

# MEN WHO TALK

England & Wales · Charity number 1201596

## Details

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Other names	MEN WHO TALK.ORG
Status	Registered
Legal form	CIO
Registered	2023-01-16
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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**Address** Flat 9  
Cutler House  
6 Mary Neuner Road  
London  
N8 0FG

**Phone** 02045018562

**Email** [info@menwhotalk.org](mailto:info@menwhotalk.org)

**Website** [www.menwhotalk.org](http://www.menwhotalk.org)

## Activities

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**Objects:** THE OBJECTS OF THE CIO ARE: FOR THE PUBLIC BENEFIT, THE RELIEF OF MEN IN NEED IN THE UK, WHO MAY BE EXPERIENCING OR AT RISK OF EXPERIENCING POOR MENTAL HEALTH, BY MEANS OF, BUT NOT EXCLUSIVELY: A) INCREASING AWARENESS OF, AND REDUCING THE STIGMA ATTACHED TO, MEN'S MENTAL HEALTH; B) CREATING CONTENT, EVENTS, PARTNERSHIPS AND EXPERIENCES THAT ENCOURAGE MEN TO SHARE THEIR OWN INNER STRUGGLE IN A FRIENDLY AND SUPPORTIVE ENVIRONMENT.

**Activities:** Men Who Talk runs regular online peer-to-peer support groups for men aged 18 plus in the UK. The groups offer lower-level support and are loosely themed on set topics. The charity also runs engagement events and corporate workshops to facilitate the continued development of the understanding of mens mental health and wellbeing.

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Defined Groups, The General Public/mankind

## Geography

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- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-03-31	£44,831	£24,383	-	-
2023-12-31	£10,480	£4,898	-	-

## Trustees

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Name	Role	Appointed
Daniel Money		2025-09-20
Dominic Bellringer-Mundy		2024-02-17
James King		2023-11-15
Lucy McGeachin		2024-01-26
Mathew Saisi		2023-11-15

**MEN WHO TALK**

England & Wales - Charity number 1201596

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# Accounts

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# **MEN WHO TALK**.ORG

**Men Who Talk**

**(Registered Charity Number 1201596)**

**Trustees' Annual Report and Financial Statements  
For the 15 months ended 31st March 2025**

## MEN WHO TALK

### LEGAL AND ADMINISTRATIVE INFORMATION

**Organisation full name:** Men Who Talk  
**Organisation type:** Charitable incorporated organisation (CIO)  
**Registered charity number:** 1201596

**Trustees:** J King, appointed 15 November 2023 (Chair)  
D Money, appointed 20 September 2025 (Treasurer)  
L McGeachin, appointed 26 January 2024  
D Bellringer-Mundy, appointed 17 February 2024  
M Saisi, appointed 15 November 2023

**Principal address:** Flat 9  
Cutler House  
6 Mary Neuner Road  
London  
N8 0FG

**Bankers:** Lloyds Bank  
98 Victoria Street  
London  
SW1E 5JL

# MEN WHO TALK

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# **MEN WHO TALK**

## **TRUSTEES' REPORT**

### ***FOR THE 15 MONTHS ENDED 31 MARCH 2025***

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The Trustees present their report with the financial statements of the charity for the 15 months ended 31 March 2025.

#### **OBJECTIVES AND ACTIVITIES**

##### **Charitable objectives**

For the public benefit, the relief of men in need in the UK, who may be experiencing or at risk of experiencing poor mental health, by means of, but not exclusively:

- a) Increasing awareness of, and reducing the stigma attached to, men's mental health;
- b) Creating content, events, partnerships and experiences that encourage men to share their own inner struggle in a friendly and supportive environment.

##### **Summary of activities**

Our primary objective at Men Who Talk ('the charity') is to promote the relief of men in need in the UK, who may be experiencing or at risk of experiencing poor mental health. We deliver this objective primarily through the delivery of:

- Online support groups for men to come together and talk about what's on their mind;
- Bespoke workshops to institutions and employers designed to raise awareness of men's mental health and provide tools for better wellbeing.

##### **Public benefit**

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit', when reviewing the charity's aims and objectives, and planning future activities.

#### **ACHIEVEMENTS AND PERFORMANCE**

##### **Significant activities and achievements against objectives**

Our objectives for the period were to grow stability and capacity as an organisation with a view to improving the consistency and utilisation of our services for men, after a challenging first year. While we made some progress towards organisational stability in the year after our registration - securing a grant from the National Lottery Community Fund to safeguard the delivery of our core services,

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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growing our trustees and improving our financial position - we also saw significant challenges with the temporary pause of our online groups and trustee resignations. In the past 15 months, the charity has seen a number of successes, and we have begun to see the impact for our service delivery and the men we support.

During the period, the charity delivered 80 online support groups to 455 attendees, up from 11 attendees in 2023. We steadily increased our service offer during the period, initially introducing weekly groups on Wednesday evenings, then growing to occasional twice weekly groups (adding a Saturday morning group) whenever there was demand from our service users. To facilitate this increase in service delivery, the charity recruited and trained new volunteers to work with us, as well as increasing the contracted hours of our Operations Manager and bringing our Founder and Director on board as a second part-time contractor. We further bolstered our internal capacity and governance through the recruitment of two new trustees in January 2024.

We used part of our income during the period to invest in digital marketing activities to boost awareness of our online groups for men, which resulted in a significant uptick in both sign-ups and attendance. In 2023, we saw an average of 3.8 monthly sign-ups and 2.2 attendees, whereas in 2024 we saw an average 50.9 monthly sign-ups and 28.8 attendees.

We continued to implement recommendations from our previous marketing strategy, including increased spend on social media advertising to promote the online groups, and ensuring the Men Who Talk brand is consistent across all digital and physical touchpoints. We also began planning the rebuild of the charity's website scheduled to occur in the next period.

During the period, the charity established systems to monitor the efficacy of our online groups, to ensure they are helping our service users in the way they are intended. A feedback form is now sent as standard to everyone who signs up to or attends an online group, the results of which are examined by our Operations Manager. We also collected qualitative feedback from attendees including quotes and a longform case study to inform future service developments.

#### **Support the Supporters**

During the period, we piloted our Support the Supporters (STS) groups, a service developed in response to feedback from individuals supporting men with their mental health. Whilst there was clear interest in the concept, we found that engagement levels were lower than anticipated, and it became obvious that we were not yet reaching this audience in the most effective way. In light of this, and recognising the limitations in terms of capacity that were being put on the Founder and Administrator, the trustees agreed to temporarily pause STS to allow for a more thorough review. This review, which will take place over the next period, will explore the marketing, structure and viability of the service, with the intention of relaunching a strengthened and more accessible STS offer at some point in the future.

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **Partnerships**

The charity grew our partnership development during the period work by providing eight workshops to companies and institutions including Hammersmith and Fulham Borough Council, providing employers with the tools to better support male employees with their mental health and supporting men to practice self-care around work. As well as furthering our charitable objectives, these activities generated additional unrestricted income for the charity.

Additional internal capacity had a knock-on impact for our fundraising activities. We secured a second transformational grant of £19,250 from the National Lottery Community Fund in September 2024, and saw several fundraisers and collections organised in support of Men Who Talk. As a result of this and other fundraising successes, we ended the period in a stable financial position with no debts or liabilities.

#### **Raising funds and awareness**

We were delighted to receive a second grant from the National Lottery Community Fund in September 2024, totalling £19,250. This grant enabled us to bring our Founder and Director on board on a contractor basis, supported the ongoing work of our Operations Manager, helped fund vital training for our paid team and volunteers, and supported our digital marketing activities to connect with more service users and volunteers. We also gratefully received grants totalling £5,200 from several other charitable trusts and foundations during the period, including the Ambergate Charitable Trust, the Simon Rivett-Carnac Trust, and the Grace Trust.

Other funds raised during the 15 month period were £16,631.27 in donations from the general public (2023: £563.21), and £3,375 in business income through the delivery of men's mental health workshops to institutions and companies. This included workshops with construction company Severfield PLC and Allianz Insurance. The Caterham Round Table were valued champions of our charity during the period, supporting us with direct donations and helping us to raise public donations at their annual Beer Festival in September 2024.

Still a young organisation, we continue to recognise the importance of effective marketing to connect with potential service users, as well as possible partners and volunteers.

During the period, Men Who Talk increased its focus on digital marketing to raise awareness of its services and drive sign-ups to the men's groups. The charity invested £2,549 in Meta advertising, reaching almost 220,000 unique people, and began posting regularly on Facebook and Instagram to promote upcoming groups. In addition, the charity started to make full use of its \$10,000 per month Google Ads grant, directing more targeted traffic towards the Men Who Talk website. Together, these activities led to a significant month-on-month increase in visits to the website and visibility of the charity's offer.

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **Contribution of volunteers**

During the period, the charity's online groups were facilitated by a team of 30 volunteers.

All new volunteers with the charity in the period underwent a Disclosure and Barring Service (DBS) check and reference checks. New volunteers also received a 90-minute induction from the Founder and Director, which confirmed their roles and responsibilities and outlined our safeguarding procedure, and all volunteers shadowed at least three online groups before facilitating one themselves. Group facilitator volunteers make a minimum time commitment of one 90 minute online group per month.

We look to recruit volunteers who have a passion for men's mental health, and work to include service users in the organisation through volunteering. One former online group facilitator is now a trustee of the charity. Our Founder and Director, and Operations Manager, both assisted with the running of online groups during the period to maintain best practice, safety and equality.

#### **Team capacity**

In August 2024, the charity further enhanced our internal capacity by taking on our Founder and Director on a contractor basis to focus on developing and maintaining relationships with corporations and strategic partners, growing fundraised income, and continuing to recruit and onboard volunteers.

We also reviewed the role of our Administrator and made the decision to amend this role to an Operations Manager position with an increase in monthly hours, to better align with its responsibilities for ensuring the delivery and safety of our core service offer on a more regular basis. This further increased capacity had a significant impact, enabling us to deliver groups more consistently, grow our volunteer base from 4 to 30, and raise funds proactively from a more diverse range of sources.

## **FINANCIAL REVIEW**

#### **Financial position**

During the period, the charity amended its financial year end from 31 December to 31 March in order to align more effectively with the reporting cycles of partners and funders. As a result, this Annual Report and Accounts covers a 15-month period from 1 January 2024 to 31 March 2025. Future reporting periods will revert to a standard 12 months ending on 31 March. Due to the extended reporting period this year, the figures presented are not directly comparable with those of the previous 12-month period.

The charity's income for the 15 months ending 31st March 2025 was £44,456.27 (2023: £10,480.02).

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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This income comprised a combination of donations (£16,631.27), a grant from the National Lottery Community Fund (£19,250), grants from other charitable trusts and foundations (£5,200) earned income from workshops and the creation of resources for companies (£3,750).

The charity's expenditure for the 15 months ending 31st March 2025 was £24,007.85 (2023: £4,898.44).

Cash funds at 31 March 2025 were £25,731.19, (2023: £5,282,78), with no debts or responsibilities. Of this amount, £8,010.15 comprised restricted funds from the National Lottery Community Fund. The charity held £17,721.04 (2023: £584.13) in unrestricted funds at the end of the period, none of which were designated funds.

#### **Reserves policy**

The charity did not have a reserves policy in the period however the Trustees focussed on building financial stability over the period through donations and grants received and prudent expense management.

Since the period end a Reserves Policy has been put in place and the funding level currently exceeds the minimum desired level with opportunities being sought to invest the surplus.

#### **Going concern**

At the time of approval of this report, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees have adopted the going concern basis of accounting in preparing the financial statements and this report.

The charity has had a successful 15 months for fundraising, securing a significant grant from the National Lottery Community Fund and building our unrestricted funds through donations from the public and business income. Thanks to these successes, which have been as a result of increased staff capacity and the slight alleviation of the cost of living crisis, we have been able to grow our unrestricted reserves, ending the period with £17,721.04.

During the period improvements were also made to our governance by recruiting two additional trustees in January 2024 and appointing Chair and Treasurer roles. At the time of writing the charity has five trustees, with the most recent appointment in September 2025. Engagement with our services remains strong and our volunteer numbers are sufficient to ensure the safe, consistent delivery of our online groups for men.

On these bases the trustees have resolved that the charity is a going concern at time of this report's approval.

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **FUTURE PLANS**

Looking ahead, the charity's primary focus will be on strengthening its organisational stability and sustainability. Building our unrestricted reserves in line with our Reserves Policy is a key priority, ensuring we are better positioned to financial risk and invest in the long-term development of our services for men.

We also plan to build on the high rates of engagement seen over the past year by expanding our core service offer to consistently deliver multiple online groups each week, and building our marketing activities to engage with more men who are struggling. The charity will also develop our corporate partnership work, strengthening relationships with employers through proactive engagement and delivering a greater number of workshops that support men's mental health and wellbeing.

A further area of focus will be the continued development of our data and impact measurement processes. By embedding stronger data collection and analysis across the organisation, we aim to more clearly demonstrate both the need for our services and the difference they make. This work will support the charity in raising greater awareness of the crisis in men's mental health and help us to further develop our services to support men in the way that is most beneficial to them.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document and organisational structure**

The charity is registered with the Charity Commission for England and Wales as a charitable incorporated organisation (CIO), registered 16 January 2023 under charity number. Our registered charity number is 1201596.

The charity is controlled by its governing document, a deed of trust, and constitutes a charitable incorporated organisation (CIO). The members of the CIO are its charity trustees. The only persons currently eligible to be members of the CIO are its charity Trustees. Decisions are made by vote by members of the CIO, with a vote threshold of two thirds for decisions.

Our Governing Document, amended during the period in September 2024, states that no decision shall be taken unless a quorum is present when decisions are taken. The quorum is two charity trustees or the number nearest to one third of the total number of trustees.

Men Who Talk is a member of the Men and Boys Coalition and NCVO.

##### **Recruitment and appointment of new trustees**

Apart from the first charity trustees, every trustee is appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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appointment as charity trustees, the charity trustees take into account the skills, knowledge and experience needed for the effective administration of the CIO.

The induction and training of new trustees in the period was conducted by the Chair with support from the Founder and Director.

The following trustees served in the period:

- D Bellringer-Mundy
- J King (Chair)
- L McGeachin
- M Saisi

In the ten months since the end of the period (March 2025 - January 2026), the following trustees have been appointed:

- D Money (Treasurer)

The role of Treasurer transferred from L McGeachin to D Money at the trustees' board meeting on 20 September 2025. L McGeachin remains as a trustee of the charity.

#### **Remuneration**

Both our Founder and an Operations Manager were employed during the year on a contractor basis. Pay of both the Founder and the Operations Manager were agreed at board level based on sector benchmarks, and taking into the consideration the National Living Wage.

#### **Day-to-day running of the charity**

Day-to-day running of the charity and daily decisions during the period were made by the Founder and Director and Operations Manager, under the instruction of the Trustees through regular meetings and planning.

# MEN WHO TALK

## DECLARATION

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

Signed on behalf of the charity's Trustees

Signature(s)

*J. King*

*D Money*

Position(s)

Chair

Treasurer

Date

14 January 2026

14 January 2026

.....

.....

# MEN WHO TALK

## RECEIPTS AND PAYMENTS

### FOR THE 15 MONTHS ENDED 31 March 2025

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	For the period from Unrestricted Funds to the nearest £	1 Jan 2024 to Restricted Funds to the nearest £	31 March 2025 Total Funds to the nearest £	Previous Year 31 Dec 2023 to the nearest £
<b>Receipts</b>				
Donations and Gifts	16,631	-	<b>16,631</b>	599
Grants	5,200	19,250	<b>24,450</b>	9,236
Charitable Activities	3,750	-	<b>3,750</b>	645
<b>Total receipts</b>	<b>25,581</b>	<b>19,250</b>	<b>44,831</b>	<b>10,480</b>
<b>Payments</b>				
<b>Charitable Activities</b>				
Promotion	585	-	<b>585</b>	262
Video Conferencing	174	-	<b>174</b>	144
DBS Checks	576	-	<b>576</b>	78
Staff	687	-	<b>687</b>	42
<b>Support and Governance</b>				
Marketing	742	1,989	<b>2,731</b>	1,972
IT	410	-	<b>410</b>	815
Staff	1,575	11,480	<b>13,055</b>	797
Insurance	437	-	<b>437</b>	269
Travel	949	-	<b>949</b>	96
Training	1,593	2,470	<b>4,063</b>	50
Office				48
ICO	35	-	<b>35</b>	35
Office Hire	100	-	<b>100</b>	75
(Governance)				
Trustee Expense	206	-	<b>206</b>	216
(Governance)				
Repayment	375	-	<b>375</b>	-
<b>Total payments</b>	<b>8,444</b>	<b>15,939</b>	<b>24,383</b>	<b>4,899</b>
<b>Net of receipts/payments</b>	<b>17,137</b>	<b>3,311</b>	<b>20,448</b>	<b>5,581</b>
Cash funds last year end	584	4,699	<b>5,283</b>	-
<b>Cash funds this period end</b>	<b>17,721</b>	<b>8,010</b>	<b>25,731</b>	<b>5,581</b>

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# MEN WHO TALK

## STATEMENT OF ASSETS AND LIABILITIES - CHARITY NUMBER 1201596

**AS AT 31 MARCH 2025**

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### Assets

Cash funds                      Unrestricted £17,721      Restricted £8,010

### Liabilities

Nil

### Funds Movement Schedule

	Opening Balance	Additions in	Payments in Year	Closing Balance
	to the nearest £	Period	to the nearest £	to the nearest £
		to the nearest £		
<b>Restricted Funds</b>				
National Lottery	4,699	19,250	15,939	<b>8,010</b>
<b>Unrestricted</b>	584	25,581	8,444	<b>17,721</b>
<b>Funds</b>				
<b>Total Funds</b>	<b>5,283</b>	<b>44,831</b>	<b>24,383</b>	<b>25,731</b>

A second grant from the National Lottery Community Fund was received in September 2024, totalling £19,250. This grant enabled us to bring our Founder and Director on board on a contractor basis, supported the ongoing work of our Operations Manager, helped fund vital training for our paid team and volunteers, and supported our digital marketing activities to connect with more service users and volunteers.

The Trustees declare that they have approved the accounts above.

Signed on behalf of the charity's Trustees

Signature(s)		
Position(s)	Chair	Treasurer
Date	14 January 2026	14 January 2026
	.....	.....

# MEN WHO TALK

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE 15 MONTHS ENDED 31 MARCH 2025

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#### 1 Accounting policies

##### Charity information

Men Who Talk is a Charitable Incorporated Organisation (CIO) in England and Wales. Charity number 0201596. The registered address is Flat 9, Cutler House, 6 Mary Neuner Road, London, N8 0FG.

Men Who Talk was registered with the charity commission on 16 January 2023. The accounting period has been extended to 15 months ending 31<sup>st</sup> March 2025 for this period with the intention of having annual accounts ended 31 March going forward.

##### 1.1 Basis of preparation

The financial statements have been prepared on a Receipts and Payments basis.

All amounts are shown in pounds sterling.

##### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees have adopted the going concern basis of accounting preparing the financial statements.

##### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donor or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

##### 1.4 Income

Income is recognised when the charity receives the funds.

## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

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#### 1.5 **Volunteers**

Volunteers' contribution to the charity is addressed in the trustees' annual report (pages 4-10).

#### 1.6 **Expenditure**

Expenditure is recognised when paid.

#### 1.7 **Critical accounting estimates and judgments**

In preparing the financial statements, the trustees have made subjective judgements, for example in respect of the allocation of expenditure categories in the Statement of Financial Activities. Estimates and judgement are continually evaluated and are based on historical experience. No estimates or judgements have had a material effect on the values within the financial statements.

#### 1.8 **Allocation of costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Direct costs have been allocated where they directly relate to the delivery of charitable activities.

#### 1.9 **Cash and cash equivalents**

Cash and cash equivalents often relate to cash in hand, deposits held at call with banks, other short term liquid investments with original maturities of three months or less, and bank overdrafts. In the charity's financial figures for the year ended 31 December 2023 cash and cash equivalents is used to refer to cash at the bank only.

#### 2 **CIO Guarantees and Secured Debts**

The trustees confirm, in accordance with the Charitable Incorporated Organisations (General) Regulations 2012, that at the year end the CIO did not have any outstanding guarantees to third parties nor any debts secured on assets of the CIO.

#### 3 **Employees**

The charity does not have any employees. The charity's CEO and Administrator are employed on a contractor basis, as set out in the trustees annual report.

#### 4 **Trustees**

Excluding out-of-pocket expenses, none of the trustees (or persons connected with them) received any remuneration or benefits from the charity in the period.

#### 5 **Trustees Expenses**

During the period trustees expenses of £205.77 (2023: £216.48) were paid to trustees in respect of subsistence costs reimbursed, and these costs were incurred in the performance of their trustee duties. This expense was incurred in the purchase of food and drink for the entire board of trustees on the days of trustee meetings and to reimburse for travel costs.

## **MEN WHO TALK**

### **NOTES TO THE FINANCIAL STATEMENTS (continued)**

**6 Amounts paid to auditor or independent examiner**

The charity has not paid any amounts to an auditor or independent examiner in the preparation of these accounts.

**7 Related Party Transactions**

The charity received a donation from a trustee in the period in the form of a donation from the Chair of Trustees, James King, through his Limited Company (The Boring Agency Ltd) of £200 to the JustGiving London Marathon fundraiser in April 2024.

The Director and Founder received reimbursement of £3,828.68 in the period for duties performed.

**8 Taxation**

The charity is not liable to corporation tax, capital gains tax or income tax on its charitable activities. Irrecoverable VAT is included in the asset cost or expense to which it relates.

**9 Accounts Format**

The Trustees chose to change from Accruals to Receipts and Payments reporting for this period. Owing to the nature of the charity's affairs no adjustments to the previous years accounts are required.

# **MEN WHO TALK**.ORG

**Men Who Talk**

**(Registered Charity Number 1201596)**

**Trustees' Annual Report and Financial Statements  
For the 15 months ended 31st March 2025**

## MEN WHO TALK

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# **MEN WHO TALK**

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### ***FOR THE 15 MONTHS ENDED 31 MARCH 2025***

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#### **OBJECTIVES AND ACTIVITIES**

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- a) Increasing awareness of, and reducing the stigma attached to, men's mental health;
- b) Creating content, events, partnerships and experiences that encourage men to share their own inner struggle in a friendly and supportive environment.

##### **Summary of activities**

Our primary objective at Men Who Talk ('the charity') is to promote the relief of men in need in the UK, who may be experiencing or at risk of experiencing poor mental health. We deliver this objective primarily through the delivery of:

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- Bespoke workshops to institutions and employers designed to raise awareness of men's mental health and provide tools for better wellbeing.

##### **Public benefit**

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#### **ACHIEVEMENTS AND PERFORMANCE**

##### **Significant activities and achievements against objectives**

Our objectives for the period were to grow stability and capacity as an organisation with a view to improving the consistency and utilisation of our services for men, after a challenging first year. While we made some progress towards organisational stability in the year after our registration - securing a grant from the National Lottery Community Fund to safeguard the delivery of our core services,

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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growing our trustees and improving our financial position - we also saw significant challenges with the temporary pause of our online groups and trustee resignations. In the past 15 months, the charity has seen a number of successes, and we have begun to see the impact for our service delivery and the men we support.

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We used part of our income during the period to invest in digital marketing activities to boost awareness of our online groups for men, which resulted in a significant uptick in both sign-ups and attendance. In 2023, we saw an average of 3.8 monthly sign-ups and 2.2 attendees, whereas in 2024 we saw an average 50.9 monthly sign-ups and 28.8 attendees.

We continued to implement recommendations from our previous marketing strategy, including increased spend on social media advertising to promote the online groups, and ensuring the Men Who Talk brand is consistent across all digital and physical touchpoints. We also began planning the rebuild of the charity's website scheduled to occur in the next period.

During the period, the charity established systems to monitor the efficacy of our online groups, to ensure they are helping our service users in the way they are intended. A feedback form is now sent as standard to everyone who signs up to or attends an online group, the results of which are examined by our Operations Manager. We also collected qualitative feedback from attendees including quotes and a longform case study to inform future service developments.

#### **Support the Supporters**

During the period, we piloted our Support the Supporters (STS) groups, a service developed in response to feedback from individuals supporting men with their mental health. Whilst there was clear interest in the concept, we found that engagement levels were lower than anticipated, and it became obvious that we were not yet reaching this audience in the most effective way. In light of this, and recognising the limitations in terms of capacity that were being put on the Founder and Administrator, the trustees agreed to temporarily pause STS to allow for a more thorough review. This review, which will take place over the next period, will explore the marketing, structure and viability of the service, with the intention of relaunching a strengthened and more accessible STS offer at some point in the future.

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **Partnerships**

The charity grew our partnership development during the period work by providing eight workshops to companies and institutions including Hammersmith and Fulham Borough Council, providing employers with the tools to better support male employees with their mental health and supporting men to practice self-care around work. As well as furthering our charitable objectives, these activities generated additional unrestricted income for the charity.

Additional internal capacity had a knock-on impact for our fundraising activities. We secured a second transformational grant of £19,250 from the National Lottery Community Fund in September 2024, and saw several fundraisers and collections organised in support of Men Who Talk. As a result of this and other fundraising successes, we ended the period in a stable financial position with no debts or liabilities.

#### **Raising funds and awareness**

We were delighted to receive a second grant from the National Lottery Community Fund in September 2024, totalling £19,250. This grant enabled us to bring our Founder and Director on board on a contractor basis, supported the ongoing work of our Operations Manager, helped fund vital training for our paid team and volunteers, and supported our digital marketing activities to connect with more service users and volunteers. We also gratefully received grants totalling £5,200 from several other charitable trusts and foundations during the period, including the Ambergate Charitable Trust, the Simon Rivett-Carnac Trust, and the Grace Trust.

Other funds raised during the 15 month period were £16,631.27 in donations from the general public (2023: £563.21), and £3,375 in business income through the delivery of men's mental health workshops to institutions and companies. This included workshops with construction company Severfield PLC and Allianz Insurance. The Caterham Round Table were valued champions of our charity during the period, supporting us with direct donations and helping us to raise public donations at their annual Beer Festival in September 2024.

Still a young organisation, we continue to recognise the importance of effective marketing to connect with potential service users, as well as possible partners and volunteers.

During the period, Men Who Talk increased its focus on digital marketing to raise awareness of its services and drive sign-ups to the men's groups. The charity invested £2,549 in Meta advertising, reaching almost 220,000 unique people, and began posting regularly on Facebook and Instagram to promote upcoming groups. In addition, the charity started to make full use of its \$10,000 per month Google Ads grant, directing more targeted traffic towards the Men Who Talk website. Together, these activities led to a significant month-on-month increase in visits to the website and visibility of the charity's offer.

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **Contribution of volunteers**

During the period, the charity's online groups were facilitated by a team of 30 volunteers.

All new volunteers with the charity in the period underwent a Disclosure and Barring Service (DBS) check and reference checks. New volunteers also received a 90-minute induction from the Founder and Director, which confirmed their roles and responsibilities and outlined our safeguarding procedure, and all volunteers shadowed at least three online groups before facilitating one themselves. Group facilitator volunteers make a minimum time commitment of one 90 minute online group per month.

We look to recruit volunteers who have a passion for men's mental health, and work to include service users in the organisation through volunteering. One former online group facilitator is now a trustee of the charity. Our Founder and Director, and Operations Manager, both assisted with the running of online groups during the period to maintain best practice, safety and equality.

#### **Team capacity**

In August 2024, the charity further enhanced our internal capacity by taking on our Founder and Director on a contractor basis to focus on developing and maintaining relationships with corporations and strategic partners, growing fundraised income, and continuing to recruit and onboard volunteers.

We also reviewed the role of our Administrator and made the decision to amend this role to an Operations Manager position with an increase in monthly hours, to better align with its responsibilities for ensuring the delivery and safety of our core service offer on a more regular basis. This further increased capacity had a significant impact, enabling us to deliver groups more consistently, grow our volunteer base from 4 to 30, and raise funds proactively from a more diverse range of sources.

## **FINANCIAL REVIEW**

#### **Financial position**

During the period, the charity amended its financial year end from 31 December to 31 March in order to align more effectively with the reporting cycles of partners and funders. As a result, this Annual Report and Accounts covers a 15-month period from 1 January 2024 to 31 March 2025. Future reporting periods will revert to a standard 12 months ending on 31 March. Due to the extended reporting period this year, the figures presented are not directly comparable with those of the previous 12-month period.

The charity's income for the 15 months ending 31st March 2025 was £44,456.27 (2023: £10,480.02).

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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This income comprised a combination of donations (£16,631.27), a grant from the National Lottery Community Fund (£19,250), grants from other charitable trusts and foundations (£5,200) earned income from workshops and the creation of resources for companies (£3,750).

The charity's expenditure for the 15 months ending 31st March 2025 was £24,007.85 (2023: £4,898.44).

Cash funds at 31 March 2025 were £25,731.19, (2023: £5,282,78), with no debts or responsibilities. Of this amount, £8,010.15 comprised restricted funds from the National Lottery Community Fund. The charity held £17,721.04 (2023: £584.13) in unrestricted funds at the end of the period, none of which were designated funds.

#### **Reserves policy**

The charity did not have a reserves policy in the period however the Trustees focussed on building financial stability over the period through donations and grants received and prudent expense management.

Since the period end a Reserves Policy has been put in place and the funding level currently exceeds the minimum desired level with opportunities being sought to invest the surplus.

#### **Going concern**

At the time of approval of this report, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees have adopted the going concern basis of accounting in preparing the financial statements and this report.

The charity has had a successful 15 months for fundraising, securing a significant grant from the National Lottery Community Fund and building our unrestricted funds through donations from the public and business income. Thanks to these successes, which have been as a result of increased staff capacity and the slight alleviation of the cost of living crisis, we have been able to grow our unrestricted reserves, ending the period with £17,721.04.

During the period improvements were also made to our governance by recruiting two additional trustees in January 2024 and appointing Chair and Treasurer roles. At the time of writing the charity has five trustees, with the most recent appointment in September 2025. Engagement with our services remains strong and our volunteer numbers are sufficient to ensure the safe, consistent delivery of our online groups for men.

On these bases the trustees have resolved that the charity is a going concern at time of this report's approval.

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **FUTURE PLANS**

Looking ahead, the charity's primary focus will be on strengthening its organisational stability and sustainability. Building our unrestricted reserves in line with our Reserves Policy is a key priority, ensuring we are better positioned to financial risk and invest in the long-term development of our services for men.

We also plan to build on the high rates of engagement seen over the past year by expanding our core service offer to consistently deliver multiple online groups each week, and building our marketing activities to engage with more men who are struggling. The charity will also develop our corporate partnership work, strengthening relationships with employers through proactive engagement and delivering a greater number of workshops that support men's mental health and wellbeing.

A further area of focus will be the continued development of our data and impact measurement processes. By embedding stronger data collection and analysis across the organisation, we aim to more clearly demonstrate both the need for our services and the difference they make. This work will support the charity in raising greater awareness of the crisis in men's mental health and help us to further develop our services to support men in the way that is most beneficial to them.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document and organisational structure**

The charity is registered with the Charity Commission for England and Wales as a charitable incorporated organisation (CIO), registered 16 January 2023 under charity number. Our registered charity number is 1201596.

The charity is controlled by its governing document, a deed of trust, and constitutes a charitable incorporated organisation (CIO). The members of the CIO are its charity trustees. The only persons currently eligible to be members of the CIO are its charity Trustees. Decisions are made by vote by members of the CIO, with a vote threshold of two thirds for decisions.

Our Governing Document, amended during the period in September 2024, states that no decision shall be taken unless a quorum is present when decisions are taken. The quorum is two charity trustees or the number nearest to one third of the total number of trustees.

Men Who Talk is a member of the Men and Boys Coalition and NCVO.

##### **Recruitment and appointment of new trustees**

Apart from the first charity trustees, every trustee is appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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appointment as charity trustees, the charity trustees take into account the skills, knowledge and experience needed for the effective administration of the CIO.

The induction and training of new trustees in the period was conducted by the Chair with support from the Founder and Director.

The following trustees served in the period:

- D Bellringer-Mundy
- J King (Chair)
- L McGeachin
- M Saisi

In the ten months since the end of the period (March 2025 - January 2026), the following trustees have been appointed:

- D Money (Treasurer)

The role of Treasurer transferred from L McGeachin to D Money at the trustees' board meeting on 20 September 2025. L McGeachin remains as a trustee of the charity.

#### **Remuneration**

Both our Founder and an Operations Manager were employed during the year on a contractor basis. Pay of both the Founder and the Operations Manager were agreed at board level based on sector benchmarks, and taking into the consideration the National Living Wage.

#### **Day-to-day running of the charity**

Day-to-day running of the charity and daily decisions during the period were made by the Founder and Director and Operations Manager, under the instruction of the Trustees through regular meetings and planning.

# MEN WHO TALK

## DECLARATION

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

Signed on behalf of the charity's Trustees

Signature(s)

*J. King*

*D Money*

Position(s)

Chair

Treasurer

Date

14 January 2026

14 January 2026

.....

.....

# MEN WHO TALK

## RECEIPTS AND PAYMENTS

### FOR THE 15 MONTHS ENDED 31 March 2025

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	For the period from Unrestricted Funds to the nearest £	1 Jan 2024 to Restricted Funds to the nearest £	31 March 2025 Total Funds to the nearest £	Previous Year 31 Dec 2023 to the nearest £
<b>Receipts</b>				
Donations and Gifts	16,631	-	<b>16,631</b>	599
Grants	5,200	19,250	<b>24,450</b>	9,236
Charitable Activities	3,750	-	<b>3,750</b>	645
<b>Total receipts</b>	<b>25,581</b>	<b>19,250</b>	<b>44,831</b>	<b>10,480</b>
<b>Payments</b>				
<b>Charitable Activities</b>				
Promotion	585	-	<b>585</b>	262
Video Conferencing	174	-	<b>174</b>	144
DBS Checks	576	-	<b>576</b>	78
Staff	687	-	<b>687</b>	42
<b>Support and Governance</b>				
Marketing	742	1,989	<b>2,731</b>	1,972
IT	410	-	<b>410</b>	815
Staff	1,575	11,480	<b>13,055</b>	797
Insurance	437	-	<b>437</b>	269
Travel	949	-	<b>949</b>	96
Training	1,593	2,470	<b>4,063</b>	50
Office				48
ICO	35	-	<b>35</b>	35
Office Hire	100	-	<b>100</b>	75
(Governance)				
Trustee Expense	206	-	<b>206</b>	216
(Governance)				
Repayment	375	-	<b>375</b>	-
<b>Total payments</b>	<b>8,444</b>	<b>15,939</b>	<b>24,383</b>	<b>4,899</b>
<b>Net of receipts/payments</b>	<b>17,137</b>	<b>3,311</b>	<b>20,448</b>	<b>5,581</b>
Cash funds last year end	584	4,699	<b>5,283</b>	-
<b>Cash funds this period end</b>	<b>17,721</b>	<b>8,010</b>	<b>25,731</b>	<b>5,581</b>

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# MEN WHO TALK

## STATEMENT OF ASSETS AND LIABILITIES - CHARITY NUMBER 1201596

**AS AT 31 MARCH 2025**

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### Assets

Cash funds                      Unrestricted £17,721      Restricted £8,010

### Liabilities

Nil

### Funds Movement Schedule

	Opening Balance	Additions in	Payments in Year	Closing Balance
	to the nearest £	Period	to the nearest £	to the nearest £
		to the nearest £		
<b>Restricted Funds</b>				
National Lottery	4,699	19,250	15,939	<b>8,010</b>
<b>Unrestricted</b>	584	25,581	8,444	<b>17,721</b>
<b>Funds</b>				
<b>Total Funds</b>	<b>5,283</b>	<b>44,831</b>	<b>24,383</b>	<b>25,731</b>

A second grant from the National Lottery Community Fund was received in September 2024, totalling £19,250. This grant enabled us to bring our Founder and Director on board on a contractor basis, supported the ongoing work of our Operations Manager, helped fund vital training for our paid team and volunteers, and supported our digital marketing activities to connect with more service users and volunteers.

The Trustees declare that they have approved the accounts above.

Signed on behalf of the charity's Trustees

Signature(s)		
Position(s)	Chair	Treasurer
Date	14 January 2026	14 January 2026
	.....	.....

# MEN WHO TALK

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE 15 MONTHS ENDED 31 MARCH 2025

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#### 1 Accounting policies

##### Charity information

Men Who Talk is a Charitable Incorporated Organisation (CIO) in England and Wales. Charity number 0201596. The registered address is Flat 9, Cutler House, 6 Mary Neuner Road, London, N8 0FG.

Men Who Talk was registered with the charity commission on 16 January 2023. The accounting period has been extended to 15 months ending 31<sup>st</sup> March 2025 for this period with the intention of having annual accounts ended 31 March going forward.

##### 1.1 Basis of preparation

The financial statements have been prepared on a Receipts and Payments basis.

All amounts are shown in pounds sterling.

##### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees have adopted the going concern basis of accounting preparing the financial statements.

##### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donor or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

##### 1.4 Income

Income is recognised when the charity receives the funds.

## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

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#### 1.5 **Volunteers**

Volunteers' contribution to the charity is addressed in the trustees' annual report (pages 4-10).

#### 1.6 **Expenditure**

Expenditure is recognised when paid.

#### 1.7 **Critical accounting estimates and judgments**

In preparing the financial statements, the trustees have made subjective judgements, for example in respect of the allocation of expenditure categories in the Statement of Financial Activities. Estimates and judgement are continually evaluated and are based on historical experience. No estimates or judgements have had a material effect on the values within the financial statements.

#### 1.8 **Allocation of costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Direct costs have been allocated where they directly relate to the delivery of charitable activities.

#### 1.9 **Cash and cash equivalents**

Cash and cash equivalents often relate to cash in hand, deposits held at call with banks, other short term liquid investments with original maturities of three months or less, and bank overdrafts. In the charity's financial figures for the year ended 31 December 2023 cash and cash equivalents is used to refer to cash at the bank only.

#### 2 **CIO Guarantees and Secured Debts**

The trustees confirm, in accordance with the Charitable Incorporated Organisations (General) Regulations 2012, that at the year end the CIO did not have any outstanding guarantees to third parties nor any debts secured on assets of the CIO.

#### 3 **Employees**

The charity does not have any employees. The charity's CEO and Administrator are employed on a contractor basis, as set out in the trustees annual report.

#### 4 **Trustees**

Excluding out-of-pocket expenses, none of the trustees (or persons connected with them) received any remuneration or benefits from the charity in the period.

#### 5 **Trustees Expenses**

During the period trustees expenses of £205.77 (2023: £216.48) were paid to trustees in respect of subsistence costs reimbursed, and these costs were incurred in the performance of their trustee duties. This expense was incurred in the purchase of food and drink for the entire board of trustees on the days of trustee meetings and to reimburse for travel costs.

## **MEN WHO TALK**

### **NOTES TO THE FINANCIAL STATEMENTS (continued)**

**6 Amounts paid to auditor or independent examiner**

The charity has not paid any amounts to an auditor or independent examiner in the preparation of these accounts.

**7 Related Party Transactions**

The charity received a donation from a trustee in the period in the form of a donation from the Chair of Trustees, James King, through his Limited Company (The Boring Agency Ltd) of £200 to the JustGiving London Marathon fundraiser in April 2024.

The Director and Founder received reimbursement of £3,828.68 in the period for duties performed.

**8 Taxation**

The charity is not liable to corporation tax, capital gains tax or income tax on its charitable activities. Irrecoverable VAT is included in the asset cost or expense to which it relates.

**9 Accounts Format**

The Trustees chose to change from Accruals to Receipts and Payments reporting for this period. Owing to the nature of the charity's affairs no adjustments to the previous years accounts are required.



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

Men Who Talk

**On accounts for the  
period**

01/01/24 to 31/3/25

**Charity no  
(if any)**

1201596

**Responsibilities and  
basis of report**

I report to the trustees on my examination of the accounts of the above charity for the period to

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 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 Act. The accounts have been prepared on a Receipts and Payments basis in accordance with section 133 of the act.

**Independent  
examiner's statement**

I confirm that I have the requisite skills and experience to conduct the Independent Examination for this charity to the standards required as set out in Appendix 5 of CC32. Although retired from practice as an accountant and as a member of a listed professional accountancy body, I continue to conduct a number of examinations on a voluntary basis every year. I also confirm that I am independent of the charity as set out in Direction 2 of CC32.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- 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:**

16/1/26

**Name:**

Andy Moore

**Address:**

Blaenpentre, Swyddffynnon, Ystrad Meurig, SY25 6AW

**MEN WHO TALK**

England & Wales - Charity number 1201596

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# Accounts

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# **MEN WHO TALK**.ORG

**Men Who Talk**

**(Registered Charity Number 1201596)**

**Trustees' Annual Report and Financial Statements  
For the year ended 31st December 2023**

## MEN WHO TALK

### LEGAL AND ADMINISTRATIVE INFORMATION

<b>Organisation full name:</b>	Men Who Talk
<b>Organisation type:</b>	Charitable incorporated organisation (CIO)
<b>Registered charity number:</b>	1201596
<b>Trustees:</b>	J King, appointed 15 November 2023 (Chair) P Lipman, resigned 15 November 2023 (Chair) L McGeachin , appointed 26 January 2024 (Treasurer) J Parkin, resigned resigned 29 November 2023 (Treasurer) D Bellringer-Mundy, appointed 17 February 2024 D Curtis, appointed 5 May 2023, resigned 25 August 2023 M Doucoure, appointed 5 May 2023, resigned 8 November 2023 C Morton, resigned 28 August 2023 M Saisi, appointed 15 November 2023 H Small, appointed 5 May 2023, resigned 15 November 2023
<b>Key management personnel:</b>	Samuel Davies, Founder and Director
<b>Principal address:</b>	27 Oakdene Court Walton-on-Thames Surrey KT12 1PD
<b>Bankers:</b>	Lloyds Bank 98 Victoria Street London SW1E 5JL

**MEN WHO TALK**

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Notes to the financial statements	Page 15 - 22

# **MEN WHO TALK**

## **TRUSTEES' REPORT**

### ***FOR THE YEAR ENDED 31 DECEMBER 2023***

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The Trustees present their report with the financial statements of the charity for the year ended 31st December 2023.

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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).

### **OBJECTIVES AND ACTIVITIES**

#### **Charitable objectives**

For the public benefit, the relief of men in need in the UK, who may be experiencing or at risk of experiencing poor mental health, by means of, but not exclusively:

- a) Increasing awareness of, and reducing the stigma attached to, men's mental health;
- b) Creating content, events, partnerships and experiences that encourage men to share their own inner struggle in a friendly and supportive environment.

#### **Summary of activities**

Our primary objective at Men Who Talk ('the charity') is to promote the relief of men in need in the UK, who may be experiencing or at risk of experiencing poor mental health. We deliver this objective primarily through the delivery of:

- Online support groups for men to come together and talk about what's on their mind;
- Bespoke workshops to institutions and employers designed to raise awareness of men's mental health and provide tools for better wellbeing.

#### **Public benefit**

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit', when reviewing the charity's aims and objectives, and planning future activities.

## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **ACHIEVEMENTS AND PERFORMANCE**

##### **Significant activities and achievements against objectives**

The charity was registered with the Charity Commission on 16 January 2023, and our objectives for the first year as a registered charity were around growing stability and capacity as an organisation. In April 2023, we secured a transformative grant of £9,236 from the National Lottery Community Fund, which enabled us to invest in increased marketing of Men Who Talk groups and in-person engagement events to build online group attendance. Capacity growth stemming from this funding was also a significant achievement in the reporting period, enabling us to recruit and induct volunteers, and giving our online groups more consistency in the second half of 2023.

In 2023, the charity delivered online support groups to 11 attendees, and connected with around 25 further people through an in-person engagement event at Edge Hill University and a corporate workshop with WEG Ltd. Low group attendance in the period was due to the temporary pause of our online groups between October 2022 and May 2023, while we evaluated both their efficacy and potential barriers to access. Our improved online groups were piloted in May and June 2023, and relaunched officially in October 2023.

##### **Raising funds and awareness**

We were grateful to receive a core grant of £9,236 from the National Lottery Community Fund in April 2023, which allowed the charity to invest significantly in improving the stability and capacity of our organisation in line with our plans for the year. Other funds raised during the year came from donations from the general public, and from donations totalling £563.21 (inc. Gift Aid) from two trustees, Peter Lipman and Harry Small, which were administered through the National Funding Scheme. We also raised £645.35 in business income through the delivery of a corporate workshop with WEG Ltd on men's mental health, and the creation and distribution of resources to help a business better support their male employees with their mental health.

As a young organisation, we recognise the importance of effective marketing to connect potential service users, as well as prospective partners and volunteers, with our organisation. In October 2023 we invested in the services of strategic marketing consultancy 5XR to help identify areas for development. The resulting marketing strategy allowed the charity to implement several 'quick wins' between November and December 2023 to help increase engagement and online traffic.

Between 16 January and 31 December 2023, the charity reached a total audience of 14,800 people on Facebook and 6,400 people on Instagram. Our social media and marketing activities also generated a total of 373 link clicks from the public.

## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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#### **Contribution of volunteers**

The Founder and Director of the charity was not employed by the charity during the period, but made a significant voluntary contribution to the running of the charity. This included organising and delivering online groups for men, as well as assisting the trustees in the development of a budget and business plan for the charity. Final decisions on the activities of the charity and the use of its resources were made by the trustees.

The charity's online groups were facilitated by volunteers, including the Founder and Director, who manage the logistics of group attendance, help to guide the conversation, and play a key role in flagging safeguarding concerns to the organisation. The charity was supported by four volunteer group facilitators during 2023.

All new volunteers with the charity in the period underwent a Disclosure and Barring Service (DBS) check and reference checks. New volunteers also received a 90-minute induction from the Founder and Director, which confirmed their roles and responsibilities and outlined our safeguarding procedure, and all volunteers shadowed at least three online groups before facilitating one themselves. Group facilitator volunteers make a minimum time commitment of one 90 minute online group per month.

We look to recruit volunteers who have a passion for men's mental health, and work to include service users in the organisation through volunteering. One former online group facilitator is now a trustee of the charity. Our Founder and Director, and Administrator, both assisted with the running of online groups during 2023 to maintain best practice, safety and equality.

#### **Staff team development**

In August 2023, the charity took on a part-time Administrator on a contractor basis to support the planning and coordination of our online groups, the recruitment and induction of volunteers, and the collection and analysis of data for the charity. This increased capacity enabled us to double our volunteer numbers from two to four in the second half of 2023 and played a key role in the relaunch of our online groups in October 2023.

## **FINANCIAL REVIEW**

### **Financial position**

The charity's income for the year ending 31st December 2023 was £10,480.02. As the charity was registered with the Charity Commission on 16 January 2023, we are not able to provide comparative figures for 2022 in this report.

This income comprised a combination of donations (£598.67), a grant from the National Lottery

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## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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Community Fund (£9,236) and earned income from workshops and the creation of resources for companies (£645.35).

The charity's expenditure for the year ended 31st December 2023 was £4,898.44.

Cash funds at the end of 2023 were £5,282,78, with no debts or responsibilities. Of this amount, £4,698.65 comprised restricted funds from our grant from the National Lottery Community Fund, to be fully spent down by the end of April 2024. The charity held £584.13 in unrestricted funds at the end of the period, none of which were designated funds.

#### **Reserves policy**

The charity was registered with the Charity Commission on 16 January 2023, and did not begin the year with any reserves. The charity started the year with £389.60 in cash and cash equivalents.

As of 31 December 2023, the charity did not hold any reserves. During the year the charity was not able to build reserves, as our primary income, a grant from the National Lottery Community Fund, was not to be used for building reserves but for expenditure on charitable activities during the grant period.

Going forward, the charity plans to build financial stability and establish a reserves policy and statement which will be implemented by the trustees, to allow us to build reserves at a sustainable pace as we move into a period of growth.

#### **Going concern**

At the time of approval of this report, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees have adopted the going concern basis of accounting in preparing the financial statements and this report.

However, the charity has faced significant financial and governance difficulties during the period. Despite having extremely low running costs, the establishment of the charity during a cost of living crisis in the UK has limited our ability to fundraise and created difficulties around volunteer recruitment and retention which, at times, threatened our ability to deliver our charitable activities. The charity also began the year in material deficit, owing a total of £688.40 in two loans to a trustee and our Founder and Director.

Securing a grant of £9,236 from the National lottery Community Fund during the year substantially relieved the financial pressure on the organisation, safeguarding our ability to continue as a going concern for the year ahead. Meanwhile, receipt of donations and earned income allowed us to repay all outstanding loans during the year, ending 2023 with no debts or responsibilities.

## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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Between August and November 2023, our six trustees tendered their resignations from the charity, all of which were accepted by the board. This left the charity without a quorum in November 2023, needing to recruit new trustees before the charity could continue normal operations. We recruited two new trustees in November 2023, and liaised with the Charity Commission throughout the process to ensure adherence to good charity governance.

In early 2024, two additional trustees were recruited, bringing the total number of trustees on the board to four. We have also had significant fundraising successes and increased engagement with our services in 2024, all feeding into the resolution that the charity is a going concern at time of this report's approval.

### **FUTURE PLANS**

Plans for the year ahead are around improving the stability of the organisation through the recruitment of trustees, fundraising activities, and improving the consistency and utilisation of our services for men.

The temporary pause of our online groups during the first half of 2023 created time for Men Who Talk to review our progress, and look closely at key barriers that were preventing men struggling with their mental health from accessing our services.

We concluded that a lack of awareness and lack of consistency in the delivery of the groups were key blockers and will continue to look to rectify both in the year ahead. This will include investing in service development to better support men struggling with their mental health. We will look to streamline and standardise our online group delivery, and create an evaluation process to help us more robustly track live data about the impact of our work for men struggling with their mental health that raises early flags when our services are not effectively supporting people.

In due course, we hope to see demand for our online groups increase to the level that we would introduce weekly groups, which will require a team of volunteers to facilitate. A second potential service development is the introduction of an additional service which works directly with individuals who are supporting men in their lives with their mental health, to provide tools, resources and additional support.

In our second year of operation, we will continue to invest in raising awareness of the work of the charity. In particular, we will also look to grow our engagement programme with universities, corporate workshops and in-person events. As well as providing workplaces and institutions with the tools to better support men with their mental health, these activities help to raise awareness of the services delivered by Men Who Talk to men in need, and are also an excellent way of engaging potential volunteers. Finally, we will continue to implement the recommendations made in our

# MEN WHO TALK

## TRUSTEES' REPORT (continued)

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new marketing strategy, increasing our social media presence and building online engagement with Men Who Talk.

### STRUCTURE, GOVERNANCE AND MANAGEMENT

#### Governing document and organisational structure

The charity is registered with the Charity Commission for England and Wales as a charitable incorporated organisation (CIO), registered 16 January 2023 under charity number. Our registered charity number is 1201596.

The charity is controlled by its governing document, a deed of trust, and constitutes a charitable incorporated organisation (CIO). The members of the CIO are its charity trustees. The only persons currently eligible to be members of the CIO are its charity Trustees. Decisions are made by vote by members of the CIO, with a vote threshold of two thirds for decisions.

Men Who Talk is a member of the Men and Boys Coalition and NCVO.

#### Recruitment and appointment of new trustees

Apart from the first charity trustees, every trustee is appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees take into account the skills, knowledge and experience needed for the effective administration of the CIO.

The induction and training of new trustees in the period was conducted by the Chair with support from the Founder and Director.

The following trustees served in the period:

- J King (Chair)
- P Lipman (Chair)
- J Parkin (Treasurer)
- D Curtis
- M Doucoure
- C Morton
- M Saisi
- H Small

## **MEN WHO TALK**

### **TRUSTEES' REPORT (continued)**

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In the ten months since the end of the period (January - October 2024), the following trustees have been appointed:

- L McGeachin (Treasurer)
- D Bellringer-Mundy

#### **Remuneration**

An Administrator was employed during the year on a contractor basis. Pay of the Administrator was agreed at board level based on benchmarks for national averages for administrators, and taking into the consideration the National Living Wage.

#### **Day-to-day running of the charity**

Day-to-day running of the charity and daily decisions during the period were made by the Founder and Director, who worked with the charity on a voluntary basis, under the instruction of the Trustees through regular meetings and planning.

**MEN WHO TALK**

**DECLARATION**

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

Signed on behalf of the charity's Trustees

<b>Signature(s)</b>	<i>J. King</i>	<i>Lucy McBeadin</i>
<b>Position(s)</b>	Chair	Treasurer
<b>Date</b>	21/10/2024 .....	21/10/2024 .....

## MEN WHO TALK

### STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2023

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	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>Income from:</b>				
Donations and legacies	2	598.67	9,236	9,834.67
Charitable activities	3	645.35	-	645.35
<b>Total income</b>		<b>1,244.02</b>	<b>9,236</b>	<b>10,480.02</b>
<b>Expenditure on:</b>				
<u>Charitable activities</u>				
General charitable activities	4, 5	361.09	4,537.35	4,898.44
<b>Total expenditure</b>		<b>361.09</b>	<b>4,537.35</b>	<b>4,898.44</b>
<b>Net income</b>		<b>882.93</b>	<b>4,698.65</b>	<b>5,581.58</b>
<b>Reconciliation of funds:</b>				
Fund balances at 1 January 2023	6	(298.80)	0	(298.80)
<b>Fund balances at 31 December 2023</b>		<b>584.13</b>	<b>4,698.65</b>	<b>5,282.78</b>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

The notes on pages 15 to 22 form part of these financial statements.

**MEN WHO TALK**

**BALANCE SHEET - CHARITY NUMBER 1201596**

**AS AT 31 DECEMBER 2023**

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	Notes	2023 £
<b>Current assets</b>		
Cash at bank and in hand		5,282.78
		<u>5,282.78</u>
<b>Total net assets</b>		<u>5,282.78</u>
<b>The funds of the charity</b>		
Restricted income funds	10	4,698.65
Unrestricted funds	10	584.13
		<u>5,282.78</u>

The notes on pages 15 to 22 form part of these financial statements. The financial statements were approved by the Trustees on

21/10/2024

Date

Signed by



L McGeachin, Trustee (Treasurer)

**MEN WHO TALK**

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED 31 DECEMBER 2023**

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	<b>Notes</b>	<b>2023 £</b>
<b>Cash flows from operating activities</b>		
Net cash provided by operating activities	11	5,581.58
<b>Cash flows from financing activities</b>		
Repayment of borrowing		(748.40)
Cash inflows from new borrowing		60
<b>Net cash used in financing activities</b>	12	<u>(688.40)</u>
<b>Net increase in cash and cash equivalents</b>		4,893.18
Cash and cash equivalents at beginning of year		389.60
<b>Cash and cash equivalents at end of year</b>	13	<u>5,282.78</u>

The notes on pages 15 to 22 form part of these financial statements.

# MEN WHO TALK

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 DECEMBER 2023

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#### 1 Accounting policies

##### Charity information

Men Who Talk is a Charitable Incorporated Organisation (CIO) in England and Wales. Charity number 0201596. The registered address is 27 Oakdene Court, Walton-on-Thames, Surrey, KT12 1PD.

Men Who Talk was registered with the charity commission on 16 January 2023. These are the first set of annual accounts published by the charity, and as such there is no comparative information given for 2022.

##### 1.1 Basis of preparation

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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 charity is a Public Benefit Entity as defined by the FRS 102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. All amounts are shown in pounds sterling.

##### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees have adopted the going concern basis of accounting preparing the financial statements.

##### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donor or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

##### 1.4 Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured sufficiently reliably.

## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

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#### **1.5 Volunteers**

In accordance with the Charities SORP (FRS 102), the contribution of volunteers is not recognised, and their contribution to the charity is instead addressed in the trustees' annual report (pages 4-10).

#### **1.6 Expenditure**

Expenditure is recognised when the charity has a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis.

#### **1.7 Critical accounting estimates and judgments**

In preparing the financial statements, the trustees have made subjective judgements, for example in respect of the allocation of expenditure categories in the Statement of Financial Activities. Estimates and judgement are continually evaluated and are based on historical experience. No estimates or judgements have had a material effect on the values within the financial statements.

#### **1.8 Allocation of costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Direct costs have been allocated where they directly relate to the delivery of charitable activities. A breakdown of Direct Costs and Support Costs is provided in notes 4 and 5.

#### **1.9 Cash and cash equivalents**

Cash and cash equivalents often relate to cash in hand, deposits held at call with banks, other short term liquid investments with original maturities of three months or less, and bank overdrafts. In the charity's financial figures for the year ended 31 December 2023 cash and cash equivalents is used to refer to cash at the bank only (see note 13).

#### **1.10 Taxation**

The charity is exempt from taxation on its activities because all of its income is used for charitable purposes.

## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

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#### 2 Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £
Donations and gifts	598.67	-
Grants	-	9,236
	<b>598.67</b>	<b>9,236</b>
<b>Grants receivable</b>		
The National Lottery Community Fund	-	9,236
	-	<b>9,236</b>

#### 3 Income from charitable activities

Workshop and resource development fees	645.35	-
	<b>645.35</b>	-

#### 4 Expenditure on charitable activities

	General charitable activities 2023 £
<b>Analysis by fund</b>	
Unrestricted funds	361.09
Restricted funds	4,537.35
Total funds	<b>4,898.44</b>

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## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

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#### 4 Expenditure on charitable activities (continued)

##### Direct costs

Promotional materials	261.77
Video conferencing subscription	143.88
Disclosure & Barring Service checks	78
Staff costs	41.92
	<hr/>
	525.57

##### Share of support and governance costs (see note 5)

Support	4,372.87
	<hr/>
	4,898.44

Staff costs included in Direct costs are estimated based on the time spent by the charity's Administrator delivering charitable activities (online groups for men) during the period.

#### 5 Support costs allocated to activities

	<b>General charitable activities 2023 £</b>
Marketing and publicity	1,972.49
Information technology	814.66
Staff costs	796.58
Governance costs	291.48
Insurance	268.82
Travel	95.86
Training	50

**MEN WHO TALK**

**NOTES TO THE FINANCIAL STATEMENTS (continued)**

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**5 Support costs allocated to activities (continued)**

Office costs	47.98
Professional memberships	35
	<hr/>
	<b>4,372.87</b>
	<hr/>

**Governance costs comprise:**

	<b>2023</b>
	<b>£</b>
Office hire	75
Trustee expenses	216.48
	<hr/>
	<b>291.48</b>
	<hr/>

**6 Fund balances at 1 January 2023**

At 1 January 2023 the charity had total cash and cash equivalents of £389.60 and total liabilities of £688.40. Fund balances is therefore shown as (£298.80) on the Statement of Financial Activities.

**7 Employees**

The charity does not have any employees. The charity’s Administrator is employed on a contractor basis, as set out in the trustees annual report.

**8 Trustees**

Excluding out-of-pocket expenses, none of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

Trustee expenses

During the year trustees expenses of £216.48 were paid to one trustee in respect of subsistence costs reimbursed, and these costs were incurred in the performance of their trustee duties. This expense was incurred in the purchase of food and drink for the entire board of trustees on the day of a trustee meeting.

**9 Amounts payable to auditor or independent examiner**

Men Who Talk does not meet the minimum requirement for its financial statement to require audit or independent examination. The charity has not paid any amounts to an auditor or independent examiner in the preparation of these accounts.

## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

#### 10 Movement in funds

	At at 1 January 2023 £	Income £	Expenditure £	Transfer between funds	At 31 December 2023 £
<b>Unrestricted funds</b>					
General	(298.80)	1,244.02	361.09	-	584.13
<b>Total unrestricted funds</b>	<b>(298.80)</b>	<b>1,244.02</b>	<b>361.09</b>	<b>-</b>	<b>584.13</b>
<b>Restricted funds</b>					
National Lottery Community Fund	-	9,236	4,537.35	-	4,698.65
<b>Total restricted funds</b>	<b>-</b>	<b>9,236</b>	<b>4,537.35</b>	<b>-</b>	<b>4,698.65</b>
<b>Total funds</b>	<b>(298.80)</b>	<b>10,480.02</b>	<b>4,898.44</b>	<b>-</b>	<b>5,282.78</b>

#### 11 Reconciliation of net income to net cash flow from operating activities

	2023 £
Net income for the reporting period (as per the statement of financial activities)	5,582.58
<b>Adjustments for:</b>	
Decrease in creditors	688.40
<b>Net cash provided by operating activities</b>	<b>4,894.18</b>

## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

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#### 12 Cashflows from financing activities

The charity began the reporting period with the following liabilities:

- £60 loan owed to Peter Lipman (Trustee)
- £628.40 loan owed to Samuel Davies (Founder and Director)

During the reporting period the charity received a further loan of £60 from Samuel Davies (Founder and Director).

In November 2023 Peter Lipman was repaid the full loan amount of £60.

Between October and December 2023 Samuel Davies was repaid the full amount of the two loans made to the charity, totaling £688.40.

#### Analysis of changes in net debt

	At start of year £	Cashflows £	At end of year £
Cash	389.60	4,893.18	5,282.78
Loans falling due within one year	(688.40)	688.40	0
<b>Total</b>	<b>(298.80)</b>	<b>5,581.58</b>	<b>5,282.78</b>

#### 13 Analysis of cash and cash equivalents

	At 31 December 2023 £
Cash at bank	5,282.78
Cash in hand	0
Notice deposits (less than 3 months)	0
Overdraft facility repayable on demand	0
<b>Total cash and cash equivalents</b>	<b>5,282.78</b>

## MEN WHO TALK

### NOTES TO THE FINANCIAL STATEMENTS (continued)

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#### 14 Related party transactions

The charity received two donations from Trustees in the period. The details of these transactions are as follows:

- Donation from Peter Lipman - £250
- Donation from Harry Small - £250

These donations were made through the National Funding Scheme. Inclusive of Gift Aid and subtracting the National Funding Scheme fee, the total amount received by the charity from these two donations was £563.21.