

CHARITY COMMISSION TRUSTEES' REPORT

PERIOD 1st APRIL 2024 – 31st MARCH 2025



Registered Charity Number 1195085.

Trademark Number: UK00004034748

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REFERENCE & ADMINISTRATIVE INFORMATION

NAME	MANUP? Men's Mental Health Charity
REGISTERED CHARITY NUMBER	1195085
TRADEMARK NUMBER	UK00004034748
REGISTERED ADDRESS	MANUP? Hadleigh Business Centre, Crockatt Road, Hadleigh, IP76RH
TRUSTEES	Dan Somers Steve Rooke / Chair Dot Cordle Phil McEwan Ian Dempsey Rosie Leach

INTRODUCTION

MANUP? remains a rapidly growing men's mental health charity with a clear focus on early intervention, education, and prevention. Established to challenge stigma and change how men are understood and listened to, the charity continues to engage men across the UK through direct conversation, lived experience, and evidence-led learning.

During this reporting period, MANUP? experienced increased engagement, visibility, and demand. With this growth came a need for reflection, refinement, and stronger decision making. The Trustees focused on understanding where the charity delivers the greatest impact, where boundaries are required, and which activities align most closely with the charity's purpose. This year was defined not only by delivery, but by learning, adaptation, and increased organisational maturity.

GOVERNANCE & TRUSTEES

As MANUP? continued to grow, The Trustees made a number of critical decisions to ensure the charity remained focused, effective, and sustainable. Some trustees, volunteers stepped back or were 'stood down' due to limited availability, disengagement, or misalignment with the charity's mission-led culture. The Trustees recognised that people-related risk can be as significant as financial risks.

The charity reinforced a clear principle that MANUP? exists to serve men and their families, not individual profiles. The Trustees reduced reliance on informal volunteer arrangements for core roles and instead used freelancers for defined deliverables, thereby enhancing phased internal capacity growth in 2025.

AMBASSADORS

MANUP? worked selectively with ambassadors to raise awareness where audiences aligned with the charity's beneficiaries.

FUNDRAISING

Fundraising during the reporting period came primarily from members of the public through personal challenges, individual giving, and donations from families and friends affected by suicide. MANUP? does not apply for grants and does not receive business or corporate funding. This approach is intentional and reflects a clear trustee decision to protect the charity's independence, integrity, and ability to act without external influence. The Trustees believe that remaining free from grant conditions or corporate agendas allows MANUP? to prioritise impact over compliance, respond quickly to need, and maintain trust with men who may be sceptical of institutional or commercially influenced services. This funding model supports a clear, values-led approach to decision making and ensures that all activity is driven solely by the charity's purpose.

KEY ACTIVITIES & ACHIEVEMENTS

LISTENING TO MEN

Listening to men remains central to MANUP?'s work. The charity uses a combination of video-based storytelling and public engagement to highlight men's lived experiences and the realities of male mental health. Through structured conversations recorded online, often via Zoom, MANUP? has shared the stories of individual men, focusing not only on their mental health challenges but on what prevented them from speaking earlier and what helped them begin to engage. This approach is complemented by public engagement sessions in everyday environments, where men are invited into conversation without pressure or expectation. Together, these formats consistently demonstrate that men will talk when approached respectfully and crucially, help illustrate the social, cultural, and personal barriers that often stop men from talking in the first place.

KEY ACTIVITIES & ACHIEVEMENTS

TARGETED FUNDING

Targeted funding during the reporting period represented a deliberate investment in initiatives addressing men's mental health through prevention, engagement, and structural support rather than short-term or performative activity. This included **support for Mandem Meetup, a grassroots, community-led initiative engaging men** who are often underrepresented in traditional mental health services, where funding helped sustain culturally relevant spaces for conversation and connection.

We funded The Lost Boys of Carbis Bay documentary by ROLL NINE AB, a nationally recognised film highlighting male connection, resilience, and purpose through a shared activity. The documentary received widespread media coverage and reached men who would not engage with conventional mental health messaging.

We covered core operating costs for Ipswich CAP Debt Centre for a full year, reducing financial pressure and enabling the service to focus on supporting men and families experiencing debt and financial distress - a significant contributor to poor mental health.

Funding was provided to StrongMen CIO to support staffing costs and protect continuity of specialist bereavement services for men, recognising their unique expertise and established trust within that community.

KEY ACTIVITIES & ACHIEVEMENTS

Early-stage financial and practical support was also provided to Jonathan's House CIC to establish office and telephone infrastructure for men experiencing abuse, alongside informal consultancy to support development. While the service supported hundreds of men, The Trustees later identified misalignment with MANUP?'s values and responsibly withdrew involvement.

Support for the Hubberd Cup was delivered through payment of third-party service costs rather than direct funding, recognising sport as an effective engagement route for men who would not otherwise engage with mental health support.

Selective participation in external events ensured focus remained on meaningful impact rather than profile or visibility.

Research funding continued through staged payments to Dr Susie Bennett, alongside a programme of research-led public events delivered across the UK and online. During the reporting period, four events were delivered, each costing approximately £3,000, and were consistently fully booked. Crucially, these sessions were attended by professionals and decision-makers including NHS staff, police, social services, charity leaders, and others with influence, supporting the charity's aim of translating evidence into practical understanding and improving how men are listened to across services.

FREE GROUP THERAPY SESSIONS

MANUP? funded and delivered free therapy-style group sessions for men throughout the reporting period, running on a primarily fortnightly basis, typically on Thursdays, via Zoom. Sessions were free at the point of access and designed to remove common barriers to engagement.

At certain points in the year, such as during the six-week summer holiday period, session frequency was temporarily adjusted to every three weeks in response to lower attendance. During these periods, MANUP? Talks continued, ensuring regular engagement and continuity of support. Session frequency was adjusted where appropriate to reflect engagement levels, ensuring charitable funds were used proportionately and in line with demand.

The total cost to the charity for delivering these therapy-style sessions during the period was approximately £11,000, reflecting the use of qualified therapists and experienced practitioners. This investment ensured sessions were delivered safely, ethically, and to an appropriate professional standard.

Participants were not required to use their real names or appear on camera, allowing men to engage at a level they felt comfortable with. Sessions focused on shared experience, coping strategies, and practical reflection rather than clinical assessment or crisis intervention. Attendance included men from across the UK, many of whom would not otherwise access formal mental health support.

Each session also included a structured Q&A, with participants encouraged to use the Zoom chat function to engage further. By providing regular, predictable sessions with clear boundaries, MANUP? delivered a sustainable early-intervention model that prioritised accessibility, consistency, and psychological safety.

MANUP? TALKS

MANUP? launched and delivered “MANUP? Talks”, a separate programme of free monthly online sessions held on the first Thursday of each month between 18:15 and 19:15. **Unlike the therapy-style groups, MANUP? Talks are educational rather than therapeutic and are open to anyone who wants to better understand men’s mental health.** These sessions focus on explaining why men may struggle to engage with support, the social and cultural barriers that prevent men from talking, and how families, professionals, and communities can listen more effectively. Attendance regularly included partners, employers, practitioners, and individuals working within the health, social care, and voluntary sectors. The Trustees view MANUP? Talks as a key part of the charity’s preventative work, helping to change understanding around men’s mental health beyond the men who attend support sessions themselves.

CAMPING EVENTS

During the reporting period, MANUP? launched its **“MANUP? Mountain” residential weekends** as a preventative, early-intervention programme for men. Each event involved over 20 men and was fully funded by the charity, excluding participant travel. The average cost to the charity per weekend was approximately £5,000, covering accommodation, food, activities, facilitation, and safeguarding arrangements. Travel was intentionally excluded to manage risk and reduce the likelihood of men attending while in crisis. These weekends were designed to provide space away from everyday pressures, encourage peer connection, and help attendees learn to address issues at an early stage before they escalate.

MANUP? consistently received positive feedback following these events, not only from participants but also from partners and family members. On multiple occasions, partners and relatives contacted the charity via social media to report noticeable and sustained changes in the men who attended, describing improved communication, confidence, and emotional availability, and in some cases stating that the man had returned “like a brand new person”. The Trustees view this feedback as important evidence that **the impact of these weekends extends far beyond the individual participant by benefiting families and relationships and reinforcing the value of early recognition and intervention.**

BOUNDARIES & SAFEGUARDING

MANUP? is not a crisis service. Clear boundaries, branding, and signposting protect beneficiaries and the charity.

MANUP? TRADEMARKED

During the reporting period, MANUP? incurred a one-off cost of £250 to formally trademark the charity name.

This action was taken after a third party attempted to use the MANUP? name and refused to stop, despite acknowledging that this could cause confusion for men seeking support. Protecting the name was necessary to safeguard beneficiaries, the charity's reputation, and the clarity of our work.

Securing a registered trademark also provides stronger legal protection than relying on informal name usage alone. In practical terms, this reduces the risk of prolonged disputes and can be more cost-effective if action is ever required, compared with resolving matters without formal trademark protection.

While the process was time-consuming and an unwelcome distraction from delivery at the time, the Trustees agreed it was a proportionate and responsible step. The trademark now provides long-term protection and helps prevent confusion, misuse, or potential fraud involving the charity's name.

MANUP? THE FUTURE

MANUP? will continue to focus on early intervention, research-led education, and sustainable growth, while maintaining independence and clear governance. The Trustees are mindful that none of the charity's core activities are low-cost or low-effort. Delivering meaningful impact requires significant time investment, careful planning, and regular travel across the UK to reach men who would not typically engage with statutory or traditional mental health services.

The charity's work is deliberately proactive rather than reactive. This includes ongoing planning and delivery of events, residential weekends, public engagement activity, and the dissemination of research findings, often across multiple locations to ensure reach beyond a single region or demographic. The Trustees recognise that this delivery model is resource-intensive, but believe it is essential to reaching men earlier and preventing escalation into crisis-level need.

In response to sustained demand, The Trustees intend to gradually expand the MANUP? Mountain residential programme to cover more regions across the UK, ensuring that men are able to access these preventative weekends without travel becoming a barrier. Any expansion will be phased, subject to capacity, safeguarding considerations, and financial conditions, and will remain focused on quality and participant suitability rather than volume.

MANUP? THE FUTURE

The Trustees also anticipate increasing the provision of therapy-style group sessions for men, where there is clear evidence of need and engagement. These sessions will continue to be free at the point of access, structured, and delivered within clearly defined boundaries, ensuring that MANUP? remains focused on early intervention rather than crisis response.

Whilst MANUP? is not driven by fundraising targets or the creation of surplus funds, the Trustees take a very disciplined and risk-aware approach to financial sustainability. Barring a major disruption, such as a national crisis or lockdown, the charity currently holds enough reserves to continue delivering an ambitious plan of talks, mountain camping trips and further research funding whilst allowing for moderate and sensible expansion. This position is reviewed regularly and reflects intentional financial planning, not complacency.

MANUP? THE FUTURE

All ongoing funding commitments, including research funding and support provided to other organisations, are structured through staged and, where appropriate, staged payments rather than open-ended or lump-sum awards. Continued funding is conditional on the receipt of clear progress updates outlining activity undertaken, outcomes delivered, and plans for the following period. Each subsequent payment is reviewed and approved by the CEO and The Trustees before release. The Trustees consider this approach essential to maintaining accountability, safeguarding charitable funds, and ensuring that spending remains aligned with public benefit and delivery on the ground.

The Trustees remain open to supporting additional charities, services, or grassroots initiatives where there is clear alignment with MANUP?'s mission and a defined plan for impact. Experience has shown that many organisations working with men lack sufficient structure or clarity to deliver sustainable outcomes. In such cases, MANUP? has, where appropriate, provided time, guidance, and practical input to help improve engagement with men before any is considered. The Trustees believe that this investment of expertise is sometimes as valuable as financial support, but will continue to apply clear limits to ensure that the charity's own capacity and focus are protected.

MANUP? THE FUTURE

As demand for MANUP?'s work grows, The Trustees recognise the need to carefully expand capacity to protect quality and consistency. This may include increased use of freelancers for defined delivery and specialist roles, alongside the potential development of a small in-house team where continuity, accountability, and safeguarding require it. Any expansion will be incremental and directly linked to demonstrable need rather than ambition.

The Trustees also anticipate continuing and, where appropriate, expanding investment in men's mental health research, subject to robust academic oversight and staged funding arrangements. Future research partnerships will be selected on the basis of relevance, quality, and the ability to translate evidence into practical understanding for professionals, communities, and families.

The Trustees are also exploring the potential future use of a dedicated office space to support men-only sessions, podcast recording, meetings, and internal coordination. This remains a long-term aspiration rather than an operational necessity and will be approached cautiously and in line with prevailing financial conditions. In a challenging climate for charities, The Trustees remain focused on stability, responsible growth, and ensuring MANUP? remains secure, effective, and able to continue delivering impact regardless of external pressures.



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FRACTIONAL CFO & ACCOUNTANCY SERVICES

7 January 2026

Independent Examiner's Report to the Trustees of MANUP
For the year ended 31st March 2025 Charity number 1195085

I report to the trustees on my examination of the accounts of the above charity for the year ended 31st March 2025.

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: 06/01/2026

Pauline Healey ACMA, MiP



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Logical BI Limited is a company registered in England.

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