

23 January 2023

Independent Examiner's Report to the Trustees of MANUP  
For the year ended 31<sup>st</sup> March 2022 Charity number  
1195085

I report to the trustees on my examination of the accounts of the above charity for the year ended 31<sup>st</sup> March 2022.

Responsibilities and basis of report

As the charity trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 (the Charities Act). I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act, and in carrying out my examination, I have followed the applicable directions given by the Charity Commission under section 145(5)(b) of the Charities 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 give me cause to believe that in any material respect, accounting records were not kept in accordance with section 130 of the Charities Act, or that the accounts do not accord with the accounting records.

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

Signed: *Pauline Healey*

Date: 23/01/2023

Pauline Healey ACMA, MiP

Trustees' Annual Report for the period						
From	Period start date			To	Period end date	
	Day 07	Month 07	Year 2021		Day 31	Month 03

Charity name MANUP?

Other names charity is known by

Registered charity number (if any) 1195085

Charity's principal address Hadleigh Business Centre

Crockatt Road

Hadleigh

Postcode

IP7 6RH

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)
Steve Rooke			
Mark Crawley	Safeguarding Lead		
Dot Cordle			
Mark Crawley			
Jordan Holder		Removed March 2022	
Phil McEwan-Bell			
Dan Somers	Chair		
Mick Richardson			

**Names of the trustees for the charity, if any, (for example, any custodian trustees)**

Name	Dates acted if not for whole year

**Names and addresses of advisers (Optional information)**

Type of adviser	Name	Address

**Name of chief executive or names of senior staff members (Optional information)**

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**Description of the charity's trusts**

Type of governing document  
(eg. trust deed, constitution)

Constitution adopted July 2021

How the charity is constituted  
(eg. trust, association, company)

Charitable Incorporated Organisation

Trustee selection methods  
(eg. appointed by, elected by)

Appointed by existing Trustees

**Additional governance issues (Optional information)**

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system

We have a Disclosure and Barring Service policy for all paid and volunteer staff in place.

We have an extensive range of policies in place including: Vulnerable Adult Protection and Safeguarding Policy, Money Handling Policy, Volunteer Expenses Policy, Complaints Policy and Conflicts of Interest Policy. All have regular (annual) review dates.

All trustees give their time voluntarily and receive no remuneration or other benefits.

Any organisational risks are identified and discussed as a quarterly trustees agenda item.

and procedures to manage them.

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**Summary of the objects of the charity set out in its governing document**

The object of the CIO is to encourage the preservation and protection of good mental health among men in East Anglia and such other parts of England and Wales as the trustees may from time to time determine, in particular, but not exclusively by:

- a) providing resources and events to educate and inform about men's mental health with the aim of removing the stigma of acknowledging mental health issues and asking for help;
- b) providing a support and signposting service to men experiencing mental health issues; and
- c) campaigning to improve mental health services for men.

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

MANUP? aims to change the stigma associated with male mental health by changing people's perceptions. It is important to point out that we do not only raise awareness with males but we have also worked with schools, the NHS, businesses & other charity organisations. We are focused on changing everyone's perception, standards & beliefs about mental health in males & how they can impact a person's life.

We do not offer direct mental health support and have never done so. We are a sign-posting charity that works closely with the NHS to sign-post people to the most appropriate services or charity organisations on websites maintained by local councils, charity commissions, or the government of their local area. To date, we have also worked with the Police who have confirmed that four males have been prevented from taking their lives due to MANUP? intervention. We are constantly receiving feedback from people, schools & services to say that we've helped them change their life, or how they treat others via our social media accounts.

MANUP? only ever works with under 18's if we are working within a school or with a parent. Our primary focus is encouraging males that they do not need to 'man up and get on with it', even if everything is getting on top of them. We actively and successfully promote that it is OK to ask for help from a partner, friend, or colleague, and it is OK to do so. With our thousands of followers, we aim to change minds and show them it is not just them who struggle with mental health issues. As part of our project, we highlight how men are actively helping themselves to get out of mental health situations. The feedback we have received is that the way we talk about mental health in schools and other service providers or charities is a successful strategy that has engaged with 1000s of people all over England & Wales.

In addition to not discussing sexuality, religion or race, and not promoting businesses or services, we only work with those who do good with a core goal of helping those with mental illness. We believe this is why MANUP? has a proven track record of changing attitudes around mental health; we've even saved lives

As a result of raising awareness, we have been able to attract the attention of many schools. After watching our videos, we had a student wear a 17-kilo weighted vest for a week to give students a visible representation of what mental health problems feel like..

Helping to facilitate paramedics & doctors to accept the help offered by the service, we have liaised and worked with the NHS. After noticing higher

than-normal sickness and suicide rates in those roles, the NHS asked us to assist with some great success & feedback!

There are thousands of followers on our social media accounts, and we receive messages & comments almost hourly thanking us for changing their opinions, giving them ideas, or removing the shame associated with mental illness. Businesses and individuals are starting awareness events that encourage friends and family to talk to each other in the name of MANUP?

#### Additional details of objectives and activities (Optional information)

The contribution made by our social followers and video guests has been enormous, and we are very grateful for their support and engagement.

Without their valuable time, commitment, enthusiasm, and public discussion of life experiences, MANUP? would not exist in it's current successful form.

In addition, we appreciate and acknowledge the financial support we have received from a range of individual fundraisers. This has enabled us to maintain the financial viability to grow our organisation.

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

**Summary of the main achievements of the charity during the year**

This period was the 'birth' of MANUP? in the capacity of a registered charity. It was very much the middle of the COVID pandemic and full lockdowns. During this period, we were very limited in what we could do 'socially' but recognised very quickly that this was a time where good mental health was critical but that it could also become a huge burden for a lot of people. We couldn't start events, organize meetings, or do anything other than make hundreds of videos with males across England & Wales to demonstrate how they cope with mental health issues or problems.

We joined forces with online seminars by the BBC & East Anglian Daily Times. We gave advice & suggestions about what people could do if they were struggling with mental health. We worked with various charities such as StrongMen.org.uk, Cruse & various bereavement charities to discuss mental health, grief & losing someone due to COVID. We had to constantly change & learn as a newly found charity.

Once the lockdowns stopped, we started to work face-to-face with various schools, such as St Alban's Catholic High School in Ipswich. We worked with students to encourage 16/17-year-old males to talk to the teachers or those around them. On one occasion, the teachers cancelled the lesson immediately following our talk because a group of students started to really open up about their mental health.

We joined forces with local events such as Dare 2 Dip, which was started by a man wanting to beat his addictions. With our help and influence, he built up a small following of people who joined him every morning at 6:30 to cold water dip in the North Sea, regardless of the weather, to help each other beat addictions and mental illness. We actively join forces with people who may not have a following to help them gain traction which has resulted in 100s, if not 1000s of people think differently about mental health.

**Brief statement of the charity's policy on reserves**

We do not need reserves in this period due to MANUP? not employing or being involved in contracts. We will be monitoring this every quarter as the charity grows.

**Details of any funds materially in deficit**

N/A

**Further financial review details (Optional information)**

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

The main source of our funds is via individual fund raisers using JustGiving or GoFundMe!

**Section F****Other optional information**

Future plans:

- Continue to build on links with existing partners and make new relationships
- Continue to adjust our working practices to allow us to respond on a more personal level to each individual situation – this may include running more events with others, working with more schools etc
- Keep our focus on promotion & the education that there is nothing 'weak' about speaking to someone about mental health.
- Maintain our stance that we do not react to viral news stories
- We will continue to avoid discussions that will be seen as tokenism

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

**Signed on behalf of the charity's trustees**

**Signature(s)** *S Rooke*

**Full name(s)** Steve Rooke

**Position (eg Secretary, Chair, etc)** Chair of Trustees

**Date**

MANUP? Account 07/07/21-31/03/2022				
Created on	Transaction Type	Paid out (£)	Paid in (£)	Balance (£)
5 Aug 2021	Donation - Brook		£60.00	£60.00
22 Aug 2021	PAYPAL CODE 8223,		£0.01	£60.01
25 Aug 2021	ANNA Subscription,	£1.00		£59.01
7 Sep 2021	Justgiving		£429.84	£488.85
14 Sep 2021	Justgiving		£532.01	£1,020.86
21 Sep 2021	Justgiving		£156.16	£1,177.02
25 Sep 2021	ANNA Subscription,	£1.00		£1,176.02
28 Sep 2021	Justgiving		£106.91	£1,282.93
4 Oct 2021	Justgiving		£146.75	£1,429.68
6 Oct 2012	Set App	£47.89		£1,381.79
6 Oct 2012	Set App	£2.21		£1,379.58
11 Oct 2021	Justgiving		£715.23	£2,094.81
18 Oct 2021	Justgiving		£1,595.04	£3,689.85
25 Oct 2021	ANNA Subscription,	£1.00		£3,688.85
1 Nov 2021	Justgiving		£29.23	£3,718.08
4 Nov 2021	BRIGGS EQUIPMENT		£5,000.00	£8,718.08
5 Nov 2021	Set App	£2.22		£8,715.86
25 Nov 2021	ANNA Subscription,	£1.00		£8,714.86
30 Nov 2021	Justgiving		£29.23	£8,744.09
5 Dec 2021	Set App	£2.26		£8,741.83
6 Dec 2021	Justgiving		£2,000.00	£10,741.83
7 Dec 2021	KING STREET CINEM	£225.00		£10,516.83
15 Dec 2021	FACEBK Advertising	£50.40		£10,466.43
17 Dec 2021	Mindfield International	£50.00		£10,416.43
18 Dec 2021	FACEBK Advertising	£40.31		£10,376.12
18 Dec 2021	SquareSpace	£216.00		£10,160.12
23 Dec 2021	NORTH HILL NOODLE	£44.00		£10,116.12
24 Dec 2021	Justgiving		£24.32	£10,140.44
25 Dec 2021	ANNA Subscription,	£1.00		£10,139.44



27 Dec 2021	Mindfield International	£50.00		£10,089.44
29 Dec 2021	NCP Colchester	£7.35		£10,082.09
5 Jan 2022	Set App	£2.22		£10,079.87
10 Jan 2022	Justgiving		£1,463.10	£11,542.97
11 Jan 2022	MIndfield International	£50.00		£11,492.97
18 Jan 2022	Justgiving		£462.35	£11,955.32
20 Jan	Mindfield International	£50.00		£11,905.32
21 Jan 2022	Mindfield International	£50.00		£11,855.32
25 Jan 2022	Justgiving		£263.93	£12,119.25
25 Jan 2022	ANNA Subscription,	£1.00		£12,118.25
31 Jan 2022	Mindfield International	£50.00		£12,068.25
31 Jan 2022	GoFundme		£68.36	£12,796.72
5 Feb 2022	MIndfield International	£50.00		£12,746.72
5 Feb 2022	Set App	£2.21		£12,744.51
7 Feb 2022	Justgiving		£390.53	£13,135.04
14 Feb 2022	FACEBK Advertising	£125.23		£13,009.81
14 Feb 2022	Mindfield International	50		£12,959.81
14 Feb 2022	Justgiving		£324.76	£13,284.57
18 Feb 2022	FACEBK Advertising	49.73		£13,234.84
21 Feb 2022	Justgiving		£1,806.59	£15,041.43
24 Feb 2022	Mindfield International	50		£14,991.43
25 Feb 2022	ANNA Subscription,	1		£14,990.43
28 Feb 2022	Justgiving		£1,482.14	£16,472.57
4 Mar 2022	HUDSON MEDIA	279.57		£16,193.00
5 Mar 2022	Set App	2.26		£16,190.74
6 Mar 2022	FACEBK Advertising	125		£16,065.74
7 Mar 2022	Justgiving		£960.50	£17,026.24
11 Mar 2022	Mindfield International	100		£16,926.24
11 Mar 2022	GoFundme		£1,000.48	£17,926.72
13 Mar 2022	FACEBK Advertising	125.08		£17,801.64
14 Mar 2022	Justgiving		£461.56	£18,263.20

18 Mar 2022	FACEBK Advertising	10.51		£18,252.69
21 Mar 2022	Justgiving		£282.69	£18,535.38
25 Mar 2022	ANNA Subscription,	£1.00		£18,534.38
27 Mar 2022	NEXUS CREATIVE	£120.00		£18,414.38