

THE HELPLINE

England & Wales · Charity number 1203238

Details

Status Registered

Legal form CIO

Registered 2023-05-24

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

Contact

Address 7 The Crescent
Radford Street
Salford
M7 4JR

Phone 03030402222

Email info@thehelpline.org.uk

Activities

Objects: TO PROMOTE AND PROTECT THE MENTAL HEALTH OF INDIVIDUALS, PARTICULARLY BUT NOT EXCLUSIVELY OF THE ORTHODOX JEWISH FAITH, THROUGH A) PROVIDING A CONFIDENTIAL HELPLINE SERVICE TO SUPPORT PERSONS WHO ARE EXPERIENCING FEELINGS OF DISTRESS OR DESPAIR B) RAISING AWARENESS AND PROVIDING INFORMATION ABOUT MENTAL HEALTH CONDITIONS AND HOW TO MAINTAIN GOOD MENTAL HEALTH. C) OTHER ACTIVITIES THAT PROMOTE GOOD MENTAL HEALTH

Activities: TO PROMOTE AND PROTECT THE MENTAL HEALTH OF INDIVIDUALS, PARTICULARLY BUT NOT EXCLUSIVELY OF THE ORTHODOX JEWISH FAITH, THROUGH A) PROVIDING A CONFIDENTIAL HELPLINE SERVICE TO SUPPORT PERSONS WHO ARE EXPERIENCING FEELINGS OF DISTRESS OR DESPAIR B) RAISING AWARENESS AND PROVIDING INFORMATION ABOUT MENTAL HEALTH CONDITIONS AND HOW TO MAINTAIN GOOD MENTAL HEALTH. C) OTHER ACTIVITIES THAT PROMOTE

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Disability
- **Who:** The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£164,540	£359,233	-	-
2024-12-31	£613,560	£427,751	£217,741	3
2023-12-31	£200,995	£169,063	-	-

Trustees

Name	Role	Appointed
David Marcus Lachs	Chair	2024-05-20
Alexander Benjamin Woolfstein		2024-05-20
Benjamin Daniel Rosenberg		2023-05-24
REBECCA SARAH ABELES		2024-04-03

THE HELPLINE

England & Wales - Charity number 1203238

Accounts

The Helpline
Unaudited Financial Statements
31 December 2025

HAFFNER HOFF LTD

Accountants
2nd Floor - Parkgates
Bury New Road
Prestwich
Manchester
M25 0TL

The Helpline

Financial Statements

Year ended 31 December 2025

	Page
Trustees' annual report	1
Independent examiner's report to the trustees	6
Statement of financial activities	7
Statement of financial position	8
Notes to the financial statements	9

The Helpline

Trustees' Annual Report

Year ended 31 December 2025

The trustees present their report and the unaudited financial statements of the charity for the year ended 31 December 2025.

Reference and administrative details

Registered charity name The Helpline

Charity registration number 1203238

Principal office 7 The Crescent
Radford Street
Salford
M7 4JR

The trustees David Marcus Lachs (Chair)
Alexander Benjamin Woolfstein
Rebecca Sarah Abeles
Benjamin Daniel Rosenberg

Independent examiner Mr Howard Schwalbe ACA
2nd Floor - Parkgates
Bury New Road
Prestwich
Manchester
M25 0TL

Objectives and activities

To promote and protect the mental health of individuals, particularly but not exclusively of the Orthodox Jewish faith, through:

- a) providing a confidential helpline service to support persons who are experiencing feelings of distress or despair,
- b) raising awareness and providing information about mental health conditions and how to maintain good mental health,
- c) other activities that promote good mental health.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2025

Structure, governance and management

The HelpLine was founded in 2019 and due to its remarkable growth and impact became a registered charity (CIO) on 24 May 2023. The HelpLine was created in response to a series of teenage suicides in the Jewish community, with the aim of providing a confidential, non-judgmental, and anonymous listening service for individuals facing mental health challenges. Our management team has lots of experience and is fully committed to carrying out our mission. A team of trained supervisors ensures the highest standard of service, overseeing the volunteers who are responsible for providing support to our callers. These supervisors were trained by Mrs. Debbie Gross, previously of Tahel Crisis Centre (Israel), who continues to offer guidance on best practices and complex cases.

Trustees serve voluntarily, and any related party transactions are disclosed in the notes to the accounts. The recruitment and appointment of new trustees are carried out according to the governing document, ensuring alignment with the charity's evolving needs.

Risk review

The trustees regularly assess the risks to which the charity is exposed, particularly in relation to operations and finances. We are confident that effective systems are in place to manage these risks and ensure the sustainability of our operations.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2025

Achievements and performance

About The HelpLine

Operating 24/7, The HelpLine offers support via telephone and SMS, with over 260 dedicated volunteers. Every interaction with The HelpLine is completely anonymous and confidential, enabling individuals to express themselves openly and receive the support they need. We address a range of mental health issues, including anxiety, depression, self-harm, and suicidal ideation. Our volunteers are trained to provide compassionate listening and offer essential support, empowering individuals to manage and overcome their challenges. As a 24/7 service, including during Shabbos and Yom Tov, we fill a critical gap that other services cannot provide. We offer stabilising support between therapy sessions allowing individuals to maintain their mental health until their next session. We have received feedback from therapists and their clients that this inter-session support is crucial to supporting the clients in their healing journey.

Case managers also offer guidance and support to individuals dealing with mental illness and trauma, attending care assessments and meetings to ensure clients receive the best possible care.

We have proceeded further with our marketing strategy and have seen a large increase in calls over 2025, peaking at over 3,800 calls a month. This growth underscores the growing demand for our services and shows the undeniable need for our helpline, showing us that what we do is correct and worthy. This year, we have had over 2800 calls on Shabbos and Yom Tov, where we fill an ever increasing gap, as other services close over these times.

Technology and Innovation

We have innovated in leaps and bounds over 2025, to mention a few notable examples:

- 1) We have a bespoke WhatsApp based volunteer support system, where volunteers can access all types of support, emergency or not, by selecting an option and typing a simple message and a message gets sent onto the relevant WhatsApp group chat.
- 2) We have created a dynamic wallboard which shows how many volunteers are on shift at a specific time and allows volunteers and admin to see if we need more volunteers on overflow.
- 3) We have created more workflows and automations to help supervisors and simplify the process of supervision to allow for faster turnaround time and improve our safeguarding processes.

Therapy Services

Our Help Centre is home to five therapy rooms which are currently used by trauma therapists. At present, over 35 members of our community are receiving therapy at our location. We also have group therapy sessions, 2 or 3 a week, with up to 6 participants each. There has been great feedback about these sessions and there are plans to further expand this provision. We continue to ensure that our premises are conducive to the healing journey of the clients who come for therapy at our centre. Although we do not directly provide therapy services, our partnership with these therapists allows us to offer direct and streamlined access to these vital sessions without the need to travel far.

Maintaining Awareness and Public Engagement

We maintain high visibility through regular advertising, including weekly placements in local and national publications. Our marketing team runs four major advertising campaigns each year and is continuously exploring new mediums to raise awareness of our services. Additionally, we have

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2025

strengthened our community engagement efforts through outreach initiatives in schools and synagogues, educating individuals about mental health and encouraging help-seeking behaviour.

Our senior team have taken part in multiple podcasts, using this ever increasingly popular medium to bring more awareness to our services. We have a growing group on WhatsApp of people who post our material on their status, which gives us a global presence.

Training and Development

Our volunteers undergo rigorous training to equip them with the skills necessary to handle a wide range of mental health crises. This year, we expanded our CPD provision with monthly check ins where volunteers have an open floor to discuss topics that they choose. Additionally, we hosted workshops with guest speakers from respected mental health organisations, ensuring our volunteers are up to date with the latest best practices.

To meet the growing demand for support, we trained additional supervisors, ensuring that the welfare of our volunteers is prioritised and that they have the necessary guidance to support callers effectively.

We have a comprehensive plan for training for 2026, for both volunteers and supervisors, ensuring that we are always fully equipped to support our callers in the very best possible way.

Feedback from Callers

We have received positive feedback from callers and chatters, some of which we cannot disclose for GDPR reasons. However, a voicemail message stands out:

"Hello, I want to thank the person who opened the helpline so, so much. I can't thank you enough and I want to give you the chizzuk to keep on going and growing. It's unbelievable, the way it's done so respectfully and so kindly and anonymously. It's amazing and it keeps me going. I'm going through a very, very rough time, and it really, really keeps me going, and you've got very, very, very special people as part of the helpline. Thank you very, very much."

Also, we got this from someone who uses the SMS service:

"I want to thank you for this helpline. Even though you can't replace a real person, I don't know what I'd do without it. You are so kind and usually know just what to say to help me feel safer. I also find that you don't panic like lots of people would when I tell them certain things so I feel like I can tell you anything."

Gratitude

We extend our deepest gratitude to our volunteers, donors, supporters, and partners. Your unwavering commitment to our cause makes an enormous difference in the lives of many. Our volunteers, who selflessly devote time and energy to helping individuals at their lowest points, are the heart and soul of The HelpLine. We are continually inspired by their dedication and service.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2025

Financial review

Fundraising

The HelpLine sustains its operations through a combination of crowdfunding, corporate donations, private contributions, and grants.

Income

The charity received £161,922 (2024: £609,392) in donations during the year.

Expenditure

The charity spent £342,678 (2024: £410,643) on direct charitable activities and support costs. Fundraising costs amounted to £16,555 (2024: £17,108).

Details of related party transactions are disclosed in the notes to the accounts.

The charity saw a net deficit and a net movement in funds for the year of £194,693 (2024: surplus £185,809).

Reserves

The trustees have implemented a reserves policy, with an aim of having 2 months cash in reserve.

The charity's free reserves, representing net current assets, stand at £23,048, all of which are allocated to the unrestricted fund.

Looking Ahead

The HelpLine remains committed to strengthening its services and broadening its impact. The organisation aims to continue supporting those in need, enhancing the quality and accessibility of its support, and fostering a strong, sustainable volunteer community. It also seeks to deepen its engagement with the wider public, promote wellbeing, and ensure it is well positioned to meet evolving needs in the future.

The trustees' annual report was approved on 18 May 2026 and signed on behalf of the board of trustees by:

David Marcus Lachs (Chair)
Trustee

The Helpline

Independent Examiner's Report to the Trustees of The Helpline

Year ended 31 December 2025

I report to the trustees on my examination of the financial statements of The Helpline ('the charity') for the year ended 31 December 2025.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements 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.

Mr Howard Schwalbe ACA
Independent Examiner

2nd Floor - Parkgates
Bury New Road
Prestwich
Manchester
M25 0TL

18 May 2026

The Helpline

Statement of Financial Activities

Year ended 31 December 2025

		Unrestricted funds	2025 Restricted funds	Total funds	2024 Total funds
	Note	£	£	£	£
Income and endowments					
Donations and legacies	4	161,922	–	161,922	609,392
Investment income	5	2,618	–	2,618	4,168
Total income		<u>164,540</u>	<u>–</u>	<u>164,540</u>	<u>613,560</u>
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	6	16,555	–	16,555	17,108
Expenditure on charitable activities	7,8	338,278	4,400	342,678	410,643
Total expenditure		<u>354,833</u>	<u>4,400</u>	<u>359,233</u>	<u>427,751</u>
Net (expenditure)/income and net movement in funds		<u>(190,293)</u>	<u>(4,400)</u>	<u>(194,693)</u>	<u>185,809</u>
Reconciliation of funds					
Total funds brought forward		213,341	4,400	217,741	31,932
Total funds carried forward		<u>23,048</u>	<u>–</u>	<u>23,048</u>	<u>217,741</u>

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 9 to 15 form part of these financial statements.

The Helpline

Statement of Financial Position

31 December 2025

	Note	2025 £	2024 £
Current assets			
Cash at bank and in hand		28,743	232,072
Creditors: amounts falling due within one year	13	<u>5,695</u>	<u>14,331</u>
Net current assets		<u>23,048</u>	<u>217,741</u>
Total assets less current liabilities		<u>23,048</u>	<u>217,741</u>
Net assets		<u>23,048</u>	<u>217,741</u>
Funds of the charity			
Restricted funds		–	4,400
Unrestricted funds		<u>23,048</u>	<u>213,341</u>
Total charity funds	15	<u>23,048</u>	<u>217,741</u>

These financial statements were approved by the board of trustees and authorised for issue on 18 May 2026, and are signed on behalf of the board by:

David Marcus Lachs (Chair)
Trustee

The notes on pages 9 to 15 form part of these financial statements.

The Helpline

Notes to the Financial Statements

Year ended 31 December 2025

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 7 The Crescent, Radford Street, Salford, M7 4JR.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue. Although there was a net deficit in the current year, however the very successful fundraising campaign in the previous year was intended to cover expenditure for the coming year as well. The trustees are confident that they can continue to raise the necessary funds to ensure the charity's ability to continue.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements did not require management to make judgements, estimates or assumptions that affect the amounts reported.

Taxation

The Helpline is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2025

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2025

3. Accounting policies *(continued)*

Financial instruments *(continued)*

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Donations			
Donations	161,922	–	161,922

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2025

4. Donations and legacies *(continued)*

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Grants			
Grants	–	–	–
	<u>161,922</u>	<u>–</u>	<u>161,922</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Donations			
Donations	589,442	–	589,442
Grants			
Grants	–	19,950	19,950
	<u>589,442</u>	<u>19,950</u>	<u>609,392</u>

5. Investment income

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Bank interest receivable	<u>2,618</u>	<u>2,618</u>	<u>4,168</u>	<u>4,168</u>

6. Costs of raising donations and legacies

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Costs of raising donations	<u>16,555</u>	<u>16,555</u>	<u>17,108</u>	<u>17,108</u>

7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Charitable activities	307,923	4,400	312,323
Support costs	30,355	–	30,355
	<u>338,278</u>	<u>4,400</u>	<u>342,678</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Charitable activities	366,993	15,550	382,543
Support costs	28,100	–	28,100
	<u>395,093</u>	<u>15,550</u>	<u>410,643</u>

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2025

8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	Total funds 2025 £	Total fund 2024 £
Charitable activities	312,323	29,365	341,688	409,653
Governance costs	–	990	990	990
	<u>312,323</u>	<u>30,355</u>	<u>342,678</u>	<u>410,643</u>

9. Analysis of support costs

	Analysis of support costs £	Total 2025 £	Total 2024 £
Staff costs	7,836	7,836	5,699
General office	21,529	21,529	21,411
Governance costs	990	990	990
	<u>30,355</u>	<u>30,355</u>	<u>28,100</u>

10. Independent examination fees

	2025 £	2024 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>990</u>	<u>990</u>

11. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2025 £	2024 £
Wages and salaries	56,195	45,503
Employer contributions to pension plans	1,128	803
	<u>57,323</u>	<u>46,306</u>

The average head count of employees during the year was 3 (2024: 3).

No employee received employee benefits of more than £60,000 during the year (2024: Nil).

12. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2025

13. Creditors: amounts falling due within one year

	2025	2024
	£	£
Trade creditors	484	1,153
Accruals and deferred income	990	990
Social security and other taxes	2,201	708
Credit card	2,020	11,480
	<u>5,695</u>	<u>14,331</u>

14. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £1,128 (2024: £803).

15. Analysis of charitable funds

Unrestricted funds

	At 1 January 20 25	Income £	Expenditure £	At 31 December r 2025 £
General funds	<u>213,341</u>	<u>164,540</u>	<u>(354,833)</u>	<u>23,048</u>

	At 1 January 20 24	Income £	Expenditure £	At 31 December 2024 £
General funds	<u>31,932</u>	<u>593,610</u>	<u>(412,201)</u>	<u>213,341</u>

Restricted funds

	At 1 January 20 25	Income £	Expenditure £	At 31 December r 2025 £
Restricted Funds	<u>4,400</u>	<u>–</u>	<u>(4,400)</u>	<u>–</u>

	At 1 January 20 24	Income £	Expenditure £	At 31 December 2024 £
Restricted Funds	<u>–</u>	<u>19,950</u>	<u>(15,550)</u>	<u>4,400</u>

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2025

16. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Current assets	28,743	–	28,743
Creditors less than 1 year	(5,695)	–	(5,695)
Net assets	<u>23,048</u>	<u>–</u>	<u>23,048</u>

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Current assets	227,672	4,400	232,072
Creditors less than 1 year	(14,331)	–	(14,331)
Net assets	<u>213,341</u>	<u>4,400</u>	<u>217,741</u>

17. Related parties

Donations totalling £1,550 were received from trustees and other related parties during the year. A total of £208 was paid to related parties as expenses reimbursement.

THE HELPLINE

England & Wales - Charity number 1203238

Accounts

The Helpline
Unaudited Financial Statements
31 December 2024

HAFFNER HOFF LTD

Accountants
2nd Floor - Parkgates
Bury New Road
Prestwich
Manchester
M25 0TL

The Helpline

Financial Statements

Year ended 31 December 2024

	Page
Trustees' annual report	1
Independent examiner's report to the trustees	8
Statement of financial activities	9
Statement of financial position	10
Statement of cash flows	11
Notes to the financial statements	12

The Helpline

Trustees' Annual Report

Year ended 31 December 2024

The trustees present their report and the unaudited financial statements of the charity for the year ended 31 December 2024.

Reference and administrative details

Registered charity name	The Helpline
Charity registration number	1203238
Principal office	7 The Crescent Radford Street Salford M7 4JR

The trustees

David Marcus Lachs (Chair)	(Appointed 20 May 2024)
Alexander Benjamin Woolfstein	(Appointed 20 May 2024)
Rebecca Sarah Abeles	(Appointed 3 April 2024)
Benjamin Daniel Rosenberg	
Naomi Leah Halpern	(Resigned 3 April 2024)
Hadassah Goldman	(Resigned 20 May 2024)

Independent examiner	Mr Howard Schwalbe ACA 2nd Floor - Parkgates Bury New Road Prestwich Manchester M25 0TL
-----------------------------	--

Objectives and activities

To promote and protect the mental health of individuals, particularly but not exclusively of the Orthodox Jewish faith, through:

- a) providing a confidential helpline service to support persons who are experiencing feelings of distress or despair,
- b) raising awareness and providing information about mental health conditions and how to maintain good mental health,
- c) other activities that promote good mental health.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2024

Structure, governance and management

The HelpLine was founded in 2019 and due to its remarkable growth and impact became a registered charity (CIO) on 24 May 2023. The HelpLine was created in response to a series of teenage suicides in the Jewish community, with the aim of providing a confidential, non-judgmental, and anonymous listening service for individuals facing mental health challenges. Our management team has lots of experience and is fully committed to carrying out our mission. A team of trained supervisors ensures the highest standard of service, overseeing the volunteers who are responsible for providing support to our callers. These supervisors were trained by Mrs. Debbie Gross of Tahel Crisis Centre (Israel), who continues to offer guidance on best practices and complex cases.

Trustees serve voluntarily, and any related party transactions are disclosed in the notes to the accounts. The recruitment and appointment of new trustees are carried out according to the governing document, ensuring alignment with the charity's evolving needs.

Risk review

The trustees regularly assess the risks to which the charity is exposed, particularly in relation to operations and finances. We are confident that effective systems are in place to manage these risks and ensure the sustainability of our operations.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2024

Achievements and performance

About The HelpLine

Operating 24/7, The HelpLine offers support via telephone, SMS, and WhatsApp, with over 120 dedicated volunteers. Every interaction with The HelpLine is completely anonymous and confidential, enabling individuals to express themselves openly and receive the support they need. We address a range of mental health issues, including anxiety, depression, self-harm, and suicidal ideation. Our volunteers are trained to provide compassionate listening and offer essential support, empowering individuals to manage and overcome their challenges. As a 24/7 service, including during Shabbos and Yom Tov, we fill a critical gap that other services cannot provide. For example, we offer stabilising support between therapy sessions, allowing individuals to maintain their mental health until their next session.

Case managers also offer guidance and support to individuals dealing with mental illness and trauma, attending care assessments and meetings to ensure clients receive the best possible care.

In January 2024, we had a tremendously successful fundraising campaign that raised over £500,000, which not only sustained our operations but also significantly boosted awareness. As a result of the awareness generated by the campaign, we saw nearly 2,000 calls in January alone, a marked increase that underscores the growing demand for our services.

This year, our monthly call volume reached a peak of 2,179 calls, reflecting a sustained increase in demand. Throughout 2024, we handled over 2,000 calls and chats on Shabbos and Yom Tov, highlighting the growing reliance on our services during these critical times. To meet this demand, we have expanded our volunteer base through training programs and aim to continue this expansion into 2025.

Technology and Innovation

In line with our commitment to providing up-to-date, efficient service, we have launched a bespoke SMS integration for The HelpChat, ensuring that our technology meets the highest standards of confidentiality and integrity. This integration enables us to offer a seamless experience for those seeking support through text-based communication.

We also have increased the amount of automation in our systems, to help us maintain our highest level of service as the demand for our HelpLine increases. We are currently at 120 active volunteers with more trainings taking place and planned. With these increases, in both call volume and volunteers, we are always looking to be ahead of the curve and have the correct systems in place to maintain, and better, our level of readiness to best serve our callers.

Therapy Services

Our Help Centre is home to six therapy rooms, which are currently used by Integrate Families, a leading provider of trauma therapy. At present, 34 members of our community are receiving therapy through Integrate Families at our location. Last year, we refurbished the centre, transforming it into a modern, welcoming space that enhances the therapeutic environment. We continue to ensure that the premises is conducive to the healing journey of the clients who come for therapy at our centre. Although we do not directly provide therapy services, our partnership with Integrate Families allows us to offer direct and streamlined access to these vital sessions without the need to travel far. We plan to expand this collaboration in the coming years to increase the availability of therapy services for those in need.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2024

Maintaining Awareness and Public Engagement

We maintain high visibility through regular advertising, including weekly placements in local and national publications. Our marketing team runs four major advertising campaigns each year and is continuously exploring new mediums to raise awareness of our services. Additionally, we have strengthened our community engagement efforts through outreach initiatives in schools and synagogues, educating individuals about mental health and encouraging help-seeking behaviour.

In December 2024, we were featured on the front cover of Mishpacha magazine, significantly increasing awareness of our work. This exposure has led to an increase in requests for support as well as new volunteer sign-ups. We also presented our work to the Neshomo Mental Health Network, which aligns with our ambition to be a widely recognised resource for other organisations to signpost to.

We created and distributed an awareness brochure for Tishrei, with a particular focus on peripheral communities across the UK. This initiative helped ensure that all members of the community had access to information about The HelpLine's services. We received requests from members of the public to volunteer for The HelpLine as they had seen the brochures in synagogue.

We also provided cultural awareness training to the Bury Mental Health Early Access Team, strengthening their ability to serve diverse communities. We have more such trainings planned, as more clinical teams have been reaching out to request for our trainings.

Training and Development

Our volunteers undergo rigorous training to equip them with the skills necessary to handle a wide range of mental health crises. This year, we expanded our training programs to include additional modules on trauma-informed care, cultural sensitivity, and advanced communication techniques. Additionally, we hosted workshops with guest speakers from respected mental health organisations, ensuring our volunteers are up to date with the latest best practices.

To meet the growing demand for support, we trained additional supervisors, ensuring that the welfare of our volunteers is prioritised and that they have the necessary guidance to support callers effectively. Furthermore, two of our senior staff members completed DSL safeguarding training and substance abuse awareness training, broadening our ability to support individuals dealing with a range of mental health challenges.

We have a comprehensive plan for training for 2025, for volunteers and supervisors, ensuring that we are always fully equipped to support our callers in the very best possible way.

Feedback from Callers

We have received positive feedback from callers and chatters, some of which we cannot disclose for GDPR reasons. However, a few comments stand out:

- "You know, or maybe you don't know, just how much your support means to me, and how amazing it is to be understood, cared for, and accepted."
- "You really helped me a lot this evening. I feel so much calmer and more at peace inside."
- "It's so nice to be messaging you right now. It's so comforting. Thank you. You are helping. You really are."

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2024

Gratitude

We extend our deepest gratitude to our volunteers, donors, supporters, and partners. Your unwavering commitment to our cause makes an enormous difference in the lives of many. To our matchers, your contributions have provided invaluable support to those in need. Our volunteers, who selflessly devote time and energy to helping individuals at their lowest points, are the heart and soul of The HelpLine. We are continually inspired by their dedication and service.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2024

Financial review

Fundraising

The HelpLine sustains its operations through a combination of crowdfunding, corporate donations, private contributions, and grants. Our January 2024 crowdfunding campaign was particularly successful, raising over £500,000, which has played a significant role in supporting our operations this year.

Income

The charity received £609,392 (2023: £200,995) in donations and grants during the year.

Expenditure

The charity spent £410,643 (2023: £166,638) on direct charitable activities and support costs. Fundraising costs amounted to £17,108 (2023: £2,425).

Details of related party transactions are disclosed in the notes to the accounts.

The charity saw a net income and a net movement in funds for the year of £185,809 (2023: £31,932).

Reserves

The trustees have implemented a reserves policy, with an aim of having 2 months cash in reserve.

The charity's free reserves, representing net current assets, stand at £217,741. Of these £4,400 are attributable to the restricted fund and £213,341 attributable to the unrestricted fund.

Looking Ahead

The HelpLine is committed to further expanding its services and increasing its impact in the coming year. Our key priorities include:

- Improving the volunteer wellbeing program through more engagement.
- Further engage with the public through an Active Listening Course to improve overall wellbeing in the community.
- Training more supervisors and possibly creating a paid role for a retired professional to assume these duties.
- Futureproof our HelpLine by further increasing automation and start developing an all-encompassing THL app.

The Helpline

Trustees' Annual Report *(continued)*

Year ended 31 December 2024

The trustees' annual report was approved on 28 May 2025 and signed on behalf of the board of trustees by:

David Marcus Lachs (Chair)
Trustee

The Helpline

Independent Examiner's Report to the Trustees of The Helpline

Year ended 31 December 2024

I report to the trustees on my examination of the financial statements of The Helpline ('the charity') for the year ended 31 December 2024.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

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 financial statements do not accord with those records; or
3. the financial statements 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.

Mr Howard Schwalbe ACA
Independent Examiner

2nd Floor - Parkgates
Bury New Road
Prestwich
Manchester
M25 0TL

28 May 2025

The Helpline

Statement of Financial Activities

Year ended 31 December 2024

		Year to 31 Dec 24			Period from 1 Feb 23 to 31 Dec 23
	Note	Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
Income and endowments					
Donations and legacies	4	589,442	19,950	609,392	200,995
Investment income	5	4,168	–	4,168	–
Total income		<u>593,610</u>	<u>19,950</u>	<u>613,560</u>	<u>200,995</u>
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	6	17,108	–	17,108	2,425
Expenditure on charitable activities	7,8	395,093	15,550	410,643	166,638
Total expenditure		<u>412,201</u>	<u>15,550</u>	<u>427,751</u>	<u>169,063</u>
Net income and net movement in funds		<u>181,409</u>	<u>4,400</u>	<u>185,809</u>	<u>31,932</u>
Reconciliation of funds					
Total funds brought forward		31,932	–	31,932	–
Total funds carried forward		<u>213,341</u>	<u>4,400</u>	<u>217,741</u>	<u>31,932</u>

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 12 to 18 form part of these financial statements.

The Helpline

Statement of Financial Position

31 December 2024

	Note	2024 £	2023 £
Current assets			
Cash at bank and in hand		220,592	39,971
Creditors: amounts falling due within one year	13	<u>2,851</u>	<u>8,039</u>
Net current assets		<u>217,741</u>	<u>31,932</u>
Total assets less current liabilities		<u>217,741</u>	<u>31,932</u>
Net assets		<u>217,741</u>	<u>31,932</u>
Funds of the charity			
Restricted funds		4,400	–
Unrestricted funds		<u>213,341</u>	<u>31,932</u>
Total charity funds	15	<u>217,741</u>	<u>31,932</u>

These financial statements were approved by the board of trustees and authorised for issue on 28 May 2025, and are signed on behalf of the board by:

David Marcus Lachs (Chair)
Trustee

The notes on pages 12 to 18 form part of these financial statements.

The Helpline

Statement of Cash Flows

Year ended 31 December 2024

	2024	2023
	£	£
Cash flows from operating activities		
Net income	185,809	31,932
<i>Adjustments for:</i>		
Other interest receivable and similar income	(4,168)	–
Accrued expenses	90	900
<i>Changes in:</i>		
Trade and other creditors	(5,278)	7,139
Cash generated from operations	176,453	39,971
Interest received	4,168	–
Net cash from operating activities	<u>180,621</u>	<u>39,971</u>
Net increase in cash and cash equivalents	180,621	39,971
Cash and cash equivalents at beginning of year	39,971	–
Cash and cash equivalents at end of year	<u>220,592</u>	<u>39,971</u>

The notes on pages 12 to 18 form part of these financial statements.

The Helpline

Notes to the Financial Statements

Year ended 31 December 2024

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 7 The Crescent, Radford Street, Salford, M7 4JR.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements did not require management to make judgements, estimates or assumptions that affect the amounts reported.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2024

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2024

3. Accounting policies *(continued)*

Financial instruments *(continued)*

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Donations			
Donations	589,442	–	589,442

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2024

4. Donations and legacies *(continued)*

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Grants			
Grants	–	19,950	19,950
	<u>589,442</u>	<u>19,950</u>	<u>609,392</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Donations			
Donations	200,995	–	200,995
Grants			
Grants	–	–	–
	<u>200,995</u>	<u>–</u>	<u>200,995</u>

5. Investment income

	Unrestricted Funds £	Total Funds 2024 £	Unrestricted Funds £	Total Funds 2023 £
Bank interest receivable	<u>4,168</u>	<u>4,168</u>	<u>–</u>	<u>–</u>

6. Costs of raising donations and legacies

	Unrestricted Funds £	Total Funds 2024 £	Unrestricted Funds £	Total Funds 2023 £
Costs of raising donations	<u>17,108</u>	<u>17,108</u>	<u>2,425</u>	<u>2,425</u>

7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Charitable activities	366,993	15,550	382,543
Support costs	28,100	–	28,100
	<u>395,093</u>	<u>15,550</u>	<u>410,643</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Charitable activities	161,083	–	161,083
Support costs	5,555	–	5,555
	<u>166,638</u>	<u>–</u>	<u>166,638</u>

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2024

8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	Total funds 2024 £	Total fund 2023 £
Charitable activities	382,543	27,110	409,653	165,738
Governance costs	–	990	990	900
	<u>382,543</u>	<u>28,100</u>	<u>410,643</u>	<u>166,638</u>

9. Analysis of support costs

	Analysis of support costs £	Total 2024 £	Total 2023 £
Staff costs	5,699	5,699	2,180
General office	21,411	21,411	2,475
Governance costs	990	990	900
	<u>28,100</u>	<u>28,100</u>	<u>5,555</u>

10. Independent examination fees

	Year to 31 Dec 24 £	Period from 1 Feb 23 to 31 Dec 23 £
Fees payable to the independent examiner for: Independent examination of the financial statements	990	900

11. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	Year to 31 Dec 24 £	Period from 1 Feb 23 to 31 Dec 23 £
Wages and salaries	45,503	17,243
Employer contributions to pension plans	803	279
	<u>46,306</u>	<u>17,522</u>

The average head count of employees during the year was 3 (2023: 3).

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

12. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2024

13. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	1,153	3,106
Accruals and deferred income	990	900
Social security and other taxes	708	689
Other creditors	–	3,344
	<u>2,851</u>	<u>8,039</u>

14. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £803 (2023: £279).

15. Analysis of charitable funds

Unrestricted funds

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
General funds	31,932	593,610	(412,201)	213,341

	At 1 February 2023	Income	Expenditure	At 31 December 2023
	£	£	£	£
General funds	–	200,995	(169,063)	31,932

Restricted funds

	At 1 January 2024	Income	Expenditure	At 31 December 2024
	£	£	£	£
Restricted Funds	–	19,950	(15,550)	4,400

	At 1 February 2023	Income	Expenditure	At 31 December 2023
	£	£	£	£
Restricted Funds	–	–	–	–

The Helpline

Notes to the Financial Statements *(continued)*

Year ended 31 December 2024

16. Analysis of net assets between funds

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Current assets	216,192	4,400	220,592
Creditors less than 1 year	(2,851)	–	(2,851)
Net assets	<u>213,341</u>	<u>4,400</u>	<u>217,741</u>

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Current assets	39,971	–	39,971
Creditors less than 1 year	(8,039)	–	(8,039)
Net assets	<u>31,932</u>	<u>–</u>	<u>31,932</u>

17. Analysis of changes in net debt

	At 1 Jan 2024 £	Cash flows £	At 31 Dec 2024 £
Cash at bank and in hand	<u>39,971</u>	<u>180,621</u>	<u>220,592</u>

18. Related parties

Donations totalling £8,486 were received from trustees and other related parties during the year.

19. Taxation

The Helpline is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

THE HELPLINE

England & Wales - Charity number 1203238

Accounts

CHARITY REGISTRATION NUMBER: 1203238

The Helpline
Unaudited Financial Statements
31 December 2023

HAFFNER HOFF LTD

Accountants
2nd Floor - Parkgates
Bury New Road
Prestwich
Manchester
M25 0TL

The Helpline

Financial Statements

Period from 1 February 2023 to 31 December 2023

	Page
Trustees' annual report	1
Independent examiner's report to the trustees	7
Statement of financial activities	8
Statement of financial position	9
Notes to the financial statements	10

The Helpline

Trustees' Annual Report

Period from 1 February 2023 to 31 December 2023

The trustees present their report and the unaudited financial statements of the charity for the period ended 31 December 2023.

Reference and administrative details

Registered charity name	The Helpline
Charity registration number	1203238
Principal office	7 The Crescent Radford Street Salford M7 4JR

The trustees

David Marcus Lachs (Chair)	(Appointed 20 May 2024)
Alexander Benjamin Woolfstein	(Appointed 20 May 2024)
Rebecca Sarah Abeles	(Appointed 3 April 2024)
Benjamin Daniel Rosenberg	(Appointed 24 May 2023)
Naomi Leah Halpern	(Served from 24 May 2023 to 3 April 2024)
Hadassah Goldman	(Served from 24 May 2023 to 20 May 2024)

Independent examiner	Mr Howard Schwalbe ACA 2nd Floor - Parkgates Bury New Road Prestwich Manchester M25 0TL
-----------------------------	--

Objectives and activities

To promote and protect the mental health of individuals, particularly but not exclusively of the Orthodox Jewish faith, through:

- a) providing a confidential helpline service to support persons who are experiencing feelings of distress or despair,
- b) raising awareness and providing information about mental health conditions and how to maintain good mental health,
- c) other activities that promote good mental health.

The Helpline

Trustees' Annual Report *(continued)*

Period from 1 February 2023 to 31 December 2023

Structure, governance and management

The HelpLine was established in 2019 and due to its remarkable growth and impact became a registered charity (CIO) on 24 May 2023. The founding of The HelpLine was in response to multiple teenage suicides in the Jewish community. Our mission is to provide a confidential, non-judgmental, and anonymous listening service for individuals experiencing mental health challenges.

Our management team comprises experienced professionals who work diligently to deliver our mission. We have a team of dedicated supervisors who monitor our volunteers to ensure our service remains of the highest standard and our callers receive the best possible care. These supervisors have been trained by Mrs. Debbie Gross from Tahel Crisis Centre - Israel, who remains available to advise on specific cases and general best practice.

Trustees serve voluntarily and details of any related party transactions are disclosed as applicable in the notes to the accounts. Recruitment and appointment of new trustees are conducted in line with the governing document, considering the organisation's needs and demands.

Risk review

The trustees have assessed the risks to which the charity is exposed, particularly those related to its operations and finances, and are satisfied that systems are in place to manage these.

The Helpline

Trustees' Annual Report *(continued)*

Period from 1 February 2023 to 31 December 2023

Achievements and performance

About The HelpLine

We operate a 24/7 helpline accessible via calls, SMS, and WhatsApp, staffed by over 100 dedicated volunteers. All calls and chats to The HelpLine are completely anonymous and confidential, allowing individuals to speak freely and share their innermost thoughts without revealing their identity. Our services cater to a wide range of mental health issues, including anxiety, depression, self-harm, and suicidal ideation. Our volunteers are trained to offer a compassionate listening ear and support callers, ultimately empowering them to take control of their situation.

Our case managers offer guidance and support to individuals dealing with mental illness and trauma, including face-to-face meetings and accompanying clients to assessments and care meetings. We have represented clients at care plan meetings and have been instrumental in advocating for the best levels of care.

Our Helpline has experienced remarkable growth, with the 3-month rolling average steadily climbing and reaching a peak of 1,745 calls this year. We have seen calls and chats on Shabbos double over the year, necessitating more volunteers on shift during Shabbos. We have increased the number of volunteers and plan to continue expanding with more training planned. This growth underscores the critical need for our services and the trust placed in The HelpLine by the community.

Therapy Services

At our centre, we house six therapy rooms utilised by Integrate Families, an industry-leading provider of trauma therapy. Currently, 34 members of our community are receiving therapy through Integrate Families at our location. The centre has recently undergone refurbishment, making it a modern and spacious environment that enhances the therapeutic experience. While we do not directly provide therapy services, our partnership with Integrate Families allows us to offer our community direct access to these vital therapy sessions. We plan to expand this collaboration to increase the number of therapy sessions available to those in need.

Maintaining Awareness and Public Engagement:

Our call numbers are boosted by regular local advertising, including weekly ads in local publications and national newspapers. We have a dedicated marketing team aiming to run four ad campaigns annually. We aim to explore new mediums and to always promote our helpline and ensure no one faces struggles alone.

We have strengthened our ties with the community through various engagement initiatives. Our outreach programs in schools and synagogues have raised awareness about mental health and the services we offer. We participated in community events and mental health fairs, where we distributed informational materials and provided on-the-spot counselling services.

Training and Development

Our volunteers undergo rigorous training to equip them with the skills needed to handle various mental health crises. This year, we expanded our training programs to include modules on trauma-informed care, cultural competency, and advanced communication techniques. We also hosted workshops with guest speakers from renowned mental health organisations to provide our volunteers with the latest insights and best practices.

Feedback from callers

The Helpline

Trustees' Annual Report *(continued)*

Period from 1 February 2023 to 31 December 2023

We have had positive feedback from callers and chatters, some of which we cannot disclose for GDPR reasons. But to quote a few:

"Can I add that I wish I had found out about you sooner. You are so tremendously helpful; I never had this care, concern and kindness before in my life. I give you tons of thanks"

"I just want to say thank you and it means a lot. I thank you for caring about me, you are so kind and gentle, never pushy yet encouraging and guiding me. You help me a lot even just by being with me. Sometimes I just need your presence, and you are there. I want you to know how much gratitude and appreciation I have for you and for all you do for me. You don't even know how much you have helped me. Thanks, and thanks again."

"Thank you so much for all the help, support, and care you give me. You chat with me and respond even at late hours. I really appreciate your time you give me; it's so meaningful to know you care. Sometimes you do things just because you care about me, and that touches me deeply. Thank you so much; I can't say it enough times!"

We extend our heartfelt gratitude to our volunteers, donors, supporters, and partners for their unwavering commitment to our cause. To our matchers, your contributions have made a profound difference in the lives of countless individuals. Our volunteers are truly unsung heroes, devoting time and energy to supporting those at their lowest points. We are truly inspired by this selfless devotion; you all are the backbone of our helpline.

The Helpline

Trustees' Annual Report *(continued)*

Period from 1 February 2023 to 31 December 2023

Financial review

Fundraising

The HelpLine relies on a combination of crowdfunding campaigns, corporate and private donations, and grant awards to sustain its operations.

Income

The charity received £200,995 in donations during the year.

Expenditure

The charity paid out £166,638 by way of direct charitable activities and support costs. Fundraising costs of £2,425 were incurred during the year.

Related party transactions are as disclosed in the notes to the accounts.

There was an overall net income and net movement in funds for the year amounting to £31,932.

Reserves

The trustees are implementing a four-month reserves policy where unrestricted funds are earning interest. To mitigate risks, we ensure at least two months' worth of reserves with a short notice period.

The free reserves, being the net current assets of the charity, stand at £31,932 all of which are attributable to the unrestricted fund.

Looking Ahead

The HelpLine is committed to expanding its reach and impact. Key priorities for the coming year include:

- Increasing the number of multilingual volunteers to better serve diverse communities.
- Enhancing awareness campaigns to reduce stigma and encourage help-seeking behaviour.
- Strengthening partnerships with statutory services to optimise support for callers.

Strategic Goals

To achieve our objectives, we have outlined several strategic goals:

1. Expansion of Services: We aim to increase the range of services we offer, including specialised support groups and additional therapeutic services.
2. Technology Integration: Implementing advanced technology solutions to streamline our operations and improve service delivery.
3. Volunteer Support: Enhancing our volunteer support system with regular training, mental health support, and recognition programs to ensure they remain motivated and well-equipped to handle calls.

The Helpline

Trustees' Annual Report *(continued)*

Period from 1 February 2023 to 31 December 2023

The trustees' annual report was approved on 15 October 2024 and signed on behalf of the board of trustees by:

David Marcus Lachs (Chair)
Trustee

The Helpline

Independent Examiner's Report to the Trustees of The Helpline

Period from 1 February 2023 to 31 December 2023

I report to the trustees on my examination of the financial statements of The Helpline ('the charity') for the period ended 31 December 2023.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

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

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the financial statements do not accord with those records; or
3. the financial statements 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.

Mr Howard Schwalbe ACA
Independent Examiner

2nd Floor - Parkgates
Bury New Road
Prestwich
Manchester
M25 0TL

15 Oct 24

The Helpline

Statement of Financial Activities

Period from 1 February 2023 to 31 December 2023

		Period from 1 Feb 23 to 31 Dec 23	
	Note	Unrestricted funds £	Total funds £
Income and endowments			
Donations and legacies	4	200,995	200,995
Total income		<u>200,995</u>	<u>200,995</u>
Expenditure			
Expenditure on raising funds:			
Costs of raising donations and legacies	5	2,425	2,425
Expenditure on charitable activities	6,7	166,638	166,638
Total expenditure		<u>169,063</u>	<u>169,063</u>
Net income and net movement in funds		<u>31,932</u>	<u>31,932</u>
Reconciliation of funds			
Total funds brought forward		—	—
Total funds carried forward		<u>31,932</u>	<u>31,932</u>

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 10 to 15 form part of these financial statements.

The Helpline

Statement of Financial Position

31 December 2023

	Note	31 Dec 23 £
Current assets		
Cash at bank and in hand		41,849
Creditors: amounts falling due within one year	12	<u>9,917</u>
Net current assets		<u>31,932</u>
Total assets less current liabilities		<u>31,932</u>
Net assets		<u><u>31,932</u></u>
Funds of the charity		
Unrestricted funds		<u>31,932</u>
Total charity funds	14	<u><u>31,932</u></u>

These financial statements were approved by the board of trustees and authorised for issue on 15 Oct 24, and are signed on behalf of the board by:

David Marcus Lachs (Chair)
Trustee

The notes on pages 10 to 15 form part of these financial statements.

The Helpline

Notes to the Financial Statements

Period from 1 February 2023 to 31 December 2023

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 7 The Crescent, Radford Street, Salford, M7 4JR.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements did not require management to make judgements, estimates or assumptions that affect the amounts reported.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

The Helpline

Notes to the Financial Statements *(continued)*

Period from 1 February 2023 to 31 December 2023

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

The Helpline

Notes to the Financial Statements *(continued)*

Period from 1 February 2023 to 31 December 2023

3. Accounting policies *(continued)*

Financial instruments *(continued)*

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Donations and legacies

	Unrestricted Funds £	Total Funds 2023 £
Donations		
Donations	200,995	200,995

The Helpline

Notes to the Financial Statements *(continued)*

Period from 1 February 2023 to 31 December 2023

5. Costs of raising donations and legacies

	Unrestricted Funds £	Total Funds 2023 £
Costs of raising donations	<u>2,425</u>	<u>2,425</u>

6. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Total Funds 2023 £
Charitable activities	161,083	161,083
Support costs	<u>5,555</u>	<u>5,555</u>
	<u>166,638</u>	<u>166,638</u>

7. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	Total funds 2023 £
Charitable activities	161,083	4,655	165,738
Governance costs	<u>–</u>	<u>900</u>	<u>900</u>
	<u>161,083</u>	<u>5,555</u>	<u>166,638</u>

8. Analysis of support costs

	Analysis of support costs £	Total 2023 £
Staff costs	2,180	2,180
General office	2,475	2,475
Governance costs	<u>900</u>	<u>900</u>
	<u>5,555</u>	<u>5,555</u>

9. Independent examination fees

	Period from 1 Feb 23 to 31 Dec 23 £
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>900</u>

The Helpline

Notes to the Financial Statements *(continued)*

Period from 1 February 2023 to 31 December 2023

10. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	Period from 1 Feb 23 to 31 Dec 23
	£
Wages and salaries	17,243
Employer contributions to pension plans	279
	<u>17,522</u>

The average head count of employees during the period was 3.

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

11. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

12. Creditors: amounts falling due within one year

	31 Dec 23
	£
Bank loans and overdrafts	1,878
Trade creditors	3,106
Accruals and deferred income	900
Social security and other taxes	689
Other creditors	3,344
	<u>9,917</u>

13. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £279.

14. Analysis of charitable funds

Unrestricted funds

	At 1 February 20 23	Income	Expenditure	At 31 December 2023
	£	£	£	£
General funds	—	<u>200,995</u>	<u>(169,063)</u>	<u>31,932</u>

The Helpline

Notes to the Financial Statements *(continued)*

Period from 1 February 2023 to 31 December 2023

15. Analysis of net assets between funds

	Unrestricted Funds £	Total Funds 2023 £
Current assets	41,849	41,849
Creditors less than 1 year	(9,917)	(9,917)
Net assets	<u>31,932</u>	<u>31,932</u>

16. Related parties

Donations totalling £14,080 were received from trustees and other related parties during the year.

17. Taxation

The Helpline is a registered charity and therefore is not liable to income tax or corporation tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.