



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

Period Start Date: 21/09/2022 to Period End Date: 31/12/2023

Charity name: Be Free Campaign

Charity registration number: 1189704

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	For the public benefit, the relief of those in need by reason of mental health in England: a) providing practical advice, information and support; b) advancing the education of the general public in all areas relating to mental health by training courses and education.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Mental Health Education: Providing educational resources and workshops focused on mental health awareness, empowering individuals to understand and manage mental health challenges. Youth Engagement: Programs aimed at young people, equipping them with the tools to address mental health concerns and fostering open discussions about mental well-being. Advocacy and Campaigning: Advocating for improved mental health services and support within communities and educational institutions, while working to reduce stigma surrounding mental health. Support Networks: Facilitating peer-to-peer support networks where individuals can share experiences and offer mutual support in a safe environment. Workshops and Training: Offering workshops for schools and community groups to improve mental health literacy and provide practical mental well-being skills. School-Based Counselling: Delivering in-school counselling services to provide students with professional mental health support within a familiar environment.

		Early Intervention Counselling: Offering early intervention counselling services aimed at identifying and addressing mental health issues at their onset to prevent escalation. Online Resources: Providing accessible online resources, including guides, toolkits, and articles, to help individuals and communities improve their mental health awareness and practices.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees of the Be Free Campaign confirm that they have considered and had regard to the Charity Commission's guidance on public benefit when carrying out their duties and making decisions on the activities of the charity. All charitable services and activities are designed to provide public benefit in line with the Commission's requirements.

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	School Workshops and Training: The Be Free Campaign expanded its school workshops program, reaching over 1,700 students and training 100 teachers. These initiatives provided valuable mental health education and awareness, directly benefiting young people and their educators. CBT Support for Children: Ten children received eight weeks of Cognitive Behavioural Therapy (CBT), offering them vital mental health support and early intervention, demonstrating the charity's commitment to youth mental health. Partnerships with Universities: Strengthened relationships with local universities such as the University of Liverpool, Edge Hill University, and the University of Chester. The charity provided placement opportunities and volunteering roles, supporting students interested in mental health or the third sector, while also fostering the next generation of mental health professionals. Workplace Mental Health Training: Developed and launched a flagship Mental Health First Responder Course, targeting corporate and hospitality sectors. These

		workshops train ambassadors for mental health in workplaces, promoting mental health awareness and fostering supportive environments. The charity also secured contracts with government departments, including the Department of Health and Social Care. Community Impact and Events: Expanded community engagement through Art for Mental Health exhibitions, Music for Mental Health events, and wellbeing workshops in local venues. Additionally, planning for the Liverpool Community Impact Awards began, celebrating individuals and organizations contributing to the city's well-being. Government and Public Engagement: Founder Shantanu Kundu met with prominent figures, including former Prime Ministers Boris Johnson and Rishi Sunak, to discuss mental health, advocating for stronger mental health services and policies at the national level. Publications and Media: The charity's latest publication was accepted by Pegasus Publishing House, set for release in 2023, spreading the charity's message and expanding its reach. New Office and Strategic Growth: Relocated to a new office space, creating a hub for charity and volunteer work. The launch of a strategic advisory board furthered the charity's development, providing expert advice and connections for future growth.
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Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	At the end of the reporting period, the charity is in a stable financial position, having generated sustainable income through grants, donations, and paid contracts. The growth in income has allowed for the expansion of services, including school workshops and mental health training, while maintaining operational stability. The charity's financial position supports its continued mission of promoting mental health awareness and education within the community.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity maintains a reserve policy to ensure long-term financial stability and sustainability. Reserves are held to cover potential future expenses, such as unforeseen costs, project development, and operational continuity in the event of income shortfalls. This policy aligns with the charity's objective to safeguard the delivery of its core services and maintain support for its beneficiaries.
Amount of reserves held	Para 1.22	The charity holds reserves sufficient to cover at least 6-12 months of operational expenses. This ensures that core services can continue uninterrupted while allowing flexibility for future growth and investment in new projects.
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	There are no funds materially in deficit. The charity has maintained a balanced financial approach, ensuring that income generated meets or exceeds its expenditures, thus avoiding any significant financial deficits.
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no material uncertainties regarding the charity's ability to continue as a going concern. The charity has established sustainable income streams through grants, partnerships, and paid contracts. These efforts, combined with effective financial management, provide confidence in the charity's ability to continue delivering its mission in the foreseeable future.

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	CONSTITUTION
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are appointed by a resolution passed at a properly convened meeting of the charity trustees. In selecting trustees, consideration is given to the skills, knowledge, and experience required for effective administration. The first trustees listed in the constitution include Dr Shantanu Kundu, Mr Finn Thompson, Ms Lottie Seymour, Nigel Allman and Dr Arabinda Kundu. Subsequent appointments follow these constitutional provisions to ensure the proper governance of the charity.

Reference and Administrative details

Charity name	Be Free Campaign
Other name the charity uses	
Registered charity number	1189704
Charity's principal address	54 St James St Liverpool L1 0AB

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Shantanu Kundu			BFC
2	Finn Thompson			BFC
3	Nigel Allman		26 th January 2023	BFC
4	Lottie Seymour		25 th May 2023	BFC
5	Arabinda Kundu			BFC
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Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Exemptions from disclosure

Reason for non-disclosure of key personnel details

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	<i>Finn Thompson</i>	
Full name(s)	Finn Thompson	
Position (eg Secretary, Chair, etc)	Trustee	
Date	22/10/2024	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Be Free Campaign

No (if any)
1189704

CC16a

Receipts and payments accounts

For the period from	Period start date 21/09/2022	To	Period end date 31/12/2023
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grant	25,000	43,586	-	68,586	13,592
Donations	1,621		-	1,621	6,160
Income from charitable activity	25,656		-	25,656	7,125
		-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	52,277	43,586	-	95,863	26,877
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	52,277	43,586	-	95,863	26,877
A3 Payments					
Office rent & Venue hire	9,868	-	-	9,868	6,883
Office equipment & hardware	7,464	-	-	7,464	502
Licenses & permits	50	-	-	50	527
Miscellaneous	-	-	-	-	284
Staff costs	20,559	-	-	20,559	6,491
Materials	2,628	-	-	2,628	1,220
Subcontractor costs	5,642	-	-	5,642	1,440
Legal & prof fees	390	-	-	390	-
Postage & Stationary	24	-	-	24	-
Bank charges	35	-	-	35	-
Insurance	296	-	-	296	-
Travel	626	-	-	626	-
Advertising	593	-	-	593	-
Bad debts	65	-	-	65	-
Accountancy	-			-	
Prior year adjustment		-	-	-	1,618
		-	-	-	
Sub total	48,240	-	-	48,240	15,729
A4 Asset and investment purchases, (see table)					
Laptop		-	-	-	
Fridge/microwave				-	
Fridge		-	-	-	
Sub total	-	-	-	-	-
Total payments	48,240	-	-	48,240	15,729
Net of receipts/(payments)	4,037	43,586	-	47,623	11,148
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	12,113		-	12,113	965
Cash funds this year end	16,150	43,586	-	59,736	12,113

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Current Account	14,884	43,586	-
	Deposit Account	1,266	-	-
		-	-	-
	Total cash funds	16,150	43,586	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Trade Debtors	160	-	-
	Prepayment	23	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	Pension	191	-	
	PAYE	-358	-	
	Accruals	-1728	-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees

Be Free Campaign

On accounts for the year ended

31st December 2023

**Charity no
(if any)**

1189704

Set out on pages

9 and 10

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 12 / 2023**.

Responsibilities and basis of report

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

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

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

** Please delete the words in the brackets if they do not apply.*

Signed:

Rodd

Date:

22/10/24

Name:

The Accounting Clinic

Relevant professional qualification(s) or body (if any):

Address:

Liverpool Business Clinic, Liverpool John Moores University, L3 5UG

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.