza Sanger

Director and Trustee

Company registration number: 12140175

The notes on the succeeding pages form part of these financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2024
NOTES TO THE FINANCIAL STATEMENTS

1. General Information

The Charity is a registered charity and a private company limited by guarantee, registered in England and Wales. The registered address is 32 Hamilton Road, London, NW11 9EJ. The liability of the members in the event of the charity being liquidated is limited to £1 each.

2. Statement of compliance

The financial statements have been prepared in compliance with FRS102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis. The financial statements are prepared in pound sterling, which is the functional currency of the Charity.

Going concern

. In the opinion of the Trustees there is no material uncertainty about the ability of the Charity to continue as a going concern due to grant funding agreements and the ability to scale back the Charity's expenditure rapidly in the event of a decline in available resources.

Disclosure exemption

The Charity qualifies for and has taken advantage of the exemption available under paragraph 1.12 of FRS102 from presenting a cash flow statement.

Key judgements and estimates

In the opinion of the Trustees there were no significant areas of judgement or estimate engaged when preparing the financial statements.

Fund accounting

The charity's assets are split between unrestricted funds, which are available for use at the trustee's discretion in furtherance of the Charity's objectives, and restricted funds, which are subject to specified conditions by donors as to how they may be used. Further details on the Charity's restricted fund are presented in note 12 to the financial statements.

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NOTES TO THE FINANCIAL STATEMENTS (continued)

Incoming resources

Incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that economic benefits will pass to the charity; and that benefit can be reliably quantified. The following specific policies are applied to specific categories of income: -

- Income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable, and the amount can be reliably quantified.
- Income from contributions from individuals is recognised when there is evidence that receipt is probable.

Resources expended

Expenditure is recognised on an accrual basis when incurred and is inclusive of value added tax.

Financial instruments

Basic financial instruments, being most current assets and liabilities, are measured at the cash or other consideration expected to be paid or received. Financing transactions are measured at the present value of future payments discounted at a market rate of interest for a similar debt instrument.

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NOTES TO THE FINANCIAL STATEMENTS (continued)

4. Income

	2024	2024	2024	2023
	Restricted	Unrestricted	Total	Total
		£	£	£
Income from charitable activities				
Therapy contributions receivable	-	31,246	31,246	13,959
Event Income	-	29,026	29,026	6,382
Total income from charitable activities	-	60,272	60,272	20,341
Donations from individuals and total donations and legacies	-	36,201	36,201	26,463
Grants received from other charities and total grants received	169,330	-	169,330	165,300
Bank interest received and total investment income	-	44	44	17
Total income received	169,330	96,517	265,847	212,121

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NOTES TO THE FINANCIAL STATEMENTS (continued)

5. Expenses

	2024	2024	2024	2023
	Restricted funds	Unrestricted funds	Total funds	Total funds
	£	£	£	£
Expenditure on charitable activities				
Therapy costs	91,115	-	91,115	94,340
Training	-	65	65	3,898
Doubtful debt	-	7,533	7,533	-
Awareness & education	6,310	46,852	53,162	15,685
Staff costs	71,905	35	71,940	73,602
Insurance	-	1,900	1,900	2,330
Helpline and telephony	-	2,520	2,520	2,414
Bank fees	-	688	688	275
Total expenditure on charitable activities	169,330	59,593	228,923	192,544
Costs of raising funds				
Consultancy	-	8,143	8,143	19,347
Advertising and events	-	1,050	1,050	-
Total costs of raising funds	-	9,193	9,193	19,347
Governance costs				
Accountancy and independent examination fees	-	1,250	1,250	1,105
General costs	-	1,701	1,701	1,917
Total expenditure on governance costs	-	2,951	2,951	3,022
Finance costs				
Interest payable and total finance cost	-	-	-	36
Total expenditure	169,330	71,737	241,067	214,949

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6. Staff costs

The average number of staff employed by the Charity during the year was 5 (2023: 4).

7. Net surplus

Net surplus is stated after charging:

	2024	2023
	£	£
Fees payable for the independent examination of the financial statements	1,250	1,105

8. Debtors

	2024	2023
	£	£
Accounts receivable	1,192	852
Other debtors	515	-
	1,707	852

Accounts receivable is stated net of a provision of £7,859 (2023: £326) against bad debt. Accounts receivable before this provision was £9,051 (2023: £1,178).

9. Creditors: amounts falling due with one year

	2024	2023
	£	£
Trade creditors	-	2,800
Accruals	5,156	3,399
Other creditors	6,897	10,099
	12,053	16,298

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10. Restricted funds

During the year grants in support of specifically designated charitable activities were received in the sum of £169,330 (2023: £165,300) and correspondingly £169,330 was expended (2023: £165,300). There were no restricted funds at the financial year end (2023: no restricted funds).

11. Transactions with trustees and related parties

No trustee drew remuneration or expenses in the current or prior reporting period.

Alexis Jacques Dwek's spouse was remunerated for clinical lead services delivered during the year. In the opinion of the Trustees, the rate agreed was below the market rate for a person of similar experience and qualifications, and the arrangement was approved by the other independent trustees as being in the best interests of the Charity. Mr Dwek recuses himself from trustee decisions pertaining to his spouse.

In aggregate the trustees donated £734 to the charity in the year.

Two trustees advanced short-term loans of £5,000 each during the year, which were interest free and repaid in full by the Charity at the year end.

12. Independent examiner's fee

The independent examiner was remunerated as follows

	2024	2023
	£	£
Independent examination of the financial statements	1,250	1,105
	1,250	1,105

MENUCHA LTD

England & Wales - Charity number 1188418

Accounts

COMPANY REGISTRATION NUMBER: 12140175

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Company Limited by Guarantee

UNAUDITED FINANCIAL STATEMENTS

31 DECEMBER 2023



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Because Motherhood Should Be a Joy

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COMPANY INFORMATION

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Charity Registration number:	1188418
Company registration number:	12140175
Registered office:	32 Hamilton Road London NW11 9EJ
Trustees:	Miriam Naomi Ollech Alexis Jacques Dwek Leah Aliza Sanger
Chair of Trustees:	Miriam Naomi Ollech
Directors:	For company law purposes the Trustees are also the Company directors.
Independent Examiner:	Shaya Grosskopf FCA 1g Accountants Chartered Accountants Churchill House 137-139 Brent Street London NW4 4DJ

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TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT)

The trustees, who are also the directors for the purposes of the Companies Act 2006, present their report and the unaudited financial statements of the charity for the period ended 31 December 2023.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

TRUSTEES

During the year and up to the date of signing of this report the following individuals served as trustees of the Charity: -

Leah Aliza Sanger
Miriam Ollech
Alexis Jacques Dwek

OBJECTIVES AND ACTIVITIES

The principal activities of the Charity are to provide advice and support to empower women experiencing perinatal mood disorders to understand this issue. The Charity's goal is to alleviate the severity of Perinatal mood disorders by ensuring every woman can access help quickly and efficiently and feel confident in doing so.

The trustees have had regard to Charity Commission guidance on public benefit in commissioning its activities.

PUBLIC BENEFIT

The trustees have given careful consideration to the Charity Commission's guidance on public benefit when setting the aims and objectives of the Charity. In particular, the Trustees consider how planned activities will contribute to the aims and objectives of the Charity.

CHARITABLE ACTIVITIES

In the past year, Menucha has experienced significant engagement and impact, reflecting our commitment to supporting women navigating perinatal mood disorders. As we reflect on these accomplishments, Menucha remains committed to refining our services, ensuring accessibility, and continuing to make a meaningful difference in the lives of women facing perinatal challenges. We appreciate the ongoing support of our community and supporters as we strive to create a more supportive and understanding environment for all.

Information & Referral Line

In the current year, the Menucha Information & Referral Line received a total of 180 calls. This marks a notable increase from the 2022 total of 148 calls. 50% of calls resulted in the caller joining the Menucha programme, 41% of callers were supported by the case managers and did not need to see a Menucha therapist. 9% of calls were from other charities or organisations looking to see if the woman they are supporting would be a good fit for the Menucha programme. With over 45% of calls for help and support coming through our information and referral line we are actively considering a restructuring initiative. This involves a potential transitioning the line from being a volunteer-centric model to one facilitated by Menucha staff, a strategic move aimed at fortifying the structure and reliability of our time slots. Menucha takes pride in achieving a swift turnaround for most client call-backs,

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT) continued

with crucial initial steps in implementing care occurring 69% within 24 hours. This represents a significant improvement from the preceding year, where the average call-back times extended to two days.

Menucha Therapy Programme

A total of 80 women actively engaged in the Menucha Therapy Programme, meaning they made use of both a specialised therapist and a dedicated case manager. This marks a significant increase from the 52 participants recorded in the previous year of 2022, highlighting the growing impact and reach of Menucha's supportive services. In the year 2023, a notable shift was observed, with 50% of callers opting to participate in the Menucha Therapy Programme, a significant increase from the 35% recorded in 2022. This positive trend is indicative of Menucha's dedicated efforts in destigmatising the discourse surrounding perinatal mental health - a result of our constant awareness, which is what many of the women are telling us. This shows a growing comfort among women to step forward and seek the assistance they need, reflecting a positive transformation in the community's perception of mental health challenges during the perinatal period.

Menucha presently provides a diverse range of 6 therapeutic modalities, including Parent- Infant Psychotherapy, Birth Trauma Resolution, Internal Family Systems, Psychoanalytic, Psychodynamic, and Integrative Talking. A remarkable 85% of women connect with a Menucha therapist within just seven days of their initial contact, underscoring our commitment to swift and responsive support. For those not covered in the majority, the others commence therapy within a timeframe of 14 days. In comparison, traditional NHS IAPT services report that 75% of individuals commence treatment within six weeks of referral, as per NHS England service standard statistics. The average duration of support for women in the Menucha Programme is around 3 months, a slight decrease from the 3.5 months observed in 2022. This emphasises our ongoing dedication in maintaining Menucha as a goal-oriented therapeutic service. Out of the women who sought Menucha's support during pregnancy, amounting to 56% of the total clients, 70% successfully averted the necessity for postnatal therapeutic assistance. This proactive engagement underscores the efficacy of early intervention strategies in the perinatal period. This year, 57% of our clients have required engagement with an NHS service. Not so surprisingly, 77% of these clients expressed that they would not have sought NHS assistance if not for Menucha's advocacy on their behalf. This success demonstrates our effective role in bridging the gap between the NHS and minority communities. A remarkable 96% of women accessing Menucha expressed very high satisfaction with our services. This positive feedback is a testament to the quality and impact of the support we provide.

Community Education and Awareness

In response to the community's escalating request for knowledge, Menucha has implemented various initiatives to broaden awareness and provide crucial education on perinatal mental health.

- **Small Talks Events:** Menucha organised intimate gatherings, averaging 85 attendees, focusing on perinatal topics. These events provide a unique platform for nuanced discussions during panels and continued conversations afterward.
- **Menucha Talks Podcast:** Our monthly podcast, Menucha Talks, addresses perinatal issues with sensitivity and professionalism, resonating with over 300 women each month. This platform fosters open conversations around perinatal mental health.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT) continued

- **Magazine Distribution:** Over 250 Menucha magazines were strategically distributed to local shops and businesses serving as a vital educational tool. This initiative is especially crucial for community members without internet or social media access, ensuring they benefit from our resources.
- **Weekly Adverts:** Menucha's weekly regular adverts reach nearly 6000 individuals, actively contributing to increased education on perinatal mental health. Weeks focusing on specific disorders result in an impressive 88% of calls directly related to the advertised content.
- **Facing the Fear Webinar Series:** In October, following the abhorrent massacre by Hamas terrorists in Israel, Menucha observed a 45% surge in calls from affected community members, especially perinatal mothers. In response, we hosted the 'Facing the Fear' webinar, attended by nearly 200 women. Subsequently, our mindfulness series, focusing on calming nervous systems in the face of distress and antisemitism, drew an average attendance of 50 mothers, with recordings viewed over 30 times online.

PLANS FOR FUTURE PERIODS

Looking forward, Menucha remains steadfast in its mission to destigmatise perinatal mental health, promote awareness, and ensure that every individual, regardless of background, receives the care they deserve. We are particularly excited about the prospect of expanding our services to offer more comprehensive support to fathers, recognising the crucial role they play in the perinatal journey.

FINANCIAL REVIEW

The Charity's income for the year amounted to £212,121 (2022: £170,450). Expenditure was £214,949 (2022: £227,157). The resulting net deficit was £10,638 (2022 deficit: £7,810).

Clients' payment towards therapy

Menucha's therapy has a standard subsidised cost of £60 a session. However, 90% of women do ask for a discount of some type and the average payment of women for therapy is £30. Menucha believes very strongly that finances should never be a barrier to getting the right help and therefore strives to ensure our clients are able to access therapy support in a dignified and respectable manner even if they are unable to financially fully contribute.

Grants and Foundations

Initially, Menucha faced challenges with grants and foundations due to a lack of a track record. However, as we approach the end of our third clinical year, we now possess valuable data demonstrating the effectiveness of our programs. This success has led to the recent awarding of several grants, solidifying Menucha's impact and credibility. While the recent success in being awarded grants is a positive development, it is important to note that the application process for grants is intricate and does not guarantee automatic acceptance. Despite our proven track record and the demonstrated effectiveness of our programs, each application undergoes rigorous evaluation, and success remains contingent on various factors. Nevertheless, our growing body of evidence and the positive impact we have had on the community, position Menucha well in the competitive grant landscape.

Community Donations

Menucha's community donations stem from two streams, each contributing significantly to our mission. On one hand, we receive smaller donations from individuals who have set up small standing orders or generously give sporadically. These contributions often symbolise a profound appreciation for the meaningful work Menucha does.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT) continued

Conversely, our donations are the result of deliberate engagements with individuals who hold the capacity to make substantial contributions. Menucha actively collaborates with members of the community who possess the means to make a more significant impact. Through intimate discussions, we explore various ways in which these individuals can contribute to Menucha's initiatives, fostering a deeper connection between the organisation and its committed supporters. The combination of these two donation streams allows Menucha to continue its vital work in supporting women through the perinatal period.

RESERVES POLICY

It is the policy of the trustees to seek to maintain funds which are the reserves of the Charity at a level sufficient to cover management, administration and support costs, subject to constraints arising from the diminishing financial and other resources available.

The trustees have established the level of unrestricted current net assets that the Charity ought to have. Reserves are needed to bridge the funding gap between spending on activities and receiving resources through voluntary income. The trustees consider that the ideal level of unrestricted reserves as at 31 December 2023 would be three months of resources expended which approximates £50,000. At 31 December 2023 the Charity had deficit reserves of £10,638 (2022: £7,810 deficit reserves) which does not meet target reserves. To address this in the period in between the reporting date and the date of signing this report, the Trustees have budgeted to build up reserves in the succeeding year.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The company was established under a Memorandum of Association and is governed under the Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1. The Trustees are responsible for the overall governance and stewardship of the Charity. The Trustees employ two Clinical Directors responsible for day-to-day clinical management and leadership.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption. The trustees' annual report was approved on 2 August 2024 and signed on behalf of the board of trustees by:

L A Sanger

Leah Aliza Sanger

Trustee

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the trustees on my examination of the financial statements of Menucha Ltd ('the Charity' and for company law purposes, 'the Company') for the period ended 31 December 2023..

Responsibilities and basis of my report

As the Charity's trustees (who are also directors of the Company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention which give me reason to believe that:

- Accounting records were not kept in accordance with section 386 of the 2006 Act; or
- The accounts do not accord with such records; or
- The accounts do not comply with relevant accounting requirements under section 396 of the Company Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- The accounts have not been prepared in accordance with the Charities SORP (FRS102).

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

1g Accountants

1g Accountants
Chartered Accountants
Churchill House
137-139 Brent Street
London
NW4 4DJ

2 August 2024

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
STATEMENT OF COMPREHENSIVE FINANCIAL ACTIVITIES

	Note	2023	2023	2023	2022
		Restricted	Unrestricted	Total	Total funds
		£	£	£	£
Income					
Charitable activities		-	20,341	20,341	30,477
Donations		-	26,463	26,463	21,663
Grants		165,300	-	165,300	118,310
Investment income		-	17	17	-
Total income	4	165,300	46,821	212,121	170,450
Expenditure					
Expenditure on charitable activities		165,300	27,244	192,544	154,504
Costs of raising funds		-	19,347	19,347	69,499
Expenditure on governance costs		-	3,022	3,022	3,125
Finance costs		-	36	36	29
Total expenditure	5	165,300	49,649	214,949	227,157
(Total comprehensive deficit) for the year and movement in funds		-	(2,828)	(2,828)	(56,707)
Funds brought forwards		-	(7,810)	(7,810)	48,897
Total funds carried forwards		-	(10,638)	(10,638)	(7,810)

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
STATEMENT OF FINANCIAL POSITION

	Note	2023	2022
		£	£
Current assets			
Debtors	8	852	1,300
Cash at bank and in hand		4,808	6,494
Total current assets		5,660	7,794
Creditors: amounts falling due with one year	9	(16,298)	(15,604)
Net current assets / (liabilities)		(10,638)	(7,810)
Total assets less current liabilities		(10,638)	(7,810)
Net assets		(10,638)	(7,810)
Funds of the charity			
(Deficit) / surplus of unrestricted funds		(10,638)	(7,810)
Total charity (deficit) / surplus funds	10	(10,638)	(7,810)

For the period ending 31 December 2023 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No member has required the Company to obtain an audit for its financial statements for the year in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

These financial statements were approved by the board of trustees and authorised for issue on 2 August 2024 and are signed on behalf of the board by:

L A SANGER

Leah Aliza Sanger
Director and Trustee

Company registration number: 12140175

The notes on the succeeding pages form part of these financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
NOTES TO THE FINANCIAL STATEMENTS

1. General Information

The Charity is a registered charity and a private company limited by guarantee, registered in England and Wales. The registered address is 32 Hamilton Road, London, NW11 9EJ. The liability of the members in the event of the charity being liquidated is limited to £1 each.

2. Statement of compliance

The financial statements have been prepared in compliance with FRS102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis. The financial statements are prepared in pound sterling, which is the functional currency of the Charity.

Going concern

As at 31 December 2023, the charity has a deficit of liabilities over assets. Its result for the second successive year ending 31 December 2023 and 2022 show an excess of expenditure over income. In the opinion of the Trustees there is no material uncertainty about the ability of the Charity to continue as a going concern, as grant income secured after the year end, as well as improved controls over expenditure, has enabled the Charity to secure its reserves position.

Disclosure exemption

The Charity qualifies for and has taken advantage of the exemption available under paragraph 1.12 of FRS102 from presenting a cash flow statement.

Key judgements and estimates

In the opinion of the Trustees there were no significant areas of judgement or estimate engaged when preparing the financial statements.

Fund accounting

The charity's assets are split between unrestricted funds, which are available for use at the trustee's discretion in furtherance of the Charity's objectives, and restricted funds, which are subject to specified conditions by donors as to how they may be used. Further details on the Charity's restricted fund are presented in note 12 to the financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
NOTES TO THE FINANCIAL STATEMENTS (continued)

Incoming resources

Incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that economic benefits will pass to the charity; and that benefit can be reliably quantified. The following specific policies are applied to specific categories of income: -

- Income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable, and the amount can be reliably quantified.
- Income from contributions from individuals is recognised when there is evidence that receipt is probable.

Resources expended

Expenditure is recognised on an accrual basis when incurred and is inclusive of value added tax.

Financial instruments

Basic financial instruments, being most current assets and liabilities, are measured at the cash or other consideration expected to be paid or received. Financing transactions are measured at the present value of future payments discounted at a market rate of interest for a similar debt instrument.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
NOTES TO THE FINANCIAL STATEMENTS (continued)

4. Income

	2023	2023	2023	2022
	Restricted	Unrestricted	Total	Total
		£	£	£
Income from charitable activities				
Therapy contributions receivable	-	13,959	13,959	10,029
Event Income	-	6,382	6,382	20,448
Total income from charitable activities	-	20,341	20,341	30,477
Donations from individuals and total donations and legacies	-	26,463	26,463	21,663
Grants received from other charities and total grants received	165,300	-	165,300	118,310
Bank interest received and total investment income	-	17	17	-
Total income received	165,300	46,821	212,121	170,450

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
NOTES TO THE FINANCIAL STATEMENTS (continued)

5. Expenses

	2023	2023	2023	2022
	Restricted funds	Unrestricted funds	Total funds	Total funds
	£	£	£	£
Expenditure on charitable activities				
Therapy costs	94,340	-	94,340	77,273
Training	-	3,898	3,898	3,807
Awareness & education	-	15,685	15,685	-
Staff costs	70,960	2,642	73,602	68,218
Insurance	-	2,330	2,330	2,318
Helpline and telephony	-	2,414	2,414	2,888
Bank fees	-	275	275	
Total expenditure on charitable activities	165,300	27,244	192,544	154,504
Costs of raising funds				
Consultancy	-	19,347	19,347	12,091
Total costs of raising funds	-	19,347	19,347	69,499
Governance costs				
Accountancy and independent examination fees	-	1,105	1,105	1,768
General costs	-	1,917	1,917	1,357
Total expenditure on governance costs	-	3,022	3,022	3,125
Finance costs				
Interest payable and total finance cost	-	36	36	29
Total expenditure	165,300	49,649	214,949	227,157

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
NOTES TO THE FINANCIAL STATEMENTS (continued)

6. Staff costs

The average number of staff employed by the Charity during the year was 4 (2022: 5).

7. Net surplus

Net surplus is stated after charging:

	2023	2022
	£	£
Fees payable for the independent examination of the financial statements	1,105	1,768

8. Debtors

	2023	2022
	£	£
Accounts receivable	852	1,300
	852	1,300

Accounts receivable is stated net of a provision of £326 (2022: £125) against bad debt.

9. Creditors: amounts falling due with one year

	2023	2022
	£	£
Trade creditors	2,800	145
Social security and employment taxes	3,399	1,929
Accruals	10,099	4,430
Other Creditors	-	9,100
	16,298	15,604

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2023
NOTES TO THE FINANCIAL STATEMENTS (continued)

10. Transactions with trustees and related parties

No trustee drew remuneration or expenses in the current or prior reporting period.

Alexis Jacques Dwek's spouse was remunerated for therapy services delivered during the year. In the opinion of the Trustees, the rate agreed was below the market rate for a person of similar experience and qualifications, and the arrangement was approved by the other independent trustees as being in the best interests of the Charity.

11. Independent examiner's fee

The independent examiner was remunerated as follows

	2023	2022
	£	£
Independent examination of the financial statements	1,105	840
Corporation tax and gift aid services	-	928
	1,105	1,768

MENUCHA LTD

England & Wales - Charity number 1188418

Accounts

COMPANY REGISTRATION NUMBER: 12140175
CHARITY REGISTRATION NUMBER: 1188418

MENUCHA LTD
Company Limited by Guarantee
UNAUDITED FINANCIAL STATEMENTS
31 DECEMBER 2022



MENUCHA

Because Motherhood Should Be a Joy

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
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MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
COMPANY INFORMATION

Name:	Menucha Ltd
Charity Registration number:	1188418
Company registration number:	12140175
Registered office:	32 Hamilton Road London NW11 9EJ
Trustees:	Miriam Naomi Ollech Alexis Jacques Dwek Leah Aliza Sanger
Chair of Trustees:	Miriam Naomi Ollech
Directors:	For company law purposes the Trustees are also the Company directors.
Independent Examiner:	Shaya Grosskopf FCA 1g Accountants Chartered Accountants 71 Cheyne Walk London NW4 3QU

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT)

The trustees, who are also the directors for the purposes of the Companies Act 2006, present their report and the unaudited financial statements of the charity for the period ended 31 December 2022.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

TRUSTEES

During the year and up to the date of signing of this report the following individuals served as trustees of the Charity: -

Leah Aliza Sanger
Miriam Ollech
Alexis Jacques Dwek

OBJECTIVES AND ACTIVITIES

The principal activities of the Charity are to provide advice and support to empower women experiencing perinatal mood disorders to understand this issue. The Charity's goal is to alleviate the severity of Perinatal mood disorders by ensuring every woman can access help quickly and efficiently and feel confident in doing so.

The trustees have had regard to Charity Commission guidance on public benefit in commissioning its activities.

PUBLIC BENEFIT

The trustees have given careful consideration to the Charity Commission's guidance on public benefit when setting the aims and objectives of the Charity. In particular, the Trustees consider how planned activities will contribute to the aims and objectives of the Charity.

CHARITABLE ACTIVITIES

In February 2022 we entered our second year of the Menucha service. We welcomed a new secretary to help us manage our administrative work that has increased due to our rapid growth. We also introduced a new therapy to our list of specialist modalities. Birth Trauma Resolution is a powerful technique which helps mitigate the symptoms of PTSD, help women to process their traumatic pregnancy or birth and move forward with their lives. This was very exciting as the methods used are quick and effective and the average duration of treatment is five weeks.

In March 2022 we employed a new case manager to help with our increasing caseload. At this point we had assisted 140 callers to our information and referral line.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT) continued

By May, Menucha had facilitated over 1,700 therapy hours and we celebrated with a feel-good event for the community. The event had a dual purpose: to raise awareness of the charity Menucha and to normalise the conversation about our work and women struggling to help lessen the stigma in the community; and to raise funds.

In June and July, we noticed a sharp increase of referrals from statutory services and began thinking of our women's health event that would bring more awareness of statutory services to the community.

By September 2022, 209 families had been supported by Menucha. Our data of our first 18 months proved how effective our therapy model was proving to be, with women attending therapy for an average of 4.5 months.

In October our National Lottery Community Grant application was finally accepted. This happened at the perfect time as demand for Menucha's services meant we had to take on a new case manager. The grant money enables us to restructure our clinical team, notably by increasing our case manager's and psychologist's hours. We continued to work on our fundraising strategy, meeting regularly to discuss predictable income streams that matched the increasing demands of subsidies requested for therapy. Unfortunately there is a clear link between one's socio-economic stress and perinatal mood disorders, especially stress and therefore we anticipated a further increase in numbers. This proved true as over the next few months 90 % of our clients were requesting subsidies. Our therapy team attended a training on fathers in the perinatal period, in preparation of our expansion to provide therapy for dads in the future.

In November we held our 'Big Talk', whose objective was to raise awareness of Menucha's work and perinatal mood disorders (PMDs) whilst building trust between our community and statutory services. It was a huge success with over 450 women attending as well as representatives from Barnet council and the NHS. We successfully broached topics that were still somewhat taboo in the Charedi Jewish community by providing a safe and appropriate platform for these topics to be addressed. The feedback was overwhelmingly positive so in December we began brainstorming on Small Talks, where topics that the attendees of the Big Talk wanted more information on can be addressed. We also worked on restructuring our clinical team in preparation for an even better service in 2023.

We finished 2022 having supported 256 families, having provided in house therapy to 105 women. During the year we worked hard on our fundraising initiatives. We also continued attending NHS SPMHS (Specialist Perinatal Mental Health Services) meeting monthly and cultivating our relationship with other community maternity services.

PLANS FOR FUTURE PERIODS

The advertising campaign will continue as it has proven to be highly successful. We are working on adopting our adverts and awareness to target more community members via different means. One way we aim to do this is through our Small Talk series which were born from the positive feedback from our Big Talks. We will be working with various organisations, including NHS personnel to discuss topics which are currently not given a platform in our community and we have identified as having a profound effect on women's wellbeing in the pre and postnatal periods. We will also be launching our podcast series where we delve into even more details on perinatal mood disorders and women's wellbeing during pregnancy and birth.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT) continued

We are still moving towards expanding to a family service. We would like to start with supporting fathers through a therapist on our helpline and aim to collect data of the needs of fathers in our Charedi community through this platform. We will then build a model for fathers around this information.

We continue working hard on our fundraising streams. This year we are focusing on grants and family trusts and foundations whilst building and cultivating relationship with individual donors.

This past year 19% of calls we received were from areas outside Greater London but within the UK. We are looking at ways to create small funds from these areas to be able to support the women who require subsidies.

FINANCIAL REVIEW

The Charity's income for the year amounted to £170,450 (2021: £145,691). Expenditure was £227,157 (2021: £137,972). The resulting net deficit was £56,707 (2021 surplus: £7,719).

RESERVES POLICY

It is the policy of the trustees to seek to maintain funds which are the reserves of the Charity at a level sufficient to cover management, administration and support costs, subject to constraints arising from the diminishing financial and other resources available.

The trustees have established the level of unrestricted current net assets that the Charity ought to have. Reserves are needed to bridge the funding gap between spending on activities and receiving resources through voluntary income. The trustees consider that the ideal level of unrestricted reserves as at 31 December 2022 would be three months of resources expended which equates to £57,000. At 31 December 2022 the Charity had deficit reserves of £7,810 (2021: £48,897 surplus reserves) which does not meet our target reserves. The Trustees are conscious of the need to further expand the Charity's fundraising, in order to secure the activities of the Charity, and are actively pursuing sources of funding in order to ensure that there are sufficient reserves to provide for future financial stability and flexibility to fund charitable activities. They have also addressed cost saving opportunities.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The company was established under a Memorandum of Association and is governed under the Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1. The Trustees are responsible for the overall governance and stewardship of the Charity. The Trustees employ two Clinical Directors responsible for day to day clinical management and leadership.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption. The trustees' annual report was approved on 20 July 2023 and signed on behalf of the board of trustees by:

Leah Aliza Sanger
Trustee

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the trustees on my examination of the financial statements of Menucha Ltd ('the Charity' and for company law purposes, 'the Company') for the period ended 31 December 2022..

Responsibilities and basis of my report

As the Charity's trustees (who are also directors of the Company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention which give me reason to believe that:

- Accounting records were not kept in accordance with section 386 of the 2006 Act; or
- The accounts do not accord with such records; or
- The accounts do not comply with relevant accounting requirements under section 396 of the Company Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- The accounts have not been prepared in accordance with the Charities SORP (FRS102).

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

1g Accountants
Chartered Accountants
71 Cheyne Walk
London
NW4 3QU

20 July 2023

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
STATEMENT OF COMPREHENSIVE FINANCIAL ACTIVITIES

	Note	2022 Restricted £	2022 Unrestricted £	2022 Total £	2021 Total funds £
Income					
Charitable activities		-	30,477	30,477	8,680
Donations		-	21,663	21,663	67,010
Grants		118,310	-	118,310	70,001
Total income	4	118,310	52,140	170,450	145,691
Expenditure					
Expenditure on charitable activities		118,310	36,194	154,504	132,399
Costs of raising funds		-	69,499	69,499	3,420
Expenditure on governance costs		-	3,125	3,125	2,147
Finance costs		-	29	29	6
Total expenditure	5	118,310	108,847	227,157	137,972
Total comprehensive (deficit)/ surplus for the year and movement in funds		-	(56,707)	(56,707)	7,719
Funds brought forwards		-	48,897	48,897	41,178
Total funds carried forwards		-	(7,810)	(7,810)	48,897

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
STATEMENT OF FINANCIAL POSITION

	Note	2022	2021
		£	£
Current assets			
Debtors	8	1,300	505
Cash at bank and in hand		6,494	50,350
Total current assets		7,794	50,855
Creditors: amounts falling due with one year	9	(15,604)	(1,958)
Net current assets / (liabilities)		(7,810)	47,856
Total assets less current liabilities		(7,810)	47,856
Net assets		(7,810)	47,856
Funds of the charity			
(Deficit) / surplus of unrestricted funds		(7,810)	48,897
Total charity (deficit) / surplus funds	10	(7,810)	48,897

For the period ending 31 December 2022 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No member has required the Company to obtain an audit for its financial statements for the year in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

These financial statements were approved by the board of trustees and authorised for issue on 20 July 2023 and are signed on behalf of the board by:

Leah Aliza Sanger

Director and Trustee

Company registration number: 12140175

The notes on the succeeding pages form part of these financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
NOTES TO THE FINANCIAL STATEMENTS

1. General Information

The Charity is a registered charity and a private company limited by guarantee, registered in England and Wales. The registered address is 32 Hamilton Road, London, NW11 9EJ. The liability of the members in the event of the charity being liquidated is limited to £1 each.

2. Statement of compliance

The financial statements have been prepared in compliance with FRS102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis. The financial statements are prepared in pound sterling, which is the functional currency of the Charity.

Going concern

As at 31 December 2022, the charity has a deficit of liabilities compared to assets. The trustees have nevertheless elected to prepare the financial statements on the going concern basis as the charity has secured funding sources after the year end sufficient to enable it to meet its liabilities.

Disclosure exemption

The Charity qualifies for and has taken advantage of the exemption available under paragraph 1.12 of FRS102 from presenting a cash flow statement.

Key judgements and estimates

In the opinion of the Trustees there were no significant areas of judgement or estimate engaged when preparing the financial statements.

Fund accounting

The charity's assets are split between unrestricted funds, which are available for use at the trustee's discretion in furtherance of the Charity's objectives, and restricted funds, which are subject to specified conditions by donors as to how they may be used. Further details on the Charity's restricted fund are presented in note 12 to the financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
NOTES TO THE FINANCIAL STATEMENTS (continued)

Incoming resources

Incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that economic benefits will pass to the charity; and that benefit can be reliably quantified. The following specific policies are applied to specific categories of income: -

- Income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable, and the amount can be reliably quantified.
- Income from contributions from individuals is recognised when there is evidence that receipt is probable.

Resources expended

Expenditure is recognised on an accrual basis when incurred and is inclusive of value added tax.

Financial instruments

Basic financial instruments, being most current assets and liabilities, are measured at the cash or other consideration expected to be paid or received. Financing transactions are measured at the present value of future payments discounted at a market rate of interest for a similar debt instrument.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
NOTES TO THE FINANCIAL STATEMENTS (continued)

4. Income

	2022	2022	2022	2021
	Restricted	Unrestricted	Total	Total
		£	£	£
Income from charitable activities				
Therapy contributions receivable	-	10,029	10,029	8,680
Event Income	-	20,448	20,448	-
Total income from charitable activities	-	30,477	30,477	8,680
Donations				
Donations from individuals	-	21,663	21,663	67,010
Grants received				
Grants	118,310	-	118,310	70,001
Total income received	118,310	52,140	170,450	145,691

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
NOTES TO THE FINANCIAL STATEMENTS (continued)

5. Expenses

	2022	2022	2022	2021
	Restricted funds	Unrestricted funds	Total funds	Total funds
	£	£	£	£
Expenditure on charitable activities				
Therapy costs	77,273	-	77,273	73,919
Training	-	3,807	3,807	1,000
Awareness advertising and events	-	-	-	9,557
Research	-	-	-	6,211
Staff costs	41,037	27,181	68,218	36,859
Insurance	-	2,318	2,318	2,225
Helpline and telephony	-	2,888	2,888	3,669
Total expenditure on charitable	118,310	36,194	154,504	132,399
Costs of raising funds				
Consultancy	-	12,091	12,091	-
Fundraising events costs	-	57,408	57,408	3,420
Total costs of raising funds	-	69,499	69,499	3,420
Governance costs				
Accountancy and independent examination fees	-	1,768	1,768	475
General costs	-	1,357	1,357	791
Legal and professional services	-	-	-	881
Total expenditure on governance	-	3,125	3,125	2,147
Finance costs				
Interest payable and total finance cost	-	29	29	6
Total expenditure	118,310	108,847	227,157	137,972

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
NOTES TO THE FINANCIAL STATEMENTS (continued)

6. Staff costs

The average number of staff employed by the Charity during the year was 5 (2021: 2)

7. Net surplus

Net surplus is stated after charging:

	2022	2021
	£	£
Fees payable for the independent examination of the financial statements	1,768	475

8. Debtors

	2022	2021
	£	£
Accounts receivable	1,300	405
Other debtors	-	100
	1,300	505

9. Creditors: amounts falling due with one year

	2022	2021
	£	£
Trade creditors	145	60
Social security and employment taxes	1,929	1,423
Accruals	4,430	475
Other Creditors	9,100	-
	15,604	1,958

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2022
NOTES TO THE FINANCIAL STATEMENTS (continued)

10. Transactions with trustees and related parties

No trustee drew remuneration or expenses in the current or prior reporting period.

Alexis Jacques Dwek's spouse was remunerated for therapy services delivered during the year. In the opinion of the Trustees, the rate agreed was below the market rate for a person of similar experience and qualifications, and the arrangement was approved by the other independent trustees as being in the best interests of the Charity.

A loan of £5,000 advanced by Alexis Jacques Dwek to the charity was repaid in full during the year.

Included in other creditors is an amount of £5,100 (2021: £nil) owed by the Charity to Leah Aliza Sanger, which was repayable upon demand and interest free.

Included in other creditors is an amount of £4,000 (2021: £nil) owed by the Charity to Allcet Limited, a company connected to the Charity by virtue of Leah Aliza Sanger's directorship and her spouse's shareholding. The loan is interest free and repayable upon demand.

11. Independent examiner's fee

The independent examiner was remunerated as follows

	2022	2021
	£	£
Independent examination of the financial statements	840	475
Corporation tax and gift aid services	928	-
	1,768	475

MENUCHA LTD

England & Wales - Charity number 1188418

Accounts

COMPANY REGISTRATION NUMBER: 12140175
CHARITY REGISTRATION NUMBER: 1188418

MENUCHA LTD
Company Limited by Guarantee
UNAUDITED FINANCIAL STATEMENTS
31 DECEMBER 2021



MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
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MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
COMPANY INFORMATION

Name: Menucha Ltd

Charity Registration number: 1188418

Company registration number: 12140175

Registered office: 32 Hamilton Road
London
NW11 9EJ

Trustees: Miriam Ollech
Alexis Jacques Dwek
Leah Aliza Sanger

Chair of Trustees: Miriam Ollech

For company law purposes the Trustees are also the Company directors.

Independent Examiner: Shaya Grosskopf ACA
1g Accountants
71 Cheyne Walk
London
NW4 3QU

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT)

The trustees, who are also the directors for the purposes of the Companies Act 2006, present their report and the unaudited financial statements of the charity for the period ended 31 December 2021.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

TRUSTEES

During the year and up to the date of signing of this report the following individuals served as trustees of the Charity: -

Leah Aliza Sanger
Miriam Ollech
Alexis Jacques Dwek
Jona Lewin (resigned 14 May 2021)
Susie Weisz (resigned 2 June 2021)
Rebecca Rosalind Dwek (resigned 29 January 2021)

OBJECTIVES AND ACTIVITIES

The principal activities of the Charity are to provide advice and support to empower women experiencing perinatal mood disorders to understand this issue. The Charity's goal is to alleviate the severity of Perinatal mood disorders by ensuring every woman can access help quickly and efficiently and feel confident in doing so.

PUBLIC BENEFIT

The trustees have given careful consideration to the Charity Commission's guidance on public benefit when setting the aims and objectives of the Charity. In particular, the Trustees consider how planned activities will contribute to the aims and objectives of the Charity.

The Charity has no affiliation with any political organisation.

CHARITABLE ACTIVITIES

In February 2021 we launched our services to the public with the use of our Helpline and therapeutic services.

In April we had a live community event (on zoom due to covid) where we had an international singer and a speaker who spoke about the importance of Menucha and what we do in the community. The event was attended by over 250 zoom users and in some cases with multiple people joining from each user.

In June we had a data analyst examine the data from the helpline and it was decided to rebrand it as the information and referral line, the thought process being that the public were more open to calling a line for to gain information and referrals than a helpline (we now know this was a correct assumption).

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
TRUSTEES' ANNUAL REPORT (continued)

In July we were admitted onto the official pathway of the Barnet Perinatal Mental Health Team, which means we can refer women to the NHS and they can refer women to us. Women who we refer to the NHS will still be able to use our Track and Advocate Programme where they will be assigned one of the Menucha Coordinators who will support them with any physical care they might need and track their care within the NHS. Our therapists also became full to capacity and we made plans to expand our services by expanding our clinical team, a waiting list for women waiting for therapy opened.

Over July and August we rebranded with the help and support of a marketing director and the feedback of our new branding was really positive.

In September we launched our young sponsorship programme, where people in the community could sponsor a Menucha client who was not able to pay for her therapy.

In December Menucha had supported 100 women with perinatal mood disorders, we had also expanded the working hours of our therapists and we had begun interviews for 2 new therapists to join our team. The waiting list was down to zero and we pride ourselves on providing support to women within 72 hours from initial contact.

EFFECT OF CORONAVIRUS

Coronavirus has had a real effect on the way women have been given and recovered from birth. There have been multiple studies over last year showing increased anxiety and depression in certain populations as a result of the COVID-19 pandemic. We have clearly seen an increase of pregnant and postpartum women experiencing increased levels of stress, anxiety, depression and birth trauma.

PLANS FOR FUTURE PERIODS

Our Birth Trauma Resolution Counsellor has completed her training and will start in February 2022, we anticipate her service to be highly sought after and we plan to find a second counsellor during the year.

The Menucha service will be expanding to include the family and not just the mother in September 2022. This will include therapeutic services for fathers experiencing perinatal mood disorders and group sessions for the partners of those experiencing perinatal mood disorders.

The advertising campaign will continue as it has proven to be highly successful. It will take different topics regarding perinatal mood disorders and focus on a 4 -5 weeks period on them.

In October we plan to have a large scale awareness event in person (covid allowing) where professionals with talk and personal stories will be discussed.

Over 2022 there are 4 awareness webinars planned aimed at 4 different demographics; Mothers, Fathers, Grandparents and community professionals ie. clergy, relationship counsellors and teachers.. These awareness events will be hosted by a panel of professionals and questions can be submitted by the public in advance.

In 2022 we will be working with a grant finder who will support Menucha in finding grants that we would be eligible for. We will also be approaching individuals of the community for donations and support.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
TRUSTEES' ANNUAL REPORT (continued)

FINANCIAL REVIEW

The Charity's income for the year amounted to £145,691 (2020: £50,641). Expenditure was £137,972 (2020: £8,964). The resulting net surplus was £48,897 (2020: £41,178)

RESERVES POLICY

It is the policy of the trustees to seek to maintain funds which are the reserves of the Charity at a level sufficient to cover management, administration and support costs, subject to constraints arising from the diminishing financial and other resources available.

The trustees have established the level of unrestricted current net assets that the Charity ought to have. Reserves are needed to bridge the funding gap between spending on activities and receiving resources through voluntary income. The trustees consider that the ideal level of unrestricted reserves as at 31 December 2021 would be three months of resources expended which equates to £43,000.

At 31 December 2021 the Charity had reserves of £48,897 (2020: £41,178) which exceeds our target reserves.

The Trustees are conscious of the need to further expand the Charity's fundraising, in order to secure the activities of the Charity, and are actively pursuing sources of funding in order to ensure that there are sufficient reserves to provide for future financial stability and flexibility to fund charitable activities.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The company was established under a Memorandum of Association and is governed under the Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1. The Trustees are responsible for the overall governance and stewardship of the Charity. The Trustees employ two Clinical Directors responsible for day to day clinical management and leadership.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 5 May 2022 and signed on behalf of the board of trustees by:

L A Sanger

Leah Aliza Sanger (May 5, 2022, 11:31am)

Trustee

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the trustees on my examination of the financial statements of Menucha Ltd ('the Charity' and for company law purposes, 'the Company') for the period ended 31 December 2022..

Responsibilities and basis of my report

As the Charity's trustees (who are also directors of the Company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention which give me reason to believe that:

- Accounting records were not kept in accordance with section 386 of the 2006 Act; or
- The accounts do not accord with such records; or
- The accounts do not comply with relevant accounting requirements under section 396 of the Company Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- The accounts have not been prepared in accordance with the Charities SORP (FRS102).

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

1g Accountants

Shaya Grosskopf (May 6, 2022, 11:15am)

1g Accountants

Chartered Accountants

71 Cheyne Walk

London

NW4 3QU

5 May 2022

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
STATEMENT OF COMPREHENSIVE FINANCIAL ACTIVITIES

	Note	2021	2021	2021	2020
		Restricted	Unrestricted	Total	Total funds
			£	£	£
Income					
Charitable activities		-	8,680	8,680	-
Donations		-	67,010	67,010	40,540
Grants		-	70,001	70,001	9,950
Other income		-	-	-	151
Total income	4	-	145,691	145,691	50,641
Expenditure					
Expenditure on charitable activities		-	132,399	3,420	6,751
Costs of raising funds		-	3,420	3,420	710
Expenditure on governance costs		-	2,147	2,147	2,001
Finance costs		-	6	6	
Total expenditure	5	-	137,972	137,972	9,462
Total comprehensive surplus for the year and movement in funds		-	7,719	7,719	41,178
Funds brought forwards		-	41,178	41,178	
Total funds carried forwards		-	48,897	48,897	41,178

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
STATEMENT OF FINANCIAL POSITION

	Note	2021	2020
			£
Current assets			
Debtors	8	505	-
Cash at bank and in hand		50,350	42,127
Total current assets		50,855	42,127
Creditors: amounts falling due with one year	9	(1,958)	(949)
Net current assets / (liabilities)		47,856	41,178
Total assets less current liabilities		47,56	41,178
Net assets		47,856	41,178
Funds of the charity			
Unrestricted funds		48,897	41,178
Total charity funds	10	48,897	41,178

For the period ending 31 December 2020 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No member has required the Company to obtain an audit for its financial statements for the year in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

These financial statements were approved by the board of trustees and authorised for issue on 5 May 2022 and are signed on behalf of the board by:

L A Sanger

Leah Aliza Sanger (May 5, 2022, 11:31am)

Director and Trustee

Company registration number: 12140175

The notes on the succeeding pages form part of these financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
NOTES TO THE FINANCIAL STATEMENTS

1. General Information

The Charity is a registered charity and a private company limited by guarantee, registered in England and Wales. The registered address is 32 Hamilton Road, London, NW11 9EJ. The liability of the members in the event of the charity being liquidated is limited to £1 each.

2. Statement of compliance

The financial statements have been prepared in compliance with FRS102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis. The financial statements are prepared in pound sterling, which is the functional currency of the Charity.

Going concern

In the opinion of the Trustees there are no material uncertainties about the Charity's ability to continue its operations as a going concern.

Disclosure exemption

The Charity qualifies for and has taken advantage of the exemption available under paragraph 1.12 of FRS102 from presenting a cash flow statement.

Key judgements and estimates

In the opinion of the Trustees there were no significant areas of judgement or estimate engaged when preparing the financial statements.

Fund accounting

The charity's assets are split between unrestricted funds, which are available for use at the trustee's discretion in furtherance of the Charity's objectives, and restricted funds, which are subject to specific conditions by donors as to how they may be used. Further details on the Charity's restricted fund are presented in note 12 to the financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
NOTES TO THE FINANCIAL STATEMENTS (continued)

Incoming resources

Incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that economic benefits will pass to the charity; and that benefit can be reliably quantified. The following specific policies are applied to specific categories of income: -

- Income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable, and the amount can be reliably quantified.
- Income from contributions from individuals is recognised when there is evidence that receipt is probable.

Resources expended

Expenditure is recognised on an accrual basis when incurred and is inclusive of value added tax.

Financial instruments

Basic financial instruments, being most current assets and liabilities, are measured at the cash or other consideration expected to be paid or received. Financing transactions are measured at the present value of future payments discounted at a market rate of interest for a similar debt instrument.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
NOTES TO THE FINANCIAL STATEMENTS (continued)

4. Income

	2021	2021	2021	2020
	Unrestricted	Restricted	Total	Total
		£	£	£
Income from charitable activities				
Therapy contributions receivable	-	8,680	8,680	-
Donations				
Donations from individuals	-	67,010	67,010	40,540
Grants received				
Grants	-	70,001	70,001	9,950
Other income				
Compensation received	-	-	-	150
Sundry income	-	-	-	1
Total other income	-	-	-	151
Total income received	-	145,691	145,691	50,641

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
NOTES TO THE FINANCIAL STATEMENTS (continued)

5. Expenses

	2021	2021	2021	2020
	Restricted funds	Unrestricted funds	Total funds	Total funds
	£	£	£	£
Expenditure on charitable activities				
Therapy costs	-	73,919	73,919	-
Training	-	1,000	1,000	5,789
Awareness advertising and events	-	9,557	9,557	633
Research	-	6,211	6,211	-
Staff costs	-	35,818	36,859	-
Insurance	-	2,225	2,225	-
Helpline and telephony	-	3,669	3,669	329
Total expenditure on charitable activities	-	132,399	132,399	6,751
Costs of raising funds				
Fundraising events costs	-	3,420	3,420	710
Governance costs				
Accountancy and independent examiner's fees	-	475	475	450
General costs	-	791	791	-
Legal and professional services	-	881	881	1,551
Total expenditure on governance costs	-	2,147	2,147	2,001
Finance costs	-	-	-	-
Interest payable	-	6	6	-
Total expenditure	-	137,972	137,972	8,752

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
NOTES TO THE FINANCIAL STATEMENTS (continued)

6. Staff costs

The average number of staff employed by the Charity during the year was 2 (2020: 0)

7. Net surplus

Net surplus is stated after charging:

	2021	2020
	£	£
Fees payable for the independent examination of the financial statements	475	450

8. Debtors

	2021	2020
	£	£
Accounts receivable	405	-
Other debtors	100	-
	505	-

9. Creditors: amounts falling due with one year

	2021	2020
	£	£
Trade creditors	60	-
Social security and employment taxes	1,423	-
Accruals	475	949
	1,958	949

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2021
NOTES TO THE FINANCIAL STATEMENTS (continued)

10. Transactions with trustees and related parties

No trustee drew remuneration or expenses in the current or prior reporting period.

Alexis Jacques Dwek's spouse was remunerated for therapy services delivered during the year. In the opinion of the Trustees, the rate agreed was below the market rate for a person of similar experience and qualifications, and the arrangement was approved by the other independent trustees as being in the best interests of the Charity.

A loan of £5,000 advanced by Alexis Jacques Dwek to the charity was repaid in full during the year.

During the year an aggregate amount of £8,900 (2020: £7,572) was donated by the trustees and their spouses.



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Parties involved with this document

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MENUCHA LTD

England & Wales - Charity number 1188418

Accounts

COMPANY REGISTRATION NUMBER: 12140175
CHARITY REGISTRATION NUMBER: 1188418

MENUCHA LTD
Company Limited by Guarantee
UNAUDITED FINANCIAL STATEMENTS
31 DECEMBER 2020



MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
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MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
COMPANY INFORMATION

Name:	Menucha Ltd
Charity Registration number:	1188418
Company registration number:	12140175
Registered office:	32 Hamilton Road London NW11 9EJ
Trustees:	Miriam Ollech Alexis Jacques Dwek Jona Lewin Susie Weisz Leah Aliza Sanger Rebecca Rosalind Dwek
Chair of Trustees:	Miriam Ollech

For company law purposes the Trustees are also the Company directors.

Independent Examiner:	Shaya Grosskopf ACA 1g Accountants 33 Kings Close London NW4 2JU
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MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
TRUSTEES' ANNUAL REPORT (INCORPORATING DIRECTORS' REPORT)

The trustees, who are also the directors for the purposes of the Companies Act 2006, present their report and the unaudited financial statements of the charity for the period ended 31 December 2020.

The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

TRUSTEES

During the year the following individuals served as trustees of the Charity: -

Tsipporah Krausz (Appointed 1 December 2019 and resigned 29 January 2021)
Rebecca Rosalind Dwek (Appointed 1 December 2019 and resigned 29 January 2021)
Leah Aliza Sanger (Appointed 6 August 2019)
Miriam Ollech (Appointed 1 January 2021)
Alexis Jacques Dwek (Appointed 1 January 2021)
Jona Lewis (Appointed 1 January 2021)
Susie Weisz (Appointed 1 January 2021)

OBJECTIVES AND ACTIVITIES

The principal activities of the Charity are to provide advice and support to empower women experiencing perinatal mood disorders to understand this issue. The Charity's goal is to alleviate the severity of Perinatal mood disorders by ensuring every woman can access help quickly and efficiently and feel confident in doing so.

PUBLIC BENEFIT

The trustees have given careful consideration to the Charity Commission's guidance on public benefit when setting the aims and objectives of the Charity. In particular, the Trustees consider how planned activities will contribute to the aims and objectives of the Charity.

The Charity has no affiliation with any political organisation.

CHARITABLE ACTIVITIES

During this period covered by this report the Trustees worked on developing its clinical model and team.

At the beginning of January 2020, the Trustees met with the Clinical Director of the Anna Freud Centre. What began as a conversation about Parent Infant Psychotherapy for mums struggling to bond with their babies led to the instrumental decision to work with the Centre in a consultancy role to help the Trustees refine The Charity's model and develop our team. Around this time, we also presented at the Interlink Maternity Services meeting at the Royal Free Hospital, which provided an excellent opportunity to raise awareness of the Charity's mission and a chance to hear from various professionals and other community organisations about their experiences working with women with maternal mental health issues in the Orthodox Jewish Community.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
TRUSTEES' ANNUAL REPORT (continued)

The Trustees regularly meet with the clinical lead of Barnet Council responsible for Perinatal Mental Health, to discuss working relationships with the Barnet Council Specialist Team and training opportunities for our staff and team.

The Charity's mission statement was created and thought was given on how to measure the efficacy of its clinical model. Further talks with Barnet Council explored the idea of a researcher from the Royal Free Hospital following its progress. Our Key Performance Indicators were discussed as well as how we will measure them. The Trustees decided to use industry standard GAD2 questions for intake process and continuous weekly mood scoring. Additionally, we measure performance against a bespoke intake questionnaire form and requests for client feedback forms every three months followed by a feedback form for the ending process. The Charity did not perform any clinical work during the period covered by these financial statements.

EFFECT OF CORONAVIRUS

The Charity has adapted to operating during the Coronavirus Pandemic. Two awareness evenings were hosted via videoconferencing. The first meeting was held in July with 67 attendees and a second was held in September with 98 attendees. Additionally a cultural awareness training with 23 psychiatrists and psychologists from across the country was held in October.

PLANS FOR FUTURE PERIODS

In January 2021 the Charity rolled out the community awareness program. This involves weekly adverts on the signs and symptoms in local advertisers and on social media.

In February 2021 the Charity launched the Menucha Service. Helplines went live on 2 February 2021.

The Trustees plan is to have regular weekly reviews with the executive board to review the efficacy of the model and staff and protocols for the first six months.

Once procedures and protocols have been finalised and the Trustees are satisfied that the clinical model is working well, the Charity plans on beginning work on a further phase of work looking at the provision of community preventative treatment program.

In March 2021 a member of the team began Birth Trauma Resolution Training. The trustees have appointed a perinatal occupational therapist to begin in May. The plan is to target the triggers of Perinatal Mental Illness such as birth trauma, adjustment issues and isolation, and treat them.

FINANCIAL REVIEW

The Charity's income for the year amounted to £50,641. Expenditure was £8,964. The resulting net surplus was £41,677

RESERVES POLICY

It is the policy of the trustees to seek to maintain funds which are the reserves of the Charity at a level sufficient to cover management, administration and support costs, subject to constraints arising from the diminishing financial and other resources available.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
TRUSTEES' ANNUAL REPORT (continued)

The trustees have established the level of unrestricted current net assets that the Charity ought to have. Reserves are needed to bridge the funding gap between spending on activities and receiving resources through voluntary income. The trustees consider that the ideal level of unrestricted reserves as at 31 December 2020 would be three months of resources expended which equates to £2,500

At 31 December 2020 the Charity had reserves of £41,677 which exceeds our target reserves.

The Trustees are conscious of the need to further expand the Charity's fundraising, in order to secure the activities of the Charity, and are actively pursuing sources of funding in order to ensure that there are sufficient reserves to provide for future financial stability and flexibility to fund charitable activities.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The company was established under a Memorandum of Association and is governed under the Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £1. The Trustees are responsible for the overall governance and stewardship of the Charity. The Trustees employ two Clinical Directors responsible for day to day clinical management and leadership.

SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 5 May 2021 and signed on behalf of the board of trustees by:

L Sanger

Leah Aliza Sanger (May 4, 2021, 7:09pm)

Trustee

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the trustees on my examination of the financial statements of Menucha Ltd ('the Charity' and for company law purposes, 'the Company') for the period ended 31 December 2020.

Responsibilities and basis of my report

As the Charity's trustees (who are also directors of the Company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention which give me reason to believe that:

- Accounting records were not kept in accordance with section 386 of the 2006 Act; or
- The accounts do not accord with such records; or
- The accounts do not comply with relevant accounting requirements under section 396 of the Company Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- The accounts have not been prepared in accordance with the Charities SORP (FRS102).

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

Shaya Grosskopf

Shaya Grosskopf (May 4, 2021, 8:06pm)

Shaya Grosskopf ACA

1g Accountants

Chartered Accountants

33 Kings Close

London

NW4 2JU

5 May 2021

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
STATEMENT OF COMPREHENSIVE FINANCIAL ACTIVITIES

	Note	2020 Unrestricted funds £	2020 Restricted funds £	2020 Total funds £
Income				
Donations		39,830	710	40,540
Grants		9,950	-	9,950
Other income		151	-	151
Total income	4	49,931	710	50,641
Expenditure				
Expenditure on charitable activities		6,751	-	6,751
Costs of raising funds		-	710	710
Expenditure on governance costs		2,001	-	2,001
Total expenditure	5	8,752	710	9,462
Total comprehensive surplus for the year and movement in funds		41,178	-	41,178
Total funds carried forwards		41,178		41,178

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
STATEMENT OF FINANCIAL POSITION

	Note	2020
		£
Current assets		
Cash at bank and in hand		42,127
Total current assets		42,127
Creditors: amounts falling due with one year	8	(949)
Net current assets / (liabilities)		41,178
Total assets less current liabilities		41,178
Net assets		41,178
Funds of the charity		
Unrestricted funds		41,178
Total charity funds	9	41,178

For the period ending 31 December 2020 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies. No member has required the Company to obtain an audit for its financial statements for the year in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

These financial statements were approved by the board of trustees and authorised for issue on 5 May 2021 and are signed on behalf of the board by:

L Sanger

Leah Aliza Sanger (May 4, 2021, 7:09pm)

Leah Aliza Sanger

Director and Trustee

Company registration number: 12140175

The notes on the succeeding pages form part of these financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
NOTES TO THE FINANCIAL STATEMENTS

1. General Information

The Charity is a registered charity and a private company limited by guarantee, registered in England and Wales. The registered address is 32 Hamilton Road, London, NW11 9EJ. The liability of the members in the event of the charity being liquidated is limited to £1 each.

2. Statement of compliance

The financial statements have been prepared in compliance with FRS102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis. The financial statements are prepared in pound sterling, which is the functional currency of the Charity.

Going concern

In the opinion of the Trustees there are no material uncertainties about the Charity's ability to continue its operations as a going concern.

Disclosure exemption

The Charity qualifies for and has taken advantage of the exemption available under paragraph 1.12 of FRS102 from presenting a cash flow statement.

Key judgements and estimates

In the opinion of the Trustees there were no significant areas of judgement or estimate engaged when preparing the financial statements.

Fund accounting

The charity's assets are split between unrestricted funds, which are available for use at the trustee's discretion in furtherance of the Charity's objectives, and restricted funds, which are subject to specific conditions by donors as to how they may be used. Further details on the Charity's restricted fund are presented in note 12 to the financial statements.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
NOTES TO THE FINANCIAL STATEMENTS (continued)

Incoming resources

Incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that economic benefits will pass to the charity; and that benefit can be reliably quantified. The following specific policies are applied to specific categories of income: -

- Income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable, and the amount can be reliably quantified.

Resources expended

Expenditure is recognised on an accrual basis when incurred and is inclusive of value added tax.

Financial instruments

Basic financial instruments, being most current assets and liabilities, are measured at the cash or other consideration expected to be paid or received. Financing transactions are measured at the present value of future payments discounted at a market rate of interest for a similar debt instrument.

4. Income

	2020	2020	2020
	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Donations			
Donations from individuals	39,830	710	40,540
Grants received			
Grants	9,950	-	9,950
Other income			
Compensation received	150	-	150
Sundry income	1	-	1
Total other income	151		151
Total income received	49,931	710	50,641

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
NOTES TO THE FINANCIAL STATEMENTS (continued)

5. Expenses

	2020	2020	2020
	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Expenditure on charitable activities			
Advertising	533	-	533
Awareness events	100	-	100
Training and consultation	5,789	-	5,789
Helpline and telephony	305	-	305
Total expenditure on charitable activities	6,751	-	6,751
Costs of raising funds			
Fundraising events costs	-	710	710
Governance costs			
Accountancy and independent examiner's fees	450	-	450
Legal and professional services	1,551	-	1,551
Total expenditure on governance costs	2,001	-	2,001
Total expenditure	8,752	710	9,462

6. Staff costs

The average number of staff employed by the Charity during the year was 0.

MENUCHA LTD
ANNUAL REPORT AND FINANCIAL STATEMENTS
PERIOD ENDED 31 DECEMBER 2020
NOTES TO THE FINANCIAL STATEMENTS (continued)

7. Net surplus

Net surplus is stated after charging:

	2020
	£
Fees payable for the independent examination of the financial statements	450

8. Creditors: amounts falling due with one year

	2020
	£
Accruals	949
	949

9. Analysis of restricted funds

	At 6 August 2019	Income	Expenditure	At 31 December 2020	
Sponsorship of fundraising event	-	710	(710)		-

10. Transactions with trustees

No trustee drew remuneration or expenses in the reporting period.



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