

Charity number: 1193127

TRUSTEES' REPORT AND
FINANCIAL STATEMENTS
FOR THE PERIOD ENDED
31 DECEMBER 2021

JOE'S BUDDY LINE
CHARITY

MENZIES
BRIGHTER THINKING

JOE'S BUDDY LINE CHARITY

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JOE'S BUDDY LINE CHARITY

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE PERIOD ENDED 31 DECEMBER 2021

Trustees Louisa Lyons BSc, Msc, FRGS, Chair
Ivan Lyons FCIM, FNAEA, Trustee
Roman Kemp, Trustee
Lara Allos BSc, Trustee

Charity registered number 1193127

Registered office The Old Farmyard
The Downs
Givons Grove
Leatherhead
Surrey
KT22 8LD

Accountants Menzies LLP
Chartered Accountants
Ashcombe House
5 The Crescent
Leatherhead
Surrey
KT22 8DY

Bankers CAF Bank
25 Kings Hill Avenue
West Malling
Kent
ME19 4TA

Solicitors Slaughter and May
One Bunhil Row
London
EC1 8YY

Independent Examiner Janice Matthews FCA
Menzies LLP
Centrum House
36 Station Road
Egham
Surrey
TW20 9LF

JOE'S BUDDY LINE CHARITY

TRUSTEES' REPORT FOR THE PERIOD ENDED 31 DECEMBER 2021

The Trustees have pleasure in presenting their first Annual Report and Financial Statement for the period ending 31st December 2021.

The provisions of Accounting, Reporting and Statement of Recommended Practice applicable to Charities have been adopted.

JOE'S BUDDY LINE was approved by the Charity Commission on 15th January 2021. The Mental Health Charity was created by the family and friends of JOSEPH LYONS. Known within the Media Industry as 'Producer Joe', he was a well respected and an Award winning Radio Producer, who passed away at just 31 years of age in totally unexpected circumstances in August 2020.

As some of the Trustees had experience as Governors of Outstanding State Special Education Needs Schools, it was decided, in Joe's Remembrance and Legacy, to use this experience and create a Charity that could assist with urgently required Mental Health issues within educational settings .

The BBC Film 'Our Silent Emergency' about Joe, his personal and professional relationship with Roman Kemp - the Radio and TV Presenter - and Mental Health issues was Shortlisted for the Best Documentary at the National Television Awards 2021 and was an additional stimulus for our determination to help others. The Film helped to increase our initial exposure as a Charity and conversations about Mental Health together with other accolades that Joe has recently received including a Producer Award for Best Radio Programme 20 at the Television and Radio Industries Awards, the new Joe Lyons Award for Best Student Producer at the Students Radio Association Awards 2021 and, due to Joe's previous involvement, announcements of the Charity and its Objectives at the Global Radio Summer and Christmas Music Balls at the O2.

Over the past year, notwithstanding restrictions due to Covid, we have contacted many Mental Health and other Charities as well as other Organizations both Public and Private, to establish how they deal with the many interrelated issues pertaining to being helped by, associated with and/or running a successful Charity. All have been very open, understanding and extremely helpful. We will continue these discussions in the future to work with them and establish 'best practice' for the benefit of all our Charities and the many others' requiring critical Mental Health information or assistance.

JOE'S BUDDY LINE CHARITY

TRUSTEES' REPORT (CONTINUED) FOR THE PERIOD ENDED 31 DECEMBER 2021

OBJECTIVES, ACTIVITIES, ACHIEVEMENTS and PERFORMANCE.

Our approved Charitable Objectives are -

1. To Promote and Protect the Mental Health. particularly but not exclusively, of Young People from Primary School to University throughout England and Wales, by the provision of Finance, Support, Education and Practical Advice and Assistance.
2. To advance such other Charitable Objectives (according to the Law of England and Wales) as the Trustees see fit from time to time.

The first year of the Charity has been mainly a time for understanding and creating the necessary legal, organizational, financial documents and structures, obtaining donations and creating initiatives that could allow us to more effectively roll out our Mental Health assistance to schools, colleges and universities during 2022. We have not applied for any Grants and other similar types of financial support but will be better able to do so after our first periods accounts have been completed and filed.

However, notwithstanding limitations of less effective access to individuals and organizations caused by Covid restrictions, the Charity created its first and very successful activity in 2021 for a MINDFEST open day at a large school in Surrey. There were about 700 attendees, 35+ Mental Health Therapists and other related organizations (CAMHS, Samaritans, etc) offering workshops and other information. The event was widely advertised on Radio and Regional and Local Papers with the local MP, Councilors and Police dealing with child protection attended. We learnt a great deal from this experience and as requested by many attendees, other Charities and Organisations, will be organising a similar but larger scale MINDFEST 22 Mental Health and Wellbeing Festival event in October 2022 for World Mental Health Day.

As many other Charities are offering reactive one to one assistance when required to students, teachers and others within educational organizations, we have decided to be more proactive by giving assistance to 'open up' necessary conversations and to help make Mental Health just as normally accepted as Physical Health. Our involvement will include Mental Health workshops for students, teachers, Governors, parents and administrative staff with additional higher level Certificate of Professional Development training for teachers. Additionally , we will offer leaflets relating to specific Mental Health issues such as Self-Harm, Bullying in all its forms, Stigma, Discrimination, Bullying, Self-Harm and any other Mental Health issues that may be required for a specific educational setting. We realized very quickly that unfortunately there was not a 'one fits all' Mental Health solution for every educational organization.

2022 should, therefore, be a period of consolidation of our structures and activities to be able to help educational institutions as effectively as possible with their specific Mental Health issues. We will also be trying to provide support for a Whole School Approach to Mental Health where an educational setting does not have the current ability or finance to be able to achieve this important 'joined up' provision.

The Trustees have had regard to the guidance issued by the Charity Commission on Public Benefit. These include -

To help Stop Young People and others within educational settings from harming themselves and committing suicide.

To raise awareness of Mental Health issues within schools, colleges and universities to facilitate the 'opening up' of discussions to make Mental Health conversations and assistance as normal as it is for Physical Health.

Provide emotional and other support for students, teachers, parents, Governors and Administrative staff with information, workshops and any other advice and assistance that may be required.

To keep the Memory of Joseph Lyons - Producer Joe - alive as a long term Legacy for the benefit of the many within education institutions that require information or advice to help protect them from current or potentially from future Mental Health issues.

JOE'S BUDDY LINE CHARITY

TRUSTEES' REPORT (CONTINUED) FOR THE PERIOD ENDED 31 DECEMBER 2021

FINANCIAL REVIEW

The Charity has generated sufficient donations for Start Up and Development Costs for initial new and other initiatives and has the ability to sustain reserves for these and operational ongoing costs for at least the next few years.

Pro Bono assistance from some Organisations and Individuals have assisted us greatly and helped the Charity to move forward faster than would otherwise have been possible.

We will require an additional level of income from donations, grants and similar to roll out our initiatives, as fast as possible, to the numerous educational institutions that require urgent Mental Health emotional, practical and financial assistance in various ways.

Although this is not anticipated, uncertainties as a going concern in the longer term are mainly generation of sufficient donations, grants and similar income with the effect of any future Covid restrictions to communicate satisfactory and in appropriate ways with education institutions.

GOING CONCERN

Whilst the charity is not immune to the significant uncertainty created by the Coronavirus pandemic, the trustees are confident the charity will be able to see through any uncertainty. Expenditure can be reduced to reflect income levels and stay within available funding, although the trustees continue to monitor the position closely. The trustees believe these actions should enable the charity to continue in operational existence. Therefore, it is the trustees' opinion that the going concern basis of preparation of the accounts continues to be appropriate.

RESERVES POLICY

Total reserves held at the year end were £85,249 all of which are unrestricted. The unrestricted fund can be applied for the general purposes of the charity as set out in the governing document.

STRUCTURE, GOVERNANCE and MANAGEMENT

JOE'S BUDDY LINE was approved by the Charity Commission in January 2021 as a CIO Foundation Charity - Number 1193127.

The 4 original Trustees are still involved with the Charity and future Trustees will be assessed and appointed by the approval of all Trustees at the time.

All Trustees are DBS certified and have now been trained to Mental Health First Aid level.

In 2022, the Charity may require, subject to expansion and level of donations, at least one further Trustee and a Part or Full time Employee who are experienced in working with Charities particularly, if possible, within Mental Health and Educational Settings.

REFERENCE and ADMINISTRATIVE DETAILS

The Charity's name is JOE'S BUDDY LINE CHARITY but also, as advised to Charity Commission, works in its simplified form as JOE'S BUDDY LINE.

The Charity's name and logo have been Registered as a TradeMark with the Government Intellectual Property Office.

JOE'S BUDDY LINE CHARITY

TRUSTEES' REPORT (CONTINUED) FOR THE PERIOD ENDED 31 DECEMBER 2021

Statement of Trustees' responsibilities

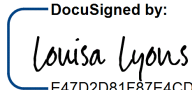
The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

select suitable accounting policies and then apply them consistently;
observe the methods and principles of the Charities SORP (FRS 102);
make judgements and accounting estimates that are reasonable and prudent;
state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by order of the members of the board of Trustees and signed on their behalf by:

DocuSigned by:

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Louisa Lyons BSc
(Chair)
Date: 09-Mar-2022

JOE'S BUDDY LINE CHARITY

MENZIES
BRIGHTER THINKING

INDEPENDENT EXAMINERS' REPORT

Independent examiner's report to the Trustees of Joe's Buddy Line Charity ('the Charity')

I report to the charity Trustees on my examination of the accounts of the Charity for the period ended 31 December 2021.

Responsibilities and basis of report

As the Trustees of the Charity (and its directors 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 Charity are not required to be audited 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 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 matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Charity as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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.

This report is made solely to the Charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the Charity's Trustees those matters I am required to state to them in an Independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the Charity and the Charity's Trustees as a body, for my work or for this report.

Signed: 
634F24DE92A4471...
Janice Matthews FCA

Dated: 10-Mar-2022

Menzies LLP
Centrum House
36 Station Road
Egham
Surrey
TW20 9LF

JOE'S BUDDY LINE CHARITY

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT) FOR THE PERIOD ENDED 31 DECEMBER 2021

	Note	Unrestricted funds 2021 £	Total funds 2021 £
Income from:			
Donations and legacies	3	102,191	102,191
Total income		102,191	102,191
Expenditure on:			
Charitable activities		16,942	16,942
Total expenditure		16,942	16,942
Net movement in funds		85,249	85,249
Reconciliation of funds:			
Net movement in funds		85,249	85,249
Total funds carried forward		85,249	85,249

The Statement of financial activities includes all gains and losses recognised in the period.

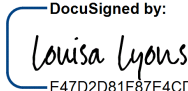
The notes on pages 9 to 12 form part of these financial statements.

JOE'S BUDDY LINE CHARITY

BALANCE SHEET AS AT 31 DECEMBER 2021

	Note	2021 £
Current assets		
Debtors	7	875
Cash at bank and in hand		87,374
		<u>88,249</u>
Creditors: amounts falling due within one year	8	<u>(3,000)</u>
Net current assets		<u>85,249</u>
Total assets less current liabilities		<u>85,249</u>
Total net assets		<u>85,249</u>
Charity funds		
Unrestricted funds	9	85,249
Total funds		<u><u>85,249</u></u>

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

DocuSigned by:

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Louisa Lyons BSc

09-Mar-2022

The notes on pages 9 to 12 form part of these financial statements.

JOE'S BUDDY LINE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 DECEMBER 2021

1. General information

Joe's Buddy Line Charity is a Charitable incorporated organisation that has been registered since 15 January 2021. See page 1 for all reference and administrative details of the charity.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - 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 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) published in October 2019 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

Joe's Buddy Line Charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The accounts are presented for the short period from 15 January 2021 to 31 December 2021. This is the first accounting period since the charity was registered.

2.2 Income

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

JOE'S BUDDY LINE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 DECEMBER 2021

2. Accounting policies (continued)

2.5 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.6 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.7 Financial instruments

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.8 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

3. Income from donations and legacies

	Unrestricted funds 2021 £	Total funds 2021 £
Donations	102,191	102,191

JOE'S BUDDY LINE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 DECEMBER 2021

4. Analysis of expenditure by activities

	Activities undertaken directly 2021 £	Support costs 2021 £	Total funds 2021 £
Direct costs	3,944	12,998	16,942

Analysis of support costs

	Activities 2021 £	Total funds 2021 £
Bank charges	76	76
Donation platform charges	249	249
Sundry expenses	272	272
Gifts in kind	7,500	7,500
Accountancy Fees	3,000	3,000
Printing & Marketing	1,901	1,901
	12,998	12,998

5. Independent examiner's remuneration

The independent examiner's remuneration amounts to an independent examiner fee of £1,500, and accountancy services of £1,500.

6. Trustees' remuneration and expenses

During the period, no Trustees received any remuneration or other benefits.

During the period ended 31 December 2021, no Trustee expenses have been incurred.

7. Debtors

	2021 £
Due within one year	
Other debtors	875
	875

JOE'S BUDDY LINE CHARITY

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 DECEMBER 2021

8. Creditors: Amounts falling due within one year

	2021 £
Accruals and deferred income	3,000

9. Statement of funds

Statement of funds - current period

	Income £	Expenditure £	Balance at 31 December 2021 £
Unrestricted funds			
General Funds	102,191	(16,942)	85,249

10. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2021 £	Total funds 2021 £
Current assets	88,249	88,249
Creditors due within one year	(3,000)	(3,000)
Total	85,249	85,249

11. Related party transactions

The Charity has not entered into any related party transaction during the year, nor are there any outstanding balances owing between related parties and the Charity at 31 December 2021.