

Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	Day	Month	Year		Day	Month	Year
	01	04	2022		31	03	2023

Section A Reference and administration details

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	Chair		
Ian Dempsey	Finance Trustee	14/1/2023	
Dot Cordle			
Phil McEwan-Bell			
Dan Somers			

Section B Structure, governance and management

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 and procedures to manage them.

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.

Section C Objectives and activities

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)

In our inaugural year of entire operation, MANUP? has taken significant strides in shaping the dialogue around men's mental health across the United Kingdom. From April 2022 to March 2023, we have embarked on a journey of discovery, identifying our unique position within the mental health sector. Our engagements have been widespread and influential, reaching out to schools and universities nationwide and discussing the nuances of men's mental health through various channels, including national radio stations like LBS and Asian Radio and many podcasts. Our message has been clear and consistent: dismantling stigma in all walks of life without resorting to tokenism or brand endorsements.

Our annual initiative 'ROI on Mental Health' events caters to business leaders, especially those managing teams of over 50, simplifying mental health in the corporate environment. This, along with collaborations with educational institutions, emergency services, and the military, has fostered dialogue and encouraged men, their partners, and children to communicate about their mental well-being openly. We also ran monthly events in local pubs & venues to reach out to men who may not use social media; this enabled us to signpost people to other charities, meet new services, etc.

While MANUP? does not directly provide mental health support, we serve as an indispensable conduit, guiding individuals to suitable services and organisations through our partnerships with the NHS and local councils. The efficacy of our approach is evidenced by the lives we've touched - including the prevention of life-threatening situations, as acknowledged by the Police.

Our interactions with the youth are conducted responsibly within educational settings or with parental guidance. Our core message has been to debunk the archaic notion that men should suppress their struggles; we advocate for the acceptance and normalisation of seeking support. The response has been overwhelmingly positive, with numerous testimonials from various sectors praising our impactful conversations on mental health.

Our principles are non-negotiable: we avoid discussing sexuality, religion, and race and refrain from promoting commercial entities. Our focus is on genuine support for mental health, which has established MANUP? as a beacon of hope and a catalyst for change, underscored by our life-saving interventions. As a result of this way of thinking, we've helped LGBTQ+ communities connect with people who would never normally mix, with many saying they've changed how they think about people who are 'different'.

MANUP has had a profound effect on educational settings, inspiring actions such as a school running a week-long fundraising event which was covered in the news while at the same time encouraging students, parents & teachers to communicate better with each other.

The collaboration with the NHS, particularly in supporting doctors and paramedics facing high stress and suicide rates, has been fruitful, resulting

in positive outcomes and commendable feedback. Our content is also prescribed socially by doctors to men who refuse mental health medication or therapy.

The engagement on our social media platforms is a testament to our impact, with continuous expressions of gratitude and recognition of our role in altering perceptions, inspiring initiatives, and reducing the stigma associated with mental health. MANUP? has become more than a charity; it has evolved into a movement, galvanising communities to foster open and supportive conversations about mental health.

Additional details of objectives and activities (Optional information)

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

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

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.

Summary of the main achievements of the charity during the year

In the past year, MANUP? has built upon the foundation laid during its inaugural period as a registered charity. Despite the significant challenges posed by the COVID-19 pandemic, our charity has adapted and grown, making substantial strides in advancing the discourse on men's mental health.

Our main achievements are multifaceted and impactful:

1. **Expanding Reach Through Media:** We've amplified our message across the UK, engaging with national radio stations and podcasts, thereby increasing public awareness and driving conversations about men's mental health in various cultural contexts.
2. **Educational Impact:** Our active involvement with schools and universities has not only spread awareness but also facilitated meaningful discussions, enabling students and faculty to approach mental health with a new level of openness and support.
3. **'ROI on Mental Health' Events:** We've successfully targeted business leaders, providing them with the tools to address mental health in the workplace effectively, thus influencing the corporate approach to employee wellbeing.
4. **Community Engagement:** Our monthly local events have extended our reach into the heart of communities, allowing us to engage with men beyond the digital realm and offer guidance and support in a more personal setting.
5. **Partnerships and Collaboration:** Working closely with the NHS and local authorities, we've positioned ourselves as a crucial referral service, connecting individuals with the mental health resources they need.
6. **Youth Engagement:** We've responsibly engaged with young men, advocating against the harmful 'man up' culture and encouraging them to seek and offer support, leading to a noticeable shift in attitudes.
7. **Inclusive Support:** By avoiding the promotion of commercial entities and steering clear of discussions on sexuality, religion, and race, we've fostered a supportive environment focused solely on mental health, making inroads with diverse communities, including the LGBTQ+.
8. **Lifesaving Interventions:** Our approach has led to life-saving interventions, preventing potential tragedies and underscoring the importance of our mission.
9. **Social Media Influence:** The substantial following on our social media platforms has become a dynamic space for individuals to share their experiences, express gratitude, and inspire others to rethink their views on mental health.

10. **National Health Service (NHS) Synergy:** Our collaboration with the NHS has been particularly impactful, helping healthcare professionals cope with the increased pressure and stress, contributing to a decrease in sickness and suicide rates among this demographic.

MANUP? has evolved from a mere concept into a movement, one that not only challenges but actively changes the conversation surrounding mental health for men across England and Wales. This year, we've witnessed a paradigm shift in how mental health is perceived and discussed, and we've paved the way for even greater accomplishments in the future

Section E Financial review

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

Section G Declaration

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

Signed on behalf of the charity's trustees

Signature(s) *D Somers*

Full name(s) D Somers

Position (eg Secretary, Chair, etc) Trustee & Founder

Date 30/01/23

Incoming	
Fundraising	124407.77
Cheque deposits	5526.4
Total	129934.17
Outgoing	
Cash withdrawal	10
Authorised expenses	3743.9
Fundraising expenses	397.3
Bank charges	3
Staff welfare	1300
Marketing and event costs	1936
Admin costs	2600
Merchandise costs	490.62
Accountancy fees	180
Total	10660.82
Net position	119273.35

24 January 2024

Independent Examiner's Report to the Trustees of MANUP
For the year ended 31st March 2023 Charity number
1195085

I report to the trustees on my examination of the accounts of the above charity for the year ended 31st March 2023.

Responsibilities and basis of report

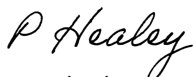
As the charity trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 (the Charities Act). I report in respect of my examination of the charity's accounts carried out under section 145 of the Charities Act, and in carrying out my 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:



Date: 24/01/2024

Pauline Healey ACMA, MiP