

# TOUGH TO TALK

England & Wales · Charity number 1202395

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2023-03-20

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 40 Linby Road  
Hucknall  
Nottingham  
NG15 7TS

**Phone** 07812026657

**Email** [talk@toughtotalk.com](mailto:talk@toughtotalk.com)

**Website** [www.toughtotalk.com](http://www.toughtotalk.com)

## 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 HEALTHB. PROVIDING EARLY INTERVENTION OPPORTUNITIES FOR MEN TO WORK ON THEIR MENTAL HEALTHC. PROVIDING TRAINING ON MENTAL HEALTH FIRST AID. CREATING CONTENT, EVENTS, PARTNERSHIPS AND EXPERIENCES THAT ENCOURAGE MEN TO SHARE THEIR OWN INNER STRUGGLE IN A FRIENDLY AND SUPPORTIVE ENVIRONMENT

**Activities:** Increasing awareness of, and reducing the stigma attached to, mens mental health, providing early intervention opportunities for men to work on their mental health, providing training on mental health first aid, creating content, events, partnerships and experiences that encourage men to share their struggles in a supportive environment

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** Other Defined Groups

## Geography

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- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-08-31	£60,007	£37,257	-	-

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## Trustees

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Name	Role	Appointed
<b>Neil Hawkins</b>	Chair	2025-06-02
Andrew Murray		2025-06-02
Kieran Boland		2024-09-02
Matthew Clutterham		2024-03-06
Stuart Howells		2023-03-02

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**TOUGH TO TALK**

England & Wales - Charity number 1202395

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# Accounts

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**REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE PERIOD 20 MARCH 2023 TO 31 AUGUST 2024  
FOR  
TOUGH TO TALK**

Fairhurst Accountants Ltd  
Chartered Accountants  
Douglas Bank House  
Wigan Lane  
Wigan  
Lancashire  
WN1 2TB

**TOUGH TO TALK**

**CONTENTS OF THE FINANCIAL STATEMENTS  
for the Period 20 March 2023 to 31 August 2024**

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## TOUGH TO TALK

### REPORT OF THE TRUSTEES for the Period 20 March 2023 to 31 August 2024

The trustees present their report with the financial statements of the charity for the period 20 March 2023 to 31 August 2024. The trustees have adopted the provisions of 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

##### Objectives and aims

The trustees refer to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set.

##### Objectives

The objectives of the charity are to:

- a) Increase the awareness of and reduce the stigma attached to men's' mental health
- b) Provide early intervention opportunities for men to work on their mental health
- c) Provide training on mental health first aid, and
- d) Create content, events, partnerships and experiences that encourage men to share their own inner struggle in a friendly and supportive environment

This will be achieved by collaborating with male-focused communities and organisations, as well as groups supporting vulnerable men, to deliver suicide prevention and first aid training. We will offer engaging content and talks to raise awareness about the challenges men face that may contribute to suicidal thoughts or behaviours including the gender health gap. We will also provide resources, communication strategies, and consultancy services to help organisations better support the men within their networks.

##### Activities and achievements

The charity has made remarkable progress in raising awareness around male suicide and improving mental health support, achieving meaningful outcomes that benefit individuals and society:

1. **Tough Talk Sessions**  
The charity conducted 76 impactful sessions, engaging a total of 3,590 individuals from male-centric industries such as manufacturing, construction, emergency services, and colleges. These sessions created a supportive environment to address stigma around male mental health while encouraging men to seek help through Employee Assistance Programs (EAPs). The charity's personal interventions in four critical cases directly prevented suicides, showcasing the life-saving impact of this initiative.
2. **Suicide First Aid (SFA) Training**  
A total of 18 SFA courses were delivered, training 236 men and women to become equipped "Tough Talkers." These proactive individuals are now influencing their communities and workplaces by intervening in crisis situations, promoting mental well-being, and driving systemic changes to better support men's mental health. The upcoming Tough Talker app will further enhance these efforts, allowing participants to track their interventions and leverage data to refine future strategies.
3. **Resource Development**  
The charity developed valuable mental health resources, including the #MANUP book and an anthology of men's lived experiences, to further empower individuals. Additionally, the #MANUP self-help journal and its version for young men, which focuses on peer-to-peer support, are set to launch in March 25. These resources provide men with practical tools for emotional reflection and self-management, contributing to a broader cultural shift around mental health awareness.

#### FINANCIAL REVIEW

##### General

The accounts have been prepared on a receipts and expenditure basis.

The financial statements show total income of £60,007 and expenditure of £37,257, which results in addition to unrestricted reserves of £22,750.

##### Reserves policy

There are no restricted reserves. All reserves are held to ensure that the charity is well placed to meet future demands on its resources.

**TOUGH TO TALK**

**REPORT OF THE TRUSTEES  
for the Period 20 March 2023 to 31 August 2024**

**FUTURE PLANS**

**1 Tough Talk App**

Launching in March 25, the innovative Tough Talk app will allow trained "Tough Talkers" to log suicide interventions and report changes within their organizations aimed at supporting men in crisis. The app is expected to advance suicide prevention efforts and drive long-term improvements in mental health support within male-dominated sectors.

**2. E-learning Program**

To address the mental health gap for men in male-dominated industries, the charity created a tailored e-learning program. This initiative works to reduce stigma, educate men about mental health challenges, and guide them toward the most effective support resources.

**3. Vision for 2025**

Building on the success of its 2024 initiatives, the charity plans to expand in 2025. This includes increasing awareness campaigns, forming new partnerships, and developing additional prevention tools, ensuring its mission to tackle male suicide continues to grow and evolve.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

The charity was registered as a Charitable Incorporated Organisation with the Charities Commission on 20th March 2023 and is governed by the constitution established on that date.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Charity number**

1202395

**Principal address**

40 Linby Road  
Hucknall  
Nottingham  
NG15 7TS

**Trustees**

Mrs E Frost  
Mr K Boland (appointed 2/9/2024)  
Mr M Clutterham (appointed 6/3/2024)  
Mr S Howells  
Mr T Foster (resigned 1/6/2025)  
Mr S Atkins (resigned 19/3/2025)  
Ms L Allen (resigned 28/2/2024)  
Mr N Hawkins (appointed 2/6/2025)  
Mr A Murray (appointed 2/6/2025)

**Independent Examiner**

Fairhurst Accountants Ltd  
Chartered Accountants  
Douglas Bank House  
Wigan Lane  
Wigan  
Lancashire  
WN1 2TB

26 June 2025 | 11:19 BST

Approved by order of the board of trustees on ..... and signed on its behalf by:



.....  
Mrs E Frost - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
TOUGH TO TALK**

I report on the financial statement of the charity for period 20th March 2023 to 31 August 2024, which are set out on pages 4 to 7.

**Respective responsibilities of trustees and the independent examiner**

The charity's trustees are responsible for the preparation of the financial statements. The Charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 ("the Act") and that an independent examination is needed.

I report in respect of my examination of the Charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all 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 the Charity as required by Section 130 of the Act; or
- 2 the accounts do not accord with those records; or
- 3 the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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.

*Fairhurst*

Mrs Jane Dennis BA(Hons) FCA

Fairhurst Accountants Ltd  
Chartered Accountants  
Douglas Bank House  
Wigan Lane  
Wigan  
Lancashire  
WN1 2TB

26 June 2025 | 11:35 BST

Date: .....

**TOUGH TO TALK****STATEMENT OF FINANCIAL ACTIVITIES  
for the Period 20 March 2023 to 31 August 2024**

	Notes	Unrestricted fund £
<b>INCOME AND ENDOWMENTS FROM</b>		
Donations and fees		59,554
Other trading activities	2	<u>453</u>
<b>Total</b>		<u>60,007</u>
<b>EXPENDITURE ON</b>		
<b>Charitable activities</b>		
Raising awareness		<u>37,257</u>
<b>NET INCOME</b>		22,750
 		<u>          </u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>22,750</u></u>

The notes form part of these financial statements

**TOUGH TO TALK**

**BALANCE SHEET  
31 August 2024**

	Notes	Unrestricted fund £
<b>CURRENT ASSETS</b>		
Cash at bank		22,750
		<hr/>
<b>NET CURRENT ASSETS</b>		<u>22,750</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<hr/> 22,750
<b>NET ASSETS</b>		<u>22,750</u>
<b>FUNDS</b>	5	
Unrestricted funds		<u>22,750</u>
<b>TOTAL FUNDS</b>		<u>22,750</u>

The financial statements were approved by the Board of Trustees and authorised for issue on ~~26 June 2025~~ 11:19 BST and were signed on its behalf by:



.....  
Mrs E Frost - Trustee

**TOUGH TO TALK**

**NOTES TO THE FINANCIAL STATEMENTS  
for the Period 20 March 2023 to 31 August 2024**

**1. ACCOUNTING POLICIES**

**Basis of preparing the financial statements**

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is 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 and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Taxation**

The charity is exempt from tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

**2. OTHER TRADING ACTIVITIES**

Other charitable income	£ <u>453</u>
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**3. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the period ended 31 August 2024.

**Trustees' expenses**

Expenses of £117 were paid to one trustee during the period.

**TOUGH TO TALK****NOTES TO THE FINANCIAL STATEMENTS - continued  
for the Period 20 March 2023 to 31 August 2024****4. CONTRIBUTIONS BY VOLUNTEERS**

The charity has 3 volunteers (who are not trustees) who manage the day to day operation of the charity. They are also responsible for building and maintaining partner relationships, providing support for those in need and running support sessions and training events.

The trustees estimate that the monetary value of this work in the period being reported on is £153,000.

**5. MOVEMENT IN FUNDS**

	Net movement in funds £	At 31/8/24 £
<b>Unrestricted funds</b>		
General fund	22,750	22,750
	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>22,750</u>	<u>22,750</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	60,007	(37,257)	22,750
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>60,007</u>	<u>(37,257)</u>	<u>22,750</u>

**6. RELATED PARTY DISCLOSURES**

There were no related party transactions for the period ended 31 August 2024.