

The RCMH Foundation

Charity Number: 1207654

Annual Report and Financial Statements
for the period ended 31 December 2024

The RCMH Foundation
Index to the Financial Statements

Trustees' Report

Independent Examiner's Report

Statement of Financial Activities

Balance Sheet

Notes to the Financial Statements

The RCMH Foundation

Trustees' Report for the period ended 31 December 2024

The trustees present their report and financial statements for the period ended 31 December 2024.

Structure, Governance and Management

Governing Document

The CIO was created on 28 March 2024 and was registered with the Charity Commission, registration number 1207654.

Trustees

The trustees who served during the year were:

K Scott
A Watts
H Rose
L Sloman
L Hunter

Recruitment and Appointment of Trustees

The power of appointing new trustees is vested with the current trustees. A new trustee may be appointed at any time, either by way of addition or replacement.

Risk Management

The trustees regularly review the major risks to which the charity is exposed. Where appropriate, systems and procedures have been established to mitigate the risks the charity faces on all levels, financial and contractual.

Objectives and Activities

Objectives

The objects of the CIO are, for the public benefit, to relieve the needs of those affected by mental health issues in the agricultural industry in rural communities, primarily through: (a) providing training to businesses and other organisations who interact with agricultural workers in such rural communities to provide insight to better equip them to identify those who may require support with their mental health; (b) educating and raising awareness of children and young adults in rural communities in schools, colleges and young farmers organisations on mental health importance and other associated topics; (c) raising awareness of mental health issues in rural communities and signposting to appropriate help and support, with the ultimate goal to prevent suicide.

The RCMH Foundation
Trustees Report for the year ended 31 December 2024

The trustees present their report with the financial statements of the charity for the year ended 31 December 2024. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

The objects of the charity are, for the public benefit, to relieve the needs of those affected by mental health issues in the agricultural industry in rural communities, primarily through: (a) providing training to businesses and other organisations who interact with agricultural workers in such rural communities to provide insight to better equip them to identify those who may require support with their mental health; (b) educating and raising awareness of children and young adults in rural communities in schools, colleges and young farmers organisations on mental health importance and other associated topics; (c) raising awareness of mental health issues in rural communities and signposting to appropriate help and support, with the ultimate goal to prevent suicide.

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including guidance "Public benefit: running a charity (PB2)".

Significant activities

Having secured our CIO registration in March 2024, we identified 10 September - World Suicide Prevention Day - as our launch date to the general public. With this focus, we were able to:

- Start building our network - including with other charities in this space, potential suppliers and brand and marketing support - through our professional and relevant personnel contacts
- Spread word of mouth
- Secure some early donations
- Build our brand, including profiling our different target audiences, and bring it to life ready for launch
- Scope and build our website
- Plan the launch
- Make our launch video
- Write key policies to guide us alongside our constitution, including:
 - Risk Management Policy
 - Conflicts of Interest Policy
 - Complaints Policy
 - Fundraising Policy
 - Expenses Policy

- Privacy and Cookies Policy
- Data Protection Policy
- Social Media Policy

Launch date - December:

Following a successful soft launch on World Mental Health Day followed by the Harvest Ball launch event two weeks later, we started planning the delivery of our mental health first aid training. We continued to build our network, which opened the door to opportunities in early 2025, focused on raising awareness and committed to an end of year event to bring our farming community together.

We also attended a wellbeing event at Shuttleworth College, a local agricultural college, alongside other charities, including a local branch of Samaritans. This was a great opportunity to introduce ourselves to students and more members of their Wellbeing and Safeguarding teams.

Public benefit

The trustees have had regard to the Charity Commission's guidance on public benefit when considering donations and expenditure at trustee meetings. The main activities we focused on in the months immediately following our launch to achieve the charity's objectives, and in turn to relieve the needs of those affected by mental health issues in the agricultural industry in rural communities, were:

- raising awareness and amplifying our message through suitable channels
- starting to build a community on social media and pushing out content to offer guidance and support, tagging other charities in this space as a means of signposting
- scoping a 2025 mental health training calendar

ACHIEVEMENT AND PERFORMANCE

Charitable activities

Investing in mental health training

A major ambition of ours is to have as many Mental Health First Aiders as possible on the ground, out in our communities, to recognise the signs and have the skills and confidence to support anyone struggling with their mental health. To that end we thoroughly researched potential suppliers to deliver this specific training, but ultimately settled on an organisation called Wisemind.

They have an understanding of our sector and they also offer a wider breadth of courses which could potentially benefit our community and its diverse needs based on current levels of education and understanding.

Through a new connection we were also introduced to another potential supplier and will be doing their training for ourselves in the New Year to evaluate this first hand.

Building awareness

To help raise awareness around who we are and what we do, promote engagement and start to build a community, we've implemented a manageable marketing and comms strategy for the size of our team and the limited budget we have.

To make a positive difference to the mental wellbeing of our local communities, it's vital that people understand the causes of poor rural mental health, what poor mental health looks like, the ways in which they can help and where they can turn for support. Understanding leads to allyship, empathy and compassion, whilst educating people on all things mental health ensures life-saving conversations and interventions can be had/made because people have the knowledge and confidence to talk around mental health and suicide, and understand what help is out there. As such, our content has focused on these themes.

Comms

We invested in marketing communications to help raise initial awareness and launch the charity. Our biggest investment was in content and the creation of our launch film. Video as a media is proven to engage audiences and we created a film that delivered a powerfully delicate message. It has been viewed over 2,000 times organically and we entered it into the <£100k turnover category at the Smiley Charity Film Awards.

Social media

We've predominantly grown our community organically, choosing to focus on two platforms – Facebook and Instagram. These are where we can reach a broad demographic and dedicate enough time to both listen and post within our resource means, all whilst learning more about how our community segments and what people engage with to influence future strategic decision-making.

PR

PR has been a beneficial early awareness tool, with our launch press release sent to trade and local media outlets. A notable achievement was it being picked up by Farmer's Weekly online and their podcast, and we also secured several radio interviews which further extended our reach.

Events

To help launch the foundation and kickstart our own fundraising in September, we hosted a Harvest Ball that was attended by nearly 200 people. Whilst many of those in attendance live in rural communities, only a small percentage actively farm, so this was a great opportunity to generate allyship.

In contrast, our second event of the year, the Tractor Run in December, had a different objective. This event was for the farming community, to bring them together to interact socially. The event attracted almost 70 tractors and over 100 farmers, with the local community also coming out in force along the route and at the venue. We hosted the event at our co-founder's farm, thus saving on venue fees.

Merchandise & POS

We've invested in pens, wristbands and car stickers, along with flags, vinyl banners and pull up banners. These have been given away at RCMH events and externally to raise ongoing awareness and increase our visibility, which helps trigger conversations.

Looking ahead

At the charity's annual strategic planning session, trustees agreed three key objectives over the next year and these are to:

- Ensure the continuity of day-to-day operations to support RCMH's focus on delivering mental health training and education
- Increase public awareness of RCMH's role as a local charity and the importance of education around mental health and suicide prevention in rural communities
- Develop and implement internal systems and processes to build a sustainable volunteer network to support the planning and delivery of events.

FINANCIAL REVIEW

Financial position

The charity was able to raise income of £65691 with expenditure incurred of £18973 leaving £46718 in reserves.

We are delighted that the charity has attracted the early level of support that it has, from different donors, enabling us to plan for our outcomes, such as Mental Health First Aid training and raising awareness. The charity's running costs are currently low and the trustees are committed to keeping overheads to a minimum.

Reserves policy

The charity maintains sufficient liquidity, through its cash at bank, to cover envisaged annual administration and professional costs.

Going concern

After making appropriate enquiries, the trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. There are no material uncertainties about the charity's ability to continue operating. For this reason, the trustees continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document and constitution

The RCMH Foundation became a Charitable Incorporated Organisation (CIO) with UK registered charity number 1207654 on 28 March 2024. It is governed by its constitution which was adopted on 27 March 2024.

These accounts present the results for the first nine months of trading.

The financial statements have been prepared in accordance with the accounting policies set out herein and comply with Accounting and Reporting by Charities: Statement of Recommended Practice (SORP 2015).

Recruitment and appointment of new trustees

The initial trustees were selected to provide a range of expertise to ensure successful establishment of the charity and cover experience in the agricultural industry as well as in the professional aspects of governance. An additional trustee was appointed on 4 November 2024. Appointments were made for an initial two year term.

The trustees who served during the year were:

K Scott

L Hunter

L Sloman

H Rose

A Watts (appointed 4 November 2024)

Z Shacklock (retired 25 July 2024)

As set out in the constitution the board of trustees must comprise at least three and not more than seven individuals.

Organisational structure

The trustees administer the charity. The trustees meet at least four times a year.

Decision making

The trustees form the principal decision making body of the charity. Any decisions taken by the trustees in the running of the charity are done so in accordance with the constitution.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

1207654

Principal address

Penfold House
2 The Green
Winwick
Huntingdon
PE28 5PP

Trustees

K Scott
L Hunter
L Sloman
H Rose
A Watts (appointed 4 November 2024)

Independent Examiner

Graham Darbourne FCA
The Old Town Hall
Market Place
Oundle
Peterborough
PE8 4BA

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales, the Charities Act 2011, Charity (Accounts and Reports) Regulations 2008 and the provisions of the charity's constitution requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Signed on behalf of the board of trustees

A handwritten signature in dark ink, appearing to be 'K. Scott', is written over a horizontal line.

Kate Scott

Date:

Independent Examiner's Report to the trustees of

The RCMH Foundation

I report on the accounts of the charity for the period ended 31 December 2024.

Respective responsibilities of trustees and examiner

The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act), and that an independent examination is needed.

It is my responsibility to

- examine the accounts under section 145 of the Charities Act;
- follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act; and
- state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the accounts.

Independent examiner's statement

In the course of my examination, no matter has come to my attention:

- 1 which gives me reasonable cause to believe that, in any material respect, the trustees have not met the requirements to ensure that:
 - proper accounting records are kept in accordance with section 130 of the Charities Act; and
 - accounts are prepared which agree with the accounting records and comply with the accounting requirements of the Charities Act; or
- 2 to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Graham Darbourne FCA
The Old Town Hall
Market Place
Oundle
Peterborough
PE8 4BA

Date: 17th October 2025

The RCMH Foundation

Statement of Financial Activities for the period ended 31 December 2024

	Unrestricted fund 2024 £	Restricted fund 2024 £	Total 2024 £	Total 2023 £
INCOMING RESOURCES				
Income				
Donations in and event income	65,691	-	65,691	-
Net incoming resources for the year	65,691	-	65,691	-
RESOURCES EXPENDED				
Costs of events	12,786	-	12,786	-
Training costs & awards	285	-	285	-
Advertising & merchandise	3,759	-	3,759	-
Professional fees & insurance	784	-	784	-
IT & software costs	1,358	-	1,358	-
Resources expended	18,973	-	18,973	-
Net income for the year	46,718	-	46,718	-
Balance brought forward	-	-	-	-
Transfer between funds	-	-	-	-
Balance carried forward	46,718	-	46,718	-

Balance Sheet as at 31st December 2024

Cash at bank	46,718	-	46,718	-
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Signed on behalf of the board of trustees on 17th October 2025


K. Scott

The RCMH Foundation

Notes to the accounts for the period ended 31 December 2024

Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented, unless otherwise stated.

Statement of compliance and basis of preparation

The financial statements have been prepared in accordance with 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 (FRS102) - (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102). The charity meets the definition of a public benefit entity under FRS102.

Exemption from preparing a cash flow statement

The charity adopted to not include a cash flow statement in these financial statements.

Resources expended

Expenditure incurred on the operating of the charity is provided for on an accruals basis.

Income

Income is accounted for on an accruals basis.

Charitable activities

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the Trustees. There are currently no restricted funds.