

**HELPING  
PEOPLE  
END THEIR  
MISERY,  
NOT THEIR  
LIVES**

**CAMPAIGN  
AGAINST  
LIVING  
MISERABLY**

**UNITED  
AGAINST  
SUICIDE**

**Trustees' Report & Consolidated Financial Statements for the year ended 31 March 2025**

**Company Number: 05378928 (England and Wales)**

**Charity Number: 1110621 (England and Wales)**

**Charity Number: SC044347**

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## INTRODUCTION FROM THE CHAIR OF THE TRUSTEES

On Sunday, September 7th, 2024, my wife and I dropped our son off at Bristol University to begin his degree, just ahead of his 19th birthday. As any parent would attest, it was a hugely emotional moment.

Two days later, at 8am on September 9th, I stepped onto the concourse of Westfield shopping centre in White City London, awash with production folk from ITV's *This Morning*. The atrium was a spectacle of 6,929 brightly coloured birthday balloons, rising joyfully into the vaulted ceiling. Yet, each balloon depicted the missed birthday of the 6,929 young people who had died by suicide in the last decade.

Who would credit the emotive power of a humble birthday balloon? This was a velvet fist delivering a gut punch. An apparent celebration of young lives that was in fact a memorial to their loss.

The launch of our Missed Birthdays campaign was a deeply moving moment, both personally and professionally. On the eve of our own 20th birthday as a campaigning organisation, it invited us all to reflect on the deepening mental health challenges young people face, and our role in bringing suicide out of the darkness using a shared language and the tools to break a cycle of stigma and shame.

As I write here every year, every call we answer, every conversation we start, every campaign we run is about one thing: making sure fewer lives are lost to suicide.

To that end, 2024 was a landmark year.

We conducted a rigorous review of our strategic objectives and business plan to strengthen income generation and deepen our impact through dedicated two-year work cycles.

We undertook a formal review of our support services – consolidating the remit of our helpline, livechat and WhatsApp service. This enabled us to ensure we are able to effectively help those in suicidal crisis, while also providing interventionist and practical support to others through our digital service products.

We had our best financial year for income yet, thanks in large part to our Omaze partnership and campaign delivered with our patron Romesh Ranganathan's deadpan

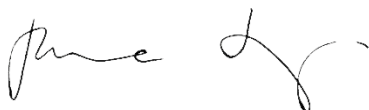
charm and wit. We raised a monumental sum of £3.5m, which will fund much of our helpline services for the next 2 years.

Through other such plain-speaking, interventionist, yet mainstream commercial partnerships, we continue to grow our income while protecting our reserves. Iceland Foods and the Food Warehouse landed suicide prevention in store, then our partnership with the Iceland Foods Charitable Foundation evolved to fund our Missed Birthdays campaign, which included the film 'Evelyn'. 'Evelyn' is a piece of storytelling that's undoubtedly as beautiful and heartbreaking as our 'Last Photo' campaign from 2023. We offer love and gratitude to Evelyn's parents, Jenni and Jack, for being so open and empowered in sharing their daughter's story.

This in turn helped seed our first major digital service, the C.A.R.E. Kit, also made possible by Iceland Foods Charitable Foundation, to equip parents and 'trusted adults' with the language and approaches to normalise conversations around suicide with young people. So far over 178,000 people have engaged with C.A.R.E. and more recently our friends at Mind Ease have gifted us a brilliant, proven app to launch in 2026 as a further way to share life-saving support with anyone who is struggling.

The roll call of brand partners, media partners, funders, supporters, advisors, helpline team, trustees and our noble staff is – as always – too long to detail. But as we enter our third decade, your steely determination, strength and resolve continue to fuel our ambition. A founding flame ignited by Jane Powell back in 2005 is today a fire. Led by our tireless CEO Simon Gunning, our collective hope burns brightly in the face of suicide – embodied both in our name and our mission:

To help people end their misery, not their lives.



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James Scroggs MBE  
Director, Chair of Trustees

# **THE TRUSTEES PRESENT THEIR REPORT WITH THE CONSOLIDATED FINANCIAL STATEMENTS OF CALM FOR THE YEAR ENDED 31 MARCH 2025.**

## **SECTION 1 - STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **1.1 Constitution of the charity and status**

CALM was incorporated on 1 March 2005 via Memorandum and Articles of Association as a company limited by guarantee and not having share capital. It was registered with the Charity Commission in England on 28 July 2005 and was entered on the Scottish Charity Register on 22 October 2013. The company is a Public Benefit Entity.

### **1.2 Methods for recruitment and appointment of trustees/directors**

The trustees are also the directors of CALM for the purposes of company law. CALM's articles of association require a minimum of three trustees/directors. Trustees'/directors' terms run for two years at which point they must undergo a re-election process. There is no strict limit on terms of office, but if a trustee/director has served for more than nine years, their reappointment is subject to a particularly rigorous review and takes into account the need for progressive refreshing of the board. The objective is to have a wide range of appropriate skill sets across fields that are relevant to CALM's objectives. Those skill sets are reviewed on an ongoing basis to ensure they match the needs of the business. In the same way, CALM's objectives are assessed regularly to ensure they reflect the needs of our beneficiaries and corresponding business development potential.

The Chair of Trustees and CEO are continuously assessing new potential candidates to add to the Trustee Board, working to an optimal board of 13. Trustees/directors are recruited through referrals, recommendations and specific advertising as required. They are invited to meet the Nomination Committee of the Trustee Board, the Chair, the Chief Executive and a quorum of the trustees/directors to understand skills and fit before they then meet some of the wider executives. This establishes an understanding of the responsibility and required active governance and contribution to the leadership in achieving the organisation's objectives. Candidates are required to observe several board meetings until such time both parties are confident of fit. Their appointment is by resolution of the board of trustees/directors following which the required legal documentation is completed.

Upon their appointment, new trustees/directors are provided with information on their role as a trustee/director along with details of CALM's operations and organisation. A series of meetings is arranged with key staff and departments in the CALM office for the new trustee/director to have a detailed understanding of the day-to-day activities of the organisation and to get to know the employees. Ongoing training is provided as required and there is a regular offer of an invitation to attend the CALM office and join meetings.

### **1.3 Organisational structure and key policies**

CALM has a board of trustees/directors which meets four times a year, or as often as needed to be effective. They are responsible for the strategic direction and policy of the charity, as well as governing oversight of the charity's operations. One trustee/director serves as Chairman, one as Treasurer and one as Company Secretary. The Chairman and Treasurer report regularly to the trustees/directors on matters that impact the charity, both at trustee/board meetings and during the intervening periods. They also both have more regular, direct contact with the executive management to ensure ongoing reporting on, and governance of, operational matters.

Advisory Boards are appointed as required to consider specific issues. The delegation of the day-to-day responsibility for the running of CALM rests with the Chief Executive, who is supported by a full-time equivalent staff of 57 employees in the London office (as at 31 March 2025).

The principal policies adopted by CALM are summarised as follows:

- **Ethical**

CALM has a clear ethical policy that guides decisions about who we work with and where we accept funding from. We do not accept donations from organisations whose actions or values conflict with our mission to prevent suicide. We apply due diligence and ethical checks to all major gifts and partnerships, and endeavour to ensure that no single donor contributes more than 15% of our annual income. This protects our independence and ensures no external influence over our strategy or operations.

- **Equity, diversity and inclusion (EDI)**

CALM's EDI policy serves to create a genuine sense of belonging by supporting diversity and inclusion across our staff, volunteers, beneficiaries, supporters and audiences. We do this through equitable opportunities and practices, and by working proactively to prevent harm. Our commitment is supported by ongoing EDI

training and education, an active EDI working group, and clear policies, principles and processes.

- **Investment**

The trustees have the power to invest in such assets as they see fit, in agreement with the Executive, understanding both short-term requirements and objectives, but with a view to strengthening the organisation's financial position and ability to deliver on its objectives. Aside from retaining a prudent amount in reserves, CALM is now investing the majority of its funds. In addition, and with due regard for the short-term liquidity requirements of operating the charity, the trustees, in agreement with the Executive, have the power to utilise funds within longer-term investments. The trustees maintain healthy cash reserves and utilise those reserves to the best of their abilities according to an in-depth yearly planning exercise. Given the ongoing financial pressures on the charity sector, the trustees have been even more mindful of maintaining cash reserves to protect operations.

- **Remuneration**

CALM's remuneration policy is to reward all staff based on: (1) their performance against personal objectives and progression within the banding and levelling framework; (2) CALM's overall strategic and financial performance; (3) market salaries for comparable roles across sectors; and (4) the need to retain talented staff. The Chief Executive's remuneration is determined with consideration of the organisation's overall expenditure and market rates for equivalent leadership roles.

- **Reserves**

Reserves are maintained at a level that enables the charity to manage financial risk and ensure financial commitments can be met as they fall due. The reserves policy states unrestricted and undesignated income should exceed six months but is not expected to exceed twelve months of forecast expenditure unless under specific circumstances for which the Executive decides additional reserves are necessary (e.g. during periods of financial uncertainty or in expectation of additional investment in the organisation). This is determined on the basis of: (1) cash flow forecasts, which are updated and reviewed on a regular basis and discussed at trustee meetings; and (2) the nature of CALM's short and long-term liabilities and commitments. CALM's primary driver is therefore always to maintain sufficient funds to meet immediate working capital requirements for the next six to twelve months.

In addition to the policies above, CALM also has in place the requisite policies for the day-to-day running of the organisation, including financial and human resource policies.

## **1.4 Risk management**

The trustees have assessed the major risks to which CALM is exposed – in particular, those related to its operations and finances – and are satisfied that systems are in place to mitigate the charity's exposure to these major risks. Such risk factors and control systems are reviewed regularly by the trustees.

Day-to-day risk management is delegated to, and undertaken by, the Chief Operating Officer (COO), in conjunction with the senior management in CALM's office. The COO reviews risks ahead of trustees' meetings and makes trustees aware of any new, substantial or urgent risks. Risk management will remain a key focus to ensure that continued growth is matched by good governance.

Financial risks are monitored through reporting and jointly managed by the Treasurer, COO and Management Accountant. Management accounts, including a cash flow report, are prepared monthly and budget reviews take place monthly. Financial systems and policies are in place to ensure good practice.

## **1.5 Trading subsidiary**

Campaign Against Living Miserably Trading Ltd is a wholly owned subsidiary of CALM. It undertakes commercial activities on behalf of the charity, including licensing, events and partnerships, with all distributable profits donated to CALM to support its work. The trustees retain oversight of the subsidiary, ensuring that its activities remain aligned with the charity's values and objectives.

## **SECTION 2 - OBJECTIVES AND ACTIVITIES**

### **2.1 Aim**

CALM focuses upon the prevention of suicide in the UK.

#### **2.1.1 Charitable objects**

As stated in its articles of association, CALM's objects are the preservation, protection and improvement of mental health and well-being amongst, but not exclusively, young persons in the United Kingdom. Its offering includes, but is not limited to, the use of support services, counselling, advice and/or information about depression and/or crisis management in whatever form is deemed most appropriate at that time, to ensure that the services on offer are accessible to young people and others through, but not limited to, the advancement of health education and public awareness.

#### **2.1.2 Strategic goals and principal activities**

In order to achieve its objectives, CALM's strategic goals and main activities are:

- To campaign to increase the awareness, conversation and understanding of suicide and suicide prevention in the UK; to create a platform and a movement that encourages and facilitates help-seeking behaviours and a shared purpose in suicide prevention.
- To provide suicide prevention services for people in the UK; principally a helpline, livechat and WhatsApp service, plus CALM's website, products, campaigns and engagement materials which provide information and support for anyone in the United Kingdom.
- To grow a community of individuals and groups, brought together by common interests, to support and learn from each other, improving wellbeing and creating a movement against suicide.

These goals guide all aspects of CALM's services, campaigns and partnerships.

### **2.2 Public benefit**

CALM's objectives and activities fully reflect the purposes that the charity was set up to further. There is an inherent public benefit in the prevention of suicide and promoting a richer, better informed, empowering conversation around suicide and mental health.

The trustees have referred to the Charity Commission's general guidance on public benefit when reviewing the charity's objectives and activities and when planning for future activities. The trustees have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011.

## SECTION 3 - ACHIEVEMENTS AND PERFORMANCE

### 3.1 Strategic and operational goals for 2024/25

In 2024/25, CALM delivered against a bold, focused two-year strategy (2024–2026) designed to make the charity more impactful, sustainable and strategically aligned.. In the face of a challenging sector landscape, where fewer people are giving to charity and suicide rates continue to rise, we have made decisive, values-driven choices to strengthen our foundations and maximise our life-saving work.

Our vision is a future in which nobody believes suicide is their only option.

Our mission is to help people end their misery, not their lives.

This strategy is underpinned by five clear strategic choices:

- Grow income
- Develop scalable digital solutions
- Pursue fame
- Be highly interventionist
- Build a culture of effectiveness

These choices have shaped our organisational design and day-to-day priorities throughout 2024/25. At the heart of this work is our commitment to our values: We Are Responsible, Disruptive, Ambitious, and We Care. These values drive behaviour and decision-making at every level.

We have made significant progress this year:

#### *A culture of effectiveness*

Our embedded OKR framework is driving alignment and impact across CALM, with 96% of employees consistently reporting that they understand how their work contributes to organisational goals. 80% agree the new strategy enables better decision-making. This has fuelled a sharper focus on outcomes, stronger collaboration, and more ambitious project delivery.

#### *Investing in infrastructure and insight*

We prioritised and protected our CRM team to deliver improved supporter journeys and increase long-term, repeatable income. This strategic investment will enable more consistent supporter experiences and better conversion, retention, and lifetime value.

#### *Financial stability and growth*

After a period of necessary cost-cutting and restructure in 2023/24, CALM is now operating from a position of stability. In 2024/25 we made a small, controlled deficit, representing a marked improvement on the previous year, while maintaining reserves in line with our policy. CALM received substantial support from Omaze (£3.5m), which has been deferred and will be recognised evenly over the next two years to partially fund our helpline, providing greater stability for the years ahead. Alongside this, we have built more robust financial forecasting, ensuring the charity can plan with greater confidence. We are now preparing for future investment in the roles and capabilities needed to deliver sustainable growth.

#### *Strategic income growth*

We have significantly increased the portion of income we can reliably forecast each year. 2024/25 has marked real progress in building sustainable, scalable income through data-informed tactics and deeper engagement.

#### *New ways of working*

We introduced an ambitious neighbourhood model to drive collaboration, internal communication, and cross-functional alignment. This new structure has helped unlock potential across the organisation and reinforced our culture of effectiveness.

Through all of this, we remain deeply committed to delivering our mission. From building more sustainable income to enhancing campaign impact, and protecting our frontline services, our strategic and operational focus in 2024/25 ensured that CALM is stronger, more stable, and more ambitious, because suicide remains a public health crisis that cannot be ignored.

### **3.2 Review of operations**

Below is a summary of the progress made by CALM in achieving the goals it set at the beginning of the year.

### **3.2.1 Frontline services**

Frontline services at CALM comprise our life-saving helpline, staffed by paid professionals, and a suite of online digital support, including CALM Clubs.

**Combined, they were used over 675,000 times across 2024/25.**

#### **Helpline**

CALM provides direct, life-saving support via our suicide prevention helpline, which is available via phone, livechat and WhatsApp every night from 5pm till midnight, 365 days a year. It is free, confidential and anonymous, delivered by paid and professionally trained staff working across data-informed rotas to match peak demand.

The helpline provides suicide-specific support that meets user needs and is tailored for anyone affected by suicidal thoughts, their loved ones, and anyone bereaved by suicide. Across the year we worked hard to manage demand and target our helpline to those who need us most. Our helpline team delivered 98,346 conversations across phone, livechat and WhatsApp, and in Q4 achieved an answer rate of 83%, which is a 30% increase on the previous year. As a result, we have seen a 25% increase in calls about suicidal thoughts and feelings.

CALM works with a third party to deliver our helpline. We continue to work together on operations, quality optimisation and efficiency. Staff receive ongoing training to deliver a specialist interventionist service and consistently achieve a 94% quality assurance score – well above the 85% sector benchmark.

#### **Digital services**

Our digital services are designed to provide mental health support anytime, anywhere. Practical, self-guided resources are available 24/7 via our website. Nearly 400,000 users accessed our practical suicide prevention and general wellbeing digital tools in 2024/25. The CALM C.A.R.E. Kit is the newest addition to the services portfolio, an online learning tool to upskill trusted adults in youth suicide prevention and crisis intervention, which reached 178,646 users.

#### **CALM Clubs**

Clubs have long been a part of CALM's suicide prevention work, and this year officially became part of our life-saving services. There are 340 CALM Clubs across the UK, built around existing communities – including sports teams, hobby groups, and friendship circles. Clubs raise awareness by sharing CALM's message and resources, and help to create safe, informal spaces where no conversation is off-limits. Every club becomes a

micro-support network, making sure no one struggles alone.

### **3.2.2 Awareness and engagement**

CALM's Marketing and Communications team has continued to grow and strengthen under the following functions:

- Brand and Campaigns
- Communications - including Content, Social, PR and Ambassadors
- Creative Studio
- Digital Marketing

2024/25 was a standout year for the CALM brand. Prompted knowledge among CALM's audience segments increased from 25% in March '24 to a record high of 34% in December '24, while conversion of knowledge into propensity to support increased from 45% to another record high of 56% in January '25.

This was due to the phenomenal impact of Missed Birthdays, our latest ground-breaking campaign, designed to highlight the rising rate of suicide amongst young people. The first phase featured a striking installation of 6,929 birthday balloons at Westfield, White City in London. Each balloon sadly represented a young person lost to suicide over the last decade and a birthday they did not reach. The second phase of the campaign saw the launch of an incredibly powerful film highlighting the devastating impact just one life lost can have - all through the story of Evelyn, who tragically took her own life at the age of 15.

Throughout the campaign, which reached 9 million people on social media alone, audiences were directed to the CALM C.A.R.E. Kit - a new resource designed to empower trusted adults with the tools, knowledge and confidence to support young people. Missed Birthdays and the development of the CALM C.A.R.E. Kit was made possible thanks to generous funding from the Iceland Foods Charitable Foundation, as well as pro bono support from adam&eveDDB and Westfield London. We were also extremely grateful to receive promotional support from ITV's *This Morning* and LADbible to further maximise engagement. Finally, and most importantly, our most heartfelt thanks goes to all of the families who took part in Missed Birthdays. Their words, and the stories of their loved ones, made the campaign what it was.

Post-campaign research highlighted that 1 in 3 people who saw the campaign said they went on to speak to a young person about mental health or suicide prevention which, when applied to the population, indicates we initiated upwards of 5 million conversations between trusted adults and young people.

Missed Birthdays has already received one award, PR Moment's Event of the Year. We anticipate there will be many more due to the impactful nature of the campaign.

Throughout the last 12 months, we also continued to tell the story of our work and how we can all play a role in saving lives from suicide. In October, we launched our hero film. It tells the story of what we do at CALM through emotive, powerful storytelling. The film shows how our services make a difference in people's lives, culminating in the message that *'Stopping suicide starts with all of us'*. Our ambassadors New Order donated their track *'Your Silent Face'* for free for one year – and the film won a Bronze at the British Arrows for Impact.

Then in January, *'This is Not A Drill'* – born from a brief put together with The Young Arrows – was launched. It combined drill music with humour to deliver a vital message to help a new generation of young people recognise when someone close to them may be struggling. The content performed exceptionally well with the organic content getting over 602,000 impressions and our paid ads having a 5.02% click-through rate.

It didn't stop there. We worked with Bradley Wiggins and his son Ben to create our first *'Deal With It'* series, which gave young people practical skills to use if they were anxious or overwhelmed. This practical support was kindly funded by ICAP Charity Day and the Roger Raymond Charitable Foundation.

2024/25 saw a continuation of our finance-focussed campaign Money Talks. With the cost of living crisis continuing to weigh on our audience's minds, we teamed up with UM and MoneySuperMarket to explore the pressures facing young people and their finances, and created support resources to help them. The campaign was presented at a parliamentary event and accompanied by a rigorous research report from Dynata.

Harnessing the success of these campaigns, 24/25 was also a successful year for our paid social activity – we were able to increase users to the CALM website by 336.66% and increased conversions via paid social by 559.86%. This helped us to reach more people who need our support, and equip more people with life-saving suicide prevention skills.

Brand partnerships also continued to provide a significant contribution to awareness and engagement. In addition, Northern streetwear brand Montirex began a partnership with us, creating impactful content aimed at a youth audience under the 'Break the Wall' banner.

Our existing partners continued to deliver impactful activations: Penguin have created more 'Under the Surface' podcast episodes generating some of our best performing content, and also produced a limited edition hoodie with Romesh Ranganathan, giving proceeds to CALM. Beavertown extended their award winning 'Open Up' crisps campaign taking it to universities.

### **Ambassadors**

Our Patron Romesh Ranganathan smashed his £1 million fundraising target through his London Marathon run, bucket collections at his tour dates, and he was at the centre of our Omaze House draw – he even sold his own brand of yum yums to raise money for CALM.

We welcomed some excellent new ambassadors into the CALM family over the course of 2024/25, including Tal Booker, Jonny Davies, Chesney Hawkes, Danny Jones, Harry Marshall, Mark Newsome, Paige Turley, and Wilfred Webster.

Over the course of the year, our Ambassadors contributed to campaigns and fundraising initiatives that generated £3.7 million in fundraising income for CALM\*.

\*London Marathon (Romesh Ranganathan), Omaze (Romesh Ranganathan, supported by James Threlfall and Chesney Hawkes), ICAP Charity Day (Chesney Hawkes, Shirley Ballas, Romesh Ranganathan and Declan Rice), Run the Capitals (Jonny Davies), Original Penguin (Romesh Ranganathan), Blue Monday t-shirt release (New Order) and fundraising challenges (Wilfred Webster, Mark Newsome).

### **Volunteering**

In 2024/25, we offered volunteering opportunities through street teams at CALM challenge events. We also had a team of 132 volunteers representing CALM at the PGA golf tournament across 6 days, and raised £104k through various activations.

Our partnership with Avalon Bars and Events saw 653 volunteers staff bars across Glastonbury Festival. All volunteers were supported by CALM across the event, and wore CALM branded t-shirts. Avalon Bars and Events also made a significant donation to CALM as part of the partnership.

### **3.2.3 Income generation**

In 2024/25, we were delighted to be one of the charity beneficiaries of an Omaze Million Pound House Draw. This generated £3.5m of fundraising income that will be recognised evenly over the next two years to partially fund our helpline, providing greater stability for the years ahead. This high-profile partnership was significant for many reasons. Firstly, it was record-breaking, contributing the biggest donation in the charity's history. Secondly, it contributed to a 4% increase in our brand awareness while the campaign was live. And finally, thanks to the huge amount of marketing support from the Omaze team, millions more people in the UK are now aware of CALM and our services should they ever need them. Just one of their social media ads, featuring our Patron Romesh Ranganathan, reached almost 20 million people – not to mention the TV ads and email marketing. It's for these reasons, and so many more, that we are very grateful to the Omaze team for choosing to support CALM.

In addition, we were excited to launch a new partnership with the Iceland Foods Charitable Foundation, which contributed £872,000 from staff and customer fundraising, a supplier golf day and generous funding for our Missed Birthdays campaign including our life-saving C.A.R.E. Kit resource.

We also received significant donations and fundraising from long-standing supporters, such as the Garfield Weston Foundation, St James' Place, Vintner's Foundation, Roger Raymond Charitable Foundation, the Lululemon Foundation and MONY Group.

Challenge Events grew to £1.5m income, with promoted events and DIY doing particularly well. We invested in more places in more events, such as Royal Parks Half Marathon, and have continued to grow our portfolio of events and capacity in 2025/26. In Community Fundraising, we continued to optimise Facebook Challenges, with four challenges across the year raising £462k. These virtual events were prioritised over the virtual Lost Hours Walk event, which didn't run in 2024/25.

Digital Communities and Partnerships developed our Jingle Jam partnership for the third year, with the greatest growth coming from our community fundraisers.

We are now in the second year of our strategy to grow repeatable, sustainable income. We have secured more multi-year partnerships, invested in more challenge events, and have grown the team to enable more stewardship and growth from within our database, which we also invested in. Regular giving has steadily grown and continues to be an area of focus.

CALM operates in accordance with the Code of Fundraising Practice and is registered with the Fundraising Regulator. There has been one complaint raised during this period, and we self-reported this to the Fundraising Regulator and sought advice. This matter was reviewed by the Fundraising Regulator, who found no breach of the Code of Fundraising Practice and confirmed that no further action was required. CALM's complaints policy can be found on our website [thecalmzone.net](https://thecalmzone.net).

Anyone choosing to fundraise for CALM has to agree to terms and conditions (if they are a volunteer fundraiser) or co-sign a commercial participator agreement if they are donating proceeds or profits from sales of goods or services. CALM did not employ the services of any third-party fundraisers in 2024/25.

### **3.2.4 Operations**

#### **People Operations**

2024/25 was a year of rebuilding. Following a period of financial challenge at the end of the previous year, we moved quickly to realign our strategy, goals and ways of working. This created a renewed sense of focus and energy across the organisation.

The team responded with ambition and clarity. The new strategy empowered people at every level, helping us move in the same direction with a clear sense of purpose and shared goals. By year-end, our Employee Net Promoter Score (eNPS) rose to 45, exceeding the target of 15 set against the benchmark for similarly sized organisations across all sectors. This reflects a strong internal culture and confidence in CALM's leadership.

We also invested in organisational cohesion, rolling out collaboration skills training across the charity. This created a shared understanding and language for how we work together and helped us make progress towards our goal of being one cohesive team.

### **Support and safeguarding**

We recognise the challenges of working in suicide prevention and remain committed to supporting staff wellbeing. CALM provides holistic support through a combination of internal and external services to help staff manage the emotional demands of the work.

Safeguarding was also a key focus throughout the year. Given the nature of our work, it is vital that clear policies, processes and boundaries are in place to help staff, volunteers and supporters carry out their roles safely and with confidence. In 2024, we carried out an in-depth safeguarding audit with an external partner. Following this, we strengthened a range of related policies and processes, and for Q1 of 2025/26 have planned enhanced safeguarding training across the organisation, including the board of trustees. This training will ensure that every member of the team is equipped to identify and report safeguarding concerns in others, and to uphold our collective responsibility to protect those we support.

Our ways of working continue to evolve to meet the needs of a high-performing and resilient organisation. We are building strong foundations, operationally and culturally, that will enable us to deliver against our long-term ambitions.

CALM is a well-led and strategically aligned organisation. Investment in our core team and infrastructure is vital to protect this stability and enable us to grow our impact in the years ahead.

## **SECTION 4 - PLANS FOR FUTURE PERIODS**

### **4.1 Future aims and objectives**

Looking ahead to 2025/26, CALM will remain focused on delivering against the two-year strategy we set in 2024. In a sector that continues to face serious pressures, with fewer people giving to charity, and rising rates of suicide across the UK, our role has never been more urgent.

We will stay on track with our strategic objectives and continue to deliver against our organisational OKRs. The clarity and alignment created by our 2024 to 2026 strategy is

enabling more effective decision making and better outcomes across the charity, and we are confident in our ability to build on this in the year ahead.

A major development in 2025/26 is the launch of an established app that has been gifted to CALM, aligned with our commitment to develop scalable digital solutions. This tool will provide 24-hour support and wraparound care to people experiencing panic and anxiety. It is a significant addition to our service offering alongside the helpline. While not crisis-specific, the app will strengthen our early intervention work and help us reach more people in distress. We are deeply invested in making this a success.

Our focus in the year ahead will also include:

- Continuing to strengthen long term, repeatable income generation
- Deepening insight into our impact and the effectiveness of our campaigns
- Protecting the operational infrastructure that enables sustainable growth
- Investing in the team and maintaining our culture of effectiveness.

To achieve our aims and deliver more life-saving support, unrestricted, multi-year funding is vital. It allows us to protect the core operational costs of the charity and build a long term strategy focused on outcomes, not short term fixes. In 2025/26 we are also working with an external partner on a major piece of work that will give us a clearer long term vision, a sharper understanding of our purpose and need, and help us stay focused on outcomes in everything we do.

## **THANK YOUS**

Our fundraisers and supporters:

We couldn't exist without the support of our dedicated, generous fundraisers and supporters. As our recent hero video says so well, everyone has a part to play in suicide prevention. Our fantastic network of funders, fundraisers and supporters is proof of that. There's not room to thank every person who made an impact over this period, but we're not exaggerating when we say every single one made a life-saving impact on suicide prevention. Thank you.

Corporate, Brand and Community Partners:

- Ardonagh Speciality
- Attain Run Cap
- Avalon Bars and Events
- Beavertown
- BMW Group UK
- ClearBank
- Cupra
- Dovetail Games
- European Tour Group
- F45
- Glastonbury Festival
- Gresham House
- ICAP Charity Day
- Iceland Foods Charitable Foundation
- Invades
- JCW Group
- Jingle Jam
- LNER
- Lululemon
- Majestic Wine
- Marston's
- Mental Health World Cup
- Montirex
- MONY Group
- Moonpig
- Natural Motion
- Omaze
- Original Penguin
- The Revel Collective
- Rough Trade
- Tortilla Mexican Grill plc
- White Collar Fight Club

Pro-Bono Partners:

- adam&eveDDB
- CMS
- Hope & Glory
- JCDecaux
- Shape History

- Snapchat
- the7Stars
- TikTok
- VMLY&R

Philanthropic supporters:

- Amar Family Charitable Trust, The
- Bally's Foundation
- Batchworth Trust, The
- Braze for Social Impact Fund, a Fund of Tides Foundation
- Chapman Charitable Trust
- Church Trust, The
- David Family Foundation, The
- Dr. Martens Foundation
- Edgar E Lawley Foundation, The
- Edith Murphy Foundation
- Fairy Water Trust
- Fulmer Charitable Trust, The
- Garfield Weston Foundation
- Gledswood Charitable Trust, The
- Goldcrest Charitable Trust, The
- Grace Trust, The
- Highway One Trust
- Ingram Trust, The
- James Tudor Foundation, The
- John Swire 1989 Charitable Trust
- Joseph Levy Foundation
- Lancashire Foundation, The
- Leach Fourteenth Trust, The
- Light Fund, The
- Lugano Diamonds
- Lululemon Centre for Social Impact
- Lyons Charitable Trust, The
- Medicash Foundation
- Michael Cornish Charitable Trust
- Mills and Reeve Charitable Trust
- Orchard Family Charitable Trust, The
- Porta Pia 2012 Foundation, The
- Q Charitable Trust
- Redevco Foundation

- Rita and David Slowe Charitable Trust
- Roger Raymond Charitable Trust, The
- Sea Meadow Trust
- Simon Rivett-Carnac Trust, The
- St. James's Place
- Tomoro Foundation, The
- Vintners' Foundation, The
- William Allen Young Charitable Trust, The

Ambassadors:

- CALM Patron, Romesh Ranganathan
- Aaron Gillies
- Amber Gill
- Arlo Parks
- Cecilia Knapp
- Chevy Chase
- Chesney Hawkes
- Chris Hughes
- Danny Jones
- Declan Rice
- Fran Kirby
- Frank Turner
- Gilberto Silva
- Harpz Kaur
- Harry Corin
- Harry Marshall
- Jack Rooke
- James Threlfall
- Jamie Laing
- Joe Marler
- Jonny Davies
- Jonny Sharples
- Juliet Elliot
- Kem Cetinay
- Leon McKenzie
- Lewis Brindley
- Majestic
- Mark Newsome
- Marvin Sordell
- Mistajam

- Nadine Shah
- New Order
- Paige Turley
- Poorna Bell
- Professor Green
- Richie Driss
- Ricky Hatton
- RKZ
- Rosie Jones
- Russell Kane
- Ryan Thomas
- Sam Delaney
- Seann Walsh
- Shareefa J
- Shirley Ballas
- SK Shlomo
- Suzi Ruffell
- Tal Booker
- The Connor Brothers
- Tom Walker
- Wilfred Webster
- Zak Abel

## SECTION 5 - FINANCIAL REVIEW

### 5.1 Income

Income for the year was £8,656,000 (2024: £6,665,000), an increase of £1,991,000 (30%) on the previous year. This was achieved as follows:

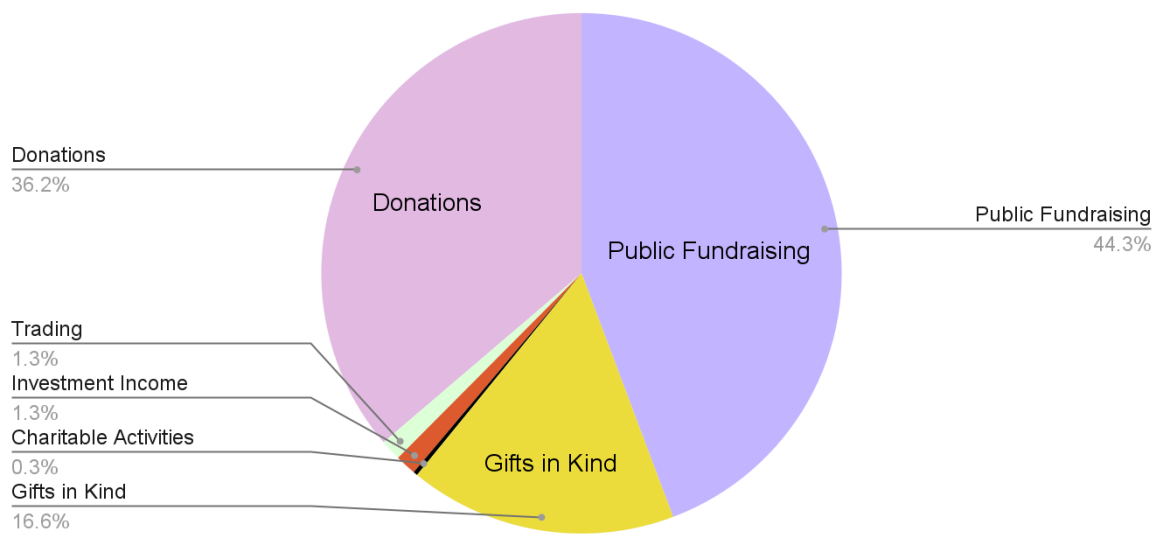
- Public fundraising £3,833,000 (2024: £3,275,000), an increase of 17%.
- Donation income £3,138,000 (2024: £2,358,000), an increase of 33%.
- Gifts in kind £1,439,000 (2024: £820,000), up 75%.
- There were also some minor movements in investment income £113,000 (2024: £196,000) and charitable activities £23,000 (2024: £15,000).

Public fundraising involves raising income from public participation in, and sponsorship of, challenge and community events throughout the country by CALM supporters, as well as direct donations from members of the public towards CALM's work.

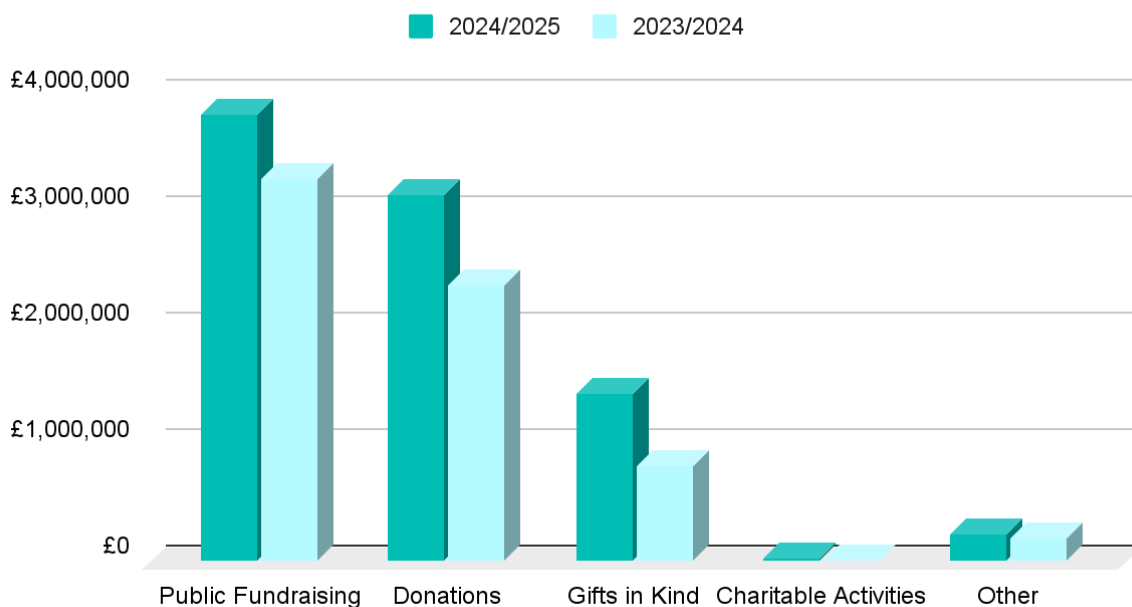
Donations consist of income from trusts, foundations, and corporate funders, and include contributions from employee events as well as matched funding for donations raised by employees.

Income is categorised in the following charts

### 2024/2025 Income by Category



## Income by Category 2024/2025 vs 2023/2024



Income from public fundraising, sponsorship events and donations is obtained from a large number of sources/donors across a wide range of events throughout the year.

Income from charitable activities includes event registration fees of £23,000 (2024: £14,000), and trading income of nil (2024: £1,000). Event registration fees relate to fees paid by supporters for their fundraising event place.

Deferred income from funding was £3,520,000 (2024: £46,000). Of this amount, £3,500,000 relates to income received from Omaze and will be recognised evenly over the next two years to partially fund our helpline, providing greater stability for the years ahead.

### 5.2 Expenditure

Expenditure for the year was £9,150,000 (2024: £8,380,000), an increase of £770,000 (9%) on the previous year. This increase arose across the following areas of CALM's activities:

## **Fundraising**

Total fundraising costs were £2,492,000 (2024: £2,152,000), an increase of £340,000 on the previous year. Of these costs £1,727,000 (2024: £1,363,000) were direct costs and £765,000 (2024: £789,000) were an allocation of support costs, which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training. Fundraising costs include the costs of supporting and organising participants in fundraising events on behalf of CALM and also work on developing the supporter database. The salary costs of 20 full-time equivalent members of staff (as of 31 March 2025) are allocated directly to this category (2024: 23). Fundraising costs represent 29% (2024: 32%) of income.

## **Charitable activities**

Charitable activities costs were £6,257,000 (2024: £6,227,000), an increase of £30,000 (0.5%) on the previous year. Expenditure by key activities can be analysed as follows:

Service (Helpline) costs were £2,823,000 (2024: £3,336,000) and decreased by £513,000 (15%). Alongside our helpline delivery partner, across the year we worked hard to increase efficiency, manage demand and target our helpline to those who need us most – enabling us to make a saving on helpline costs. In 2025/26, investments will be made to further increase the life-saving ability of our helpline and digital services. Of these total costs £2,002,000 (2024: £2,301,000) were direct costs and £821,000 (2024: £1,035,000) were an allocation of support costs, which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training.

Service (Education & Awareness) costs were £3,434,000 (2024: £2,891,000). Predominantly as a result of generous gifts in kind, we were able to increase our service provision by £543,000 compared to the previous year. The costs in this category involve the provision of support to promote awareness of suicide through campaigns and specific public events. The salary costs of 12 full-time equivalent staff are allocated directly to this cost category (2024: 15). Of these total costs £2,511,000 (2024: £2,119,000) were direct costs and £923,000 (2024: £773,000) were an allocation of support costs which covers management and administrative staff costs, overheads (rent, utilities, communication and IT), governance, consultancy and training.

Support costs, which are included within the aforementioned fundraising and charitable activities costs, are the office, administration, management and governance costs incurred by CALM. In 2024/2025 they were £2,509,000 (2024: £2,597,000), a decrease of £88,000 (3%) on the previous year. CALM employed 24 full-time equivalent staff (as at 31 March 2025) within this category (2024: 24), including the Chief Executive Officer.

Office costs are the general overheads of the charity and are principally made up of office rent £184,000 (2024: £203,000) and utility / communications / IT / insurance costs of £186,000 (2024: £169,000).

### **5.3 Surplus and reserves**

There was a fund deficit for the year of £494,000 (2024: deficit of £1,715,000), all of which was unrestricted.

Total funds available as at 31 March 2025 were £4,072,000 (2024: £4,566,000), all of which were unrestricted. Included within the unrestricted funds is £200,000 which was transferred to an unrestricted designated fund to provide for the continued development of helpline technology.

The funds available balance is consistent with CALM's reserves policy outlined in section 1.3 above. In particular, it is sufficient to meet the charity's short-term working capital requirements. The unrestricted reserves balance as at 31 March 2025 represents 7 months (2024: 7 months) of budgeted expenditure for 2025/26.

## SECTION 6 - REFERENCE AND ADMINISTRATIVE DETAILS

**CHARITY REGISTRATION NUMBER: 1110621 (ENGLAND AND WALES), SCO44347 (SCOTLAND)**

**COMPANY NUMBER: 05378928 (England and Wales)**

### **TRUSTEES**

James Scroggs MBE (Chairman)  
Philip Thomas (Treasurer)  
David Bateson  
Marcus Chapman  
Catherine Chevallier  
Matthew Finch  
Emma France  
Will Grundy  
Aimee Luther  
Philip Portal  
Adam Powers (Resigned 15/04/2024)  
Alexander Scott  
Andrew Wardlaw  
Christopher Price (Appointed 21/10/2024)

### **CHIEF EXECUTIVE OFFICER**

Simon Gunning

### **REGISTERED OFFICE**

5 Wootton Street  
London  
SE1 8TG

### **CALM OFFICE ADDRESS**

5 Wootton Street  
London  
SE1 8TG

### **AUDITORS**

Royce Peeling Green Limited  
Chartered Accountants & Registered  
Auditors  
The Copper Room  
Deva City Office Park  
Trinity Way  
Manchester  
M3 7BG

### **LEGAL ADVISORS**

Stone King  
Boundary House  
91 Charterhouse Street  
London  
EC1M 6HR

CMS Cameron McKenna Nabarro  
Cannon Place  
78 Cannon Street  
London  
EC4N 6AF

## **BANKS**

Co-operative Bank plc  
PO Box 250  
Delf House  
Southway  
Skelmersdale  
WN8 6WT

HSBC UK Bank Plc  
1 Centenary Square  
Birmingham  
B1 1HQ

CAF Bank Limited  
25 Kings Hill Avenue  
Kings Hill  
West Malling  
Kent  
ME19 4JQ

## **SECTION 7 - AUDITORS**

The Auditors, Royce Peeling Green Limited, Chartered Accountants, have expressed their willingness to continue in office and a resolution regarding their appointment and remuneration will be submitted to the Annual General Meeting.

## **SECTION 8 - STATEMENT OF TRUSTEES' RESPONSIBILITIES**

Law applicable to charities in England and Wales requires trustees to prepare financial statements for each financial year, which give a true and fair view of the financial activities of the charity during the year and state of affairs at the end of the year. In preparing those financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable accounting standards and statements of recommended practice 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 assume that the company will continue in business.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006, applicable Accounting Standards and Statements of Recommended Practice (FRS 102), and the Accounting Regulations set out under the Charities Act 2011. 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.

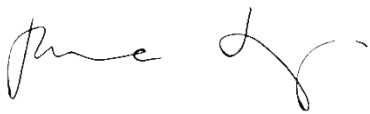
## **SECTION 9 - STATEMENT OF DISCLOSURE TO AUDITORS**

So far as the trustees are aware, there is no relevant audit information of which CALM's auditors are unaware. Additionally, the trustees have taken all the necessary steps that they ought to have taken as trustees in order to make themselves aware of all relevant audit information and to establish that the charity's auditors are aware of that information.

## **SECTION 10 - COMPANIES ACT 2006**

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006. As a small company the charity is not required to prepare a strategic report.

This report was approved by the board on 3rd December 2025.



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James Scroggs MBE – Director, Chair of Trustees

## **INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF**



### **Opinion**

We have audited the financial statements of the Campaign Against Living Miserably for the year ended 31st March 2025 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable by law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as of 31st March 2025, and its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005 and regulations of the Charities Accounts (Scotland) Regulations 2006.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including

the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

### **Other information**

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

## **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008, and the Charities Accounts(Scotland) Regulations 2006 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

## **Responsibilities of Trustees**

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

## **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011, section 44 (i) (c) of the Charities and Trustee Investment (Scotland) Act 2005, and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. Based on our understanding of the charity, we identified that the principal risks of non-compliance with laws and regulations related to the Charities Act 2011, the Charities Statement of Recommended Practice, pensions legislation, employment regulation and health and safety regulation, anti-bribery, corruption and fraud, money laundering, non-compliance with implementation of government support schemes relating to COVID-19, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements, such as the Companies Act 2006.

We evaluated the Trustees' and management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls) and determined that the principal risks were related to posting manual journal entries to manipulate financial performance, management bias through judgements and assumptions in significant accounting estimates, in particular in relation to use of restricted funds, and significant one-off or unusual transactions.

Our audit procedures were designed to respond to those identified risks, including non-compliance with laws and regulations (irregularities) and fraud that are material to the financial statements. Our audit procedures included but were not limited to:

- Discussing with the Trustees and management their policies and procedures regarding compliance with laws and regulations: and
- Communicating identified laws and regulations throughout our engagement team and remaining alert to any indications of non-compliance throughout our audit; and
- Considering the risk of acts by the charity which were contrary to applicable laws and regulations, including fraud.

Our audit procedures in relation to fraud included but were not limited to:

- Making enquiries of the Trustees and management on whether they had knowledge of any actual, suspected or alleged fraud:
- Gaining an understanding of the internal controls established to mitigate risks related to fraud:
- Discussing amongst the engagement team the risks of fraud; and

- Addressing the risks of fraud through management override of controls by performing journal entry testing.

There are inherent limitations in the audit procedures described above and the primary responsibility for the prevention and detection of irregularities including fraud rests with management. As with any audit, there remained a risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations or the override of internal controls.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Other matters**

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRSS 102)" (as amended) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

This has been done in order for the financial statements to provide a true and fair view in accordance with the current Generally Accepted Accounting Practice.

### **Use of our report**

This report is made solely to the charity's Trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008 and Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

A handwritten signature in cursive script that reads "Royce Peeling Green Ltd." The signature is written in dark ink on a light-colored background.

**Carolyn Dutton (Senior Statutory Auditor)**

for and on behalf of Royce Peeling Green Limited, Statutory Auditor

Chartered Accountants  
The Copper Room  
Deva City Office Park  
Trinity Way  
Manchester  
M3 7BG

Date: 3rd December 2025

Royce Peeling Green Limited is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

## CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

YEAR ENDED 31 MARCH 2025

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Year Funds	Note
	£	£	£	£	
<b>Income From:</b>					
Donations and legacies	5,823,506	2,586,319	8,409,825	6,453,829	3
Charitable activities	22,907	–	22,907	14,830	
Government grants	–	–	–	–	
Trading activities	110,626	–	110,626	–	7
Investments	113,049	–	113,049	196,085	
<b>Total Incoming Resources</b>	<b>6,070,088</b>	<b>2,586,319</b>	<b>8,656,407</b>	<b>6,664,744</b>	
<b>Expenditure on:</b>					
Raising funds	2,491,677	–	2,491,677	2,152,155	4
Charitable activities	3,670,586	2,586,319	6,256,905	6,227,459	5
Trading activities	401,758		401,758		
<b>Total Expenditure</b>	<b>6,564,021</b>	<b>2,586,319</b>	<b>9,150,340</b>	<b>8,379,614</b>	
<b>Net Income / (expenditure)</b>	<b>(493,933)</b>	<b>–</b>	<b>(493,933)</b>	<b>(1,714,870)</b>	
Transfer between funds	–	–	–		
Net movement in funds	<b>(493,933)</b>	<b>–</b>	<b>(493,933)</b>	<b>(1,714,870)</b>	
<b>Reconciliation of Funds:</b>					
Total funds brought forward	4,565,865	–	4,565,865	6,280,735	
<b>Total Funds Carried Forward</b>	<b>4,071,932</b>	<b>–</b>	<b>4,071,932</b>	<b>4,565,865</b>	

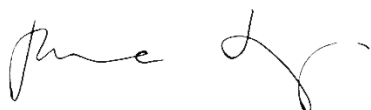
The Statement of Financial Activities has been prepared on the basis that all operations are continuing operations. There are no recognised gains and losses other than those passing through the Statement of Financial Activities. The notes on pages 43 to 56 form part of these accounts.

# CONSOLIDATED BALANCE SHEET

YEAR ENDED 31 MARCH 2025

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Year Funds	Note
	£	£	£	£	
<b>Fixed Assets:</b>					
Tangible assets	34,496	-	34,496	58,535	9
<b>Total Fixed Assets:</b>	<b>34,496</b>	<b>-</b>	<b>34,496</b>	<b>58,535</b>	
<b>Current Assets:</b>					
Debtors	3,974,207	-	3,974,207	970,974	10
Investments	994,785	-	994,785	778,256	11
Cash and cash equivalents	3,070,800	-	3,070,800	3,689,292	
<b>Total Current Assets</b>	<b>8,039,792</b>	<b>-</b>	<b>8,039,792</b>	<b>5,438,522</b>	
<b>Liabilities:</b>					
Creditors falling due within one year	(4,002,355)	-	(4,002,355)	(931,192)	12
<b>Net Current Assets</b>	<b>4,037,437</b>	<b>-</b>	<b>4,037,437</b>	<b>4,507,330</b>	
<b>Total Assets Less Current Liabilities</b>	<b>4,071,933</b>	<b>-</b>	<b>4,071,933</b>	<b>4,565,865</b>	
<b>The Funds of the Charity:</b>					
Restricted income funds	-	-	-	-	16
Unrestricted funds:					
Designated fund	200,000	-	200,000	200,000	
General unrestricted funds	3,871,932	-	3,871,932	4,365,865	
Total unrestricted funds	4,071,932	-	4,071,932	4,565,865	14
<b>Total Charity Funds</b>	<b>4,071,932</b>	<b>-</b>	<b>4,071,932</b>	<b>4,565,865</b>	

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006. Approved by the trustees on 3rd December 2025 and signed on their behalf by:



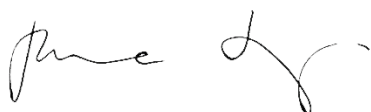
James Scroggs MBE  
Director, Chair of Trustees

# CHARITY BALANCE SHEET

YEAR ENDED 31 MARCH 2025

	Unrestricted Funds	Restricted Funds	Total Funds	Prior Year Funds	Note
	£	£	£	£	
<b>Fixed Assets:</b>					
Tangible assets	34,496	-	34,496	58,535	9
<b>Total Fixed Assets:</b>	<b>34,496</b>	<b>-</b>	<b>34,496</b>	<b>58,535</b>	
<b>Current Assets:</b>					
Debtors	4,259,738	-	4,259,738	970,974	10
Investments	994,785	-	994,785	778,256	11
Cash and cash equivalents	3,069,788	-	3,069,788	3,689,292	
<b>Total Current Assets</b>	<b>8,324,311</b>	<b>-</b>	<b>8,324,311</b>	<b>5,438,522</b>	
<b>Liabilities:</b>					
Creditors falling due within one year	(3,995,743)	-	(3,995,743)	(931,192)	12
<b>Net Current Assets</b>	<b>4,328,568</b>	<b>-</b>	<b>4,328,568</b>	<b>4,507,331</b>	
<b>Total Assets Less Current Liabilities</b>	<b>4,363,064</b>	<b>-</b>	<b>4,363,064</b>	<b>4,565,865</b>	
<b>The Funds of the Charity:</b>					
Restricted income funds	-	-	-	-	16
Unrestricted funds:					
Designated fund	200,000	-	200,000	200,000	
General unrestricted funds	4,163,064	-	4,163,064	4,365,865	
Total unrestricted funds	4,363,064	-	4,363,064	4,565,865	15
<b>Total Charity Funds</b>	<b>4,363,064</b>	<b>-</b>	<b>4,363,064</b>	<b>4,565,865</b>	

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006. Approved by the trustees on 3rd December 2025 and signed on their behalf by:



James Scroggs MBE  
Director, Chair of Trustees

# CONSOLIDATED STATEMENT OF CASH FLOWS

YEAR ENDED 31 MARCH 2025

	Total Funds		Note
	2024/25	2023/24	
	£	£	
<b>Cash Flows from Operating Activities:</b>			
<b>Net Cash provided by / (used in) Operating Activities</b>	(502,352)	(2,051,761)	A
Cash flows from investing activities:			
Interest received	113,049	196,085	
Payments to acquire tangible fixed assets	(12,661)	(24,179)	
<b>Net Cash provided by/ (used in) Investing Activities</b>	100,388	171,906	
<b>Change in Cash and Cash Equivalents in the Reporting Period</b>	<b>(401,965)</b>	<b>(1,879,854)</b>	
Cash and cash equivalents at the beginning of the reporting period	4,467,549	6,347,403	
<b>Cash and Cash Equivalents at the End of the Reporting Period</b>	<b>4,065,585</b>	<b>4,467,549</b>	B

## Note A: RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total Funds	
	2024/25	2023/24
	£	£
Net movement in funds for the year (as per the Statement of financial activities):	(493,933)	(1,714,870)
<b>Adjustment for:</b>		
Interest received	(113,049)	(196,085)
Loss on disposal of tangible fixed assets	-	-
Depreciation	36,700	41,031
(Increase) in debtors	(3,003,233)	(497,493)
Increase in creditors	3,071,163	315,656
<b>Net cash provided by operating activities</b>	<b>(502,352)</b>	<b>(2,051,761)</b>

## NOTE B: ANALYSIS OF CASH AND CASH EQUIVALENTS

	Total funds	
	2024/25	2023/24
	£	£
Current investments	994,785	778,256
Cash at bank	3,070,800	3,689,293
	<b>4,065,585</b>	<b>4,467,549</b>

# CHARITY STATEMENT OF CASH FLOWS

YEAR ENDED 31 MARCH 2025

	Total Funds		Note
	2024/25	2023/24	
	£	£	
<b>Cash Flows from Operating Activities:</b>			
<b>Net Cash provided by / (used in) Operating Activities</b>	(503,364)	(2,051,761)	A
Cash flows from investing activities:			
Interest received	113,049	196,085	
Payments to acquire tangible fixed assets	(12,661)	(24,179)	
<b>Net Cash provided by/ (used in) Investing Activities</b>	100,388	171,906	
<b>Change in Cash and Cash Equivalents in the Reporting Period</b>	<b>(402,976)</b>	<b>(1,879,854)</b>	
Cash and cash equivalents at the beginning of the reporting period	4,467,549	6,347,403	
<b>Cash and Cash Equivalents at the End of the Reporting Period</b>	<b>4,064,573</b>	<b>4,467,549</b>	B

## Note A: RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASH FLOW FROM OPERATING ACTIVITIES

	Total Funds	
	2024/25	2023/24
	£	£
Net movement in funds for the year (as per the Statement of financial activities):	(202,803)	(1,714,870)
<b>Adjustment for:</b>		
Interest received	(113,049)	(196,085)
Loss on disposal of tangible fixed assets	-	-
Depreciation	36,700	41,031
(Increase) in debtors	(3,288,764)	(497,493)
Increase in creditors	3,064,552	315,656
<b>Net cash provided by operating activities</b>	<b>(503,364)</b>	<b>(2,051,761)</b>

## NOTE B: ANALYSIS OF CASH AND CASH EQUIVALENTS

	Total Funds	
	2024/25	2023/24
	£	£
Current investments	994,785	778,256
Cash at bank	3,069,788	3,689,293
	<b>4,064,573</b>	<b>4,467,549</b>

# **NOTES TO THE FINANCIAL STATEMENTS**

YEAR ENDED 31 MARCH 2025

## **1. ACCOUNTING POLICIES**

### **Basis of preparation**

The financial statements have been prepared under the historic cost convention with items recognised at cost or transaction value unless stated in the relevant notes to the accounts.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and in accordance with the Companies Act 2006. Campaign Against Living Miserably is a registered charity, no 1110621, and meets the definition of a public benefit entity under FRS 102.

The financial statements have been prepared on a going concern basis.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest £.

### **Basis of consolidation**

The consolidated group financial statements consist of the financial statements of the parent charity Campaign Against Living Miserably together with all entities controlled by the parent charity (its subsidiaries).

All financial statements are made up to 31 March 2025. Where necessary, adjustments are made to the financial statements of subsidiaries to bring the accounting policies used into line with those used by other members of the group.

All intra-group transactions, balances, and unrealised gains on transactions between group companies are eliminated on consolidation. Unrealised losses are also eliminated unless the transaction provides evidence of an impairment of the asset transferred.

Subsidiaries are consolidated in the Group's financial statements from the date that control commences until the date that control ceases.

### **Company status**

The charity is a company limited by guarantee. The members of the company are the trustees named on page 29. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. Registered Address: 5 Wootton Street, London, SE1 8TG.

### **Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

### **Incoming resources**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to the resources, the trustees know it is probable that they will receive the resources and the monetary value can be measured reliably. Where incoming resources have related expenditure (as with fundraising or contract income) the incoming resources and related expenditure are reported gross in the SoFA.

Grants, commissioning and corporate fundraising are included in the period to which the SoFA relates when:

1. The charity has unconditional entitlement to the resources; and

2. To the extent that the resources are provided to fund specific activities over defined periods of time, the charity is entitled to spend the resources and the corresponding liability has been recognised.

Grants, commissioning and corporate fundraising income that covers subsequent accounting periods is shown as deferred income on the balance sheet.

Where there are terms or conditions attached to incoming resources, particularly grants, then these terms or conditions must be met before the income is recognised, as the entitlement condition will not be satisfied until that point. Where terms or conditions have not been met or uncertainty exists as to whether they can be met, then the relevant income is not recognised in the year but deferred and shown on the balance sheet as deferred income.

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions, it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised; those for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity; those for use by the charity are included in the SoFA as incoming resources when receivable.

Donated facilities are only included in incoming resources (with an equivalent amount in resources expended) where the benefit to the charity is reasonably quantifiable, measurable and material. The value placed on these resources is the estimated value to the charity of the service or facility received. No amounts are included in the financial statements for services donated by volunteers.

Investment income is included in the accounts when receivable.

## **Expenditure and liabilities**

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources, it is probable that settlement will be required and the amount of the obligation can be measured or estimated reliably.

Fundraising costs are those incurred in raising income for the charity through events and promotions, and seeking grant funding.

Support costs are allocated to activity cost categories on a basis consistent with the use of resources and include:

1. Office and administration costs incurred in connection with general management of the charity and compliance with constitutional and statutory requirements; and
2. Governance costs incurred in relation to the preparation and audit of statutory accounts, the costs of trustee meetings and the cost of legal advice to trustees on governance or constitutional matters.

Irrecoverable VAT is charged against the expenditure heading for which it was incurred.

## **Leases**

Rentals payable under operating leases, including any lease incentives received, are charged to the Statement of Financial Activities on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease assets are consumed.

## **Pension Scheme**

The charity contributes to a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity and contributions are accounted for when due.

## **Depreciation**

All tangible fixed assets are stated in the balance sheet at cost less depreciation. The depreciation of assets is provided in equal annual instalments over the estimated useful life of the assets at the following rates:

Short leasehold property

- Over the term of the lease

Computer equipment & furniture

- 33% straight line

## **Recognition of Liabilities**

Liabilities are recognised where it is more likely than not there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

## **Recognition of Basic Financial Assets**

Debtors are measured on initial recognition at settlement amount after any discounts or amount advanced by the charity. Subsequently, they are measured at cash or other consideration expected to be received.

## 2. CRITICAL ACCOUNTING ESTIMATES

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised, where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Judgements and estimates are made by the trustees in allocating support costs between restricted and unrestricted funds. They are also made when ascertaining depreciation methods and rates applicable to fixed assets.

## 3. DONATIONS AND LEGACIES – GROUP AND PARENT

	<b>Unrestricted</b>	<b>Restricted</b>	<b>Total 2025</b>	<b>Total 2024</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Donations	1,990,354	1,147,198	3,137,552	2,358,497
Public fundraising	3,833,152	–	3,833,152	3,275,117
Gifts in kind	–	1,439,121	1,439,121	820,215
<b>Total</b>	<b>5,823,506</b>	<b>2,586,319</b>	<b>8,409,825</b>	<b>6,453,829</b>

Restricted donations consist of grant income of £1,147,198 (2024: £394,513.)

Legacies of £15,095 were received in 2025 (2024: £17,500).

Although required to disclose the aggregate donated by trustees, the charity recognises that all of our trustees give their time on a voluntary basis and make valuable non-financial contributions.

Total trustee donations of £330 (2024: £250) have been received in the year.

## 4. RAISING FUNDS – GROUP AND PARENT

Activity or Programme	Activities	Support Costs	Total 2025	Total 2024
	Undertaken Directly	(note 6)		
	£	£	£	£
Fundraising activities	1,726,424	765,253	2,491,677	2,152,155

## 5. EXPENDITURE ON CHARITABLE ACTIVITIES

Activity or Programme	Activities	Support Costs	Total 2025	Total 2024
	Undertaken Directly	(note 6)		
	£	£	£	£
Services: Helpline	2,002,122	820,682	2,822,804	3,335,808
Services: Awareness & education	2,511,091	923,010	3,434,101	2,891,651
<b>Total</b>	<b>4,513,213</b>	<b>1,743,692</b>	<b>6,256,905</b>	<b>6,227,459</b>

## 6. SUPPORT COSTS

Activity or Programme	Office Costs	Management	Governance	Total 2025	Total 2024
	£	£	£	£	£
Raising funds	314,931	448,403	1,919	765,253	789,459
Services: Helpline	337,742	480,883	2,057	820,682	1,034,963
Services: Awareness & education	379,854	540,842	2,314	923,010	772,717
<b>Total</b>	<b>1,032,527</b>	<b>1,470,128</b>	<b>6,290</b>	<b>2,508,945</b>	<b>2,597,139</b>

Activity or Programme	Office Costs	Management	Governance	Total 2024	Total 2023
	£	£	£	£	£
Raising funds	306,732	480,261	2,466	789,459	724,036
Services: Helpline	402,118	629,612	3,233	1,034,963	998,440
Services: Awareness & education	300,227	470,077	2,413	772,717	814,414
<b>Total</b>	<b>1,009,077</b>	<b>1,579,950</b>	<b>8,112</b>	<b>2,597,139</b>	<b>2,536,890</b>

Governance costs relate to the annual audit fee, legal fees and reimbursed trustee travel and meeting expenses. £6,290 was paid in the year to the auditors in respect of audit services (2024: £8,112).

## 7. TRADING SUBSIDIARY

	Total 2025	Total 2024
	£	£
Turnover	110,626	-
Cost of sales	(353,494)	-
Gross profit	(242,868)	-
Administration expenses	(48,263)	-
Net profit before and after tax	<b>(291,131)</b>	-

## 8. STAFF COSTS

Staff Costs during the Year were:	Total 2025	Total 2024
	£	£
Staff Salaries	2,820,642	3,051,435
Social security costs	308,767	332,859
Employers pension contributions	161,762	162,353
<b>Total Costs</b>	<b>3,291,171</b>	<b>3,546,647</b>

	Total 2025	Total 2024
The average monthly number of employees employed by the charity during the year	54	57
Number of volunteers	143	122
Total volunteer hours provided	858	793

### Higher paid employees:

The number of employees whose remuneration fell within the following bands were:

	Total 2025	Total 2024
£60,000 – £69,999	5	3
£70,000 – £79,999	2	3
£80,000 – £89,999	4	4
£100,000 – £109,999	1	1
£110,000 – £119,999		
£120,000 – £129,999		
£130,000 – £139,999		1
£150,000 – £159,999		1
£160,000 – £179,999	1	1

## 9. TANGIBLE FIXED ASSETS – GROUP & PARENT

	Short Leasehold Properties	Office Equipment & Furniture	Total
Cost	£	£	£
At 1 April 2024	47,643	146,147	193,790
Additions	–	12,661	12,661
Disposals	–	–	–
<b>At 31 March 2025</b>	<b>47,643</b>	<b>158,808</b>	<b>206,451</b>
<b>Depreciation</b>			
At 1 April 2024	29,122	106,133	135,255
Charge for the year	9,529	27,171	36,700
Eliminated in respect of disposals	–	–	–
<b>At 31 March 2025</b>	<b>38,651</b>	<b>133,304</b>	<b>171,955</b>
<b>Net Book Value</b>			
At 31 March 2024	18,521	40,014	58,535
<b>At 31 March 2025</b>	<b>8,992</b>	<b>25,504</b>	<b>34,496</b>

## 10. DEBTORS

	Group 2025	Charity 2025	Group 2024	Charity 2024
	£	£	£	£
Trade debtors	3,516,287	3,504,350	138,757	138,757
Prepayments and accrued income	336,806	336,806	733,405	733,405
Intercompany debtors	–	353,174	–	–
Other debtors	121,114	65,408	98,812	98,812
	<b>3,974,207</b>	<b>4,259,738</b>	<b>970,974</b>	<b>970,974</b>

## 11. INVESTMENTS

	Group 2025	Charity 2025	Group 2024	Charity 2024
	£	£	£	£
Listed investments	994,785	994,785	778,256	778,256

## 12. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	Group 2025	Charity 2025	Group 2024	Charity 2024
	£	£	£	£
Trade creditors	202,814	196,202	521,990	521,990
Deferred income	3,520,000	3,520,000	46,211	46,211
Income tax and social security	102,003	102,003	161,899	161,899
Accruals	177,122	177,122	200,677	200,677
Other creditors	416	416	415	415
	<b>4,002,355</b>	<b>3,995,743</b>	<b>931,192</b>	<b>931,192</b>

## 13. SUBSIDIARIES

Name of Subsidiary	Trading Activity	% Shares Held
Campaign Against Living Miserably Trading Ltd	Corporate sponsorship and brand licensing	100%

## 14. UNRESTRICTED FUNDS – GROUP

### GENERAL FUND

	Balance at 1 April 2024	Income	Expenditure	Transfers	Balance at 31 March 2025
	£	£	£	£	£
General Fund	4,365,865	6,070,088	(6,564,021)	-	3,871,932
	<b>4,365,865</b>	<b>6,070,088</b>	<b>(6,564,021)</b>	<b>-</b>	<b>3,871,932</b>

### GENERAL FUND

	Balance at 1 April 2023	Income	Expenditure	Transfers	Balance at 31 March 2024
	£	£	£	£	£
General Fund	6,080,735	5,450,016	(7,164,886)	-	4,365,865
	<b>6,080,735</b>	<b>5,450,016</b>	<b>(7,164,886)</b>	<b>-</b>	<b>4,365,865</b>

### DESIGNATED FUND

	Balance at 1 April 2024	Income	Expenditure	Transfers	Balance at 31 March 2025
	£	£	£	£	£
Helpline technology development	200,000	-	-	-	200,000
	<b>200,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>200,000</b>

### DESIGNATED FUND

	Balance at 1 April 2023	Income	Expenditure	Transfers	Balance at 31 March 2024
	£	£	£	£	£
Helpline technology development	200,000	-	-	-	200,000
	<b>200,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>200,000</b>

The purpose of the designated fund is to provide provision for continued investment of the helpline technology project.

## 15. UNRESTRICTED FUNDS – CHARITY

### GENERAL FUND

	Balance at 1 April 2024	Income	Expenditure	Transfers	Balance at 31 March 2025
	£	£	£	£	£
General Fund	4,365,865	5,959,462	(6,162,263)	-	4,163,064
	<b>4,365,865</b>	<b>5,959,462</b>	<b>(6,162,263)</b>	<b>-</b>	<b>4,163,064</b>

### GENERAL FUND

	Balance at 1 April 2023	Income	Expenditure	Transfers	Balance at 31 March 2024
	£	£	£	£	£
General Fund	6,080,735	5,450,016	(7,164,886)	-	4,365,865
	<b>6,080,735</b>	<b>5,450,016</b>	<b>(7,164,886)</b>	<b>-</b>	<b>4,365,865</b>

### DESIGNATED FUND

	Balance at 1 April 2024	Income	Expenditure	Transfers	Balance at 31 March 2025
	£	£	£	£	£
Helpline technology development	200,000	-	-	-	200,000
	<b>200,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>200,000</b>

### DESIGNATED FUND

	Balance at 1 April 2023	Income	Expenditure	Transfers	Balance at 31 March 2024
	£	£	£	£	£
Helpline technology development	200,000	-	-	-	200,000
	<b>200,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>200,000</b>

The purpose of the designated fund is to provide provision for continued investment of the helpline technology project.

## 16. RESTRICTED FUNDS

Fund Name	Balance at 1		Balance at 31	
	April 2024	Income	Expenditure	March 2025
	£	£	£	£
Helpline and livechat service provision	-	788,587	788,587	-
Missed Birthdays	-	332,400	332,400	-
Helpline technology development	-	26,211	26,211	-
	-	<b>1,147,198</b>	<b>1,147,198</b>	-
<b>Gifts in Kind</b>				
PR support and campaigning	-	1,366,575	1,366,575	-
Professional fees	-	72,546	72,546	-
	-	<b>1,439,121</b>	<b>1,439,121</b>	-

Fund Name	Balance at 1		Balance at 31	
	April 2023	Income	Expenditure	March 2024
	£	£	£	£
Helpline and livechat service provision	-	306,200	(306,200)	-
Helpline technology development	-	48,313	(48,313)	-
CALM Communities	-	40,000	(40,000)	-
	-	<b>394,513</b>	<b>(394,513)</b>	-
<b>Gifts in Kind</b>				
PR support and campaigning	-	820,215	(820,215)	-
	-	<b>820,215</b>	<b>(820,215)</b>	-

Helpline and livechat service provision fund is for the funding of the helpline and livechat service and is restricted to covering the costs from the external provider and specific service promotion.

Missed Birthdays was a nationwide strategic initiative aimed at addressing the escalating crisis of youth suicide. The project featured a comprehensive public awareness campaign, the development of targeted intervention tools, and a significantly enhanced presence on social media platforms with a strong focus on TikTok to effectively reach younger audiences.

Helpline technology development fund is for the delivery of Project RIO, focussing on improving our livechat service with innovative technology.

## 17. RELATED PARTY TRANSACTIONS

In 2025, within Campaign Against Living Miserably Trading Ltd, there were:

Marketing costs of £319,126 (2024: £6,460) for production from adam&eveDDB, of which Will Grundy (Trustee) is Chief Strategy Officer.

## 18. PROVISIONS AND FINANCIAL COMMITMENTS – GROUP AND PARENT

<b>Operational Leases</b>	<b>Total 2025</b>	<b>Total 2024</b>
	<b>£</b>	<b>£</b>
Total non-cancellable commitments under operating leases expiring:		
In less than one year	252,648	202,238
Between two to five years	505,296	430
	<b>757,944</b>	<b>202,668</b>

**THANK YOU**