

Charity registration number 1206059 (England and Wales)

UNMASKED MENTAL HEALTH
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 28 FEBRUARY 2025

UNMASKED MENTAL HEALTH

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

Andrew Nelson
Declan Wadcock
Jonathan Bowen

(Appointed 25 January 2024)

(Appointed 1 September
2024)

Helen Naylor
Melanie Stead

(Appointed 1 March 2025)

Charity number (England and Wales)

1206059

Registered office

First Floor
20-26 Commercial Street
Halifax
West Yorkshire
HX1 1TA

Independent examiner

BK Plus Limited
52 St Johns Lane
Halifax
West Yorkshire
England
HX1 2BW

UNMASKED MENTAL HEALTH

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UNMASKED MENTAL HEALTH

TRUSTEE' REPORT

FOR THE YEAR ENDED 28 FEBRUARY 2025

The trustees present their annual report and financial statements for the year ended 28 February 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)".

Objectives and activities

The objectives of the Foundation CIO are;

1. To preserve and protect good mental health for the public benefit by providing counselling, peer support services, and educating the community and employers about mental health and available support.
2. For the public benefit to relieve the needs of people experiencing or affected by poor mental health through the provision of complementary and holistic therapies including hypnotherapy, reiki, massage, and fitness and nutritional programmes

UNMASKED MENTAL HEALTH

TRUSTEE' REPORT (CONTINUED)

FOR THE YEAR ENDED 28 FEBRUARY 2025

Summary of the main activities undertaken for the public benefit in relation to these objectives (include within this section the statutory declaration that trustees has regard to the guidance issued by the charities commission on public benefit).

1. We support people to relieve sickness.

In the pursuit of enhancing the well-being of individuals grappling with mental health challenges, our charitable initiative aims to establish an intricate network of peer hubs, professional counselling services and alternative therapies. By orchestrating these integrated platforms, we aspire to alleviate the burden of illness and promote mental wellness.

Our visionary approach entails the creation of a range of peer hubs, strategically designed to foster a sense of community and belonging. These hubs will serve as safe spaces where individuals can engage in open dialogues, share their experiences, and benefit from mutual support. By harnessing the power of shared stories and empathetic connections, we intend to cultivate an environment conducive to emotional healing and personal growth.

Additionally, our well-managed and person-centred counselling services will provide individuals with access to seasoned mental health professionals. These experts, armed with profound understanding and evidence-based methodologies, will offer tailored guidance to navigate the complexities of mental health challenges. Our goal is to equip individuals with coping strategies, resilience-building techniques, improved physical health and personalised insights, ultimately empowering them to regain control over their well-being.

Through the strategic fusion of peer hubs and expert counselling, our charity envisions a harmonious synergy that holistically addresses the spectrum of mental health ailments. By fostering a supportive community and delivering targeted therapeutic interventions, we aspire to alleviate suffering and pave the way for transformative healing journeys. Our aim is to work towards a healthier, more resilient society.

2. We educate people about health issues or to prevent sickness

Our charitable endeavor is strategically focused on enhancing public awareness regarding mental health challenges while providing crucial individualised support to alleviate the burdens of illness. We are dedicated to achieving this through a multifaceted approach that includes dynamic conference talks and webinars, targeted employer training, and personalised assistance.

At the heart of our strategy lies a commitment to educate and empower. Through engaging conference talks, we aim to disseminate accurate information, destigmatise mental health struggles, and foster an environment of open dialogue. Our talks, presented by qualified and experienced experts, will not only illuminate the intricacies of mental health issues but also equip attendees with actionable insights to better comprehend, address, and support those in need.

In recognition of the pivotal role that workplaces play in individuals' lives, we are steadfast in our commitment to equipping employers with the knowledge and tools to champion mental well-being. Our tailored training programs will furnish employers with the understanding to create inclusive environments and implement supportive policies. By nurturing mentally healthy workplaces, we envision a ripple effect that extends to the broader community.

Moreover, our cornerstone is providing individualised support. We recognise that every journey through mental health challenges is unique. Through our personalised assistance, we aim to offer a compassionate hand to those in need. Our team of trained professionals will offer guidance, coping strategies, and a safe space for individuals to navigate their struggles, facilitating the path to recovery and resilience.

In the pursuit of our mission, we are poised to be strategic advocates for mental health, bridging the gap between knowledge and action. By leveraging the power of comprehensive education, empathetic individual support, impactful conference talks and webinars, and transformative employer training, we are resolute in our endeavor to alleviate suffering and promote a society where mental well-being thrives.

Public benefit

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

UNMASKED MENTAL HEALTH

TRUSTEE' REPORT (CONTINUED)

FOR THE YEAR ENDED 28 FEBRUARY 2025

Achievements and performance

Significant activities and achievements against objectives

We have delivered over 580 well-being and activity hubs between 5th December 2023 and 28th February 2025, with over 5,800 places available and a total of 87% utilization. These well-being and activity hubs operate across the borough of Calderdale within communities and are delivered by volunteers.

Our counselling service has delivered:

Approximately 63 student counselling placements to student counsellors. 6300 hours of low-cost counselling support to over 500 clients, of which approximately 54% accessed these services through our Hardship fund and at no cost to themselves.

Financial review

For the first period ended 28/2/2025, total income was £95,438 and total expenditure £174,237 resulting in a deficit for the year of £78,799.

As outlined in note 1.2 Going Concern, a balance of £68,978 is owed to Unmasked Mental Health CIC which is also currently in a deficit position. The trustees of Unmasked Mental Health (Charity) who are also directors of Unmasked Mental Health CIC have prepared detailed plans and forecasts.

The charity has recently received significant funding through a 3 year grant, it has developed new income streams which are steadily growing and new grant opportunities will become available once the first set of annual accounts are published.

Reserves policy

The charity currently does not hold any reserves. We do have a reserves policy and we ensure that our reporting of our reserves policy meets the requirements of the Charities Statement of Recommended Practice (SORP) (FRS 102) and the requirements of the Regulations.

Structure, governance and management

The company is a Charitable Incorporated Organisation (CIO)

The trustees who served during the year and up to the date of signature of the financial statements were:

Andrew Nelson	
Declan Wadcock	(Appointed 25 January 2024)
Jonathan Bowen	(Appointed 1 September 2024)
Helen Naylor	(Appointed 1 March 2025)
Leon Carford	(Appointed 1 December 2023 and resigned 23 January 2025)
Sharna McWilliam	(Appointed 1 December 2023 and resigned 1 February 2024)
Dominic Furby	(Appointed 1 December 2023 and resigned 31 December 2024)
Stuart Rumney	(Appointed 1 December 2023 and resigned 5 February 2025)
Rizwan Ashruff	(Appointed 1 December 2023 and resigned 22 January 2024)
Phil Wheeliker	(Appointed 1 December 2023 and resigned 10 April 2024)
Melanie Stead	

Recruitment and appointment of trustees

Trustees are appointed by Board following open recruitment processes.

UNMASKED MENTAL HEALTH

TRUSTEE' REPORT (CONTINUED)

FOR THE YEAR ENDED 28 FEBRUARY 2025

The trustee' report was approved by the Board of Trustees.

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Melanie Stead

Trustee

Date:

UNMASKED MENTAL HEALTH

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF UNMASKED MENTAL HEALTH

I report to the trustees on my examination of the financial statements of Unmasked Mental Health (the charity) for the year ended 28 February 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.

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

Independent examiner's statement

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn. I understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

I have completed my examination. I confirm that no 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 Charities Act 2011.
- 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 financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements 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 financial statements to be reached.

BK Plus Limited

52 St Johns Lane

Halifax

West Yorkshire

HX1 2BW

England

Date:

UNMASKED MENTAL HEALTH

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 28 FEBRUARY 2025

	Notes	Unrestricted funds 2025 £
Income and endowments from:		
Donations and legacies	3	54,250
Charitable activities	4	12,797
Other trading activities	5	28,261
Other income	6	130
		<hr/>
Total income		95,438
Expenditure on:		
Charitable activities	7	174,237
		<hr/>
Total expenditure		174,237
		<hr/>
Net expenditure and movement in funds		(78,799)
Reconciliation of funds:		
Fund balances at 1 December 2023		-
		<hr/>
Fund balances at 28 February 2025		(78,799)
		<hr/>

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

UNMASKED MENTAL HEALTH

BALANCE SHEET

AS AT 28 FEBRUARY 2025

	Notes	2025 £	£
Current assets			
Debtors	12	1,751	
Cash at bank and in hand		2,529	
		<hr/>	
		4,280	
Creditors: amounts falling due within one year	13	(83,079)	
		<hr/>	
Net current liabilities			(78,799)
			<hr/>
The funds of the charity			
Unrestricted funds	15		(78,799)
			<hr/>
			(78,799)
			<hr/>

The financial statements were approved by the trustees on

.....
Melanie Stead
Trustee

UNMASKED MENTAL HEALTH

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2025

1 Accounting policies

Charity information

The company is a Charitable Incorporated Organisation (CIO)

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)". The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Going concern

On 5 December 2023, Unmasked Mental Health Charity was registered by the directors of Unmasked Mental Health CIC with the Charity Commission.

Unmasked Mental Health (Charity) has an accumulated deficit of £78,799 as at 28/2/25 and significant balances are currently owing Unmasked Mental Health CIC and other creditors and suppliers.

Unmasked Mental Health Charity currently owes Unmasked Mental Health CIC £68,978, Unmasked Mental Health CIC is also currently in a deficit position.

The trustees of Unmasked Mental Health (Charity) who are also directors of Unmasked Mental Health CIC have prepared detailed plans and forecasts.

The charity has recently received significant funding through a 3 year grant, it has developed new income streams which are steadily growing and new grant opportunities will become available once the first set of annual accounts are published.

1.3 Charitable funds

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

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

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

UNMASKED MENTAL HEALTH

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 28 FEBRUARY 2025

1 Accounting policies

(Continued)

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2025

1 Accounting policies

(Continued)

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.8 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.9 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2025 £	Unrestricted funds £
Donations and gifts	1,380	-
Grants	52,870	-
	<u>54,250</u>	<u>-</u>

UNMASKED MENTAL HEALTH

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2025

4 Income from charitable activities

	Unrestricted funds 2025 £	Unrestricted funds £
Charitable income		
Sale of goods	12,797	-
	<u> </u>	<u> </u>

5 Income from other trading activities

	Unrestricted funds 2025 £	Unrestricted funds £
Fundraising events	28,261	-
	<u> </u>	<u> </u>

6 Other income

	Unrestricted funds 2025 £	Unrestricted funds £
Other income	130	-
	<u> </u>	<u> </u>

UNMASKED MENTAL HEALTH

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2025

7 Expenditure on charitable activities

	Charitable expenditure 2025 £
Direct costs	
Staff costs	94,649
Rent	21,308
Event costs	10,463
Insurance	3,220
IT Software & Consumables	5,962
Light & Heat	2,745
Printing & Stationery	783
Advertising & Marketing	4,238
Office Expenses	2,001
Bank & Local giving charges	569
Consultancy	6,352
Memberships	250
Recruitment & HR	14,976
Refreshments	104
Accountancy fee	4,686
Group resources and travels	131
	<hr/> 172,437
Share of support and governance costs (see note)	
Support	<hr/> 1,800
	<hr/> <hr/> 174,237
Analysis by fund	
Unrestricted funds	<hr/> 174,237

8 Net movement in funds

2025
£

The net movement in funds is stated after charging/(crediting):

Fees payable for the independent examination of the charity's financial statements	<hr/> 1,800
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9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

UNMASKED MENTAL HEALTH

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2025

10 Employees

The average monthly number of employees during the year was:

**2025
Number**

7

Employment costs

**2025
£**

Wages and salaries

87,136

Social security costs

6,000

Other pension costs

1,513

94,649

There were no employees whose annual remuneration was more than £60,000.

Remuneration of key management personnel

The remuneration of key management personnel was as follows:

11 Taxation

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

12 Debtors

**2025
£**

Amounts falling due within one year:

Trade debtors

1,751

13 Creditors: amounts falling due within one year

**2025
£**

Other taxation and social security

2,757

Trade creditors

3,308

Other creditors

71,699

Accruals and deferred income

5,315

83,079

UNMASKED MENTAL HEALTH

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 28 FEBRUARY 2025

14 Retirement benefit schemes

	2025 £
Defined contribution schemes	
Charge to profit or loss in respect of defined contribution schemes	1,513

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

15 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 December 2023 £	Incoming resources £	Resources expended £	At 28 February 2025 £
General funds	-	95,438	(174,237)	(78,799)

16 Related party transactions

During the year ended 28/2/25 the following services were supplied by Optimal HR Services Ltd

Recruitment and HR Services

Optimal HR Services Ltd £9,787.80
Optimal Management Consultants Ltd £4,755.84

The above entities are controlled by director M Stead

As at 28/2/25 the following balances were outstanding:

Creditor Balances

Unmasked Mental Health CIC £68,977.70
This entity is controlled by the directors of Unmasked Mental Health Charity
Optimal Management Consultants Ltd £403.20

The above entity is controlled by director M Stead

Document Activity Report

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Document E-Sign Status E-Signed

E-Sign Activity Summary

Melanie Stead E-Signed

Document Activity History

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Date	Activity
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