

COMPANY REGISTRATION NUMBER: 12140175

CHARITY REGISTRATION NUMBER: 1188418

MENUCHA LTD

Company Limited by Guarantee

UNAUDITED FINANCIAL STATEMENTS

31 DECEMBER 2023



MENUCHA

Because Motherhood Should Be a Joy

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

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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,

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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.

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- **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.

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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

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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 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

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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.

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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.

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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.

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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

	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

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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

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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

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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