

Take The Jump

1196196

A Charitable Incorporated Organisation

**Receipts and Payments Accounts
and Trustees' Annual Report**

For the period

01/02/2024

to

31/01/2025

**TAKE
THE JUMP**

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TRUSTEES' ANNUAL REPORT

Reference and administration details

Registered charity number: 1196196

Principal address: 61 CLAREMONT ROAD
Bristol
BS7 8DW

Trustees:

Name	Date appointed	Date resigned
L Ayles	19/10/2021	N/A
T Vianana	19/10/2021	N/A
B Hewitt	19/10/2021	N/A
E Dyson	19/10/2021	N/A

Structure, governance and management

Type of governing document: Constitution

How the charity is constituted: Charitable Incorporated Organisation

Trustee selection methods:

Trustee selection is overseen and verified by existing trustee board. Nominations are made by the Take The Jump CIO Director, either directly or following open recruitment to promote equity. These are then agreed or refused in a trustee meeting.

TRUSTEES' ANNUAL REPORT (continued)

Objectives and activities

Charitable objectives:

To promote, for the public benefit, the conservation, protection and improvement of the physical and natural environment, in particular, but not exclusively, by providing the public with information and guidance about individual lifestyle changes that can be made to prevent or reduce climate change and encouraging and supporting them to make their own lifestyle changes to help prevent or reduce climate change, including through the use of practical tools.

Significant activities:

We have a powerful, two-pronged approach to inspiring citizens and communities to 'take The JUMP' and form a movement:

1. Local projects: Targeted outreach in specific locations to achieve high JUMP uptake by citizens, business, civil society, and local government, all in one place. These 'community JUMPs' will offer proof of principle and sources of practical & visual inspiration. They are co-developed with local community voices and leaders and start with local plan co-creation, then events, buddy groups, street fairs, grief sharing, JUMP citizen assemblies and other ways of engaging and connecting people on the ground. Current projects are underway in Surrey, with community JUMPs in Guildford and Godalming, Bristol with a focus on local business JUMPs, and Leeds with a focus on marginalised groups, including low income and BIPOC communities.

2. Digital movement building: General outreach and promotion to catalyse a digitally connected emerging movement across the target demographic in the UK, and eventually Europe and North America. Building on our strong message, ethos and brand style to undertake targeted campaigns across social media, press, blogs, and events. Combined with online influencer & supporter outreach with organic social activation (people, not ad placement!), The JUMP is inspiring a visible and active cohort of citizens and communities to sign up to 'taking The JUMP', wherever they live. By connecting JUMPers online and unlocking and broadcasting their journeys and stories we will debunk consumerist narratives, replacing them with better ones.

Together these two prongs create an international network of JUMP ambassadors, both on the ground and online, who are supported to inspire and recruit others, leading to a self-sustaining movement. The populations that are specifically being targeted by The JUMP are the 25% in typical high consuming countries, who are increasingly open to climate action and must now be activated if any cultural shift is to happen, as identified in research:

<https://climateoutreach.org/reports/britain-talks-climate/>. This is Civic pragmatists, (13% in UK) who want to engage but feel helpless, progressive views but not political, and to a lesser extent established liberals, (12% of UK) high consumption and wealth, prioritise taking personal responsibility and are moderately concerned about climate change. The JUMP is designed to engage these groups by remaining positive, practical and entirely avoiding party politics.

Public benefit:

With reference to the duty in section 17(5) of the Charities Act 2011, the trustees confirm that they have referred to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning its current and future activities. The achievements and activities outlined in this report demonstrate the public benefit arising from the charity's activities.

TRUSTEES' ANNUAL REPORT (continued)

Achievements and performance

Main achievements during the period:

1. Community action: 30+ local community hot spots taking some form of 'Take the Jump' action across the UK, providing mutual support for citizens and local groups taking The Jump in each area.
2. Uptake: 4,050 people have signed up and taken the jump.
3. International growth; Full launch of TTJ activities in New Zealand and Germany, with Welsh website translation under development.
4. Community Events: Dozens of events across the UK. Flagship community event (co-funding by Arts Council England and Waltham Forest Council) in the economically disadvantaged area of London, Chingford.
5. Cultural events: Festival engagement at Shambala and Boomtown with dedicate TTJ space, mobile performance booth with Planetary Tarot reader. Led to 100 ('non-usual suspects') people signing up to ambassador training.
6. Our approach is working: 1) 68% of reporting participants report a positive experience, making progress with the behaviour changes of the shifts, and continuing to try once their jump period ends. 2) 85% of reporting participants would recommend TTJ to a friend.
7. Impactful outreach: 1) 200 Ambassadors completing our 6 week training, 2) 2 million people reached through our billboard campaign across the UK and New Zealand, 3) TTJ featured on BBC 1 Sunday Morning Live interview.
8. Schools and Education: Take the Jump has started our 'Schools and Young People' program. Trained and vetted ambassadors visiting schools delivering assemblies, classes, workshops and projects, that are age appropriate, fun, and participatory. Showing changes we can make, tips on how, why they're joyous, science on why it's important, all in the spirit that it's enough to try & no shaming.
9. Councils: Six separate councils have been worked with to activate staff and local residents and organisations to try the shifts. Collaborations have include Waltham Forest, Kent County Council, Stroud, Waverley, Westminster, and Thanet councils. Partnership discussions are underway with many others.
10. Systems and services updates: 1) Donations function added to website, 2) email ladder updated, 3) Comprehensive participant survey and support update strategy.

TRUSTEES' ANNUAL REPORT (continued)

Financial review

Financial Review

At the end of the 24/25 financial period, the charity had a cash at bank balance of £27,441. The charity had total outgoings of £55,116 this financial period and an income of £82,531, resulting in a surplus for the year of £27,415.

Other relevant financial information:

The charity's principal sources of funds (including any fundraising) are through committed philanthropic and institutional funders with repeat donations, with the aim to scale this.

Reserves policy

The charity's reserves policy stipulates that the cash and reserves position is to be sufficient to cover a minimum of 3 months' operating costs and to enable the charity to develop new initiatives in support of its charitable objects.

With 3 months of core operating costs estimated at around £15,000, the Trustees have agreed on a target reserve of £15,000. At the end of the financial year, the Charity's free reserves stood at £27,441, which was £12,441 above free reserves, and this will be utilised in the following financial period for operations.

Declaration

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

Signed on behalf of the charity's trustees:

Full name: L Ayles

Position: Trustee

Date: 30 November 2025

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF TAKE THE JUMP

I report to the trustees on my examination of the accounts of Take The Jump for the year ended 31/01/2025.

Responsibilities and basis of report

As the charity trustees of Take The Jump you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the 2011 Act').

I report in respect of my examination of the accounts carried out under section 145 of the 2011 Act and in carrying out my examination of the accounts 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 giving me cause to believe that in any material respect:

- 1) accounting records were not kept in respect of Take The Jump as required by s130 of the Act; or
- 2) the accounts do not accord with those records.

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.

Emma Houghton
Sedulo London Limited
Office 605 Albert House
256 - 260 Old Street
London
EC1V 9DD
United Kingdom

Dated: 30 November 2025

RECEIPTS AND PAYMENTS ACCOUNTS

1. Receipts and Payments

	Unrestricted fund £	Restricted fund £	31/01/2025 Total funds £	31/01/2024 Total funds £
Receipts				
<i>Donations</i>	80,091	-	80,091	1,300
<i>Partner Deposits</i>	2,373	-	2,373	-
<i>Bank Interest</i>	67	-	67	142
TOTAL RECEIPTS	<u>82,531</u>	<u>-</u>	<u>82,531</u>	<u>1,442</u>
Payments				
<i>Event Costs</i>	6,851	390	7,241	3,172
<i>Support Staff</i>	37,970	-	37,970	29,760
<i>Office Hire</i>	1,430	-	1,430	1,743
<i>Advertising & Marketing</i>	3,975	-	3,975	12,755
<i>IT Systems</i>	3,060	-	3,060	7,273
<i>Storage</i>	830	-	830	-
<i>Printing, Postage & Stationery</i>	217	-	217	595
<i>Travel</i>	-	-	-	1,100
<i>Insurance</i>	-	-	-	180
<i>Accountancy</i>	360	-	360	3,900
<i>Bank Fees</i>	8	-	8	10
<i>Foreign Exchange Fees</i>	25	-	25	-
TOTAL PAYMENTS	<u>54,726</u>	<u>390</u>	<u>55,116</u>	<u>60,488</u>
NET OF RECEIPTS/(PAYMENTS)	<u>27,805</u>	<u>(390)</u>	<u>27,415</u>	<u>(59,046)</u>
Cash Reconciliation				
Cash held prior year	(364)	390	26	59,072
Cash held at year end	<u>27,441</u>	<u>-</u>	<u>27,441</u>	<u>26</u>

RECEIPTS AND PAYMENTS ACCOUNTS (continued)

2. Statement of assets and liabilities

	Unrestricted fund £	Restricted fund £	31/01/2025 Total funds £	31/01/2024 Total funds £
Cash funds				
Cash at bank and in hand	27,441	-	27,441	26
TOTAL CASH FUNDS	27,441	-	27,441	26
Other monetary assets				
None	-	-	-	-
	-	-	-	-
Investment assets				
None	-	-	-	-
	-	-	-	-
Assets retained for the charity’s own use				
None	-	-	-	-
	-	-	-	-
Liabilities				
None	-	-	-	-
	-	-	-	-

Approval

On behalf of the trustees

Full name:
Position:
Date:

L Ayles
Trustee
30 November 2025

RECEIPTS AND PAYMENTS ACCOUNTS (continued)

3. Notes to the accounts

3.1 Accounting Policies

These accounts have been prepared on a receipts and payments basis in accordance with the Charities Act 2011.

3.2 Payments to trustees

The trustees receive no remuneration, direct or indirect benefits from the charity.

3.3 Funds

The Charity has the following restricted funds:

	31/01/2025	31/01/2024
	£	£
Showponies	-	390
	-	390