



TOUGH ENOUGH TO CARE

**ANNUAL
REPORT
2024**

**PREPARED BY:
STUART BRATT**



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OPENING STATEMENT FROM THE CEO AND FOUNDER STUART BRATT

As we reflect on the past year, it's impossible to ignore the growing mental health crisis facing Britain today. The pressure on individuals, families, NHS services, and communities continues to mount – but so does our commitment to being there, every step of the way.

At the heart of our work, are the people we support and thanks to our dedicated services, we're able to offer real help when it matters most. Our national peer support group network, headed up by our Chief Development Officer, Alex, remains a lifeline for many, our text helpline has become a trusted point of contact for those in distress, and our Mental Health First Aid training continues to empower individuals and organisations with the tools to make a real difference.

We've seen a wave of promise and possibility in our community fundraising efforts this year. The generosity, creativity, and commitment of our supporters have been truly inspiring. From bake sales to marathons, from corporate partnerships to individual challenges – we are extremely lucky to be backed by such an incredible community.

Our corporate connections have gone from strength to strength and it has been a real privilege to deliver Mental Health First Aid training to several household names - a clear sign that businesses are ready to take mental health seriously, and we are proud to be part of that change.

This year, we also welcomed Vicki, our Head of Fundraising and Marketing to our team, which was a move that's already paying off. With improvements to our website, stronger social media engagement, and more strategic fundraising campaigns, we're reaching more people and growing our impact every day.

None of this would be possible without our volunteers. Their time, passion, and dedication are the backbone of everything we do. Whether facilitating support groups, or helping at events, their impact is immeasurable and continues to make a difference in many lives across the UK.

To our volunteers, supporters, partners, and team we say a massive thank you. Together, we're making a difference. And together, we'll keep pushing forward, until everyone experiencing a mental health challenge knows they're not alone.

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 :

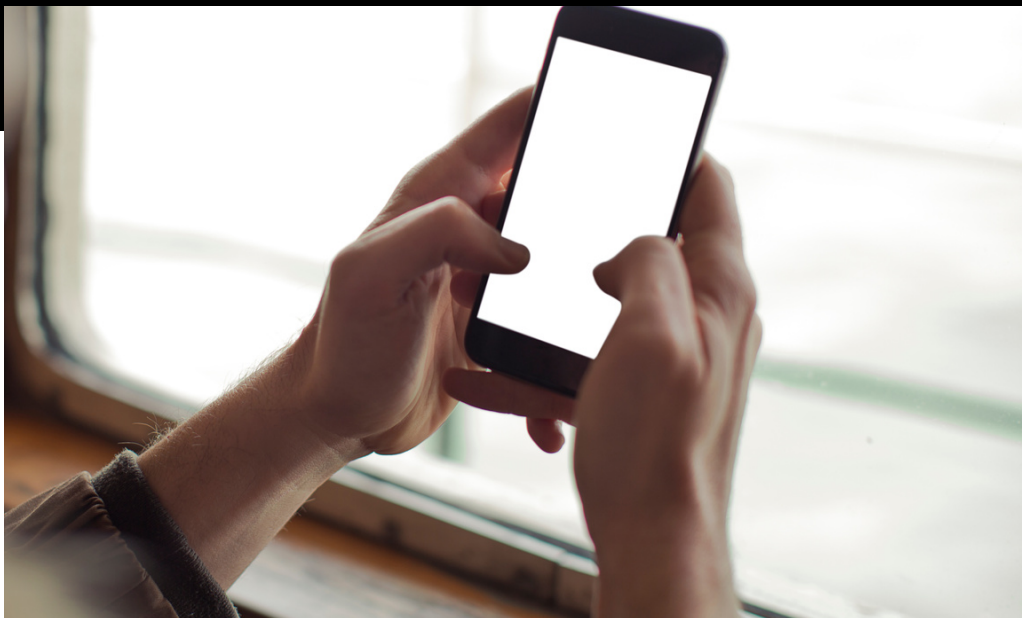
Empathy – We treat everyone’s individual journey with empathy

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.

OUR TRUSTEES

ALEX ELPHICK

ALEX LIGGETT

EMMA PRIEST

VICTORIA BRATT

OUR LEADERSHIP TEAM

STUART BRATT : FOUNDER & CEO

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

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.



OUR YEAR IN NUMBERS



8 incredible runners took part in the London Landmarks Half Marathon challenge for Tough Enough To Care, raising an incredible **£5645.81**



4 intrepid RAF Regiment Gunners: Sgt Phil Angus, Sgt Dan Martin, Cpl Justin Wallace & Cpl Gary Binns rowed across the Atlantic Ocean for 61 days 19 hours and 13 minutes! The team overcame significant obstacles during their journey such as, equipment failure, water leaks, vast fields of sargassum seaweed which impeded their progress, high seas and stormy weather conditions. Ultimately they raised an incredible **£4400.80** for Tough Enough To Care.



1 of our incredible Ambassadors Pete Beatty also took on the Atlantic Row SOLO (!!) and raised **£10,000** for the charity. He holds the title as the oldest man to ever take on the challenge.



99 supporters took on a variety of fundraising challenges through JustGiving—from runs and walks to bake sales, dragon boat races, skydives, boxing matches, inflatable runs, cycle rides, and more. Together, they raised an outstanding **£27,626.25** over the year, making a huge impact on our cause.

300+ Crisis interventions - via messenger service/ email / personally at events/ through 3rd party interventions.



66 people have been trained in the one day MHFA champion course.
190 people have been trained in the 2 day MHFA Course

Over 1500 people have been trained through Tough Enough To Care Better Mental Health Sessions and Bespoke courses.

An accumulated figure of over 5000+ people have attended the support groups.



ACTIVITY UPDATE

VICKI WOOTTON-CHAMPION JOINED AS HEAD OF FUNDRAISING AND MARKETING

Vicki joined the Tough Enough To Care Team as the Head of Fundraising and Marketing in January this year.

Vicki has worked in the charity sector for a number of years and is passionate about making mental health support easily accessible for everyone.

Throughout 2024, she has spearheaded a comprehensive overhaul of our website and social media pages, transforming them into valuable sources of online support. Additionally, she has expanded our stewardship and fundraising efforts, ensuring we can continue delivering our essential services.

Vicki says; “I am humbled to be a part of such an incredible team of staff and volunteers that are facilitating those opportunities for others and who are helping to break the “man up” stigma. It is so important that we make asking for help feel okay for those who need it.”



ALEX SPOKE ON BBC RADIO



Our Chief Development Officer, Alex, spoke candidly on **BBC Radio Derby**, sharing his insights and personal experiences with mental health. In his conversation with Ian Skye, he highlighted the mission of Tough Enough To Care, sparking an outpouring of support. The broadcast resonated deeply with listeners, inspiring many to join our support groups and be part of Tough Enough To Care.

WE LAUNCHED OUR TIK TOK PAGE!



With the help of the wonderful **Brierley Hill Musical**

Theatre, we launched our Tik Tok page with a series of videos about mental health.

The rapid evolution of digital media, particularly video content, underscores the necessity of leveraging these platforms to effectively communicate our message and support those in need. Digimind reports that nearly a third of the UK's population and more than half of mobile social network users—21.1 million people—will regularly use TikTok by 2026. Globally, TikTok boasts 1.2 billion monthly active users.

In 2022, TikTok had 21.81 million users in the UK aged 18 and older, with 40.3% male users and 59.7% female users. These demographics are precisely our target audience, as suicide is the leading cause of death among individuals aged 18 to 45. To reach and support the people who need us most, we must be present on the platforms they use regularly.

ACTIVITY UPDATE



WE HELD OUR FIRST CHARITY BALL.

We hosted our inaugural charity ball at The Copthorne in Merry Hill and are thrilled to have raised over £3,500!

The evening was a truly memorable occasion, allowing us to build new relationships that will carry us into 2025 and beyond. It also provided a great opportunity to engage with attendees and share the important work we're doing.

HIGH SHERIFFS AWARD



Alex & Stu had the honour of attending a multi faith thank you service, where they both received a High Sheriffs Award for their hard work and dedication to raising awareness of mental health in male dominated spaces, whilst promoting positive conversations around mental health within these environments.

MID WALES TOURISM AWARDS



Our ambassador Jordan Davies won The Special Recognition Award at the Mid Wales Tourism Awards for the Heart of Wales 7s event.

The Heart of Wales Rugby 7s is not just Wales' biggest sport and music festival – it's a beacon of community spirit, mental health advocacy, and economic development. The event has raised in excess of £30,000 for Tough Enough To Care since we partnered with them two years ago.

We are so honoured to be part of such a meaningful partnership, and we can't wait to see what's next for HoW7 as it celebrates its 10th birthday in 2025.

ACTIVITY UPDATE

RAF

We are proud and honoured to have continued our work with the RAF in 2024, strengthening our partnership to provide vital mental health support across multiple bases in the UK. Our work extends to locations such as Shawbury, Leeming, and Odiham, as well as the RAF Rugby Union and the Rugby Union Vultures, ensuring comprehensive well-being support for those who serve their communities.



MOD - EUROPEAN DEFENCE ACADEMY

We supported the Ministry of Defence and the European Defence Academy in their commitment to mental health and well-being. As part of this collaboration, we provided dedicated support to individuals during a well-being event, promoting resilience, mental health, and overall wellness within the defence community



FEEDBACK

I've been involved with the Wirksworth support group now for over 18 months and I found it to be very useful at times when I've needed support and company due to wellness and mental health issues. As a group participant and also facilitator I feel these groups are a huge benefit to the local community and offer an important and vital service. Without breaking confidentiality we have a couple of group attendees that less than 12 months ago were literally on the edge of seeking away to not be around anymore through self harm and neglect. Having met with these individuals over the last couple of weeks, it's been wonderful to see them move on, become more functional and also share with the group and Alex that without the support from the group there's a huge possibility they would not be with us anymore.

When I joined in almost 2 years ago I think I was almost hit rock bottom emotionally with all the stresses that my work provides and after losing my Dad. Thankfully being at the group has allowed me to experience other men's pains and issues, I've learnt so much from each and everyone that's involved. I discovered new coping tools and techniques to help cope with the darker days. Even on days when I'm feeling 10/10 I wanna be there just in case I've got an idea or solution to help the many friends I've made there.

Your support group has been a fantastic resource to me. I first came along feeling very raw after several years of emotional stress and also going through a divorce. The openness of the group and none judgemental approach you have, and the comradery everyone has is just fantastic. The support everyone gives to each other, and considered advice and references is amazingly helpful. You all have helped me to be more in control of my life, understand when I'm not feeling so good, and know I can always reach out when I need to, no matter when that is.

We all need groups like this, we are all vulnerable to some degree, and until we really break we are not aware of why or what is wrong. Being able to reach out, and knowing where to reach out is becoming more and more important for today's society.

I really struggle to open up and talk about myself. Since I've been coming I've found that a lot more easy and comfortable to do that I'm not alone. It's helped massively. My biggest thing in life is self-doubt that I am enough and do enough to make other people's life easier and happy. I think in doing this I have neglected myself and perhaps made things worse. Listening to other people's experiences and putting them together with my own is slowly making me realise that I am.

FEEDBACK

I have been going to Wirksworth Tough Enough To Care since it began. Originally I went to take my friend who was suffering bad mental health issues. I then found I had been hiding my issues and I needed the group. At the group you can speak if you want or stay quiet. There is no judgement of any kind just a bunch of guys who have been suffering in silence for way too long. In the group there is care, compassion and most importantly confidentiality. To me the best part is you are not alone, we have all had different painful journeys but beneath it all we are all the same. The group provides a safe space to talk about issues, with thoughts and suggestions if you want them or silent acceptance if you don't. I have witnessed some totally broken men slowly coming back to life with the absolute total support of the group. I believe every city, town and village should have a safe space where men can shout and cry about their problems. I cannot thank the group enough for saving me and my new found brothers.

JLA Group -

"We have worked with Tough Enough To Care on several occasions and cannot recommend Stu and his team highly enough. Their mental wellbeing workshops and online webinars have enabled us to engage with our employees across the country on challenging topics. Their approach is both professional and compassionate and they make it easy for people to open up. We would highly recommend TETC to other organisations."

Summerhill School -

Working with Tough Enough to Care has been both a pleasure and a privilege. The team delivered training to all of our staff to support us, to support our students. The training has enabled staff to identify early signs of poor mental health and provided us with strategies to be proactive in assessing and then intervening to help students. The team are always available to come and speak to individual students and have trained our Student Wellbeing Ambassadors. We are proud to be associated with Tough Enough to Care and hope our partnership continues to grow in the future. If you are considering working with Tough Enough to Care....do not hesitate, they are a wonderful organisation.

Tim Harris - Headteacher

Jack Moody Group -

We recently had the opportunity to undertake a mental health training seminar with Stu, and it was an incredibly valuable experience for our teams. His friendly and informal approach was perfectly suited to the audience, creating an open and comfortable environment for discussion.

Stu's use of storytelling alongside his teaching methods was particularly impressive - engaging the audience while making the content relatable and easy to digest. Despite the sensitivity of the topic, he delivered the session in a way that left attendees feeling informed rather than overwhelmed.

The seminar provided practical insights on better communication and managing situations involving those struggling with mental health, equipping our teams with knowledge they can apply in real-world scenarios. We'd highly recommend this training, especially to those working in industries - such as male-dominated fields - where these conversations aren't typically had. It's a powerful reminder that it's okay to talk.

WORKING IN PARTNERSHIP

RUN FOR CHARITY

This year, we were excited to partner with Run For Charity as part of our mission to expand our fundraising program. Run For Charity collaborates with thousands of UK charities and over 800 event organisers, offering the largest platform for filling spots in challenge events. Their unique model allows charity members, like us, to secure places in these events without the upfront commitment of purchasing spots. Thanks to this partnership, we've been able to raise significant funds by involving supporters in events nationwide, all without the financial risk of buying places ourselves.



SUMMERHILL HIGH SCHOOL

We've partnered with Summerhill High School in Kingswinford as part of their commitment to changing the stigma surrounding mental health in school. As part of this collaboration, Headteacher Tim has also become one of our Ambassadors. Stu has worked closely with the school, providing mental health training for the teachers and offering support to students facing mental health challenges.



ULTRA EVENTS

We are proud to have become a charity partner with Ultra Events, which offers a variety of boxing, MMA, and comedy training challenges to help participants push their limits while raising funds for charitable causes. Through this partnership, ten of our supporters took part in these events, helping to raise both vital funds and awareness for our cause.



MILES FOR MINDS

Miles for Minds approached us and asked us to work with them on their incredible new initiative.

Established in July 2024 and serving the North West UK, Miles for Minds brings together men of all ages to explore stunning locations like North Wales, the Lake District, the Yorkshire Dales, and the Peak District. Their mission is simple: To provide a no-pressure environment where men can walk, talk, and share their journeys.

To promote mental health awareness while enjoying the beauty of nature.

To help build friendships and support networks that last.



WORKING IN PARTNERSHIP

MATT LOFTUS COACHING

Our incredible Ambassador, Matt Loftus, not only took on our 'Make It Your 84 Challenge' this year but also pledged to generously donate a percentage of the profits of every MHFA course that he delivers to Tough Enough To Care. His dedication is truly inspiring, and we are grateful for his ongoing support in promoting mental health awareness and well-being.



LISA RILEY COUNSELLING

Our counsellor for over 3 years, worked closely with us. Worked overseas, worked with NATO. We send people through who need more support following our assessments. We triage people who we work with, liaise with Lisa and forward them to her. They then contact her to arrange the first appointment. Six sessions. Helped people who have been in a dark place and helped them.



HEART OF WALES 7S

We continued to strengthen our partnership with the organisers of the Heart of Wales 7s, lead by our wonderful Ambassador Jordan Davies. This years incredible event raised over £15,000 for Tough Enough To Care. Heading into 2025, Jordan is already discussing some exciting projects with us, including The Big Sleepover and Heart of Wales 7s 2025.



WORKING IN PARTNERSHIP

DERBYSHIRE POLICE FEDERATION

We worked closely with the Derbyshire Police Federation. They have kindly included our logo on their rugby kits. We offered vital support work, and assisted with crisis interventions.



RURAL ACTION DERBYSHIRE

We have been working closely with Better Wellbeing for the Agricultural Sector to support the mental health of those in the farming community. Through drop-in sessions at agricultural markets, we are raising awareness, providing crisis support, and offering a safe space for conversations. With suicide rates in the agricultural sector remaining alarmingly high, our mission is to ensure that those struggling know they are not alone and have access to the help they need.



ROUND OAK WOMBOURNE

The Round Oak Pub in Wombourne has been an outstanding supporter of Tough Enough To Care throughout 2024. They have generously provided a free space for our training sessions and served as the venue for several of our smaller events, including quiz nights and our Christmas Market. The dedicated staff have also gone above and beyond to raise funds, participating in the Rotary Dragon Boat Challenge and displaying our fundraising collection pots at the bar. Their continued support has been invaluable in helping us sustain and expand our services in the local area.



KALEIDOSCOPE

Alex delivered training on behalf of Kaleidoscope Plus Group and Nuneaton Council, focusing on both men and women, with particular emphasis on male-dominated environments. This included sectors such as the environmental field, specifically targeting roles like waste management staff working for the council.



WORKING IN PARTNERSHIP

SERCO

Tough Enough to Care partnered with Serco as part of their national well-being roadshow, delivering comprehensive mental health training and support across their various depots throughout the UK



DERBYSHIRE DALES LIVING WELL COLLABORATIVE

Tough Enough to Care provided training for the Derbyshire Dales Living Well Collaborative, a partnership between local charities and the council aimed at reducing suicide rates in Derby, which has one of the highest rates in the country



GROUP MEMBERSHIP

Stu and Alex have become members of groups for the Sandwell Suicide prevention group, Dudley Suicide Prevention Groups, and Sandwell Armed forces network.



UNIVERSITY OF SHEFFIELD

In 2023 we began a partnership with 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 create a more inclusive campus environment. This year we have continued that partnership to not only include the sports departments, but also the NHS department.



DEPARTMENT OF WORK AND PENSIONS

Tough Enough to Care has been collaborating closely with the Department for Work and Pensions (DWP) to deliver tailored training and provide ongoing support for their well-being and mental health initiatives. Through our partnership, we have contributed to various DWP events focused on raising awareness and creating a supportive environment for employees. Our work with the department has been centered around equipping staff with the tools and knowledge to manage mental health challenges, promoting overall well-being, and ensuring a healthier and more resilient workforce.



WORKING IN PARTNERSHIP

SMOOTHSTONE CARE

We are incredibly fortunate and proud to welcome the Smoothstone Care and Education team on board in 2024. Paul Emmerson, the Director of Care, has long been a steadfast and valued supporter of Tough Enough To Care, and his leadership has been instrumental in bringing this collaboration to life. Throughout this partnership, we've had the privilege of delivering training to the Smoothstone team, while they've generously supported us by sponsoring key events, including our Santa Run and Annual Ball. It's been an amazing partnership, and we look forward to achieving even more together in the future



JACK MOODY GROUP/ HOLLYBUSH GARDEN CENTRE

This year, we had the pleasure of working with the Jack Moody Group to deliver two one-day Champion Courses tailored for their team leaders and supervisors. Over the course of two days, we trained between 80 and 90 staff members in our "Better Mental Health" sessions, equipping them with the knowledge and confidence to support mental wellbeing in the workplace.



IKEA

We were delighted to partner with IKEA Southampton to deliver bespoke "Better Mental Health" training specifically designed for their security team and wider staff. Over three days, we ran four engaging sessions each day, reaching employees across the store with practical tools and guidance to support mental wellbeing.



AMADA

Our partnership with Amada has grown meaningfully over the past year. Alex has provided bespoke consultancy support, delivering a range of training including Mental Health First Aid and our full-day "Better Mental Health for Managers" course. These sessions have supported employees across the organisation, helping to embed a more supportive and open culture around mental health. We're also incredibly proud to have been chosen as Amada's charity of the year for 2024 – a testament to their ongoing commitment to mental wellbeing in the workplace.



FINANCIAL REPORT

A copy of our annual accounts and annual trustees report, can also be viewed on the Charity Commission website:

Tough Enough To Care - Charity Commission

Tough Enough to Care

Independent examiner's report to the trustees of Tough Enough to Care ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Barry R Hubble

Clover Accountancy Limited
17 High Street
Wall Heath
Kingswinford
West Midlands
DY6 0HB

Tough Enough to Care

Statement of Financial Activities
for the Year Ended 31 December 2024

	Notes	Unrestricted fund £	Restricted fund £	31.12.24 Total funds £	31.12.23 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		135,962	-	135,962	200,079
Other trading activities	2	38,554	-	38,554	21,481
Total		174,516	-	174,516	221,560
EXPENDITURE ON					
Raising funds	3	207,963	-	207,963	187,772
Other		1,406	-	1,406	11,756
Total		209,369	-	209,369	199,528
NET INCOME/(EXPENDITURE)		(34,853)	-	(34,853)	22,032
RECONCILIATION OF FUNDS					
Total funds brought forward		189,854	-	189,854	167,822
TOTAL FUNDS CARRIED FORWARD		155,001	-	155,001	189,854

Tough Enough to Care

Balance Sheet

31 December 2024

	Notes	Unrestricted fund £	Restricted fund £	31.12.24 Total funds £	31.12.23 Total funds £
FIXED ASSETS					
Tangible assets	7	7,183	-	7,183	17,143
CURRENT ASSETS					
Cash at bank		149,467	-	149,467	176,456
CREDITORS					
Amounts falling due within one year	8	(1,649)	-	(1,649)	(3,745)
NET CURRENT ASSETS		<u>147,818</u>	<u>-</u>	<u>147,818</u>	<u>172,711</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		155,001	-	155,001	189,854
NET ASSETS		<u>155,001</u>	<u>-</u>	<u>155,001</u>	<u>189,854</u>
FUNDS	9				
Unrestricted funds				155,001	189,854
TOTAL FUNDS				<u>155,001</u>	<u>189,854</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2024 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.

Notes to the Financial Statements - continued
for the Year Ended 31 December 2024

2. OTHER TRADING ACTIVITIES

	31.12.24	31.12.23
	£	£
Fundraising events	9,479	(232)
Sale of Promotional Goods	20,222	21,713
Course Presentations	8,853	-
	<u>38,554</u>	<u>21,481</u>

3. RAISING FUNDS

Raising donations and legacies

	31.12.24	31.12.23
	£	£
Staff costs	119,883	70,279
Light and heat	699	-
Registration Costs	-	3,463
Professional Fund Raising Fees	16,675	11,134
Support costs	38,839	-
	<u>176,096</u>	<u>84,876</u>

4. NET INCOME/(EXPENDITURE)

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

	31.12.24	31.12.23
	£	£
Independent Inspection Fee non -audit	780	725
Depreciation - owned assets	9,960	9,961
Other operating leases	11,660	8,461
	<u></u>	<u></u>

5. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2024 nor for the year ended 31 December 2023.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2024 nor for the year ended 31 December 2023.

6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	200,079	-	200,079
Other trading activities	21,481	-	21,481
Total	<u>221,560</u>	<u>-</u>	<u>221,560</u>
EXPENDITURE ON			
Raising funds	187,772	-	187,772
Other	11,756	-	11,756
Total	<u>199,528</u>	<u>-</u>	<u>199,528</u>
NET INCOME	22,032	-	22,032
RECONCILIATION OF FUNDS			
Total funds brought forward	167,822	-	167,822
TOTAL FUNDS CARRIED FORWARD	<u>189,854</u>	<u>-</u>	<u>189,854</u>

7. TANGIBLE FIXED ASSETS

	Plant and machinery £	Motor vehicles £	Computer equipment £	Totals £
COST				
At 1 January 2024 and 31 December 2024	<u>1,726</u>	<u>34,900</u>	<u>3,890</u>	<u>40,516</u>
DEPRECIATION				
At 1 January 2024	671	19,925	2,777	23,373
Charge for year	<u>263</u>	<u>8,725</u>	<u>972</u>	<u>9,960</u>
At 31 December 2024	<u>934</u>	<u>28,650</u>	<u>3,749</u>	<u>33,333</u>
NET BOOK VALUE				
At 31 December 2024	<u>792</u>	<u>6,250</u>	<u>141</u>	<u>7,183</u>
At 31 December 2023	<u>1,055</u>	<u>14,975</u>	<u>1,113</u>	<u>17,143</u>

Notes to the Financial Statements - continued
for the Year Ended 31 December 2024

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.12.24	31.12.23
	£	£
Trade creditors	(1)	(1)
Accrued expenses	1,650	3,746
	<u>1,649</u>	<u>3,745</u>

9. MOVEMENT IN FUNDS

	At 1.1.24	Net movement in funds	At 31.12.24
	£	£	£
Unrestricted funds			
General fund	189,854	(34,853)	155,001
	<u>189,854</u>	<u>(34,853)</u>	<u>155,001</u>
TOTAL FUNDS	<u>189,854</u>	<u>(34,853)</u>	<u>155,001</u>

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

	Incoming resources	Resources expended	Movement in funds
	£	£	£
Unrestricted funds			
General fund	174,516	(209,369)	(34,853)
	<u>174,516</u>	<u>(209,369)</u>	<u>(34,853)</u>
TOTAL FUNDS	<u>174,516</u>	<u>(209,369)</u>	<u>(34,853)</u>

Comparatives for 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
	<u>167,822</u>	<u>22,032</u>	<u>189,854</u>
TOTAL FUNDS	<u>167,822</u>	<u>22,032</u>	<u>189,854</u>

Comparative 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
	<u>221,560</u>	<u>(199,528)</u>	<u>22,032</u>
TOTAL FUNDS	<u>221,560</u>	<u>(199,528)</u>	<u>22,032</u>

Notes to the Financial Statements - continued
for the Year Ended 31 December 2024

9. MOVEMENT IN FUNDS - continued

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

	At 1.1.23 £	Net movement in funds £	At 31.12.24 £
Unrestricted funds			
General fund	167,822	(12,821)	155,001
TOTAL FUNDS	<u>167,822</u>	<u>(12,821)</u>	<u>155,001</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	396,076	(408,897)	(12,821)
TOTAL FUNDS	<u>396,076</u>	<u>(408,897)</u>	<u>(12,821)</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2024.

Tough Enough to CareDetailed Statement of Financial Activities
for the Year Ended 31 December 2024

	31.12.24 £	31.12.23 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Gifts	-	2
Donations	113,712	157,457
Grants	22,250	42,620
	135,962	200,079
Other trading activities		
Fundraising events	9,479	(232)
Sale of Promotional Goods	20,222	21,713
Course Presentations	8,853	-
	38,554	21,481
Total incoming resources		
	174,516	221,560
EXPENDITURE		
Raising donations and legacies		
Wages	110,500	69,167
Social security	5,483	1,112
Pensions	3,900	-
Light and heat	699	-
Registration Costs	-	3,463
Professional Fund Raising Fees	16,675	11,134
	137,257	84,876
Other trading activities		
Purchases of Promotional Goods	-	34,777
Other operating leases	11,660	8,461
Group Expenses	-	10,761
Miscellaneous Fund Raising Exp	10,963	1,301
	22,623	55,300
Support costs		
Management		
Insurance	1,827	1,795
Telephone	1,610	2,192
Postage and stationery	3,310	3,921
Advertising	2,566	5,722
Other Establishment Costs	-	886
Motor & Travelling Costs	7,725	5,514
Event Fees	-	600
	17,038	20,630

Tough Enough to Care

Detailed Statement of Financial Activities
for the Year Ended 31 December 2024

	31.12.24 £	31.12.23 £
Management Finance		
Bank charges	11	298
Depreciation of tangible fixed assets	9,961	9,961
Card Processing Fees	562	1,086
	10,534	11,345
Information technology		
Repairs and renewals	621	1,547
Sundries	(20)	9,008
	601	10,555
Human resources		
Therapist	1,800	1,350
Other		
Impairment losses for heritage assets	-	1,310
Training	12,385	-
	12,385	1,310
Governance costs		
Independent Inspection Fee non -audit	780	725
Accountancy fees	3,833	5,022
Legal fees	1,464	-
Trade Subscriptions	1,054	8,415
	7,131	14,162
Total resources expended		
	209,369	199,528
Net (expenditure)/income		
	(34,853)	22,032

PLANS FOR 2025

World domination might be a stretch (for now!), but our ambition to create real, lasting change in mental health support is stronger than ever.

We're excited to be launching our very own podcast, which we hope will provide a new way to connect, share stories, and shine a light on the conversations that matter.

We're also thrilled to be developing a partnership with Jaguar Land Rover — a huge step forward for our corporate work. Keep your eyes on our socials for more news soon!

Our "All About Me" and Mindset Principle programmes are gaining traction too, as we work more closely with young people to build resilience, self-awareness, and emotional wellbeing from the ground up.

We're proud to be supporting the Derbyshire and Nottingham Carers Association, helping to establish and grow a peer support network that gives carers the space and community they so often lack.

Meanwhile, our work with The HoW group continues to grow — with events like the Big Sleepover bringing people together for an incredible cause.

Finally we are set to launch our "This Club Cares Ambassadors" programme, which we hope will create real champions of mental health in the sporting world and beyond.

It's safe to say, we're only just getting started. Watch this space.

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.