

TRUSTEES ANNUAL REPORT AND ANNUAL ACCOUNTS 2022-23

A review of Being The Cure's year along with Annual Returns.

Period Start Date: 1st April 2022
Period End Date: 31st March 2023

BEING THE CURE

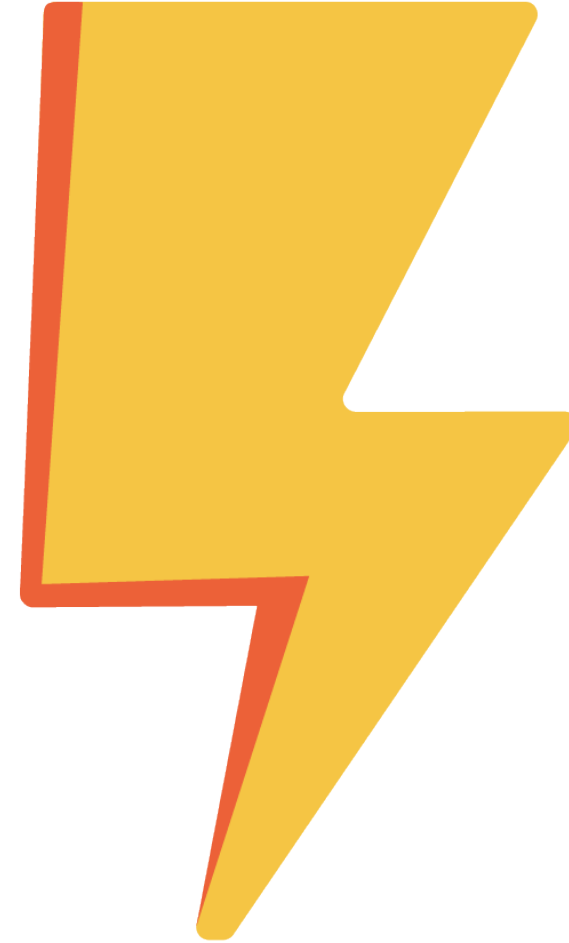


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REFERENCE AND ADMINISTRATION DETAILS

Name of the Charity: Being The Cure

Charity Registration: A registered charity in England and Wales (CIO)

Charity Number: 1188077

Registered Address and Contact Details:

67 Central Park Road, East Ham, London, E6 3DW

Telephone: 020 3443 9782

Email: info@beingthecure.org

Website: www.beingthecure.org

Bank

The Co-operative Bank p.l.c.

P.O. Box 101

1 Balloon Street

Manchester

M60 4EP

Type of Governing Document: Constitution

Constituted as: Charitable Incorporated Organisation

Trustees

**Date acted if not for
whole year
(Appointed on)**

Ben Butcher (Chair)

Manjit Gill

Faiza Chaudhary

Jonathan Amiss

Muhammad Sohaib Javed

Sara Poloni

Stephen Hehir

Atif Janjua

Sonia Lambert

Agnese Cigliano

Muhammad Mushtaq (Treasurer)

Derrick Vernal

27th October 2022

10th November 2022

16th April 2022

1st October 2022



NOTE FROM THE CHAIR AND CEO

This year, transformed our approach to the delivery of our Saturday School for Heroism into a comprehensive and evidence-based platform for character education. Every Saturday, our sessions offer an immersive environment for young people to develop crucial life skills, and the impact of these sessions extends far beyond the classroom, touching families, teachers, and the broader community. One of our proudest achievements this year was Project Hero, an end-of-year initiative completely designed and executed by our students. This project involved distributing over 150 food parcels to the homeless, a powerful embodiment of the values we instil at Saturday School. It not only helped those in need but also empowered our students with leadership, empathy, and a sense of responsibility.

At Being the Cure, we recognize the importance of continuous improvement. We've implemented key policies to enhance our efficiency and governance. We've also developed a Heroic Quotient tool to scientifically measure our program's impact and have started discussions with universities like UCL to review our educational initiatives.

Our Board of Trustees has been instrumental in guiding our charity's future. We established a strategy subcommittee for long-term planning and expanded the Board by adding four trustees with expertise in legal matters, NHS, school business management, and operations. This expansion has enriched our skill set and helped us address challenges more comprehensively.

Recognizing the critical importance of safeguarding, we established a dedicated safeguarding board subcommittee. Ensuring the safety and well-being of our participants is a cornerstone of our governance, and we've provided comprehensive training to all board members in this area.

Financially, the support from key partners like the National Lottery, Charles S French Charitable Trust, Westfield Grant, Tesco Bags of Help, and Newham Grants has been invaluable. It's enabled us to bring our vision to life. We also made a strategic decision to close our operations in India, redirecting those funds to bolster our UK initiatives.

As we reflect on our journey in 2023, we're proud of what we've achieved at Being the Cure. From running the School for Heroism to enhancing our governance practices, we've stayed committed to our mission. The impact of our work on the children and community serves as a living testament to the power of education in heroism. Looking ahead, we remain unwavering in our commitment to developing society's future heroes, building character, and creating a brighter future for young people. Our work this year lays a solid foundation for continued success and positive impact.



Ben Butcher
Chair of the
Board of
Trustees

A blue ink signature of Ben Butcher, consisting of a stylized 'B' followed by a series of loops and a horizontal line.



Vijith Vijay
CEO

A blue ink signature of Vijith Vijay, featuring a large, stylized 'V' followed by a series of loops and a horizontal line.

TRUSTEES REPORT

STATEMENT OF RESPONSIBILITY OF THE TRUSTEES

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards including FRS 102 and Charities SORP. The law applicable to charities in the UK requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of its financial activities for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgments and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the laws governing charities in the region. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

OBJECTIVES OF THE CHARITY

The objectives set out in the governing document are as follows:

To advance in life children and young people through:

- (a) developing and delivering character education activities and strategies that cultivate important character qualities in children and young people to contribute to individual and societal flourishing; and
- (b) providing support and activities which develop their skills, capacities, and capabilities to enable them to participate in society as mature and responsible individuals

ORGANIZATIONAL STRUCTURE

In 2022-23 Being the Cure focused on establishing suitable vision and mission statements that could guide the charity in its future activities. In January 2023, the board approved the following statements:

Vision statement: A humble, honest and kind world.

Mission statement: To develop the new generation of society's heroes through evidence-informed character education that instils humility, honesty, and kindness in every child and young person.

Crafted by the dedicated Board of Trustees, these statements serve as the guiding principles steering the charity toward its overarching goals. This strategic recalibration not only crystallises Being the Cure's core values but also sets the tone for a purposeful and impactful trajectory, reinforcing its commitment to fostering positive change in the lives of children and young people in Newham and beyond.

GOVERNANCE STRUCTURE

Being the Cure has taken the 2022-23 year to begin the process of ensuring a robust and forward-thinking governance structure is in place to support the charity's evolution through transparency, accountability, and effective decision-making. Until January 2023, Vijith Vijay served as both the CEO and Chair, providing leadership and guidance during a crucial phase of the organisation's growth.

The baton has now been passed to Ben Butcher, who assumed the role of Chair. Importantly, Vijith will continue to contribute to the organisation's success, maintaining his role as CEO. This leadership transition reflects the commitment to increased capacity and ensures continuity in our mission-driven approach.

Ben brings a wealth of experience and dedication to his role, steering the organisation with a renewed vigour towards achieving its vision and supporting the board to be effective stewards of the charity. With a focus on inclusivity, we expanded the board recruiting trustees with diverse backgrounds, including legal, NHS, school business management, operations, and strategy. Our board of eleven dedicated trustees have varied, complimentary skill sets as well as a commitment to the organisation's mission drive strategic planning and oversight.

The establishment of a strategic subcommittee, led by our chair, further enhances our ability to navigate the evolving landscape and set a clear course for the future.

Safeguarding, a paramount concern in our sector, is meticulously addressed through the dedicated safeguarding board subcommittee featuring the HR Director of a multi-academy trust and the head of a local school, ensuring the well-being and protection of all individuals associated with Being the Cure. Our governance structure stands as a testament to our commitment to excellence, ensuring that every decision aligns with our vision and mission.

OPERATIONAL VALUES

At Being the Cure, our operational values follow the core values that we teach our young people: **kindness, honesty, and humility**. We prioritise kindness as the cornerstone of our interactions, fostering a compassionate and supportive environment within our organisation and the communities we serve. Honesty is at the core of our communication, ensuring transparency, trust, and integrity in all our endeavours. Furthermore, we embrace humility as a guiding virtue, recognising that our collective impact is grounded in a spirit of collaboration, learning, and openness. Together these values guide everything from our policy development to our delivery activities.

RECRUITMENT AND TRAINING OF TRUSTEES

Being the Cure has undertaken a strategic expansion of its board, growing its composition to eleven members with the recruitment of highly skilled professionals possessing a wealth of experience in a variety of disciplines. This deliberate selection aims to significantly enhance the positive impact on both the charity's delivery and governance activities. Adhering to rigorous safer recruitment practices, all board members are mandated to successfully undergo a thorough DBS check, ensuring the highest standards of trustworthiness and integrity. Comprehensive safeguarding training sessions have been designed and delivered to the board for the first time in January 2023 by our Designated Safeguarding Lead (DSL). Furthermore, the board is actively encouraged and supported in engaging with tailored learning and development activities, aligning with their individual strengths and interests, thereby fostering a culture of continuous improvement that directly benefits the charity's mission and objectives.

REMUNERATION OF CEO AND BENCHMARKING

Preliminary discussions regarding the remuneration of the CEO are underway and are intricately linked to the approval of a fortified budgeting process for the 2023–2024 financial year. In tandem with these discussions, comprehensive benchmarking activities are being conducted, incorporating a review of industry reports and leveraging tools such as Charity Job's salary checker.

The intent is to ensure that the CEO's compensation aligns with industry standards and reflects the unique responsibilities of the role. The Board anticipates making a well-informed decision early next year, taking into consideration the charity's financial capacity to fairly compensate the CEO while maintaining fiscal prudence.

IMPACT

STATEMENT OF PUBLIC BENEFIT

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission in line with their guidance on public benefit. This report highlights how the charity has served in public benefit over the year 2022–23.

CONTEXT OF THE PROBLEM

According to the [Office for National Statistics\(ONS\) report](#) for the year 2023, a concerning trend emerged in 2022 regarding disposable income inequality in the United Kingdom. The statistics reveal that disposable income inequality reached a striking 35.7%. This significant increase is particularly distressing because it reflects a disproportionate impact on the most economically vulnerable households in the UK. Disposable income refers to the money households have available after taxes and essential expenditures. An increase in income inequality implies that a significant segment of society faces financial challenges, struggling to make ends meet. It exacerbates the already existing disparities in access to education, healthcare, housing, and overall mental health and well-being.

The mental health of young people has become a significant concern in recent years as highlighted in a report by [Schools Week](#) in 2023. The report reveals a distressing reality: over one million young individuals are currently grappling with mental health conditions and a rise in primary school students discussing thoughts of suicide and an increase in self-harming behaviours among secondary school students.

What does all of this lead to?

It leads to attitudes and behaviours that further exacerbate the quality of life, worsen mental health and well-being, and increase the chances of children and youth becoming more involved in crime and anti-social groups. [The Ministry of Justice's 2022 report](#) highlights this very issue concerning the involvement of children aged 10 to 17 in the criminal justice system. In the fiscal year 2020–21, 15,800 children within this age group found themselves cautioned or sentenced for various criminal offenses.

TIME AND TRAINING

Schools are under the immense pressure of meeting academic attainment targets and have expressed that they struggle to find the time to incorporate space for other deeper lessons to do with character and values which can mitigate involvement with

crime and anti-social groups. On average, out of the 25-hour school week, 15 hours are ring-fenced for English and Mathematics. The rest are made up of P.E., Science, Music, Design & Technology, etc.

We identified that the busyness of the school timetable has proven an obstacle for schools to bring in long-term and sustainable strategies for the development of character.

THIS IS WHERE WE COME IN

We understand that it is really important that we instil the right values in our children so that their character develops in such a way that it brings positive reform to not only their own lives but also to the lives of others.

So, we introduced our [Heroism Framework](#).

THE SOLUTION

We've crafted the [Heroism Framework](#), a multifaceted program focused on cultivating [heroic](#) qualities. These attributes serve as catalysts for positive change, achieved through selfless service. Our delivery includes two distinctive programs: First, we present the [Saturday Schools for Heroism](#), a weekend-exclusive initiative offered directly from a school location to local families outside of regular school hours. Additionally, we offer the [Heroic School Evolution](#) program, a comprehensive initiative designed to reach the entire school community on a daily basis, seamlessly integrated into the school curriculum and culture.



HEROISM
IS THE **DECISION**
TO **SERVE OTHERS** THROUGH
KINDNESS
HONESTY &
HUMILITY

VOLUNTEERS

Volunteers have contributed their time to make the Saturday School a success. These comprise of parents, further education students, and university students. They have supported the Saturday School by supporting activities at the site and remotely helping with design and graphics. Over the course of this year, we were supported by 15 volunteers remotely and 20 on-site.

FINANCE

STATEMENT OF PREPARATION OF ACCOUNTS

As Trustees of Being The Cure, we acknowledge our responsibility for preparing the accounts for the financial year ending 31st March 2023 and confirm that the accounts have been prepared in accordance with the accounting requirements applicable to small charities.

In preparing these accounts, we have:

- Applied the Accruals Basis of Accounting: The accounts have been prepared on an accrual's basis, meaning income and expenditure are recognized in the accounts as they are earned or incurred, not as money is received or paid.

- Complied with the Charities SORP: Where applicable, we have complied with the provisions of the Statement of Recommended Practice (SORP) applicable to small charities.
- Adhered to Legal Requirements: The accounts have been prepared in accordance with the legal requirements of FRS 102 and SORP.
- Ensured Consistency: Accounting policies have been applied consistently throughout the year and are consistent with the policies applied in the previous year.
- Made Judgments and Estimates: Where necessary, reasonable and prudent judgments and estimates have been made.
- Ensured True and Fair View: The accounts have been prepared in a manner that ensures a true and fair view of the state of the charity's affairs and of its net income or expenditure during the year.
- Kept Proper Accounting Records: Proper accounting records have been maintained, which disclose with reasonable accuracy the financial position of the charity at any time.
- Safeguarded Assets: Adequate measures have been taken for the prevention and detection of fraud and other irregularities, and to safeguard the assets of the charity.

The accounts have been prepared voluntarily by the Trustees. The charity is not yet legally required to conduct an independent examination of its accounts

GOING CONCERN

The financial statements have been prepared on a going concern basis. The trustees have considered the inherent risks to the charity's business model and analysed how those risks might affect the CIO's financial resources or ability to continue operations over the going concern period ("12 months from the approval of the financial statements").

Despite a reduction in income for the year 2022-23, the trustees have strengthened the board's capacity and introduced measures to diversify income through various strategies and are confident that the business model will lead to an increase in income and financial stability.

Consequently, the trustees have concluded that there are no material uncertainties that could cast significant doubt over their ability to continue as a going concern for at least a year from the date of approval of the financial statements, and therefore have prepared the financial statements on a going concern basis.

FINANCIAL PERFORMANCE

Total income for the year	£ 6,798.23
Of this -restricted income	65%
Of this -unrestricted income	35%
Total Spend for the year	£ 5285.27
Of this -restricted spend	61%
Of this -unrestricted spend	38%
Total charity funds increased this year	13%

RESERVES POLICY

The trustees have designated an operating reserve fund as per the charity's reserves policy. The minimum amount to be designated as Operating Reserve is established in an amount sufficient to maintain ongoing operations and programs for a minimum of three months. The Operating Reserve serves a dynamic role and is reviewed and adjusted in response to internal and external changes.

The calculation of average monthly operating costs includes all recurring, predictable expenses such as salaries and benefits, occupancy, office, travel, program, and ongoing professional services. Depreciation and other non-cash expenses are not included in the calculation. The calculation of average monthly expenses also excludes some expenses for example one-time costs or capital purchases.

RESERVES POLICY

The charity has acquired funds through grants and voluntary donations and not conducted any other fund-raising activities. The charity has not invested funds this year.

The charity's principal sources of funds were from the following organisations:

- Charles S French Charitable Trust
- Westfield Grants
- Newham Grants
- Tesco Bags of Help

PRINCIPAL RISKS

Securing adequate funding has been the charity's greatest challenge as most other charities in the current economic climate. The risk of not being able to secure funding to sustain over the next two years is moderate. The charity is mitigating this risk by actively working towards the creation of a fundraising committee that is working in tandem with the other sub-committees to ensure that the business develops as per schedule.

The CEO's capacity working on a voluntary basis, although a risk to the successful delivery of the operations, highlights the passion that the team at Being The Cure share for the cause. The trustees are mitigating this risk by supporting the CEO adequately and ensuring that the operations are delivered smoothly. There is also a pool of volunteers that have helped the charity on-site and remotely which has greatly increased capacity at the Saturday School for Heroism.

BEING THE CURE, CIO

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2022

	Note	2022
INCOMING RESOURCES		£
Incoming resources from generated funds		
Voluntary income	1	6,798
Activities for generating funds		-
Total incoming resources		6,798
RESOURCES EXPENDED		
Costs of generating funds		
Support costs		4,039
Staff costs		-
Governance costs		-
Total resources expended		4,039
NET INCOMING/(OUTGOING) RESOURCES		2,759
RECONCILIATION OF FUNDS		
Total funds brought forward		15,320
TOTAL FUNDS CARRIED FORWARD		18,079

BEING THE CURE, CIO

**BALANCE SHEET
AS AT 31 MARCH 2023**

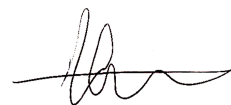
	Note	£	£
2022			
FIXED ASSETS			
Tangible fixed assets	2		568
CURRENT ASSETS			
Debtors		-	
Cash at bank and in hand		<u>17,511</u>	
		17,511	
LIABILITIES			
Creditors: amounts falling due within one year		-	
NET CURRENT ASSETS			17,511
TOTAL ASSETS LESS CURRENT LIABILITIES			18,079
NET ASSETS			<u>18,079</u>
FUNDS			
General funds			18,079
TOTAL FUNDS			<u>18,079</u>

The trustees are not required to arrange for an independent examination or audit of the charity's accounts as per Charity Commission guidance.

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Commission with respect to accounting records and the preparation of accounts.

Approved by the Board of Trustees on 13/01/2024 and signed on their behalf by the Chair of the board of trustees:

Ben Butcher
13/01/2024



NOTES

The notes form part of these financial statements

1	Restricted Income	£ 4,425
	Unrestricted Income	£ 2,259

2 Fixed assets are depreciated straight line over five years

Cost	b/fwd	additions	c/fwd
ICT equipment	£ 1,420	£ -	£ 1,420
*Depreciation	£ 332	£ 521	£ 853

*Depreciation for the year included an adjustment to correct previous year depreciation used.