



TOUGH ENOUGH TO CARE

**ANNUAL
REPORT
2023**

**PREPARED BY:
STUART BRATT**



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OPENING STATEMENT FROM THE CEO AND FOUNDER STUART BRATT

The past year has marked a significant period of growth, change, and development for Tough Enough To Care. Amid the ongoing challenges of the Covid-19 pandemic and the cost-of-living crisis, the prevalence of moderate to severe depressive symptoms among adults in the UK has remained alarmingly high. Each year, it is estimated that 1 in 4 people will experience a mental health problem. Tragically, every 90 minutes, someone in the UK dies by suicide, with 76% of these deaths being men. For every life lost, there are 80 to 100 attempts—each one a desperate cry for help that too often goes unheard.

At the beginning of this reporting period, our primary objective was to enhance the support we provide within the community. Our goal is to help change these statistics and alleviate the pressure on the increasingly overwhelmed NHS services. Over the past year, we have expanded to 10 peer-to-peer support groups, grown our social media presence to offer 24/7 support, and strengthened our partnerships with local services. This expansion has broadened our network of supporting organisations for referring people in crisis. Additionally, we have continued our partnership with Shout to deliver a free text message support service.

We are also pleased to announce the addition of Alex Harrison to our staff as the Chief Development Officer. Alex's role focuses on forging new connections with other organisations and businesses and collaborating closely with me to develop innovative ways to raise awareness and foster positive conversations around mental health. He is also responsible for overseeing all of our support groups and training new facilitators.

This year, we set objectives to promote and increase personal fundraising activities among our supporters, which have become our primary source of income. By taking a personal approach to those who choose to fundraise for Tough Enough To Care, we have achieved remarkable success.

As always, our incredible volunteers work tirelessly to deliver our services and help break down the stigma surrounding mental health. We couldn't achieve what we do without their dedication and support. The year ahead promises to be exciting as we look forward to introducing new services and initiatives.

Stuart Bratt

Tough Enough To Care Founder and CEO



VISION, MISSION AND VALUES

Vision :

We believe mental health conversations should become a main stay in our daily lives, without fear of judgement or negative responses

Mission :

To break the stigma around mental health in male dominated spaces, whilst becoming a universally recognised organisation for mental health support and training for communities, businesses and individuals.

Core Values :

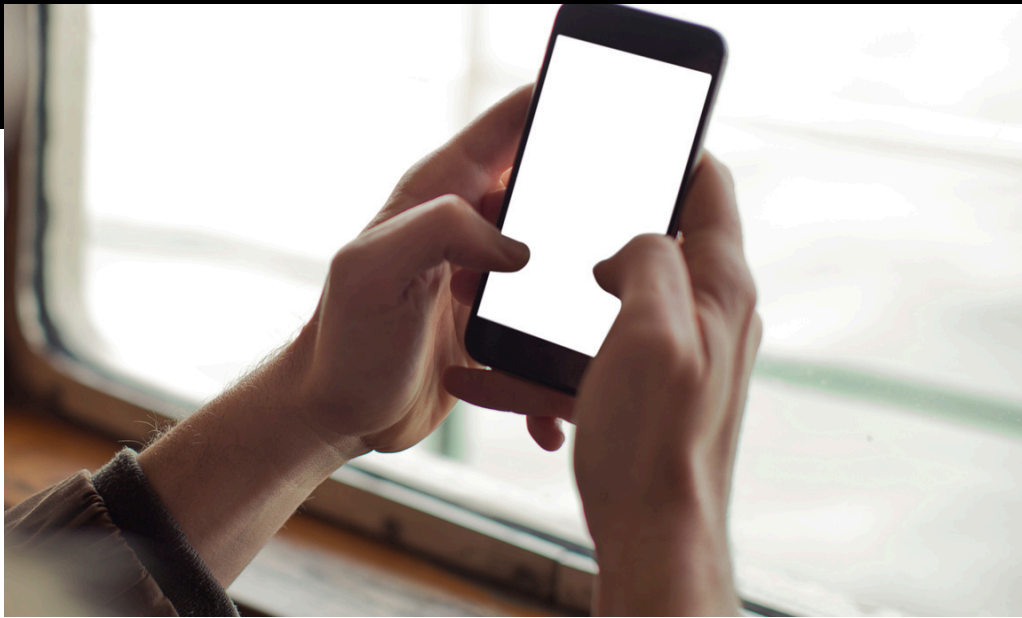
Empathy – We treat everyone’s individual journey with empathy

Learning – We never stop learning, to ensure the best possible support for others

Assistance – We assist others to grow and thrive

Support – We support people, NOT labels

Safety – We provide safe, non-judgmental spaces to talk



OUR SERVICES

We believe that money should never be a barrier to accessing mental health support, which is why all our services are completely free of charge to the end service user.

Text Service

We offer a free to use text support service in collaboration with Shout, designed to provide people struggling with their mental health with the assistance they need, whenever they need it. This invaluable service is available to everyone, regardless of the nature or severity of their concerns. Whether they're facing a significant crisis or simply need someone to talk to.

Users are connected with a compassionate and highly trained network of volunteers who are ready to listen and provide support. We understand the importance of privacy and discretion, which is why the service is completely confidential. There's no need to register, and text messages won't appear on phone bills, ensuring ultimate peace of mind.

Additionally, users don't need to worry about downloading any apps or software; our service is accessible directly from a mobile phone. Best of all, this support is available around the clock, 24/7, so users can reach out at any time, day or night.

Peer to Peer Support Groups

Our support groups are a vital lifeline, providing a sanctuary where individuals can freely discuss their mental health, share personal stories, and find mutual support. These groups are indispensable in bridging the often-lengthy waiting periods for NHS mental health treatments, and they offer continuous support beyond traditional counselling programs. For many, they provide a valuable alternative or complement to conventional therapy.

Every support group is led by a trained volunteer, and our devoted team of staff and volunteers typically have personal or familial experiences with mental ill health. This ensures that participants are met with empathy and understanding from someone who truly comprehends the courage it takes to seek help. Our volunteers are not only trained but also deeply committed to making a positive difference in the lives of those they support.



OUR SERVICES

Support Groups Continued...

Tough Enough To Care hosts 10 regular support groups . The groups are always free to attend with no booking or referral necessary. There's no obligation to talk during the meeting and the space is open to share thoughts without judgement. Currently our groups operate in Wall Heath, Kingswinford, Basingstoke, Wirksworth, Wednesbury, Halesowen and Harlow. We currently offer men's and women's groups.

Mental Health Training

Our speaking, training and peer support packages are designed and delivered by a passionate and experienced team and aim to help individuals to feel more confident in their ability to assist someone in crisis and provide initial support. We offer a suite of training for organisations, community groups, schools and clubs, ranging from short presentations to raise awareness of the issues surrounding mental health, to accredited courses delivered over a number of days.

In the last two years we have delivered training UK-wide to a broad range of organisations including the RAC, Jaguar Land Rover, Carlsberg Marstons and One Stop as well as the RAF rugby team, military units and community groups

Tough Truck

The Tough Truck is a vehicle that can be used at events around the country to start conversations about mental health. It is a vehicle for change. To reach out to those who may not reach out themselves, where taking the initial steps through the door to a support group may feel overwhelming, our truck will deliver the support to you. The truck will also be used to promote Mental Health services and organisations whilst also being used as a fundraising vehicle to raise money for new and ongoing projects. Additionally the Tough Truck can be used to attend crisis calls.

OUR TRUSTEES

VICTORIA BRATT

ALEX ELPHICK

ALEX LIGGETT

EMMA PRIEST

OUR LEADERSHIP TEAM

STUART BRATT : CEO AND FOUNDER

ALEX HARRISON: CDO (CHIEF DEVELOPMENT OFFICER)

OUR VOLUNTEERS

Our staff are supported by an incredible team of volunteers that give up their time to help with everything from facilitating support groups, to assisting at our charity events and promoting the work of Tough Enough To Care. Without their dedicated support, we would not be able to deliver our services. Their contribution is vital to the success of the charity and we are so grateful for each and every one of them.



OUR SUPPORTERS

Our organisation thrives due to the unwavering support of an exceptional team of dedicated individuals and supporters. Their commitment and contributions are pivotal in enabling us to consistently deliver our vital services. We deeply appreciate the collective effort and generosity of our supporters, whose belief in our mission empowers us to make a meaningful difference in the lives of others every days.

Ambassadors

This year we awarded eleven individuals Ambassador status. Our charity ambassadors play a crucial role in promoting our mission by raising awareness, fundraising, and building valuable connections. They engage in public speaking, media appearances, and social media campaigns to spread our message, while also hosting events and leading fundraising initiatives. Our Ambassadors volunteer their time to educate the public about our cause, sharing personal stories and highlighting our successes. Their passion, communication skills, and influence help drive support and make a significant impact on our work.

The Flaming Unicorns

One of the first fundraisers that Tough Enough To Care ran was a rugby match called “Tough Enough To Play.” The tournament united players from numerous different clubs across the country, with the primary goal of creating a safe space for players, whilst raising awareness and funds for the charity.

After the games, a number of players approached Tough Enough To Care and talked about establishing a dedicated team that would play two or three times a year to continue to raise funds for the charity. The open and supportive atmosphere of the games and the conversations around mental health that that fostered, really resonated with them. Recognising the potential, Stu and the Tough Enough volunteers began assembling a team, drawing considerable interest.

The Flaming Unicorns now play upwards of ten games a year and have introduced both a male and female team. The teams Whatsapp groups boast over 200 people including current players, retired players and referees, all willing to step out in the Unicorns colours. Together, they share a common mission to combat the stigma surrounding men’s mental health and to raise funds for Tough Enough To Care.

The Flaming Unicorns rugby team has become our biggest sole fundraiser, raising over £25,000 for TETC.



OUR YEAR IN NUMBERS



Over **500** people contacted our text support service.



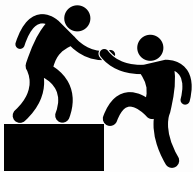
We trained **2,000** people from amateur sports clubs, community organisations and volunteer groups in basic mental health awareness, which will have a greater impact on up to **20,000** people with the support they can offer within their organisation



We attended **17** public events and were the sole chosen charity at **5** of these events. Of the events where we were the chosen charity, our message reached **15,000+** people at each event through digital marketing, printed literature and through talking to people in attendance about the support we offer



We expanded our support network by adding **5** new groups, bringing the total to **10**. Among these are **3** women's groups located in Wirksworth, Halesowen, and Kingswinford. This initiative was in response to feedback from our male peer support members, who expressed a need for their partners to have access to the same level of support they received, as their partners had been providing long-term support for their mental health.



Throughout 2023, we personally handled an average of **4-5** crisis calls per week. Our weekly call volume ranged from a minimum of **2** to a maximum of **8** calls. About **20%** of these cases required in-person support, while we were able to assist the remaining **80%** over the phone.

ACTIVITY UPDATE

ALEX HARRISON JOINS AS CHIEF DEVELOPMENT OFFICER

Alex Harrison joined the Tough Enough To Care Team as the Chief Development Officer this year.

Alex has worked in quarrying and construction industries for over 25 years; he has also trained in Martial Arts and played Rugby for over 30 years.

He has not only seen how male dominated environments have been a key factor in men not being able to open up and ask for help and support, but he has experienced it himself and has been in very dark places with his own anxiety and depression.

Alex says; *“I was lucky and found Tough Enough To Care when I needed help and support the most and my relationship with TETC and my journey has developed to be able to support others struggling with their mental health and in my small part be able to help remove the “man up” stigma and culture surrounding men’s mental health.”*



STU BRATT RECEIVED THE BRITISH CITIZEN AWARD



Our founder, Stuart Bratt, received the prestigious honour of British Citizen Award (BCAh). Stu was recognised at the Palace of Westminster with the prestigious British Citizen Award (BCA) in recognition of his extraordinary endeavours.

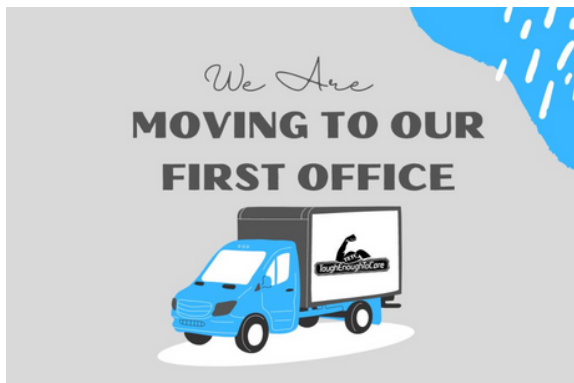
The British Citizen Award in partnership with One Stop, is now in its ninth year and recognises exceptional individuals who positively impact their communities throughout the country.

Dubbed ‘The People’s Honours’ due to the fact that anyone with an OBE, CBE or KBE is ineligible to receive a BCA, this programme recognises true community heroes for their divergent endeavours and positive impact on society.

Stuart was one of only 29 individuals to be recognised at the Palace of Westminster on 26th January 2023. The British Citizen Award is widely viewed as the nation’s way of recognising extraordinary, everyday people for exceptional endeavour and are truly representative of today’s multicultural Britain.

ACTIVITY UPDATE

WE MOVED INTO OUR OFFICE



This marks a significant milestone in our journey, one we never imagined reaching so soon! Tough Enough To Care initially operated from the dining room table of our CEO's home for the first few years.

We now have a small office in the heart of the West Midlands, serving as both a headquarters for our team and an official meeting space.

MORE AWARDS AND NOMINATIONS!



We were highly commended in the BBC Make A Difference Awards.

We had the opportunity to meet some incredible people, doing incredible things for their community.

The film that we created with Playmotion and Stuart Bratt, was nominated in the Charity Film Awards

Alex Bowdery - Director & Producer said: "I can't even begin to say how humbled I am by this. The work that the entire team put into this was second to none and I think the result speaks for itself. For it to be recognised at this level is just incredible."



FEEDBACK

One night looking at support options like Samaritans, Mind and through the NHS, I merely googled "west midlands mental health support groups" expecting to see a phone number. but then Tough Enough came up. Now, my anxiety was insanely high, I mean come on. a 25-26 year old, going to a support group, but I said sod it, ill try. see what happens, and I can 1000% say, best choice I ever made. I got made to feel welcome, I got told I could be open about anything, that there was something for everyone there. They have helped me through the darkest times ever and I owe them so much.

Jack (Kingswinford)

"I was in bad shape - very low moods, extreme anxiety and incredible bad self-esteem. A friend of mine put me in touch with the Wirksworth Tough Enough To Care group. With some trepidation I attended a meeting at the health centre... After that meeting I left feeling a bit more comfortable. Over the weeks and months [since] I have found the group a great benefit...my moods have improved immensely, my anxiety is under control, and I am enjoying life far more now than in the past."

Wirksworth Group Member

"I have sat through hours of therapy sessions and this has helped me more in 1 hour than I've been helped in the last 20 years."

"I have suffered with depression for 10 years, been through 3 courses of CBT (cognitive behavioural therapy) by the NHS and numerous talks and speeches. The training session delivered by Stu from TETC was hands down the most helpful and relatable form of support I have experienced. The clear passion behind their work is evident as soon as you enter the room, and I didn't want the talk to end."

"This course was amazing for me on a personal level, we were spoken to as humans and it helped me realise how deep into the darkness I actually went."

Feedback from our training sessions.

"The Tough Enough team were at a community event last weekend and I popped over to see their awesome van, The Tough Truck. Whilst talking, I witnessed a gentleman approach the team and he was clearly upset. A team member spoke with him for a considerable amount of time, offered him a drink, some literature about their support networks and the man left in a visibly better mood and returned to his family with a smile on his face. It was quite beautiful to witness."

PARTNERSHIPS AND COLLABORATIONS

SCHOOLS PARTNERSHIPS

While Tough Enough To Care has historically centered around adult mental health, this year we've expanded our outreach to include senior schools in the West Midlands, such as St. Michaels in Rowley Regis and Summerhill in Kingswinford. It's crucial to engage teenagers, especially teenage boys, in conversations about mental health to promote awareness and support at a formative age. By addressing mental health openly in schools, we aim to reduce stigma, provide early intervention, and equip young people with the tools and understanding they need to maintain their mental well-being as they transition into adulthood.



LIVE EVENT AT DICE TOWER

Charity ambassador for the south, Martin Robertson worked with Dice Tower to bring live Mental Health Awareness events to Basingstoke.

Martin said: *"A massive thanks to Scott for the great support we have received from The Dice Tower, and another big thank you to Nicky and Vicky at Westside Community Centre, who have been so helpful and supportive in what we are trying to do."*



SHEFFIELD UNIVERSITY

We were deeply honored by the invitation from the University of Sheffield, where we conducted a series of comprehensive training courses and engaged in meaningful discussions with students about mental health. Our sessions aimed to raise awareness, provide support strategies, and foster a more inclusive campus environment.

Looking ahead to 2024, we are excited to embark on establishing a peer-to-peer support group within the university community. This initiative will offer students a dedicated space to share experiences, offer mutual support, and build resilience together. We are committed to continuing our collaboration with the University of Sheffield to promote mental well-being and create a supportive network for all students.



PARTNERSHIPS AND COLLABORATIONS

RAF PARTNERSHIP

For the past 12 months, the RAF Odiham charities committee has been steadfast in their support for us. Stu, who cherished every moment of his military career at RAF Odiham, continues to hold a special place in his heart for the base, its aircraft, and the dedicated personnel. Both Odiham Eagles RFC and RAF Odiham FC proudly feature us as their primary charitable cause on their shirts, actively raising funds for us through base matches and 7's tournaments. Their commitment ensures vital support for our cause and strengthens our bond with the military community.



GEARS OF GOODWILL



We've been lucky to work with the Gears Of Goodwill charity for a couple of years now around the East Midlands, and support them with the incredible work they do within the homeless communities in Derbyshire.

THE FULL MONTY!

Brierley Hill Musical Theatre Company selected us as their charity partners for their production of The Full Monty. This adaptation of the beloved film portrays six unemployed steelworkers in Buffalo, New York, confronting their vulnerabilities and supporting each other through personal challenges.

As they prepare for a transformative performance, the men overcome fears and find strength in solidarity, embodying our ethos of promoting open conversations about men's mental health without stigma. Their journey resonates deeply with Tough Enough To Care's mission, inspiring courage and camaraderie in facing life's trials.



FINANCIAL REPORT

Tough Enough to Care

Statement of Financial Activities for the Year Ended 31 December 2023

	Notes	Unrestricted fund £	Restricted fund £	31.12.23 Total funds £	31.12.22 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		200,079	-	200,079	153,866
Other trading activities	2	21,481	-	21,481	2,742
Total		<u>221,560</u>	<u>-</u>	<u>221,560</u>	<u>156,608</u>
EXPENDITURE ON					
Raising funds	3	124,638	-	124,638	103,552
Other		74,890	-	74,890	2,748
Total		<u>199,528</u>	<u>-</u>	<u>199,528</u>	<u>106,300</u>
NET INCOME		22,032	-	22,032	50,308
RECONCILIATION OF FUNDS					
Total funds brought forward		167,822	-	167,822	117,514
TOTAL FUNDS CARRIED FORWARD		<u>189,854</u>	<u>-</u>	<u>189,854</u>	<u>167,822</u>

Tough Enough to Care

Balance Sheet

31 December 2023

	Notes	Unrestricted fund £	Restricted fund £	31.12.23 Total funds £	31.12.22 Total funds £
FIXED ASSETS					
Tangible assets	7	16,470	-	16,470	13,083
CURRENT ASSETS					
Cash at bank		176,456	-	176,456	155,413
CREDITORS					
Amounts falling due within one year	8	(3,072)	-	(3,072)	(674)
NET CURRENT ASSETS		<u>173,384</u>	<u>-</u>	<u>173,384</u>	<u>154,739</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>189,854</u>	<u>-</u>	<u>189,854</u>	<u>167,822</u>
NET ASSETS		<u>189,854</u>	<u>-</u>	<u>189,854</u>	<u>167,822</u>
FUNDS	9				
Unrestricted funds				<u>189,854</u>	<u>167,822</u>
TOTAL FUNDS				<u>189,854</u>	<u>167,822</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, 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 accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Hire purchase and leasing commitments

Rentals paid under operating leases are charged to the Statement of Financial Activities on a straight line basis over the period of the lease.

2. OTHER TRADING ACTIVITIES

	31.12.23	31.12.22
	£	£
Fundraising events	(232)	-
Sale of Promotional Goods	21,713	2,742
	<u>21,481</u>	<u>2,742</u>

Notes to the Financial Statements - continued
for the Year Ended 31 December 2023

3. RAISING FUNDS

Raising donations and legacies

	31.12.23	31.12.22
	£	£
Staff costs	70,279	38,501
Registration Costs	3,463	3,376
Professional Fund Raising Fees	11,134	-
Support costs	-	13,461
	<u>84,876</u>	<u>55,338</u>

4. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	31.12.23	31.12.22
	£	£
Independent Inspection Fee non -audit	725	-
Depreciation - owned assets	9,961	6,624
Other operating leases	<u>8,461</u>	<u>2,381</u>

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the year ended 31 December 2022.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2023 nor for the year ended 31 December 2022.

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	133,866	20,000	153,866
Other trading activities	2,742	-	2,742
Total	<u>136,608</u>	<u>20,000</u>	<u>156,608</u>
EXPENDITURE ON			
Raising funds	65,051	38,501	103,552
Other	2,748	-	2,748
Total	<u>67,799</u>	<u>38,501</u>	<u>106,300</u>
NET INCOME/(EXPENDITURE)	68,809	(18,501)	50,308
Transfers between funds	16,999	(16,999)	-
Net movement in funds	85,808	(35,500)	50,308

7. TANGIBLE FIXED ASSETS

	Plant and machinery £	Motor vehicles £	Computer equipment £	Totals £
COST				
At 1 January 2023	1,053	22,400	3,042	26,495
Additions	-	12,500	848	13,348
At 31 December 2023	<u>1,053</u>	<u>34,900</u>	<u>3,890</u>	<u>39,843</u>
DEPRECIATION				
At 1 January 2023	408	11,200	1,804	13,412
Charge for year	263	8,725	973	9,961
At 31 December 2023	<u>671</u>	<u>19,925</u>	<u>2,777</u>	<u>23,373</u>
NET BOOK VALUE				
At 31 December 2023	<u>382</u>	<u>14,975</u>	<u>1,113</u>	<u>16,470</u>
At 31 December 2022	<u>645</u>	<u>11,200</u>	<u>1,238</u>	<u>13,083</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.23 £	31.12.22 £
Trade creditors	(1)	-
Accrued expenses	3,073	674
	<u>3,072</u>	<u>674</u>

9. MOVEMENT IN FUNDS

	At 1.1.23 £	Net movement in funds £	At 31.12.23 £
Unrestricted funds			
General fund	167,822	22,032	189,854
TOTAL FUNDS	<u>167,822</u>	<u>22,032</u>	<u>189,854</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	221,560	(199,528)	22,032
TOTAL FUNDS	<u>221,560</u>	<u>(199,528)</u>	<u>22,032</u>

Comparatives for movement in funds

	At 1.1.22 £	Net movement in funds £	Transfers between funds £	At 31.12.22 £
Unrestricted funds				
General fund	82,014	68,809	16,999	167,822
Restricted funds				
Payroll Contribution	35,500	(18,501)	(16,999)	-
TOTAL FUNDS	<u>117,514</u>	<u>50,308</u>	<u>-</u>	<u>167,822</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	136,608	(67,799)	68,809
Restricted funds			
Payroll Contribution	20,000	(38,501)	(18,501)
TOTAL FUNDS	<u>156,608</u>	<u>(106,300)</u>	<u>50,308</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.1.22 £	Net movement in funds £	Transfers between funds £	At 31.12.23 £
Unrestricted funds				
General fund	82,014	90,841	16,999	189,854
Restricted funds				
Payroll Contribution	35,500	(18,501)	(16,999)	-
TOTAL FUNDS	<u>117,514</u>	<u>72,340</u>	<u>-</u>	<u>189,854</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	358,168	(267,327)	90,841
Restricted funds			
Payroll Contribution	20,000	(38,501)	(18,501)
TOTAL FUNDS	<u>378,168</u>	<u>(305,828)</u>	<u>72,340</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2023.

Tough Enough to Care

Detailed Statement of Financial Activities for the Year Ended 31 December 2023

	31.12.23 £	31.12.22 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Gifts	2	1
Donations	157,457	95,665
Grants	42,620	58,200
	<hr/>	<hr/>
	200,079	153,866
Other trading activities		
Fundraising events	(232)	-
Sale of Promotional Goods	21,713	2,742
	<hr/>	<hr/>
	21,481	2,742
	<hr/>	<hr/>
Total incoming resources	221,560	156,608
EXPENDITURE		
Raising donations and legacies		
Wages	69,167	38,501
Social security	1,112	-
Registration Costs	3,463	3,376
Professional Fund Raising Fees	11,134	-
	<hr/>	<hr/>
	84,876	41,877
Other trading activities		
Purchases of Promotional Goods	34,777	20,832
Other operating leases	8,461	2,381
Commission	-	3,700
Group Expenses	10,761	9,272
Miscellaneous Fund Raising Exp	1,301	-
	<hr/>	<hr/>
	55,300	36,185
Support costs		
Management		
Insurance	1,795	1,008
Telephone	2,192	711
Postage and stationery	3,921	3,501
Advertising	5,722	6,414
Other Establishment Costs	886	2,842
Motor & Travelling Costs	5,514	3,768
Event Fees	600	-
	<hr/>	<hr/>
	20,630	18,244

Finance		
Bank charges	298	-
Carried forward	298	-

Tough Enough to Care

Detailed Statement of Financial Activities
for the Year Ended 31 December 2023

	31.12.23	31.12.22
	£	£
Finance		
Brought forward	298	-
Plant and machinery	263	263
Motor vehicles	8,725	5,600
Computer equipment	973	761
Card Processing Fees	1,086	-
	<hr/>	<hr/>
	11,345	6,624
Information technology		
Repairs and renewals	1,547	1,123
Sundries	9,008	425
Computer Related Costs	-	926
	<hr/>	<hr/>
	10,555	2,474
Human resources		
Therapist	1,350	-
Other		
Impairment losses for heritage assets	1,310	-
Governance costs		
Independent Inspection Fee non -audit	725	-
Accountancy and legal fees	-	896
Accountancy fees	1,370	-
Payroll Preparation	142	-
Bookkeeping	3,510	-
Trade Subscriptions	8,415	-
	<hr/>	<hr/>
	14,162	896
Total resources expended	<hr/>	<hr/>
	199,528	106,300
Net income	<hr/>	<hr/>
	22,032	50,308
	<hr/> <hr/>	<hr/> <hr/>

PLANS FOR 2024

Recruitment

Tough Enough To Care has taken steps to seek a full time staff position of Fundraising and Marketing Manager in 2024. This crucial role will bring significant benefits to our organisation and the communities we serve.

A Fundraising and Marketing Manager will play a pivotal role in expanding our outreach and securing vital resources to support our initiatives. By strategically planning and executing fundraising campaigns, they will help us broaden our donor base and increase financial support, ensuring sustainability and growth for our projects.

Moreover, this role will strengthen our communication efforts, enhancing awareness of Tough Enough To Care and its achievements through effective marketing strategies. By engaging with our stakeholders and the public, the Fundraising and Marketing Manager will amplify our visibility and advocacy efforts, fostering greater community involvement and support.

Overall, recruiting a Fundraising and Marketing Manager will empower Tough Enough To Care to make an even greater impact, ensuring we can continue to provide essential services and support to those in need.

Online Presence and Brand

During 2024 we will be embarking on an exciting initiative to enhance our online presence and outreach efforts. We are focused on upgrading our website to provide clearer navigation and comprehensive information about mental health support. This improvement aims to ensure that individuals seeking assistance can easily access the resources and guidance they need.

Additionally, we are committed to developing our social media presence to mirror these enhancements.

Furthermore, part of our strategy includes creating a more distinct and recognisable brand identity. We aim to establish a cohesive brand look across all platforms, ensuring that people instantly recognise Tough Enough To Care. This unified branding will strengthen our credibility and visibility, reinforcing our commitment to promoting mental well-being and providing essential resources.

By upgrading our website, expanding our social media presence, and defining our brand identity, Tough Enough To Care is poised to make a more profound impact in raising awareness about mental health and supporting those in need.

PLANS FOR 2024 CONTINUED

Talking Suicide

2024 will see the launch of our new initiative “Talking Suicide” to grass roots sports clubs.

In 2024 and 2025, we will build on the incredible success of our 2023 pilot programs to roll out Talking Suicide across the West Midlands. Our vision is to engage grass roots sports clubs in creating a robust network of ‘Mental Health Ambassadors.’ These ambassadors, trained through our programs, will serve as the first point of contact for those seeking mental health support within their communities.

Additional Support Groups

The Peer Support Group project is set to expand our current mental health peer support groups by the end of 2025. This growth targets rural communities in Herefordshire, Worcestershire, Shropshire, Mid Wales, Gloucestershire, and Derbyshire, areas that face significant social isolation and elevated suicide rates. Our mission is to extend our reach and provide critical support where it is most needed.

Additional Training

We aim to put Alex forward to become a Mental Health First Aid Instructor Member.

Additionally, Stu and Alex will complete Level 3 AET (Awards and Education Training), formerly known as the Petals course.

Looking ahead to 2025, our aspirations include having one or more individuals trained as safeguarding instructors, enhancing our team's capability to promote safety and well-being within our community.

Enhance profile at community engagements and events.

We are committed to enhancing our profile at community engagements and events, aiming to deepen our connections and visibility within the community. As part of this initiative, we are expanding our fundraising program to increase our impact.

STRUCTURE, GOVERNANCE AND MANAGEMENT

STATUS

Tough Enough To Care was awarded charity status in January 2020.

ORGANISATIONAL STRUCTURE AND KEY POLICIES

The Trustee Board meets quarterly, or more frequently if necessary. They oversee the strategic direction and policy of the charity, and provide governance for its operations.

The Chairman regularly updates the Trustees/Directors on issues affecting the charity, both during board meetings and in between. They also maintain frequent direct communication with the executive management to ensure continuous reporting and governance of operational matters.

The delegation of the day-to-day responsibility for the running of Tough Enough To Care rests with the Chief Executive, who is supported by one other full-time staff member.

The principal policies adopted by Tough Enough To Care are summarised as follows:

Confidentiality Policy

Tough Enough To Care recognises that employees, volunteers and trustees gain information about individuals and organisations during the course of their work or activities. In most cases such information will not be stated as confidential and colleagues may have to exercise common sense and discretion in identifying whether information is expected to be confidential. This policy aims to give guidance but if in doubt, seek advice from the founder or board of trustees (for the purpose of this policy 'the board' is the founder and the board of trustees.)

Equality, diversity and inclusion policy

Tough Enough To Care is committed to encouraging equality, diversity and inclusion among our Trustees, Staff, Beneficiaries and volunteers, and eliminating unlawful discrimination.

The aim is for our Trustees, Staff, Beneficiaries and volunteers to be truly representative of all sections of society and our Beneficiaries, service users, and for each employee and volunteer to feel respected and able to give their best.

The organisation - in providing goods and/or services and/or facilities - is also committed against unlawful discrimination of beneficiaries, service users or the public.

Harrasment and Bullying Policy

Harassment or victimisation on the grounds of race, colour, nationality, ethnic or national origin, sex, marital status, gender reassignment, sexual orientation, religious belief, disability or age is unacceptable. This policy covers all types of harassment.

Reserves

Reserves are maintained at a level that allows the charity to manage financial risks and meet financial obligations as they arise. According to our reserves policy, unrestricted and undesignated income is intended to cover six to twelve months of projected expenditures, unless specific circumstances warrant additional reserves as determined by the Chief Executive Officer (such as financial uncertainty or planned organisational investments).

This determination is based on:

1. Regularly updated cash flow forecasts, which are reviewed and discussed at Trustee meetings.
2. Assessments of Tough Enough To Care's short-term and long-term liabilities and commitments.

Tough Enough To Care's primary objective is to ensure sufficient funds are available to cover immediate working capital needs for the upcoming six to twelve months.

Safeguarding

Tough Enough To Care's staff safeguarding policy is designed to support staff, volunteers, and supporters. Given the nature of the work, it is crucial to establish clear policies, processes, and boundaries to enable staff to perform their roles in a supportive environment and to protect themselves.

Volunteers Code of Conduct

Tough Enough To Care places great value on the involvement of volunteers in its work in various ways. Volunteers help enhance the range and quality of services provided by Tough Enough To Care by putting their time, skills, knowledge and experience at its disposal. They help keep Tough Enough To Care's work relevant to the community by bringing a range of personalities, backgrounds and experience into the organisation. This policy is intended to ensure good practice in the involvement of volunteers in Tough Enough To Care's work.

Risk Management

The Trustees and Management Team have evaluated the significant risks faced by Tough Enough To Care, particularly those pertaining to its operations and finances, and are confident that systems are in position to mitigate these risks effectively. They regularly review these risk factors and control measures.

The day-to-day management of risks is delegated to Tough Enough To Care's senior management team. The team conduct risk assessments prior to Trustees' meetings and promptly informs them of any new, significant, or urgent risks. Maintaining effective risk management remains a priority to ensure that growth aligns with strong governance practices.

Financial risks are closely monitored through comprehensive reporting and are collectively overseen by the Trustees, Management Team and Management Accountant. Monthly management accounts, which include cash flow reports, are prepared and budget reviews are conducted regularly.