

**THE LITTLE PUSH 4 GOOD
REPORT & ACCOUNTS
FOR PERIOD TO 31st MARCH 2025**

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CONTENTS

1)	Trustees' Report	Pages 2-10
2)	Accounts for period to 31 st March 2025	Page 11
3)	Trustees and contact details	Page 12

**THE LITTLE PUSH 4 GOOD
REPORT & ACCOUNTS
PERIOD TO 31st MARCH 2025**

TRUSTEES' REPORT

The Little Push 4 Good was established and registered with the Charity Commission for England & Wales on 19th December 2023. The charity established itself as a CIO. This report and accounts cover the activities for the period from inception to 31st March 2025.

During this time our priority was to develop our vision, strategy and plan by identifying the need we are meeting and model for how we would meet that need. We wished to do so in a way that was not replicating other services, so that we could be sure we have a unique role to play in the busy mental health “third sector” space.

We built our outreach model, our partnerships to deliver our support to beneficiaries, our processes, governance and also importantly our fundraising.

If any potential partner or funder requires further updates on the period April 2025- January 2026, a “first 200” launch report is now available on request - email the chair of trustees (James Turton) on info@thelittlepush4good.org.uk. This goes into much greater detail on outreach and impact as our support has built impressively in the year following this year 1 report.

Our charitable objects

For public benefit, to relieve the needs of adults (18+) in the UK who are living with a mental illness in particular but not exclusively by :A) Providing grants to such individuals to enable them to access exercise activities or to enable them to get access to items and services that help to stimulate recovery. B. Providing grants to and working with other charitable organisations that are working to deliver the above objective, especially the promotion of physical exercise and mental stimulation as a component of recovery.

Our mission and vision

Our mission is to create better mental health by helping people to find THEIR activity focus through our grants, services, promotion and advice.

In doing so we aim to be a critical additional service to the existing medical and psychological support available to those living with a mental health issue. Our aim is to be a critical partner to the NHS Talking Therapy teams in helping to activate people struggling primarily with depression and anxiety to better mental wellbeing.

TRUSTEE'S REPORT continued

There is a wide body of evidence to support that activities in the broadest sense (music, physical activity, arts, crafts, learning), can help to address these kind of mental wellbeing issues. The basic framework we used to deliver our service was the "NHS 5 ways to mental wellbeing". * See footnote.

Our vision is to create "a more active world for better mental health".

* Additional Footnote : NHS "5 ways to mental wellbeing" - connect with other people, be physically active, learn new skills, give to others, be present (mindfulness).

Our governance, trustee board and management

For our strategy development and launch phase we assembled a motivated and powerful board of trustees, highly experienced in a broad but relevant range of backgrounds. We have trustees with experience in the most senior roles in the charity sector, the business sector, the social services sector, the NHS and private health care sectors. Our trustee group is detailed in this report but more detail can be found under the governance section of our website which can be found at :

www.thelittlepush4good.org.uk

Our trustee group is vastly experienced in the governance of a charity with many having had substantial trustee experience, including our founder and chair of trustees. We govern the charity through minuted monthly trustee board meetings which review our fundraising and cash flows, progress against strategy and plans, risks and mitigations where evident, policy updates where required, outreach and impact, research and any safeguarding or serious incidents (non-reported in this period).

We now seek to augment our trustee group to further build both trustee diversity and expertise into areas that are now required as we move beyond successful launch and prepare the charity for the growth opportunity that is clearly evident.

Our operations in this first year were delivered by a very active trustee group, but especially by our founder trustee who is dedicating support to the charity on a full-time voluntary basis. As we look forward, we will be primarily resourced by our chair and enlarged trustee group, a modest employed resource focussing on beneficiary support and a group of "volunteer navigators" who will support beneficiaries in their activities.

Where possible we will seek to utilise volunteers from the past beneficiary pool who wish to support us and where volunteering for us will offer authentic peer group support to our beneficiaries and be positive for their ongoing mental wellbeing too.

TRUSTEE'S REPORT continued

Activities within the first year report

A. Our initial funding milestone to facilitate launch has been met.

The charity aimed to reach a critical fundraising milestone prior to launching the service to the local NHS Talking Therapy team in York and Selby (part of the Tees, Esk and Wear Valley mental health trust). We wanted to ensure we could support a minimum of 300 people prior to the launch decision. We have posted a first year income of £46k which met the minimums required to sensibly open up outreach to the NHS team in our local launch area.

B. Sources of funds: amazing supporters who have helped to launch the charity

This funding target was achieved through the amazing support of a vast range of donors and supporters:

1. Over 2,000 individual donors recruited mainly through our challenge event (a Yorkshire 3 peaks walk) - over 50 people participated in events to raise money for our launch.
2. 5 corporates have made critical donations (Deuren Doors, Coop Bank, Parker Young Recruitment, Kooth Digital, YFM Equity partners).
3. Generous donations have been made through trusts who recognise the potential for the charity in helping people to take steps to manage their own mental wellbeing and recovery through the power of activity.
 - The Hawerby Trust
 - The Francis Arthur Brookes Trust
 - Baxters Charitable Trust
 - The Feeoffees of St Micheal's Spurrigate
4. One major donor contributed £5k to our start.
5. A small amount of trading to minimise risk - the production and sale of an annual charity calendar which made a small profit of circa £1k.

TRUSTEE'S REPORT continued

C. Developing our unique model of support

During our development phase we took opinion from those living with poor mental being, professionals in the healthcare sector and NHS. We also reviewed a vast range of secondary research to understand who we are supporting, their illnesses, and how we could create a powerful model of support.

The characteristics of people struggling with depression and / or anxiety (or other mild / moderate mental health illnesses) often include some of the following:

- Low motivation to take a step towards activities that might help their mental wellbeing.
- Low awareness of the role that personal activation of activity can play in their recovery.
- Thinking clearly can be difficult.
- Procrastination to take a step towards activities that may help.
- Sometimes sedentary lifestyles.
- Often mental health issues intertwined with physical health issues or disability.
- Sometimes isolated and withdrawn and having lost concentration to enjoyment.
- Sometimes facing financial constraints to access valuable activities.

We aim to inspire, enable and support people to activities that can help mental wellbeing and so specifically meet the following needs:

- To increase movement and physical activity.
- To improve social connection.
- To find purpose and connect to enjoyment.
- To find distraction and immersion in positive activity.
- To overcome financial barriers and perceived financial risk in undertaking activity.

D. Our model in practice

Our model of support can be expressed as follows:

- targeted outreach through NHS Talking Therapy, who mainly treat people struggling with anxiety and / or depression (but also other mental wellbeing issues).

TRUSTEE'S REPORT continued

- Applications are received via signposting or referrals and we have a motivation and coaching process which aims to highly tailor an activity solution that can help their mental wellbeing.
- Activate people through enabling a period of “free trial” into an activity (s) of their choice and appropriately support them to the point of activity landing and beyond (educating as to the benefits of activity, pathway solved and activity “on a plate”, building activity into their wellbeing routines, emotionally supporting the individual to encourage and tackle barriers that may exist, appropriate learning supports where the activity requires, emotional support).
- We have access to around 50 different activities ensuring we can connect individuals to activities they are motivated to try and meet their circumstances and lifestyle.
- These activities are mainly delivered in the areas of physical activity, arts, music, crafts and learning. We currently have 50 activities beneficiaries can access.

At the heart of this approach is the coaching process that inspires people to take a step, our vast network of activities that can connect to flickering motivations, the motivation and encouragement our coaches provide and the way in which we can personalize solutions to the needs of individuals.

Central to activation is our responsiveness - a characteristic of the people we support is to easily fall at a perceived barrier and if anything is perceived as “too hard”. Our contact process is effortless and takes just 5 minutes to apply and we attempt contact them within 24 hours of application for support. We aim to develop momentum to the point of activation and the activities are pathway solved for the individuals.

Our research shows this a service not available anywhere else in England and Wales - highly targeted outreach with a solution that is relevant to the mental wellbeing issues we are helping to address and supported by much science and evidence. We have found a way to take on the complexity of creating highly bespoke solutions that is so critical to motivation.

TRUSTEE'S REPORT continued

E. Partnerships

We cannot do this on our own and partnership is one of our core values. This obviously puts the NHS Talking therapy service at its heart - it is a service designed to support them in achieving their goal of moving patients through to "recovery". Their response has been incredible and their feedback in our first 200 report is extremely strong about the role we can play in their service.

Secondly service delivery partners - the many providers of activity who have supported us with the beneficial prices they have offered us, the support they have given our beneficiaries in combination with ourselves and the vast range of options we open up for beneficiaries through them..

Thirdly our funders - we always aim for long terms partnerships where we can meet their objectives as well as helping to deliver our own.

F. Objectives for the first year have been met

1. Establish outreach with our critical outreach partner - NHS Talking Therapy in York and Selby. **Delivered.**
2. Develop a wide network of almost 50 available activities to ensure we can tailor solutions to the needs and circumstances of individuals. **Delivered.**
3. Secure at least 1 year's funding to be able to deliver a credible weight of beneficiary support. **Delivered.**
4. Develop an accessible and speedy beneficiary application and coaching process that can inspire people struggling with mental wellbeing to take a step to activity. **Delivered.**
5. Develop the governance processes and policies required to run the charity and govern to a high standard. **Delivered.**
6. Develop our branding and communication platform to explain our service to partners and beneficiaries. **Delivered.**
7. Secure our activities at very attractive and efficient costs by leveraging our charitable status. Our first year cost assumptions have been met - we have established the charity with minimum expenditure and our activity costs have been secured at substantial discount and are on plan but short of our long term vision. **Delivered.**

TRUSTEE'S REPORT continued

G. Update on our outreach progress

Our launch to beneficiaries started In February 2025 and only 2 months of beneficiary outreach are contained in these numbers.

We received 21 applications for support in our first 2 months which was in line with our initial annual plan of 2 applications per week. Within this we had 50% of people supported into physical activity, 15% in music, 10% into artistic pursuits and 25% into crafts and other activities.

Update to end Jan 2025.

Our outreach has accelerated rapidly with 258 applications in our first 52 weeks (average 5) - Feb 2025 to end Jan 2026. Of equal significance is our 3 month MAT (November 2025-January 2026) which indicates an average 10 applications per week / 520 applications per year. 500 applications per year in York and Selby only is now our forward planning assumption. This run rate is +500% vs our initial plan and we have had to accelerate our funding to meet this need.

This 12 week MAT represents a contact penetration of the local NHS Talking Therapy Service of circa 12.5%. This is a significant endorsement of the potential power of the service and is being driven by multiple referrals from NHS Talking Therapists who have experienced the benefit of The Little Push 4 Good to their work in helping clients to recovery.

Information on this update is available on request and within our "first 200" launch report - email our Chair of Trustees (James Turton) on info@thelittlepush4good.org.uk.

Our efficient commercial model

We effectively established the charity in year 1 with just £5k of expenditure by using pro bono professional support in the area legal support, branding, concept and design development and website development (a big thanks to the award winning Springetts Design business who helped us create such a compelling expression of our service). In this first year we had no employed resource and instead used trustees and volunteers whilst our outreach built to the levels that might require some employed support to maintain our high service standard.

This approach maximised our available funds for beneficiary support and allowed us to reach critical minimums to establish outreach with our major NHS partner.

TRUSTEE'S REPORT continued

We have a clear future resourcing strategy which seeks to maximize the potential for volunteers and also leverages Trustee expertise where possible. Our employed resource will be beneficiary facing and be focussed on supporting people to the point of activity landing and adoption.

Our longer term goal is to work with suppliers and partners to deliver activity at just £55 per person - this is equivalent in cost to just 10 minutes of GP time (NHS costings 2022, adjusted for inflation 2023-2025). We currently sit at £83 but are confident with the required volume of beneficiary support we will achieve these numbers.

By using a volunteer network that also utilises the potential for former beneficiaries to support us where possible, we aim to keep our beneficiary facing employment costs at under £40 per application received. This means our total charitable expenditure including resource will be circa £95 per application received. Overall all we aim for charitable expenditure to be 90% of our total charity spend as an indicator of our efficient model of support.

This makes our intervention highly efficient in the context of health care spends and the impact that is increasingly evident.

Our reserves policy

We have a reserves policy which aims to carry a full 9 months of operating costs, based on the projected annual running costs of the charity in the geographical areas the charity is present. For York and Selby and the projected outreach of 10 applications per week, this amounts to £35,250. Our cash balances at the end of the first year amount to £40k.

The future

Our 3 year plan is now to support over 1000 applications in the first 3 years. We expect our applications from York and Selby to build to 450-600 per year but may increase over time to towards 1000 as we better integrate our service.

We continue to build our impact evidence and beneficiary research which is critical. We now need to build our resource model to maintain the high service levels for our NHS partner and which our beneficiaries need, but do so in a highly efficient way (using our volunteer model).

TRUSTEE'S REPORT continued

We need to build our funding to a consistent £50k per year to meet the level of expected need in York and Selby alone. In addition we wish to more aggressively pursue additional funding to extend our service to more NHS Talking Therapy teams so that we can support more beneficiaries to better mental wellbeing. Geographic expansion is planned in 2027 where we aim to understand how deprivation further impacts on the level of demand for the service, before proceeding to stage 4 of our project which is scale funding to facilitate a rapid roll out (2028/2029).

James Turton
Founder & Trustee
30 January 2026

**THE LITTLE PUSH 4 GOOD
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PERIOD TO 31st MARCH 2025
INCOME & EXPENDITURE AND STATEMENT OF ASSETS**

Period to
31st March 2025

Income

Donations & fundraising	£44,458
Trading income	£ 1,430
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Total Income	£ 45,888

Expenditure

Grants	£ (315)
Fundraising expenditure	£ (2,415)
Trading expenditure	£ (960)
Administration costs	£ (2,485)
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Total Expenditure	£ (6,175)

Net inflow for period & accumulated surplus **£ 39,713**

Accumulated surplus **£ 39,713**

Represented by:

Cash at Bank	£ 39,713
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Net Assets	£ 39,713

These accounts have been prepared on a receipts and payments accounting basis.

James Turton

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Jon Eggleton

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**James Turton,
Founder & Trustee
30 January 2026**

**Jon Eggleton,
Trustee
30 January 2026**

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TRUSTEES & CONTACT DETAILS

TRUSTEES

The following have served as Trustees during the period.

James Turton	Founder & Trustee
Simon Clarke	Trustee
Jon Eggleton	Trustee
Dave Roberts	Trustee
Nigel Thompson	Trustee
Suki Dosanjh	Trustee (appointed 17 th January 2024)
Jason Miller	Trustee (appointed 20 th January 2025)

Unless stated above the Trustees all served from the inception of the charity on 19th December 2023 and all were serving at the date of signing these Report & Accounts.

CONTACT

Principal address: 2 Fossview Close, Strensall, York, YO32 5BL

If you are interested in supporting our fundraising activities, wish to apply for a grant or would like to find out more, please refer to The Little Push 4 Good website

www.thelittlepush4good.org.uk

We can be contacted by email at info@thelittlepush4good.org.uk.

"A more active world for better mental health"