

## **Hope 4 Ur Life Limited**

### **Strategic Report for the Year Ended 30 November 2024**

The trustees, who are directors for the purposes of company law, present their strategic report for the year ended 30 November 2024, in compliance with s414C of the Companies Act 2006.

#### **Achievements and performance**

The charity obtained significant funding during the year, and it is hoped that, going forward, similar levels of funding can be obtained.

The charity was contacted by over 6000 children through our online advice section called "Ask an Uberhero a question" on our website. The charity, through the help of freelance clinicians and counsellors were able to work with these children and young people to directly help them or to get them in to see counsellors within 10 days of contacting us or to signpost them onto other charities who we knew would be able to support their individual needs.

We ran our 3rd in person "Uberheroes Acts of Kindness Awards" ceremony in a local hotel with 270 guests including our 30 Finalists chosen from the hundreds of entries. These children and young people were nominated for their selfless acts of kindness to siblings, parents, neighbours, community incentives [foodbanks and homeless projects] these entries were so inspiring to read. We asked local businessmen and women, and those involved in community groups to be on the judging panel. They had the unenviable job of picking only 30 finalists who were able to join us with 2 family members for a night where they were the stars of the show. This has been so well received by the finalists, parents and sponsors and we are now organising next year's Awards.

We are launching a new programme "Uberheroes - My Origin Story" - this programme has been devised by young people for young people, prior to general health questionnaires completed at each of the school sessions we attend with the Uberheroes comic sessions. We were able to assess that at peak times across the P6 and especially in the P7 year groups in November, February & May. We have been working with children & young people through our network of Primary and Secondary Schools across NI to ensure that we are really hearing what is going on. We engaged with hundreds of children and young people to seek their advice and listen to their personal experiences of P7 and Y8.

We intend to deliver this programme to approximately 30 - 40 Schools visiting the pupils in each year group 6 times throughout the academic year, following each group from P6 into P7 and following them to their new school in Y8 & Y9 to support them through the challenges and vulnerabilities of transitioning from Primary and Secondary education.

We will be able to help and support them building their confidence, self-belief, ability to communicate their feelings, problem solving and resilience building at this challenging time in their young lives.

## Hope 4 Ur Life Limited

### Strategic Report for the Year Ended 30 November 2024

#### Notable Achievements for 2024- 2025 financial year

- Ø Our response to the data collated from the general health questionnaires highlighting the issues being faced by the children in P6, P7 & Year 8.
- Ø Ran additional focus groups data conducted across the aforementioned year groups and including Y9, covering many of the specific issues facing these children. Their honest and sometimes raw reflections on how they are feeling and their experiences of transitioning.
- Ø We ran a series of meetings with P6, P7 & Y8 teachers, head of year, Principals and Vice Principals too, their views, reflections and recommendations were invaluable.
- Ø Workbooks, covering topics and issues covered in each of the respective year groups, along with the Teacher's Manual updates.
- Ø We have tested some of the transitioning sessions with this year's P7's to help support them with tools and techniques and has also offered us real learning for this new programme.
- Ø We have delivered Uberheroes workshops to 8,878 children this academic year across 289 schools. We also delivered 7 Adult training programmes to approx 196 people.
- Ø We are a charity partner with PwC, we have trained 45 PwC staff as volunteer facilitators (around 20 of whom come out with us)
- Ø Our annual Acts of Kindness Awards was a great success for our beneficiaries and for our sponsors this was held at La Mon Hotel, our judges chose 30 Finalists- 3 in each of the 10 categories, all aged between 8-16 years of age from across from across Northern Ireland.
- Ø Our latest Comic, which is our seventeenth issue, is about a wonderful young woman who was born with Cerebral Palsy and has been in a wheelchair since a small child; she wants to share her experiences of how people interact with her, mostly negative; along with how she was bullied and victimised in her Special Education Needs school by fellow pupils and teachers. This is such an inspirational story, her attitude to others is unparalleled, with many lessons on how we should all be conscious of how we interact with anyone in a wheelchair!
- Ø Uberheroes® Licensing Product with Tughans Solicitors - will support us in offering the Uberheroes® programme into GB as part of our sustainability strategy.
- Ø Belfast Exposed, Summer Scheme Kids and young adults' groups ran across the summer months and were highly successful in reaching hundreds of children and young people.
- Ø Our Psychology Student Placements from Ulster University, who are with the charity from September 24 to June 25 have been involved in a myriad of events and school workshop deliveries. All 3 are great students, with two of them making it very clear that they would both love to be considered for new staff roles once their degree finishes in June 2026.
- Ø b4b Groups Charity Partner for the 3rd year, we love working with this company as they are involved with the charity throughout the year, supporting fundraising events and activities as well as attending mental health workshops for their personal development and wellbeing.
- Ø Our 2 Digital Administrators have worked incredibly hard to support updates on our websites, creating new content and design, working hard to create the new intranet portal which is now at the stage of security testing and asking independent stakeholders to test the user experience for this portal.
- Ø We had a great year with Andy Neely our Ambassador for Kindness winner, he worked with us on a number of campaigns, such as World act of Kindness Day, he was also interviewed on BBC Radio Ulster, Belfast Telegraph and Belfast Live and some other local press too.
- Ø We continue to build our relationships with Queens University and Ulster University Psychology and Health and Social Care Departments for both Bachelors and Master Students. We are hoping to further these relationships in the creation of our new My Origin Programme, where they will use the data from the Uberheroes and My Origin Programmes to use for longitudinal research.
- Ø Our "Ask an Uberhero a question" is still helping 1000's of children in crisis.
- Ø Our website traffic increased by 6,000 weekly views.
- Ø Our social media platforms (Facebook & Instagram) all increased by an additional 7,000 + reach and interactions.



## **Hope 4 Ur Life Limited**

### **Strategic Report for the Year Ended 30 November 2024**

#### **Impact and Benefits**

The charity meets the public benefit requirement by providing support and education to children and adults in relation to mental health issues. The charity has engaged with a number of key political parties and members, community leaders and other third sector organisations in furtherance of these objects.

The charity has delivered, in partnership with a number of schools, community groups and charitable organisations, services for Young People to provide early intervention mental health and wellbeing programmes to help children, young people and adults to recognise and prevent mental health issues such as self-harming, abuse, anxiety, stress & depression, fear, grief or suicidal thoughts, offering them educational support services to help prevent these issues arising.

The charity also works with organisations who provide support services for children with additional needs such as Autism, DSD, Asperger's Syndrome and ADHD, suicide & self-harm prevention services helping to support the young people they work with, their parents and wider family circle. The charity primarily works with schools and community groups highlighting the mental health issues that many of our young people are struggling to understand, manage and seek the support they need to help them recover.

The charity was contacted by over 500 children on the online advice section of the "Ask an Uberhero a question" website. The charity, through the help of freelance clinicians, were able to help many children and young people to get the help they needed to prevent them suffering from mental health issues.

The charity is supported by the National Lottery Community Fund, via their EYP programme; this enables them to support 3 full-time members of staff throughout the year as well as enabling the team to continue delivering the Uberheroes programmes. This funder is the largest contributor to our work and the largest of all our restricted funds. Our total funding over this financial year was made up from both restricted and non-restricted funds - most of which were from donations, fundraising event, activities with a few smaller funding applications also contributing to our non-restricted income too.

In all of this the Trustees have regard to the Charity Commissions public benefit requirement guidance

#### **Financial review**

Income in the year was £273,965 and expenditure totalled £206,466 giving a surplus of £67,500. Total funds held at 30th November 2024 were £275,603. £203,997 of the total funds are restricted and are not available for the general purposes of the charity at the end of the reporting period. Unrestricted and designated reserves totalled £71,606 at the close of the period.

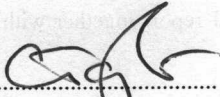
#### **Policy on reserves**

It is the policy of the charity that un-restricted funds, that have not been designated for a specific use, should be maintained at a level equivalent to between 3 to 6 months expenditures. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

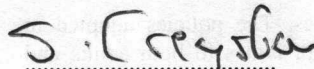
The strategic report was approved by the trustees of the charity on 25 July 2025 and signed on its behalf by:

## Hope 4 Ur Life Limited

### Strategic Report for the Year Ended 30 November 2024



.....  
Ms Cara Taylor  
Trustee



.....  
Mr Stephen Greysøh  
Company Secretary and Trustee



## **Hope 4 Ur Life Limited**

### **Trustees' Report**

The trustees, who are directors for the purposes of company law, present the annual report together with the financial statements of the charitable company for the year ended 30 November 2024.

#### **Objectives and activities**

##### ***Objects and aims***

The charity's objects are to provide support in relation to mental health issues. The policies adopted in furtherance of these objects are to provide education in respect of mental health issues to both adults and children. The objects of the organisation are the advancement of education and the advancement of early intervention mental health and wellbeing programmes for children, young people and adults. Through the provision of our early intervention programmes for the prevention and recovery from stress, anxiety and depression. To educate and develop strong role models, mentors and key supporters to help in further developing and supporting those suffering from mental health issues, socially vulnerable and those most at risk within our society.

Hope 4 Ur Life's aim is to serve our community locally with integrity and excellence, to help those who need supported with their mental health and wellbeing to offer practical tools and techniques for them to cope better with life's challenges; to engage, equip and empower individuals with mental ill-health with a wellbeing framework of programmes that mentor and support them with what they need to recover and stay well. The fundamental aim is to supply a pro-active, early intervention approach to reducing the unsustainable and rising levels of mental ill health within all areas of our society. We believe that through the delivery of our primary intervention training and mentoring programmes we can and will affect significant change.

## Hope 4 Ur Life Limited

### Trustees' Report

#### *Objectives, strategies and activities*

Our focus is on primary intervention rather than focusing on purely recovery models. We deliver 2 prescriptive programmes called WRAP® - Wellness Recovery Action Plan and MHFA - Mental Health First Aid, both of these programmes have been adapted to include additional practical, fun and engaging elements to assist retention recall and implementation. In other words, we work with real situations, in the real world of a working environment with practical solutions and positive outcomes. We deliver the 2 day, level 1 and 5 day, level 2 WRAP® programme, and also the MHFA level 1 - these programmes are delivered by the Advanced Level Facilitators in NI.

We also deliver bespoke training programmes, from stress management to supervision and reflection, these are designed and delivered by highly trained clinicians. In 2016 we created and designed a new programme, based on the findings of local young people who were struggling to find a resource to better explain mental illness and how to recognise earlier those triggers and early warning signs to combat and overcome mental ill health.

The programme was called Uberheroes – we used Heroes to teach the foundational characteristics of wellbeing and the Villains to represent the characteristics of many of the issues facing our young people today - issues such as anxiety, isolation, depression, fear, grief, self-harm, abuse, suicide and more... This programme was designed by young people for young people and has been a great success in reducing mental illness, offering hope and support to overcome mental ill-health.

Our Uberhero comics are all real stories of local children and young people across Northern Ireland. We interview local kids to let them share their experiences of mental health issues covering many topics, these children and young people are given the opportunity to use their voices to share their experiences with thousands of others through our work with schools and other partnerships we have reaching thousands of children and young people each year.

Our Uberheroes Comics never show any recognisable images of these children or their geographical surroundings, each comic character is also given the chance to decide on a pseudonym for the comic, this can be a name using the Capital letter of their own name or something completely different. Our recordings are only heard by the people from our organisation who interview them, and these are deleted once the comic is complete.

All our comics are delivered by highly experienced facilitators who come from a clinician or teaching background. We offer the children a unique and safe environment to discuss mental health issues that focus on the facts not the fears told in a comic format but based on real experiences of local children. This is followed by a facilitated session where the children learn about triggers and those early subtle changes in thoughts and behaviours as well as uncovering ways to create action plans or strategies to develop resilient thinking, to recognise symptoms earlier and to manage or avoid future mental ill health.

## Hope 4 Ur Life Limited

### Trustees' Report

#### *Public benefit*

1. Delivering specialist wellbeing training for mentor schemes for young people, adults, clergy and the elderly within our society.
2. Promote cross-community alliances to deal with low self-esteem, stress, anxiety and depression, involving teachers, parents, community youth workers, churches and community associations.
3. To develop positive mental health and wellbeing in young people to enable them to engage appropriately within schools, third level education and the world of work; to assist them in leading and contributing to effect positive change within their communities; to train them to understand how they can resolve misunderstandings, tensions or conflict within their local communities.
4. Providing specific wellbeing training within the workplace environment to raise awareness and reduce the high levels of stress, anxiety and depression to help diminish the high rates of absenteeism and the increasing drain on our local economy through lost revenue.
5. To work alongside local authorities, charitable organisations, community housing groups and care homes to support and deliver training to the following minority groups:

Asylum-seekers and refugees  
Gay, lesbian, bi-sexual or transgender people  
People suffering from mental health problems  
Gypsies and travellers  
Migrant workers  
Offenders and ex-offenders  
Older people who feel isolated within the community  
People who have experienced violence or abuse

6. Where relevant and advantageous, we will work with other training providers to further develop or enhance our programme delivery and outcomes; making these available for all within our local communities.
7. Developing referral schemes in partnership with local authorities, charitable organisations and community youth teams

The organisation exists to benefit individuals within our society who are suffering from mental health issues to develop individuals to become emotionally resilient and to encourage strong role models for the socially vulnerable and at risk within our communities, we aim to impact on the increasing number of people suffering year on year.

The trustees confirm that they have complied with the requirements of section 2 & 3 of the Charities Act (Northern Ireland) 2008 to have due regard to the public benefit guidance published by the Charity Commission for Northern Ireland.

#### **Structure, governance and management**

##### *Nature of governing document*

Hope 4 Ur Life is a Company limited by guarantee and controlled by its Memorandum and Articles. It is registered as a charity with the Charities Commission for NI and with HMRC. The Board of Directors of Hope 4 Ur Life meets on a quarterly basis. It is responsible for the strategic direction of the organisation and oversees the management of the organisation. The day-to-day management and operation of activities are carried out by a staff team, led by the C.E.O and the Senior Management Team, who also report regularly to the Board of Directors. Directors are appointed according to the specific skills required by the organisation to fulfil its responsibilities as outlined in its Strategic Plan and are ratified on a yearly basis at the AGM.



## **Hope 4 Ur Life Limited**

### **Trustees' Report**

#### ***Recruitment and appointment of trustees***

It is an underpinning requirement that members of the management board have commitment to and an understanding of the ethos, aims and values of Hope 4 Ur Life. Specific skills may be required and with this in mind, new committee members are attracted by word of mouth. The new member is then invited to attend the regular meetings and would become full board members after being elected at the next AGM.

#### ***Organisational structure***

We have 3 full time posts, with 4 part time posts and 3 free-lance facilitators, as well as a group of 16-25 regular volunteers. Our CEO, relationship development manager and youth development manager are the 3 full time positions, with our youth development officer and the digital administrators being part time positions.

The part time finance manager retired during the year and an decision was made to outsource the finance function of the organisation.

We use the charity commission's code of good governance and have in place the necessary personnel from our staff team and board to help with adherence to this code.

We have an external independent accountant to prepare the annual financial accounts.

#### **Financial instruments**

#### ***Objectives and policies***

The charity's activities expose it to a number of financial risks including credit risk, cash flow risk and liquidity risk. The use of financial derivatives is governed by the charity's policies approved by the board of trustees, which provide written principles on the use of financial derivatives to manage these risks. The charity does not use derivative financial instruments for speculative purposes.

#### ***Cash flow risk***

The charity's activities expose it primarily to the financial risks of changes in foreign currency exchange rates and interest rates. The charity uses foreign exchange forward contracts and interest rate swap contracts to hedge these exposures.

Interest bearing assets and liabilities are held at fixed rate to ensure certainty of cash flows.

#### ***Credit risk***

The charity's principal financial assets are bank balances and cash, trade and other receivables, and investments. The charity's credit risk is primarily attributable to its trade receivables. The amounts presented in the balance sheet are net of allowances for doubtful receivables. An allowance for impairment is made where there is an identified loss event which, based on previous experience, is evidence of a reduction in the recoverability of the cash flows.

The credit risk on liquid funds and derivative financial instruments is limited because the counterparties are banks with high credit-ratings assigned by international credit-rating agencies.

The charity has no significant concentration of credit risk, with exposure spread over a large number of counterparties and customers.

#### ***Liquidity risk***

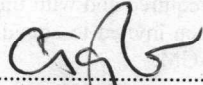
In order to maintain liquidity to ensure that sufficient funds are available for ongoing operations and future developments, the charity uses a mixture of long-term and short-term debt finance.

Further details regarding liquidity risk can be found in the Statement of accounting policies in the financial statements.

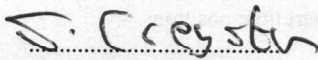
## Hope 4 Ur Life Limited

### Trustees' Report

The annual report was approved by the trustees of the charity on 25 July 2025 and signed on its behalf by:



Ms Cara Taylor  
Trustee



Mr Stephen Greyson  
Company Secretary and Trustee

## Hope 4 Ur Life Limited

### Statement of Trustees' Responsibilities


The trustees (who are also the directors of Hope 4 Ur Life Limited for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

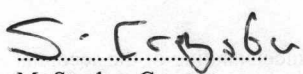
Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the trustees of the charity on 25 July 2025 and signed on its behalf by:

  
.....  
Ms Cara Taylor  
Trustee

  
.....  
Mr Stephen Greyson  
Company Secretary and Trustee