

ANNUAL REPORT & ACCOUNTS

YEAR TO 30 SEPTEMBER 2023

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CEO Introduction

stem4's mission to support the mental health and wellbeing of young people has been at a peak, in response to the demands young people have faced in a changing world. We have firmly focussed on the challenges to young people impacted by the cost-of-living crisis, and increased lack of access to evidence-based mental health care. We have responded to these growing needs in multiple ways, from increasing our digital offers, to extending our conference and webinar programmes, creatively reaching out to new audiences, and identifying and campaigning for change.

Listening to our audiences is at the heart of everything we do, and one of our proud achievements this year has been the formation of our Youth Advisory Group to help co-produce and enable us to promote the youth voice. Parents and carers continue to be the most significant source of support for young people, especially with the lack of access to health and social care services. Our parent and carer webinars and resources have been exceptionally well received. Reaching young audiences via educators and primary care providers through our 'Head Ed' programme and our new 'Understanding Teen Minds' podcasts continues to be fruitful. We are now home to both Youth Mental Health Day and Parent Mental Health Day, both of which, we are proud to say have considerable national and international audiences.

As people struggle and ill health increases, charities also have had to adapt to look at new, resilient ways of working. Building a strong charity infrastructure has become vital in an environment that is uncertain, lacking in resources and is ultra-competitive. We must therefore ensure our income grows, with a clear plan and people in place for generating sustainable income. We acknowledge that to deliver our strategy, a high level of clinical expertise is needed, together with skills to understand the challenges of the online world, identify new risks that threaten young people's mental health, meet greater digital and technical compliance needs, and be prepared to protect against emerging cyber-attacks. We have taken appropriate steps to establish extra clinical input, greater technical compliance, in-house cyber security expertise, and investment in data compliance.

Our vision to protect the mental health of young people, enabling them to live happy and healthy lives remains at the core of everything we continue to do, and I am most thankful to the amazing stem4 Team and Trustees who always go the extra mile, to our partners, and all the many wonderful individuals and organisations who contribute so generously.

In an ever-changing world, we will continue to be responsive, caring, and impactful in what we do.



Dr Nihara Krause MBE (stem4 CEO and Founder)

Missions and Values

Supporting young people's mental health

Our Vision

To protect the mental health of children and young people, enabling them to live happy and healthy lives.

Our Mission

To foster the development of good mental health in Children and Young People through enhancing early understanding and awareness by providing mental health literacy, shared early detection and early digital intervention.

Our Values

Informative

Clinically accurate, solution focussed and educational

Positive

A focus on strengths, resilience and change

Friendly

Non-judgemental and relatable

Inclusive

We work together and put young people at the heart of what we do

Responsive

We listen and act iteratively

Effective

We deliver change

Our Aims

Raise Early Awareness

By providing mental health education that encourages discussion and openness.

Help Young People to Stay Well

By providing a focus on resilience, well-being and self-care.

Offer Choice

By providing access to information in multiple ways and to many audiences.

Focus on Early Intervention

By providing effective, evidence-based intervention and signposting to safe national resources.

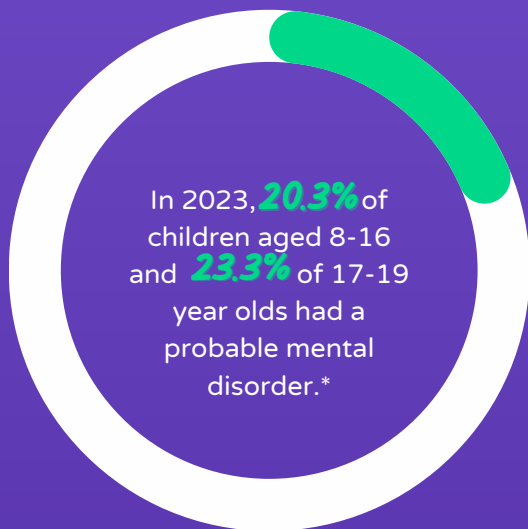
Extend Reach and Access

By providing information digitally, as well as face to face.

Putting Excellence at the Heart of What We Do

By listening and working with our different audiences, collaboration and partnership working, robust evaluation of outcomes, impact measurement and maintaining a strong financial position.

The State of Children and Young People's Mental Health



For 17-25 year olds, rates of probable mental disorder were **2X** as high for young women than young men.*



8-16 year olds boys and girls had similar rates of mental rates of probable mental disorder.*

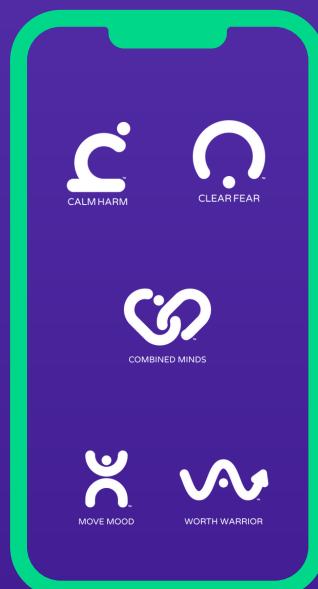
12.5% of 17 to 19 year olds were identified as having an eating disorder in 2023.

Rates of eating disorders were **4X** higher in young women **(20.8%)**.

October 2022 to September 2023

67,000 British young people downloaded stem4's library of mental health apps

Almost **400,000** people used stem4's mental health apps.



There were over **1.2 MILLION** engaged sessions in stem4's apps.

50% of the people who downloaded stem4's library of apps were not accessing any form of professional help or treatment.**

Impact Review

Educating the Minds of the Future

One of stem4's guiding principles continues to be the belief that young people and those who support them (including parents, educators, and health professionals) have just as much right to an education about good mental health as they do good physical health. Our work is centred around sharing accurate information on how to recognise early warning signs, and provide effective strategies for how to deal with them. With young people experiencing multiple crises (from the pandemic, to ongoing wars, and the climate crisis), stem4's resources have been all the more important.

Empowering Hundreds of Classrooms with Mental Health Education

Head Ed has continued to stand firm as a trustworthy resource to aid teachers in their lesson preparation and teaching of Mental Health PSHE lessons. We currently have 2,019 teachers across the UK subscribed to Head Ed, a number that continues to grow steadily. We are looking forward to releasing our updated Head Ed platform in the coming months, with a new look and feel and nine new videos in the Key Stage 4 modules. In doing so we hope to achieve the PSHE Quality Assurance Mark.

2,019

subscribers by the end of September 2023, with 435 of those gained in the last year.



Carrington School Conference - September 2023

stem4 was thrilled to be invited to Carrington School in Redhill to host our second multi-school conference since the pandemic. We were excited to be joined by just under 100 Year 9 students from a number of East Surrey schools.

Once kitted out with their conference lanyard and folder, students were able to refer to the conference webpage to find out all the details of the day as well as access all the resources, including an assembly pack to aid them as they created awareness of teenage mental health on their return to school.

The day was filled with a variety of speakers and activities. Dr Krause provided a clinical perspective and allowed the students the chance to share some of their stresses and place them away in the 'stress bucket'.

Our stem4 ambassadors made us feel as proud as always and had the students enthralled as they shared their personal experiences. We would love to thank Shad Ahmad and Rosie Day for sharing their inspiring stories and Carrington School, Redhill for their kind hospitality. We are already looking forward to our next three conferences which are booked for the year ahead.

Early Digital Intervention

Release of stem4's latest app, Worth Warrior

In January 2023, stem4's fifth app, Worth Warrior, was launched to help young people manage low self-worth, poor body image and related early-stage eating difficulties or disorders. The app was funded by the National Institute for Health and Care Research (NIHR) and created in collaboration with young people.

Worth Warrior provides a range of helpful activities and information, based on the notion that eating and body-related issues can be helped through learning to challenge and change thoughts, emotions, behaviours, and body image issues underlying low self-worth.

By identifying these underlying factors, and monitoring them over time, users can also start to identify what their triggers and maintaining factors are and work towards making positive change.

A research trial is underway to find out if the Worth Warrior app helps improve self-worth and reduce symptoms of early-stage eating disorders.



Thank you for making this app.
It will help a lot of people.

User Feedback



App Accreditation



Our Move Mood app was assessed by ORCHA and now appears on the Mind helpline library for their team to recommend to helpline users. Our Calm Harm and Combined Minds apps are currently being assessed for inclusion in the library as part of the second wave of this project.

App Charging



In order for our apps to continue to meet their robust safety and technical requirements and industry standards, which requires regular resourcing, stem4 is undertaking a trial to see the impact of charging for our apps, starting with implementing a very modest, one-off charge for Calm Harm and Combined Minds. The apps will remain free to UK users, with users in the rest of the world being charged. All proceeds go toward stem4's work in providing hard to access, evidence-based mental health support for young people.

We are grateful for our users' understanding and cooperation as we work to find a sustainable source of funding that is as fair as possible, to continue to fund our charitable objectives of providing accessible and clinically-safe mental health support for young people.

Digital Innovation

Creating a Resilience Platform for Young People



Bounce Not Break is stem4's new psychologically-informed resilience and wellbeing education toolkit. It's an immersive, gamified mental wellbeing and resilience platform for primary school children. Designed by clinical psychologists, teachers and students, the interactive interface teaches the skills young people require to overcome life's inevitable challenges and setbacks.

stem4 ran focus groups with teachers in early 2023 to get feedback on the platform concept. We also co-collaborated with a local school to get children's feedback on screen designs and input into the mascot designs.

Phase one of development culminated in a pilot study in June 2023 with four schools and the results are currently being analysed. A second pilot is planned for later in the year.

For more information visit bouncenotbreak.org.uk.

Researching the Efficacy of Our Apps

We had 37 participants complete the Clear Fear research study to test whether the Clear Fear app helps reduce symptoms of anxiety. Early analysis of the results is very promising and we are looking to publish these in 2024.



Collaborating to Extend the Reach of Our Apps



Good Thinking is an online service that supports Londoners to look after their mental health and wellbeing in a way that works for them. Since its launch in 2017, over 750,000 people have used this digital service to tackle anxiety, stress, low mood, sleep problems, and other concerns.

Available 24/7 on any device, free, and completely anonymous, Good Thinking provides a range of resources to help Londoners improve their mental wellbeing. stem4 is proud to have renewed licences for its Clear Fear, Combined Minds, and Move Mood apps with this platform, doing such a valuable job in supporting young Londoners' mental health.



MindMate Leeds is the name for all the different ways children and young people in Leeds can get support with their mental health and wellbeing.

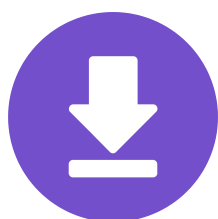
The MindMate website is an information hub for both professionals and young people in Leeds and includes (amongst other help) how young people can support their mental health through local services. stem4 is proud to have extended our licence with localised information, commissioned by Leeds Council, for self-harm support in the area.

App Dashboard

We're excited to be working with our tech partner to develop a bespoke dashboard to aid in visualising the anonymous analytics that are collected within our apps. This includes information such as the type of people that are using the apps (such as age and gender, if users opt to give us this information), which activities are most used, when the apps are being used, and how effective users rate their activities to be.

This dashboard will be hugely valuable in providing a clear way for us to see how our apps are being used and in what ways they are effective, in order to better support our app users and inform further development, so that we can ensure we are effectively meeting their needs.

Apps in numbers



500,000+

downloads across all
apps during this
reporting period*

(*from Oct '22 to Sep '23)

All-time app downloads, as of Sep '23:

3M

total Calm Harm
downloads

800K

total Clear Fear
downloads

100K

total Move Mood
downloads

70K

total Combined Minds
downloads

"Practical app to help people take control ... This is a great idea for an app. I like it. It's a nice space to figure out your own priorities and come up with your own solutions."



MOVE MOOD

"This app was recommended to me by a friend. Being someone who has a lot of panic attacks and anxiety, and who has had CBT (cognitive behavioural therapy), i can say that the app is really similar to the sessions i would usually pay for. This app has saved me many times and i highly recommend it."



CLEAR FEAR

"I was worried about my friend when we couldn't meet at school during lockdown because he gets very depressed. We filled his safety net together and I have a copy of it on my phone so we can remind ourselves of what we need to do when things get hard."



CALM HARM

"This is seriously the best app I've ever used. Period. It saved my life. Thank you, thank you THANK YOU calm harm team."



COMBINED MINDS

stem4i
supporting teenage mental health
Registered Charity Number 1144506
stem4.org.uk

New Initiatives and User Voice

stem4's work is all about raising early awareness and highlighting the importance of early intervention, all while being led by young people. Two ways we have worked towards this include with our Youth Advisory Group and podcast hosted by Dr. Nihara Krause MBE.

Youth Advisory Group

Young people are at the heart of everything stem4 does. From informing our app development, to guiding where we direct our resources, we strive to be youth-informed in what we do. To enhance this, we set up a Youth Advisory Group.

With the recruitment of a Youth Engagement Coordinator we were able to have monthly meetings with a small team of young people who care about the mental health of all young people and want to take an active role in collaborating with stem4 and embedding a youth voice and perspective in everything stem4 does.

The Youth Group helped to shape the graphics and content of stem4's #BeBrave Youth Mental Health Day campaign.

When the capacity of the team increases we hope to be able to continue running this group, but in the meantime we will continue to ensure that the voice of young people is central to everything we do.

Understanding Teen Minds, stem4's Mental Health Podcast



stem4's mental health podcast, Understanding Teen Minds, aims to provide insight into the world of teenage mental health, looking at everything from signs and symptoms to early intervention.

Drawing on the extensive knowledge and experience of stem4 founder, Consultant Clinical Psychologist Dr. Nihara, along with the evidence-based resources and apps provided by stem4, we hope our podcast will continue to be a useful tool and support for health and education professionals, parents, and young people alike.

This year, we broadened our podcast audience to provide content for parents and carers as well as educators. Episode 3 of the podcast, released during November 2022, provided GPs with information about identifying eating disorders in boys and young men. For parents and carers, three further episodes were released on building self esteem in boys and young people.

Other topics targeted at parents and carers were: 'Talking about Resilience', 'Early Signs of Eating Disorders and First Steps Forward' and 'The Signs and Symptoms of Anxiety and Anxiety Disorders in Young People'.

We have had over 1,900 total listens and look forward to expanding our reach.



Promoting Digital Wellbeing for Young People

At the start of 2023, we launched a series of blog posts, written by Dr Nihara Krause and Dr Richard Graham, to provide information for both young people and parents/carers relating to young people's digital wellbeing. These included topics such as:

- How to understand social media algorithms
- Tips on how to navigate social media when feeling low
- How to take control of your time online, and
- Being kind online

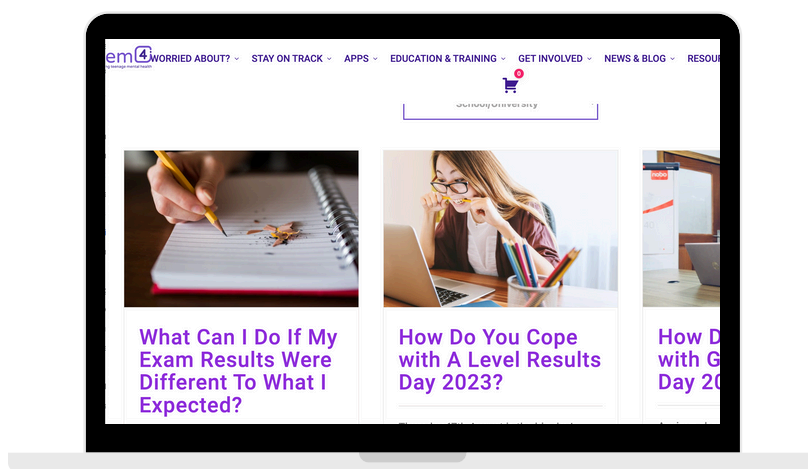
This has led to the development of a dedicated section of our website for Digital Wellbeing, which acts as a hub for this content as we continue to grow these resources, which can be found under the News & Blog section of our menu at www.stem4.org.uk.

Blog series: Support when waiting for and receiving exam results

We understand the emotional toll that waiting to receive important exam results can have on young people, as well as the pressures they can face on the day these results are released. Building upon last year's campaign, we updated our series of blog posts dedicated to this topic for the new cohort receiving their GCSE, T Level and A Level results over the summer.

We researched common results-day-related Google searches to get a sense of what young people wanted to know during this time, resulting in blog posts designed to support young people, from the stresses of the waiting period to how to handle the day itself, including:

- How can I stop worrying about results day?
- How do you cope with A Level / T Level / GCSE results day 2023?
- Understanding my exam results: How important are exams?
- How can I tell people my exam results?
- What can I do if my exam results were different to what I expected?



Highlighting the Need for Change & Campaigning with Impact

Mental health continues to rise on the public agenda, thanks to the longstanding work of charities and organisations like stem4. However, as the landscape young people operate in continues to evolve, it is important that stem4 not only continues to highlight the state of children and young people's mental health in the UK, but provides reasonable and positive steps forward.

Damaging content on social media, combined with pandemic fallout, contribute to a low sense of self-worth and a rise in eating difficulties.

In November 2022, stem4 surveyed 1,024 12-21 year-olds, to explore the impact of social media on young people's mental health. Nearly all (97%) young people are now on social media, clocking up an average of 3.65 hours a day on apps that have become very much part of their lives. 69% of young people said that social media has a negative effect on their mood, making them feel stressed, anxious, and depressed.

The survey also identified that 3 in 4 (77%) children and young people are now unhappy with how they look, with some as young as 12 saying "I'm fat," "I'm embarrassed by my body," "I'm not muscular enough," and "My body doesn't represent who I am." At the same time, nearly half (45%) of all 12-21 year-olds say they are regularly bullied by people they know, or trolled online about their physical appearance.

In March 2023, a webinar was run for parents and carers on how they can support young people struggling with eating disorders. The Worth Warrior app was promoted as a tool that can help young people overcome low self-worth caused by negative body image.



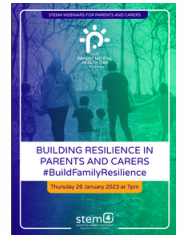
In November 2022, stem4 surveyed 1,024 12-21 year-olds

Cost of living crisis causing mental health distress for nearly two thirds of families in the UK

Ahead of Parent Mental Health Day 2023 (PMHD), stem4 conducted a nationwide survey of 2,012 parents and carers. This survey revealed that the lasting impact of the pandemic, combined with the cost-of-living crisis, has left millions of parents and carers in emotional and mental health distress.

Two thirds (63%) say that "the cost-of-living crisis has negatively impacted my mental health and my family's mental health." This has led eight in ten (82%) parents and carers to say they feel overwhelmed and unable to cope and lack the resilience needed to overcome their daily struggles.

This set the stage for our Parent Mental Health Day theme of #BuildFamilyResilience, where we focused on ways in which parents and carers can successfully adapt to challenging situations and deal with their own stress and anxiety, while navigating their family through difficult times.



Two thirds of parents and carers (63%) say that "the cost-of-living crisis has negatively impacted my mental health and my family's mental health."

8 in 10 parents and carers say they feel overwhelmed and unable to cope, and lack the resilience needed to overcome their daily struggles.



A parent in the East Midlands, commented: "I'm completely stressed about everything and so tired, but I keep going for my daughter and having to work to support ourselves for the basics. I feel so bad that my daughter's friends have holidays and nice things, yet we have very little in comparison. I don't really have time for myself"



Over half (55%) of the parents and carers surveyed say that they or one of their immediate family is experiencing mental health difficulties.

*Parent Mental Health Day 2023, survey of 2,012 regionally representative parents (with children aged from 0 to 18 living in the family home, of which at least one child is between 12 and 18) carried out on 16th and 17th January 2023.

Rising demand overwhelms NHS eating disorder services, GPs say only children and young people dangerously ill are able to access treatment

A survey of more than 1,000 GPs found that most GPs believe eating disorder services for children and young people are failing: over half (60%) of them say it is now very difficult for even dangerously ill young patients to access the specialist treatment and care they need to get well. While NHS child and adolescent eating disorder services are generally rated as easier to access than other mental health services, demand for treatment is now so great that services are seen to be "in crisis", or as one GP said, "We are fighting a losing battle."

stem4 used these results to emphasise that urgent action is needed in the form of more effective evidence-based early mental health interventions to deal with the rising number of young people with eating problems and body image difficulties.

GP survey in numbers

5 in 10 GPs now fear that their young patients will come to harm through lack of access to the treatment from NHS child and adolescent eating disorder services.



A GP in the Southwest of England said: "The last patient I referred with moderate eating disorder and severe body dysmorphia was not seen for months. He was then seen briefly after an overdose, and then waited a further 4 months for input from CAMHS [Child and Adolescent Mental Health Services]. I saw this child every week, then fortnightly, for over a year for 20 minutes minimum and calls to support the mother every few weeks because no services were available for him for so long."

A GP in Scotland commented: "Disaster, underfunded staff leaving, teams stressed and miserable because they can't see these young people, it's horrible. The NHS is collapsing in front of our eyes. Eating disorders has increased 2 exponentially with Covid. Very few GPs even know how to identify an eating disorder or what to asklook for, ditto some of the paediatrics in local hospitals, we only have endless secure anyway."

*Survey of 1,004 regionally representative GPs across the UK, carried out by MedeConnect Healthcare Insight between 14 & 24 December 2022. GP respondents didn't know about the subject matter in advance, and the questions were included in MedeConnect Healthcare Insight's monthly omnibus GP survey

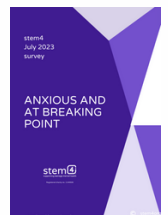
Anxious and at Breaking Point

Ahead of Youth Mental Health Day 2023, stem4 released the 'Anxious and at Breaking Point' report to highlight rising rates of mental ill health in young people.

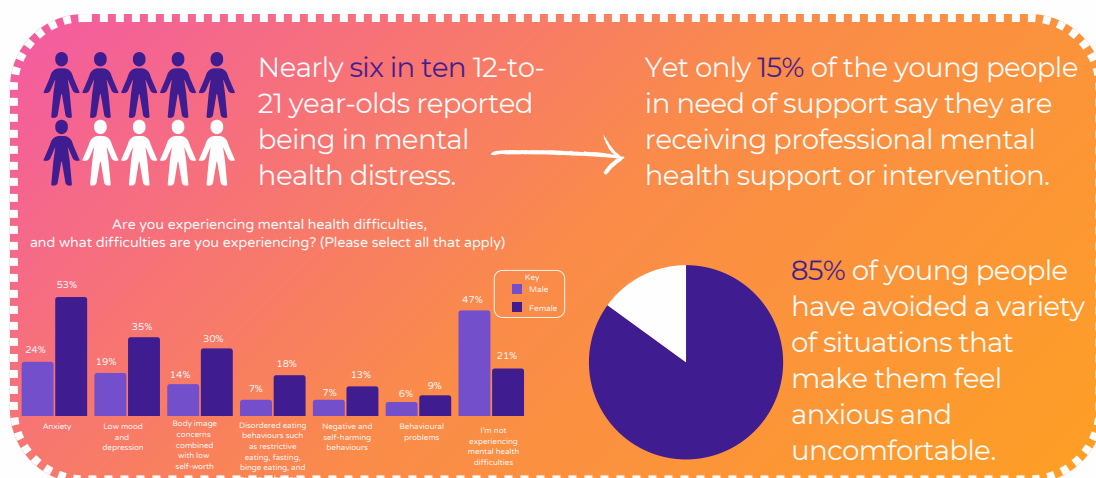


Nearly six in ten 12-to-21 year-olds reported being in mental health distress. Just 15% of the young people in need of support said they were receiving professional mental health support or intervention.

A substantial majority of young people (84%) aged from 12 to 21 say that over the past 12 months they have avoided a variety of situations that make them feel anxious and uncomfortable. These include public speaking (40%), talking to people they don't know (35%), going to school, college, university, or work (29%), making new friends (26%) and even dating (19%).



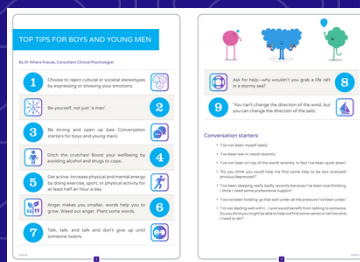
The theme of Youth Mental Health Day was #BeBrave, to reflect these rising rates of anxiety and to offer young people support in facing their fears.



*Youth Mental Health Day 2023, survey of 1,025 regionally representative young people in the UK aged from 12 to 21 carried out by Survey Goo between 21 & 27 July 2023.

Movember

Every year, the charity Movember devotes the month of November to raising awareness of issues affecting men's health and raising funds for projects that support these issues. In 2022, stem4 joined in this campaign by running a webinar and producing resources on how to build self-esteem and positive body image in boys and young men.



We produced a booklet with 'Power building' tips for boys and young men on how they can boost their self-esteem. This booklet also included signposts to further resources and support.

As part of our first series of podcast episodes aimed at GPs, we released an episode called 'Eating Disorders in Boys and Young Men, for GPs'. Series 2 of the podcast included three separate episodes for parents and carers on building self-esteem in boys and young men.

We also held a webinar for parents and carers where Dr. Nihara Krause MBE was joined by Dr. Richard Graham and stem4 Ambassadors Iain Maitland and Tom, to discuss how we can support the mental health of boys and young men.



Find out more about how stem4 continues to support Movember on our dedicated [Movember page](#).



stem4's Movember webinar had **273** attendees

Most common age group of the sons of attendees: 12-15 years



Movember resources were downloaded 200+ times



Movember webpage was visited 750 times throughout Movember

97% of attendees would recommend the webinar



94% of attendees said the webinar helped them to be more informed about self-esteem and body image in boys and young men

Parent Mental Health Day



In January 2023, stem4 celebrated its Parent Mental Health Day (PMHD) for the second year, focussing this year on how to #BuildFamilyResilience.

Despite emerging from the pandemic, the cost-of-living crisis caused parents to face new uncertainties and challenges. PMHD 2023 therefore focussed on practical ways in which parents and carers can build family resilience, minimising negative impact on the mental health of parents, carers, children and young people.

Throughout the campaign, stem4 provided interested organisations, corporates, and parents' groups with information packs filled with ideas to shine a spotlight on parents' mental health. PMHD encouraged people to reflect on the impact of mental health on their own and their families' lives and to share thoughts on how to #BuildFamilyResilience towards positive mental health, and take positive steps to make change.

We created a [resource pack](#) for parents and carers to help them #BuildFamilyResilience and tips on how to have conversations with young people about mental health.

stem4 WEBINARS FOR PARENTS AND CARERS

#BUILDFAMILYRESILIENCE
LOOKING AFTER PARENT AND CARER MENTAL HEALTH

Thursday 26th January 7pm via Zoom

This webinar will focus on how parents and carers can successfully adapt to challenging life situations, and deal with their own stress and anxiety, while navigating their family through difficult times. Speakers will explore how resilience can be built with a minimal negative impact on either the parents and carers or their children and young people.

Register for the free webinar at:
bit.ly/stem4webinars_PMHD2023

Registered Charity No 1144506

stem4
supporting teenage mental health



We also held a webinar where Dr Nihara Krause MBE was joined by Dr Richard Graham and stem4 ambassadors Shad Ahmad and Rosie Day to discuss how parents and carers can look after their mental health and build family resilience.



There were 65,000+ views on the stem4 website in January 2023, and 15,000 on the dedicated PMHD webpage

The PMHD webinar was attended by 692 parents and carers.



96% of attendees said that they found the speakers engaging



87% said that the webinar helped them to be more informed about resilience



93% said that they would recommend the webinar



Youth Mental Health Day

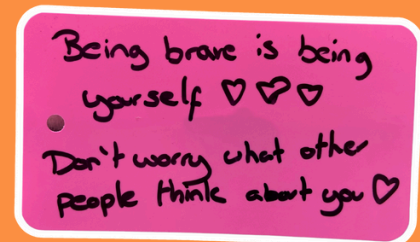
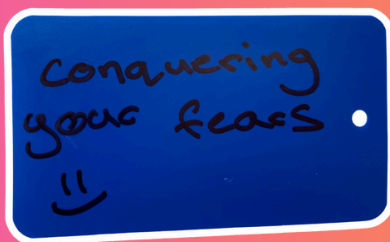


In September 2023, stem4 hosted its fourth national Youth Mental Health Day (YMHD) to encourage understanding and awareness of mental health in young people, enabling them to live happy and healthy lives all year round. Each year, the day aims to get young people, and those who support them, talking about how to improve mental health.

The theme for 2023 was #BeBrave to give young people the courage and confidence they need to achieve their goals and ambitions, and be the best version of themselves they can be.

YMHD 2023 invited young people across the country to reflect on different ways they could face their fears, and young people were asked to share what bravery meant to them.

The day was marked with an in-person event in Wimbledon Piazza on the 19th of September, as young people were invited to contribute to an interactive #BeBrave wall.



There were 29,947 views on the stem4 website in September 2023 (a 39.9% increase* from September 2022), and 10,893 on the dedicated YMHD webpage.

The YMHD resources were downloaded 3,244 times (up by 45.6% compared to YMHD 2022).

Most of the downloads were in September (up from 1.2k on 29 August to 3.2k on 25 September).

*We migrated to a newer version of Google Analytics (from Universal Analytics to GA4) during this reporting period, which involves a slightly different way of measuring some metrics. As such, website traffic figures from this report, using GA4 data, may differ from those reported previously, which used data from Universal Analytics. GA4 data will be used exclusively for these kinds of figures going forward.

stem4 Impact Figures

From September 2022 to October 2023...



500K

app downloads



380,000

Calm Harm
downloads



90,000

Clear Fear
downloads



7,500

Combined Minds
downloads



25,000

Move Mood
downloads



5,000

Worth Warrior
downloads

1.2 MILLION

engaged sessions in stem4's apps



400K

active app users



286,000

active users of
Calm Harm



78,000

active users of
Clear Fear



7,100

active users of
Combined Minds



19,000

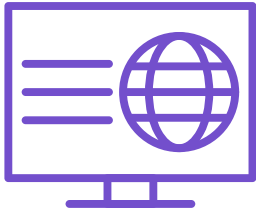
active users of
Move Mood



3,400

active users of
Worth Warrior

stem4 Impact Figures



290K

users visiting
stem4's websites
(incl. app sites)

7.5K

users visiting stem4's Resources
web page

11K

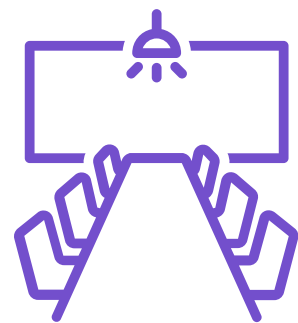
page views to the dedicated
YMHD 2023 web pages

15K

page views to the dedicated
PMHD 2023 web page

1,077

people attending
stem4 webinars



400+

teachers signing
up to Head Ed



100

students attending
stem4 conferences

3,200

downloads of YMHD resources





stem4 was excited to be named Small Charity of the Year in the Third Sector Awards 2022, having provided vital work benefitting over 100,000 young people's mental health over the past year alone.

The judges describes stem4 as "Packing a lot of punch for a small charity – a strong impact developed through strong relationships".



In addition, Dr Nihara Krause was named Charity Chief Executive of the year having provided an exceptional and excellent service to improving teenage mental health in the UK and Internationally, taking the charity to a new level of impactful success.

How You Got Involved

We would like to extend our deepest gratitude to each individual and organisation that has supported stem4's mission. The dedication demonstrated through various fundraising initiatives, including RideLondon and the Malta Half Marathon, has been truly inspirational. We are profoundly thankful for the commitment and enthusiasm of our supporters, whose invaluable contributions have empowered us to expand our reach and deepen our impact.

Here are some of the ways people fundraised for stem4:



stem4's Strategic Objectives

Consolidating, Developing and Expanding Core Work

Our actions will:

- Increase our digital resources including staff and expertise
- Ensure clinical safety continues to be met and all compliance procedures continue to be followed
- Promote youth engagement and views through setting up a youth committee
- Measure the effectiveness of each App and the Education Programme
- Measure the effectiveness of COVID-19 resources and adaptations
- Adapt existing Apps to further support COVID-19 impact

Focussing on All our Audiences - Young People, especially the most vulnerable, their Parents and Carers, Schools and Health Professionals

Our actions will:

- Develop new ways of ensuring our audiences receive the care and help they need
- Ensure decision makers, schools, health commissioners and professionals better understand how to support these vulnerable groups
- Work with parents in the care and development of their young person's mental health and wellbeing, including working parents
- Explore new ways to involve and reach BAME, LGBTQ+ and other minority communities with high mental health needs
- Focus on diversity and inclusion (content, data and products)

A Focus on Enhancing Mental Well-Being

Our actions will:

- Promote self-care of mental health and enhance peer-to-peer support in young people
- Develop links with schools on establishing early protective factors and resilience tools
- Develop digital tools to help increase well-being
- Create national campaigns on enhancing resilience and well-being such as Youth Mental Health Day

stem4's Strategic Objectives

Capacity Building through Considering a Business Arm to the Charity in Order to Increase Resource

Our actions will:

- Provide clever growth of the organisation
- Develop a business arm to support growth
- Get resourcing right in order to increase organisational capacity
- Monetise current opportunities
- Demonstrate impact

Extending Reach and Market Penetration of Existing Products

Our actions will:

- Increase our reach to at least 100,000 young people per year
- Focus on our marketing resources and strategy to help us deliver our objectives
- Extend work with schools and colleges and explore extending work to the upper end of junior schools and universities
- Work with school nurses and GPs, School Mental Health Team professionals and other primary care professionals on providing tools for early awareness and early intervention
- Find opportunities to work with statutory organisations such as the NHS, DfE, RCGP, Public Health
- Explore International opportunities such as the US, Canadian and Australian market where App downloads are high

stem4 Family

This year, the stem4 team has grown larger than ever!

We now have a CEO, 7 Trustees, and 14 members of the Management Team:



Dr
Nihara
Krause
MBE
CEO



Caroline Cox
Head of
Fundraising



Katie
Donell
Digital
Lead



Yvette
Nieslony
Lead
Technical
Officer/Data
Protection
Officer



Philippa
Beeson
Education
Coordinator



Rita Nagy
Project
Manager



Rachel
Edwards
Digital
Insights
Analyst



Kristina
Eventov
Comms
Coordinator
Until-
July 2023



Tamanna
Chowdhury
Administrator



Liberty
Supply
Youth
Engagement
and Community
Partnerships
Coordinator



Geraldine
Hellings
Finance
Manager



Dr. Richard
Graham
Clinical
Director



Maisie
Coulstock-
Cockeram
Digital
Coordinator



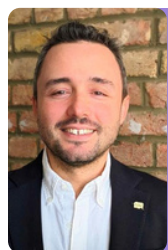
Ollie Head
Business
Development
Manager



Sergio
Rebelo
Wellbeing
Content
Creator



Zoe Peters
Comms
Coordinator
From-July
2023



Serkan
Girgin



Andrew
Sales



Debbie
Ward



Dr Annie
Murphy



Sthen
Wiseman



Franz
Ranero

Thank You to Our Supporters

stem4 would like to extend sincere thanks to all our supporters and partners this year, including:

Co-op Community Partnership
M&S Greenford
Waitrose Community Matters Wimbledon
Peel Hunt
CIBC
Whoski
Diespeker & Co
Merkle
Senso Communications
Terra Ferma Media
Videobop
AWP Creatives
HMA
Freestyle Print
ORCHA
Wimbledon Windmilers
Boomerang
Pro Bono Economics
St Michaels PCC
Allen & Overy
Barclays
Fenwick
SME Capital
Rathbones Group plc

We are also truly grateful to all those we are unable to list here including Trusts, Companies, Schools, Community and Faith Groups, Sporting and Challenge participants, stem4 Ambassadors, Volunteers and the hundreds of individuals who continue to generously support our work. Thank you.

Principal Risks and Uncertainties

The trustees have responsibility for reviewing the risk management process. In addition to the stem4 Strategic Risk Register to monitor progress on strategies to mitigate risks, there is a Clinical Risk Register for each of our digital products, alongside a Hazard log and an overall Operational Risk Register. Each risk is listed with an action and mitigation steps and procedures. Risks include operational, financial, governance, environmental, compliance, safeguarding, clinical and reputational. Insurance cover is reviewed annually.

Our key risks at this time include:

Resourcing

Resourcing was the key issue. And we were working hard to prioritise work and expanding the team and employed third party resources to bolster capacity throughout the year to meet demand. The team is small and the volume of work and output achieved has been impressively large.

Managing Our Data and Cyber Security

With cybercrime increasing all the time, failure to secure our information systems from attack could lead to loss of service, loss of data, and even put people at risk, leading to reputational damage, regulatory breach and fines. This is an area that we constantly need to review and keep ahead of.

We achieved the Cyber Essentials accreditation in May 2023. This helps guard our systems and data against the most common cyber threats and demonstrates our commitment to cyber security.

At the same time as we achieved our Cyber Essentials accreditation, we signed up with the National Cyber Security Centre (NCSC) Early Warning Service. This service processes a number of UK-focused threat intelligence feeds from trusted public, commercial and closed sources and flags their findings to us for action.

Compliance

Ensuring the Clinical Safety of Our Apps

Clinical Safety is a key priority at stem4 and all of our apps follow strict clinical safety guidelines and protocols, including risk assessments, hazard logs, and mitigations of risks which are reviewed annually in their entirety. We also review each app on a quarterly basis and document and assess any issues raised by users or technical support on each of the apps at these review meetings.

The Digital Technology Assessment Criteria (DTAC)

The Digital Technology Assessment Criteria (DTAC) for health and social care gives clinical staff, patients, and citizens assurance and confidence that the digital health tools stem4 is developing meet the NHS clinical safety, data protection, technical security, interoperability, and usability and accessibility standards. It is the national baseline criteria for digital health technologies entering and already used in the NHS and social care. All our apps are developed to DTAC standards which are now incorporated into our standard app development process.

Data Security and Protection Toolkit (DSPT)

The Data Security and Protection Toolkit is an NHS online self-assessment tool that allows organisations to measure their performance against the National Data Guardian's 10 data security standards. As data security standards evolve, the requirements of the DSPT are reviewed and updated, to ensure they are aligned with current best practice. stem4 is assessed against these standards on an annual basis.

Age Appropriate Design Code (AADC)

The Age Appropriate Design Code is a set of ICO (Information Commissioner's Office) standards and explains how the General Data Protection Regulation applies in the context of children using digital services. stem4 is the first health organisation to have achieved the Age Appropriate Design Code accreditation. 1 in 5 UK internet users is a child, and at stem4 we wanted to ensure that the language used in our products was age appropriate. In order for us to achieve this, we had to review all our ISO 9001 and ISO 27001 documentation to incorporate these standards.

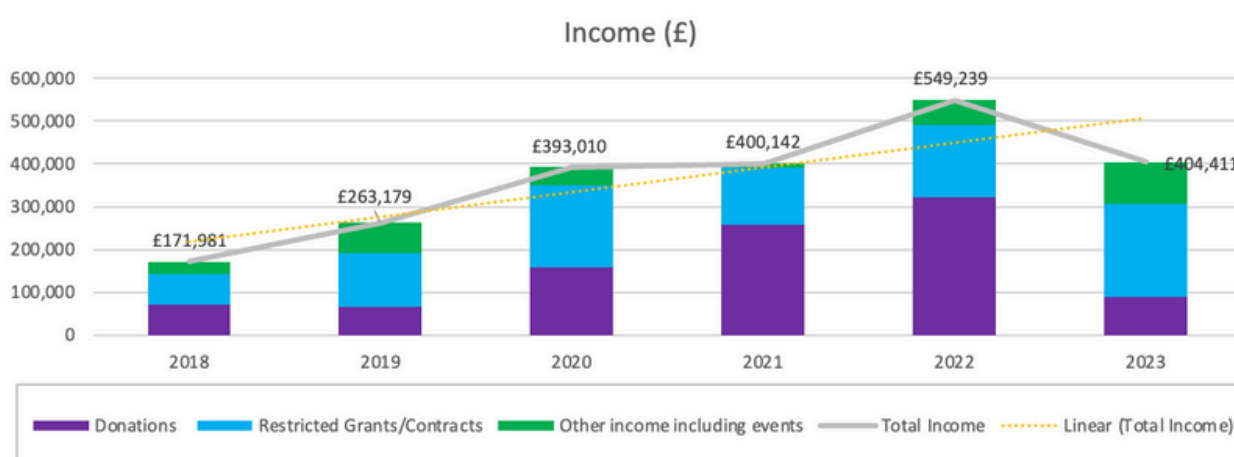
stem4 Finance

Where our money comes from

We raise funds from a variety of sources. Having a diverse number of income streams is a very important part of our long term strategy. Grants, Trusts, Corporate partners, Individual donations and Community Fundraising all continue to play a key role in funding charitable activities.

stem4 is proud to have continued to demonstrate resilience and adaptability in response to the challenges faced by the pandemic. We are very grateful for the funding we have received from all our supporters and grant-makers.

Looking ahead, whilst we have grown enormously in the last few years, given the challenging economic outlook and fundraising environment, we remain focussed on moving forward on investing in a long-term strategy, including monetising existing products which we see as a key to our success. This will allow us to continue to invest in infrastructure and governance as we grow, and to support our core costs to allow us to sustainably deliver our charitable activities.



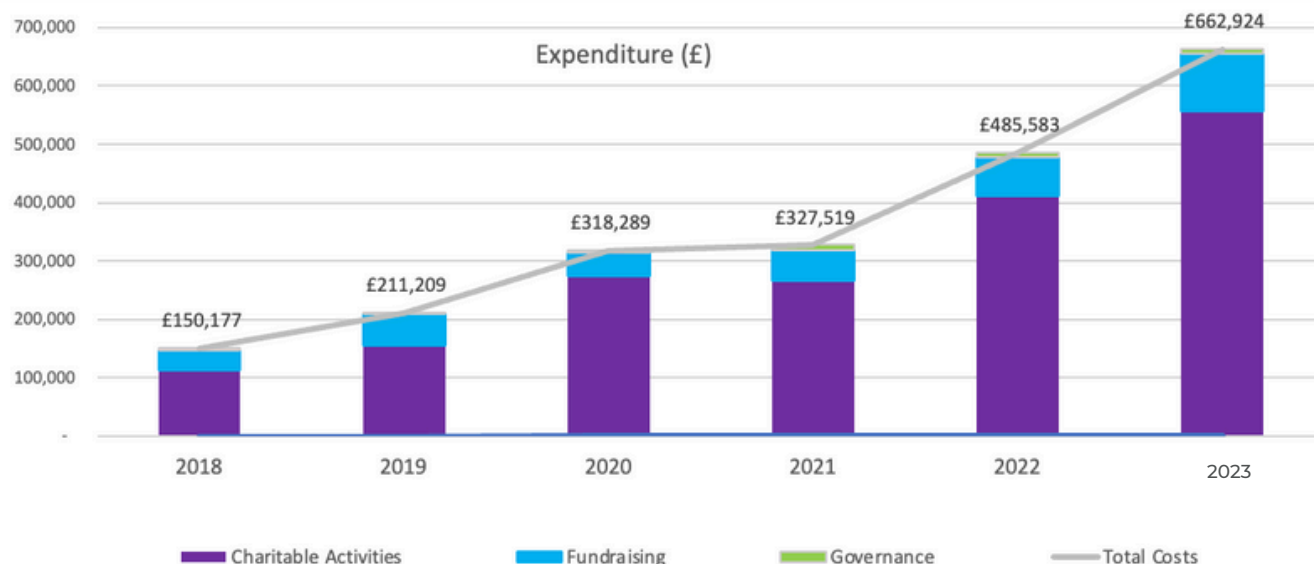
These figures come from "Income Only" worksheet

Where do we spend our money?

A high proportion is spent directly on charitable activities (85%). Of this, 60-70% is spent on mental health apps (Calm Harm, Clear Fear, Combined Minds, Move Mood and Worth Warrior) together with new stringent cybersecurity and technical safety requirements for our digital products. Education spend is a growing area, in particular digital delivery, with online conferences to parents, teachers and health professionals and expanded use by schools of stem4's Head Ed teaching resource. We continue to invest in surveys, impact evaluations and campaigns (e.g., Youth Mental Health Day), as well as key areas of governance, including clinical safety and safeguarding.

Looking ahead, in line with our strategic aims, we will continue to deliver on core existing programmes, expand in key areas of need and invest in infrastructure to support growth.

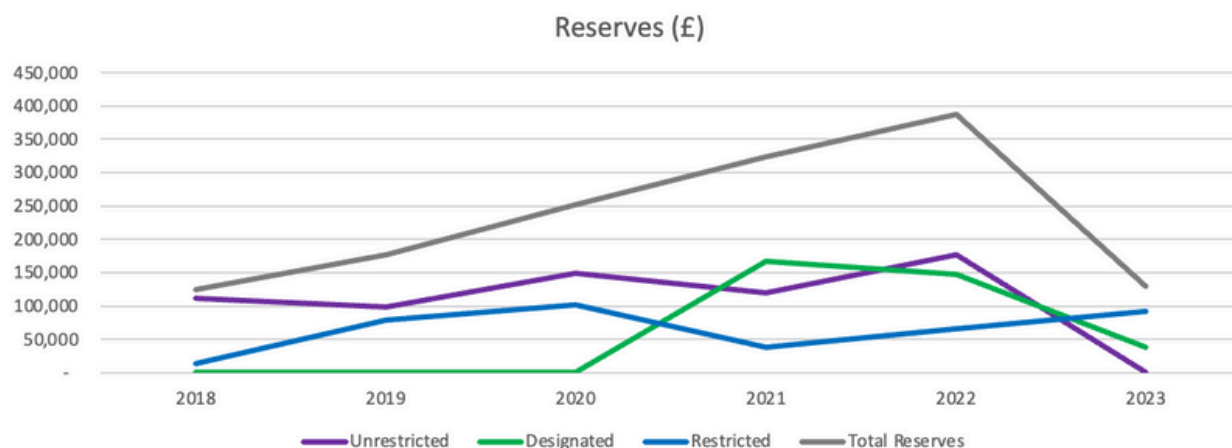
stem4 Finance



These figures come from “Expenditure Only” worksheet

Our Reserves

We understand the importance as a charity of building a strong reserve base. Our reserves are pivotal as a strategic enabler for us to continue to fund our growing number of digital products, our education programme, and targeted projects. stem4's trustees monitor reserves closely, balancing the need to maintain levels in line with our reserves policy against the application of funds to planned charitable work. In 2022, the trustees reviewed future projects and designated unrestricted funds above the reserves policy towards these areas.



These figures come from “Reserves Only” worksheet

stem4's independently reviewed Report and Accounts for the year ended 30th September 2023 can be found on page 30.

Charity registration number 1144506

Company registration number 07779151 (England and Wales)

STEM4

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 SEPTEMBER 2023

STEM4

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Dr N S Krause Mr F J Ranero Mr A G Sales Ms D V Ward Ms S E Wiseman Mr S Girgin
Charity number	1144506
Company number	07779151
Registered office	51 St Georges Road Wimbledon London SW19 4EA
Independent examiner	Azets Audit Services Ashcombe Court Woolsack Way Godalming Surrey United Kingdom GU7 1LQ

STEM4

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STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) FOR THE YEAR ENDED 30 SEPTEMBER 2023

The trustees present their Annual Report and Examined Financial Statements for the year ended 30 September 2023 under the Charities Act 2011.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

All members of the Trustee Board are Directors of the Charitable Company, and this report represents a Directors' report as required by s417 of the Companies Act 2006.

Within the Trustee Report are the following sections for Companies Act reporting requirements: Achievements and Performance, Financial Review and Principal Risks and Uncertainties.

Objectives and activities

The charity has established expenditure to achieve its objectives for public benefit to improve the lives of young people through early detection and intervention of common mental health problems – eating disorders, anxiety & depression, self-harm, and addiction. There continues to be focus on building resilience, now from a younger age, but also new challenges related to cost-of-living, increase of online use, and social determinants of health.

stem4 provides a direct response to the growing number of young people being affected by mental ill health conditions, the figures of which continue to increase, with access to resources including statutory services extremely stretched. The goal is to empower young people to make positive changes early in their lives to prevent enduring physical and psychological effects, as well as offer evidence-based early intervention to help manage their symptoms, either as they wait for treatment or as possible treatment if they do not meet the threshold required for help.

In accordance with the charity's objectives, we recognise that for young people to thrive, their families and carers, educators and primary care providers also need support in learning to identify signs of mental ill health, to be empowered to take steps to advocate on their behalf, as well as feel confident to make positive, first steps to change and be aware of how to work alongside treatment as well as help in recovery. With that in mind, the charity also works with these groups in providing evidence-based mental health literacy, basic, early intervention skills, and a focus on developing resilience frameworks with the child or young person's wellbeing kept central.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

Strategic Overview

stem4 have firmly focussed on the challenges to young people's mental health, the numbers of which have been alarmingly increasingly, further impacted by the cost-of-living crisis and other world economic and political struggles. Health service burden continues to severely impact child and adolescent mental health services (CAMHS) with the threshold of acceptance to treatment increasing. This has left a gap in the prevention and early intervention space. It has been a time to focus on basic needs and to grow the impact and reach we can offer, especially through digital delivery, and to connect with new audiences and emerging mental ill health difficulties. As people struggle and ill health increases, charities themselves have had to adapt, not only to support need but to also to look at new, resilient ways of working. Building a strong charity infrastructure has become vital in an environment that is uncertain, lacking in resource and is ultra-competitive.

Our vision to protect the mental health of young people, enabling them to live happy and healthy lives remains at the core of everything we continue to do. Planning has been focussed on stem4's strategic goals and associated targets, and the strategy is reviewed formally at the annual strategy day and informally as a team. We acknowledge that to deliver our strategy, a high level of clinical expertise is needed, together with skills to understand the challenges of the online world, identify new risks that threaten young people's mental health, meet greater digital and technical compliance needs and be prepared to protect against emerging cyberattacks. We must therefore ensure our income grows, with a clear plan for generating sustainable income. This is in order that we have the resource to develop and deliver our offers to meet the mental health needs of the young people who lie at the heart of what we do, as well as their families and carers, schools, colleges and universities and primary healthcare professionals.

Technical compliance needs have escalated this year and we have focussed on developing and enhancing in-house cybersecurity expertise, ensuring the management of digital risk to the highest level, training of staff, an investment on data compliance, app safety, new technical stack builds, and key senior leadership training and development.

Primary school aged children have experienced significant difficulties in adjusting to the impact of the pandemic and the charity has been approached by several primary schools requiring mental health education, resilience building and mental health support. The charity has therefore focussed on developing resilience support that can be embedded into the curriculum.

This has also been a year to continue to focus on Equity, Diversity, and Inclusion (EDI) ensuring that training and development is in place as well as service growth. We have focussed on the digital divide, and on populations most affected by the cost-of-living crisis.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

Achievements and performance

During the year the charity has continued to expand its digital offerings, supporting more young people, as set down in the business plan. Given the need to support the rise in eating disorders after the pandemic, and meet demand, especially for mild-moderate difficulties, which the current health service is struggling to deliver, the charity has been able to create a fifth app. In addition, there has been an increased focus on promoting awareness including the continued ownership of Youth Mental Health Day in September and the launch of Parent and Carers Mental Health Day in January; to launch our mental health education programme to as many UK schools as possible and to target our apps to those who are in most need.

The stem4 suite of apps:

The newest app is called 'Worth Warrior' and is for body image issues associated with eating disorders. This app is funded through the National Institute of Health Research (NIHR) and the grant is for one year. The grant includes for an NHS Ethics Committee approved research project to measure both quantitatively and qualitatively the impact of the app. There has been further success in market penetration of all other stem4 apps. The 'Calm Harm' app (self-harm) was redeveloped onto a new tech stack and the 'Clear Fear' (anxiety), Combined Minds (for Parents, Carers, Friends) and Move Mood (depression) apps are widespread. All four of these apps continue to provide licensed versions to Leeds Council (Calm Harm) and NHS North and East London CSU, through Good Thinking (Clear Fear, Combined Minds and Move Mood) and an undisclosed by request corporate (Clear Fear). There will be an ongoing focus on ensuring our apps meet all regulatory needs as required by the NHS. These technical requirements are expensive, and we are grateful to Nominet for choosing us to be on their grant scheme which has enabled us to complete and market several our digital products as well as invest in the technical and training requirements that help us deliver our services. Investment has also been made into the training required for an expert in-house clinical safety team.

stem4's App Library won the 'Tech for Good Initiative' at the Digital Leaders 100 Awards after several rounds, including interviews and public voting. The award recognised stem4's excellence in using evidence-based methods to clinically produce all four apps that support young people, as well as stem4's pioneering and sustainable approach to digital transformation in the UK.

The Head Ed suite of mental health videos with lesson plans was launched in 2021 and we are grateful to the Nominet Reset grant to enable us to do this. Head Ed was endorsed by the Anna Freud Centre and at the end of September 2022 had around 1000 schools in the UK download it. We were grateful to the Brother's Trust for supporting new modules to be developed to meet emerging need, including asking for help and eating disorders.

stem4 survey data continues to be promoted on national media and in national campaigns including informing government think tanks. stem4 social media has grown rapidly and was specifically boosted in August when Tom Holland (aka Spiderman) made an announcement on social media on the stem4 apps. All stem4 campaigns have been very effective at promoting our message and both national and international involvement. stem4's Movember boys and men's mental health campaign in November 2021 was very well received both on social media and in webinar attendance and will continue to be an important way to support this group's mental health.

Several corporates have supported stem4 this year. Whilst every donation goes a long way to supporting what we do we are particularly grateful for the generous donations throughout the year by Peel Hunt and CIBC.

A strategy planning meeting facilitated by Sharon Wright, strategy and policy development consultant, Creative Wit, was held to review existing business plans. The stem4 team continues to expand as the charity grows, and a project manager officer was appointed in the year to manage the increase in volume and complexity of projects to ensure continued quality delivery as well as a consultant child and adolescent psychiatrist to help as clinical director. The ideas of recruiting to a Chief Operating Officer role were put on hold after two major disappointments. A Director of Development will, instead, help with the growth plans of the charity.

Many new roles are needed. In particular, the need to demonstrate impact of our digital products is pressing and the intention is to appoint to an impact insights and measurement role. The need to recruit to a marketing role is also much needed.

STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

stem4 digital offers: There has been increased downloads and market penetration of all five apps. The free version of all five apps is embedded in a significant number of NHS Trusts and Universities. Licensed version of Calm Harm for Leeds Council continues until the end of 2023 and the licensed versions of Clear Fear, Move Mood and Combined Minds are extended for another year through NHS North and East London CSU Trusts for Good Thinking. We are grateful to the Brothers Trust for their contribution to add further videos and change some of the content of Head Ed, the mental health literacy platform for secondary schools to meet PSHE accreditation, and for the essential additions to the Combined Minds app. stem4 are the only organisation to meet the requirements for embedding the Age Appropriate Design Code within the apps, ensuring the highest of technical standards.

All five apps are approved by the Organisation for the Review and Care of Health Apps (Orcha) the NHS regulator and the Calm Harm, Combined Minds and Move Mood app have met the criteria required to be on the Mind App Library. We continue to be grateful to Nominet's Reset project of which we are part of, and which continues to support the development and marketing of our digital products, primarily Head Ed, as well as funding the completion of the Clear Fear research project. We now have in-house cyber essential certification and in-house compliance expertise. Training for the in-house clinical safety team is kept up to date, as are all clinical safety requirements.

stem4 education: We were pleased to be back to being face to face in schools and colleges and have completed three student conferences covering over 400 students. Webinars to parents and carers have been increasingly popular with the Parent Mental Health Day webinar attracting over 1000 applicants. A webinar was also held on boys and young men's mental health for Movember attracting several hundred attendees. stem4's latest offering, 'Understanding Teen Minds' podcasts for primary care health professionals is proving to be very popular.

stem4 campaigns: stem4 have benefitted from having a Youth Coordinator who has established a Youth Forum and embedded the youth voice into all that the charity does. Youth Mental Health Day is now a national and international campaign and has grown a large social media presence as well as a youth presence with many schools, colleges, some universities, government institutions, public health, trusts, and MPs participating. This is also true of Parent Mental Health Day.

stem4 survey data continues to be promoted on national media and national campaigns and informs government think tanks and policy.

The annual strategy planning meeting reviewed the growth plans for the charity and the emphasis that needed to be placed on sustainable funding streams. It was decided that the commercial arm of the charity needed to be strengthened in the light of the reduction of individual fundraisers and corporate donations. It was decided that the Director of Development would continue to develop the growth plans of the charity through grant applications, whilst a business development manager would focus on commercialising existing and new products, as well as seek commercial funding through new sources. In addition, there was considerable interest in the funding of two of the stem4's apps in the US which would also be potentially scoped through stem4 Wellbeing CIC. Under the guidance of the commercialisation of existing products plan, it was also decided to scope an app charging trial for Calm Harm internationally. All app offers remain free in the UK. Overall, there was an agreement on generating funds that needed to support 'business as usual' together with funds to market existing products rather than to apply for new projects, except for completing the resilience platform (Bounce not Break) Phase 1 of which is complete with a pilot underway.

The charity held an AGM in the year confirming the re-appointing of Azets as accountants to perform the charity's independent review.

Public Benefit Statement

The Trustees have referred to the guidance contained in the Charity Commissioners general guidance on public benefit when reviewing the charity's aims and objectives and in planning stem4's future activities. How planned activities contribute to stem4's charitable purpose is kept at the forefront of this planning.

STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

Financial review

Any review must acknowledge that the global pandemic which shook the world economy has been further impacted by the financial, energy and cost of living crisis. The financial climate for charities has been extremely challenging, directly impacting on donations and fundraising initiatives. The steady increase in donations since the charity was established has, for the first time, seen a drop in income specifically from individual, corporate and grant applications. Our focus has been to regroup and plan business and commercial strategy of existing products.

The charity's income decreased by £144,828 for the year to 30 September 2023 to £404,411. This reflects a nationwide decrease of diminishing individual and corporate donations as a consequence of reducing disposable incomes, stringent budgets, hybrid working and excessing competition for the same pot of funding.

Donations in the year were gratefully received from individuals, schools, corporates, trusts, and local community groups. License and some grant funding has helped drive the development and market penetration of the stem4 digital products. In addition, the charity continued to generate new funding from contracts providing customised versions of their apps to service providers.

Reserves policy

The trustees aim to maintain a sufficient level of free reserves in unrestricted funds to safeguard the organisation, protect options for future development and to achieve the following:

- The option to develop new services or expand current ones in line with the changing needs of the community
- To ensure that delays in the receipt of expected income does not interrupt services or cause serious financial difficulty for the charity; and
- The ability to survive unexpected setbacks and problems arising from internal or external causes.

The trustees review reserves at least quarterly and the policy threshold annually to ensure that there are sufficient funds to maintain the charity's financial stability and ongoing development. The current policy approved in June 2022 requires target free reserves to be maintained to cover 3-6 months' unrestricted operational expenditure. The trustees consider this to be the best way of furthering the charity's objectives. After making allowance for any restricted funds, and funds designated by trustees, the charity's free surplus/(deficit) at 30 September 2023 were £1,018 (2022: £176,198). This reduction in free reserves highlights the importance of our prudent policy, enabling the charity to weather the harsher economic climate. The trustees are aware that free reserves need to increase to return to the charity's policy, with improvements seen post-year end.

Our work meets essential need and we have to continue to explore ways to continue to provide for this important work. Given the challenging economic outlook and the current fundraising environment, we remain focussed on investing in a long-term income raising strategy, including monetising existing products, which we see as a key to our success. Additionally, we are seeking partnerships with long-term funders to create stability in these uncertain economic times, which has already seen success post-year end.

The trustees see it as imperative that as we navigate through uncertain times, we remain vigilant and forward thinking. This includes being open to reassessing our core expenses and exploring potential redundancies as a strategic measure to ensure the resilience and sustainability of our operations amidst challenging circumstances.

Fundraising Practices

In all our fundraising, we follow the highest standards and best practices. We offer to keep supporters up to date on how their gifts are being used so each supporter can control their contact preferences. We never sell our supporter data.

Our fundraising activities are led by the Director of Development, who is responsible for registering us with the Fundraising Regulator and that all fundraising practices follow the standards of the Fundraising Code. We do not work with professional fundraising agencies and ensure we are always compliant with best practice and that our fundraising is transparent, honest, and non-intrusive.

STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

Risk management

The trustees have considered the major risks to which the charity is exposed and have reviewed those risks and established systems, policies, and procedures to manage them at every trustee meeting. Our risk register records and analyses the primary areas of risk and impact of our operational and financial activities as well as relevant changes in the external environment. Each risk item is scored on a RAG (Red, Amber, Green) system. This permits risk to be ranked by priority. Ownership of risk is assigned to a member of the trustee team.

These policies and procedures include internal controls for safeguarding the charity's assets and include assurance against any information that could have a negative impact on stem4. Insurance cover is reviewed regularly including cyber insurance.

Our key risks at the end of this period include:

- Safeguarding those we support and our staff. Our Dedicated Safeguarding Officer works alongside the safeguarding trustee to undertake and review the responsibility and breadth of the work and follow regular mandatory training. Annual safeguarding training is mandatory to everyone in the organisation. Senior leadership members have also completed safer recruitment training.
- Data and Cybersecurity management. Risks continue to be monitored according to government and sector guidelines. We have appointed a Data Compliance lead and have completed Cyber Essentials Certification and Cybersecurity and data protection training. We follow GDPR guidelines, have completed the Age Appropriate Design Code accreditation which includes annual refreshers for all staff and volunteers. Systems, policies, and procedures are regularly reviewed and a data privacy culture is embedded in all projects and stem4 offers.
- Financial uncertainty affecting stability and growth. Management accounts are reviewed quarterly by the trustees and monthly finance meetings are set up between the Finance Manager, Finance Trustee, Director of Development and CEO to review economic forecasting and to plan draw down of designated funds to continue to try and meet rising demand. There will also be a further weekly meeting between the CEO, Director of Development and Business Development Manager from mid-September.
- Ensuring infrastructure is in place for sustainable growth. This year has seen significant changes to the organisational infrastructure to ensure robust operational practice and transformational change. This includes employing a director of development, business development manager, sessional specialist digital/clinical support, sessional PR support and sessional human resource support.
- Ensuring our digital products meet all compliance needs. To ensure our products are sound requires ongoing investment and we need to ring-fence and source funding to ensure these needs are met, for example, tech stack updates which otherwise pose vulnerability risks.

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) *FOR THE YEAR ENDED 30 SEPTEMBER 2023*

Plans for future periods

Our major focus is to continue to support more young people, change more lives and make further impact. To do this the charity aims to continue to consolidate, develop, and expand core work. This will include developing further links with schools, colleges, universities, and other educational institutions. We will increase our target of supporting a minimum of 100,000 young people per year. to 150,000 per year. Focus will be to widen our educational remit through the Head Ed digital programme together with meeting PSHE accreditation so that it can be used in even further schools and colleges by educators and by continuing to provide both online and face-to-face mental health literacy via real life conference and training programmes to our various audiences – students, parents and carers, teachers, health care professionals. We will continue to evaluate our impact, as well as provide efficacy data on existing digital products, and explore the opportunity of extending license uptake including to new stakeholders and monitor the International charging trial and model whether this is extended. We will also follow through with continuing to offer clinical safety and effectiveness to the highest standards through following ongoing developments in digital safety and aim to seek to develop ongoing collaborative work with statutory providers in health and education.

We anticipate the need for significant support and rehabilitation work to help children and young people's mental health recover now not only post pandemic but also affected by a variety of social determinants and are preparing to assess need and provide support for emerging conditions, such as for example, emotionally based school avoidance and use of our existing apps, especially in the light of traditional resources such as the NHS being further stretched. In addition, online harms and their impact is a rising concern, with the recent Online Harms Safety Bill focussing on the need to support mental health of young people as they interact online. Given the high level of clinical expertise within the organisation in this area, there is a significant role in exploring how we can start to focus on the crisis in young people's mental health and deliver effective and affordable solutions. To do this we will make new partnerships, starting with potential governmental ones, starting with an Ofcom grant for media literacy. We will continue to work co-collaboratively to co-produce our resources. We know that young people trust us and value our offers and, in a world, where disinformation and misinformation is rife, we provide a clinically sound, trusted resource base which we must continue to develop.

STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

We will continue to aim to specifically extend reach and market penetration of existing resources with a goal to reach a 150,000 of our audience annually. To do this we will expand the age ranges we work with including universities and the upper end of junior schools as well as different population groups, especially those most vulnerable and who lack access to high quality mental health support such as young people in care and care leavers and create license partnerships in the North of the country where access to specialist services is even more stretched.

We will focus further on our marketing, digital marketing and social media and communication strategies and explore more opportunities in areas where our app downloads are high. We will continue to be the hosts of National Youth Mental Health Day and National Parents and Carer Mental Health Day annually as well as release at least one national research survey per year.

The work we do is life-changing and lifesaving and we want to be able to continue our digital delivery since this is far reaching.

In addition to mental ill health, we will have further clear focus on enhancing and developing well-being and resilience and will develop a clear recovery plan to help support the growth of positive mental health in the communities we work with. This will include a focus through both the charity and the CIC on B2B marketing of wellbeing products and the marketing of our apps abroad.

The charity will continue to be compliant with data change regulations and update all relevant policies as required. This will include relevant training on new emerging digital trends and updates on data protection, GDPR and cybersecurity.

The charity has taken steps to provide safeguarding training to all stem4 members including trustees and ambassadors, as well as review and agree on safeguarding protocols and procedures. There is a clear digital safeguarding policy, a safeguarding log, a risk matrix and log, a trustee with safeguarding responsibility and the designated safeguarding lead (DSL) who receives ongoing training and supervision from a specialist safeguarding consultant, a risk/compliance trust who attends the risk meetings with the operational team and feedback at trustee level. A commitment to an annual safeguarding training programme, Prevent Training with regards extremism and radicalisation and Diversity, Inclusion and Equity training has also been made. The charity has an undertaking to provide ongoing training in clinical safety management to named member of the digital team, to have an internal clinical safety officer who is a clinician; data protection and compliance officer as well as agreed clinical risk management protocols and procedures validated by an NHS approved body.

We will continue to invest in highly talented people to provide a solid infrastructure whilst also recognising and valuing those who form the stem4 operational team. We welcome and support diversity.

Our next phase will be to invest in a sustainable income planning stream and focus less on reliance on fundraising initiatives. To do this we will continue to pilot and test impact of our existing products, and review and analyse investment in new areas.

We want to help young people advocate how they experience the world and the challenges they want help with overcoming. We will use our experience and expertise in this area together with exploring opportunities where we can use our survey and research data to inform impactful policy and opportunities for relevant, informed, and innovative development and explore partnership working where there may be opportunity to do so.

Structure, governance and management

The Trust is a registered charity (number 1144506) and a limited company (number 07779151). The charity was established through active fundraising and seeks to continue the charitable work through the careful stewardship of fundraised resources.

The governing document is the Articles of Association which were updated in line with the Companies Act 2006.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The only members during the year were the

STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Dr N S Krause

Mr F J Ranero

Mr A G Sales

Ms D V Ward

Ms S E Wiseman

Dr A Murphy

Mr S Girgin

(Resigned 20 February 2024)

Under its Articles of Association, the charity can appoint new trustees and re-elect existing trustees. At each annual general meeting, one third of the existing trustees who have been longest in the office since their last appointment must retire by rotation and are required to be replaced by new trustee appointments. Trustees who are up for retirement can be recommended for re-election by the other trustees at each annual general meeting. The Articles of Association provides for a minimum of 3 trustees, subject to no maximum limit. Without prejudice to the trustee rotation process, new trustees may be appointed at any time by way of an ordinary resolution of the trustees during a general meeting. We endeavour to recruit trustees based on a trustee skills audit, commitment to the well-being of the mental health of young people, diversity of experience, expertise and perspectives in our decision making and oversight.

At the quarterly trustees' meetings, the trustees agree the broad strategy and areas of activity for the Charity, including consideration of service development, investment, reserves and risk management policies and performance. The specifics of service development, delivery and outcome evaluation are led by the Chairman and CEO.

The trustees formally approved arrangements complying with the ICSA guide 'Recruitment, Appointment, and Induction of Charity Trustees'. The trustees have also developed a code of conduct for stem4 trustees, including formal statements of roles and responsibilities and provision for trustee training. The final decision about the selection of new trustees and committee members is a matter for the trustees.

On appointment new trustees sign a model trustee declaration statement committing them to giving their time and expertise. The induction process has been changed to follow the ICSA good practice guide with a formal induction programme for any newly appointed trustee which includes an initial meeting with the Chair and trustees; this includes discussion of the powers and responsibilities of the trustee board and the committee. The welcome pack includes a brief history of the charity, trustee board and committee minutes, a copy of the annual report and accounts, a copy of the governing trust deed and a copy of the Charity Commission's guidance 'The Essential Trustee: What You Need to Know' and 'Charities and Public Benefit'. Trustees need an annual Disclosure and Barring Service (DBS) documentation, complete annual safeguarding and Prevent Training.

STEM4

TRUSTEES REPORT (INCLUDING DIRECTOR'S REPORT) (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

All trustees give of their time freely and no trustee remuneration was paid in the year. Details of trustee expenses and related party transactions are disclosed in a note to the accounts. Trustees are required to disclose all relevant interests and register them with the Chief Executive/Chair and in accordance with the Trust's policy, withdraw from decisions where a conflict of interest arises.

Chair/CEO role overlap management:

The Chair and CEO is Dr Nihara Krause. She does not receive any remuneration for her roles and has remained throughout her leadership a volunteer to the charity. To maintain governance to the highest standards the trustees have a separate quarterly governance meeting without the Chair to have oversight that the Chair acts in accordance with the charity's governance procedures and constitutions and that there is transparency between the regulatory role of Chair and operational role of CEO. In addition, the Director of Development meets monthly with the Finance Trustee to ensure operational management by the CEO meets strategic objectives and planning.

Membership

The charity is a member of the Merton Voluntary Sector (MVS). The MVS provides helpful information on good practice, changes in the law affecting charities and acts as an authoritative lobby on behalf of the charitable foundations with the government and regulators for voluntary organisations based in Merton.

Management and Staff

The board of trustees is responsible for the strategic direction of the charity, including approving the annual plan and budget. The Board monitors risk and progress against plans and budgets and make decisions about the appointment of trustees and senior staff. The charity ensures all staff are paid appropriately according to the nature of the work and experience, knowledge and skills needed to carry out their job. We aim to remunerate at a median level, benchmarked against the sector. stem4 is committed to ensuring pay and conditions of employment do not discriminate unlawfully and are free from bias. Under the guidance of the finance trustee, the charity also monitors charity sector and outside trends including any average earnings adjustments and ensures performance is reviewed and reported annually.

Stem4 Wellbeing CIC

Company Number 12945014

stem4 Wellbeing CIC is a wholly owned subsidiary of stem4, established to support the charity's mission and generate additional income through various trading activities with profits feeding back to the main charity. The company operates in compliance with relevant laws and regulations, ensuring its activities do not compromise the charity's objectives and public benefit status. It is not established or conducted for any private gain. The purpose of the company is to carry out trading activities that align with the charity's mission and values, generate sustainable income streams, especially if international business is established, minimise tax liability.

The CIC operates under the strategic objectives and oversight of the charity's board of trustees.

The Trustees report was approved by the Board of Trustees.

Dr N S Krause

Date: 13 June 2024

STEM4

STATEMENT OF TRUSTEES RESPONSIBILITIES

FOR THE YEAR ENDED 30 SEPTEMBER 2023

The trustees, who are also the directors of stem4 for the purpose of company law, are responsible for preparing the Trustees Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law 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 the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

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 judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the 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 Companies Act 2006. 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.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

STEM4

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF STEM4

I report to the trustees on my examination of the financial statements (which comprise the Statement of Financial Activities, Balance and related notes) of stem4 (the charity) for the year ended 30 September 2023.

Responsibilities and basis of report

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

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

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

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

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

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

Debra Saunders
FCA
Azets Audit Services
Ashcombe Court
Woolsack Way
Godalming
Surrey
GU7 1LQ
United Kingdom

19 June 2024
Dated:

STEM4

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 30 SEPTEMBER 2023

Current financial year

		Unrestricted funds general 2023 £	Unrestricted funds designated 2023 £	Restricted funds 2023 £	Total 2023 £	Total 2022 £
	Notes					
Income from:						
Donations and legacies	3	88,484	-	-	88,484	321,699
Charitable activities	4	95,191	-	217,800	312,991	227,043
Investments and bank interest	5	2,936	-	-	2,936	497
Total income		186,611	-	217,800	404,411	549,239
Expenditure on:						
Raising funds	6	(97,964)	-	-	(97,964)	(67,474)
Charitable activities	7	(316,902)	(52,624)	(195,434)	(564,960)	(418,109)
Total resources expended		(414,866)	(52,624)	(195,434)	(662,924)	(485,583)
Net (outgoing)/incoming resources before transfers		(228,255)	(52,624)	22,366	(258,513)	63,656
Gross transfers between funds		53,075	(56,858)	3,783	-	-
Net (expenditure)/income for the year/ Net movement in funds		(175,180)	(109,482)	26,149	(258,513)	63,656
Fund balances at 1 October 2022		176,198	146,858	65,167	388,223	324,567
Fund balances at 30 September 2023		1,018	37,376	91,316	129,710	388,223

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

STEM4

STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 30 SEPTEMBER 2023

Prior financial year

		Unrestricted funds general 2022 £	Unrestricted funds designated 2022 £	Restricted funds 2022 £	Total 2022 £
	Notes				
Income from:					
Donations and legacies	3	321,699	-	-	321,699
Charitable activities	4	57,443	-	169,600	227,043
Investments	5	497	-	-	497
Total income		379,639	-	169,600	549,239
Expenditure on:					
Raising funds	6	(67,474)	-	-	(67,474)
Charitable activities	7	(255,967)	20,000	(142,142)	(418,109)
Total resources expended		(323,441)	20,000	(142,142)	(485,583)
Net (outgoing)/incoming resources before transfers		56,198	(20,000)	27,458	63,656
Net (expenditure)/income for the year/ Net movement in funds		56,198	(20,000)	27,458	63,656
Fund balances at 1 October 2021		120,000	166,858	37,709	324,567
Fund balances at 30 September 2022		176,198	146,858	65,167	388,223

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

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BALANCE SHEET

AS AT 30 SEPTEMBER 2023

	Notes	2023 £	£	2022 £	£
Fixed assets					
Tangible assets	12		6,475		6,362
Investments	13		100		100
			<u>6,575</u>		<u>6,462</u>
Current assets					
Debtors	14	98,868		77,006	
Cash at bank and in hand		86,023		362,913	
		<u>184,891</u>		<u>439,919</u>	
Creditors: amounts falling due within one year	15	(57,756)		(42,158)	
Net current assets			<u>127,135</u>		<u>397,761</u>
Total assets less current liabilities			133,710		404,223
Creditors: amounts falling due after more than one year	16		(4,000)		(16,000)
Net assets			<u>129,710</u>		<u>388,223</u>
Income funds					
Restricted funds	15		91,316		65,167
<u>Unrestricted funds</u>					
Designated funds	19	37,376		146,858	
General unrestricted funds		1,018		176,198	
		<u>38,394</u>		<u>323,056</u>	
			<u>129,710</u>		<u>388,223</u>

STEM4

BALANCE SHEET (CONTINUED)

AS AT 30 SEPTEMBER 2023

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 30 September 2023.

The director acknowledges his responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

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

The financial statements were approved by the Trustees on ... 13th June 2024

Dr N S Krause
Trustee

Company Registration No. 07779151

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2023

1 Accounting policies

Charity information

Stem4 is a private company limited by guarantee incorporated in England and Wales. The registered office is 51 St Georges Road, Wimbledon, London, SW19 4EA.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's memorandum and articles of association, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)". The charity is a Public Benefit Entity as defined by FRS 102.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

These financial statements are prepared on the going concern basis. The trustees have a reasonable expectation that the charity will continue in operational existence for the foreseeable future.

The trustees are aware of certain material uncertainties, which may cause doubt on the charity's ability to continue as a going concern due to the uncertain economic climate. These uncertainties include the low level of unrestricted reserves at the year end and a reduction in working capital. The trustees are focused on mitigating these issues and creating financial stability for the charity through lowering the cost base, increasing short-term income and pursuing long-term sustainable income generation which have all seen progress post-year end.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

Income from trading activities includes income earned from fundraising events and trading activities to raise funds for the charity. Income is received in exchange for supplying goods and services in order to raise funds and is recognised when entitlement has occurred.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

1 Accounting policies

(Continued)

1.5 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

Costs of raising funds includes of fundraising events and production of goods for resale.

Expenditure on charitable activities includes delivery of projects including provision of mental health education and development of software applications.

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity and include project management. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources. Premises and other overheads have been allocated on the same basis.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Office equipment	25% per annum, straight-line basis
------------------	------------------------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

A subsidiary is an entity controlled by the charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities.

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

1 Accounting policies

(Continued)

Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income and tax recoverable is included at the best estimate of the amounts receivable at the balance sheet date.

Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The 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.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

3 Donations and legacies

	2023 £	2022 £
Donations and gifts (all unrestricted)		
Donations received	72,271	308,818
Gift aid received	10,795	12,881
	<u>88,484</u>	<u>321,699</u>

4 Charitable activities

	2023 £	2022 £
Analysis by fund - activities for generating funds		
Unrestricted funds - general	95,191	57,443
Restricted funds	217,800	169,600
	<u>312,991</u>	<u>227,043</u>

5 Investments

	Unrestricted funds general 2023 £	Unrestricted funds general 2022 £
Bank interest	<u>2,936</u>	<u>497</u>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

6 Raising funds

	Unrestricted funds general 2023 £	Unrestricted funds general 2022 £
<u>Fundraising and publicity</u>		
Staging fundraising events	4,307	5,495
Other fundraising costs	2,015	4,493
Support costs	91,642	57,486
	<hr/>	<hr/>
Fundraising and publicity	97,964	67,474
	<hr/>	<hr/>

7 Charitable activities

	2023 £	2022 £
Charitable activities	173,428	149,875
Share of support costs (see note 8)	383,402	260,683
Share of governance costs (see note 8)	8,130	7,551
	<hr/>	<hr/>
	564,960	418,109
	<hr/>	<hr/>
Analysis by fund		
Unrestricted funds - general	316,902	255,967
Unrestricted funds - designated	52,624	20,000
Restricted funds	195,434	142,142
	<hr/>	<hr/>
	564,960	418,109
	<hr/>	<hr/>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

8 Support costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Staff costs	303,324	-	303,324	206,663	-	206,663
Depreciation	3,126	-	3,126	5,139	-	5,139
Computer expenses	11,687	-	11,687	12,021	-	12,021
Telephone	1,378	-	1,378	1,761	-	1,761
Other support costs	97,815	-	97,815	43,888	-	43,888
Sundry expenses	450	-	450	1,326	-	1,326
Printing, stationery and postage	5,413	-	5,413	4,239	-	4,239
Travel and subsistence	458	-	458	146	-	146
Advertising	10,622	-	10,622	9,086	-	9,086
Insurance	2,124	-	2,124	1,960	-	1,960
Office rent costs	37,358	-	37,358	34,971	-	34,971
Other staff costs	1,289	-	1,289	(3,031)	-	(3,031)
Independent examination fees	-	3,000	3,000	-	2,880	2,880
Professional fees	-	3,906	3,906	-	2,233	2,233
Other governance costs	-	1,224	1,224	-	2,438	2,438
	<u>475,044</u>	<u>8,130</u>	<u>483,174</u>	<u>318,169</u>	<u>7,551</u>	<u>325,720</u>
Analysed between						
Fundraising	91,642	-	91,642	57,486	-	57,486
Charitable activities	383,402	8,130	391,532	260,683	7,551	268,234
	<u>475,044</u>	<u>8,130</u>	<u>483,174</u>	<u>318,169</u>	<u>7,551</u>	<u>325,720</u>

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration, benefits or expenses from the charity during the year and prior year.

10 Employees

The average monthly number of employees during the year was:

	2023 Number	2022 Number
Employees	<u>11</u>	<u>8</u>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

10 Employees

(Continued)

Employment costs	2023 £	2022 £
Wages and salaries	275,650	191,396
Social security costs	22,384	11,367
Other pension costs	5,290	3,900
	<u>303,324</u>	<u>206,663</u>

There are no employees who received total employee benefits (excluding employer pension costs) of more than £60,000 per annum (2021 - none).

There were no employees whose annual remuneration was £60,000 or more.

11 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

12 Tangible fixed assets

	Office equipment £
Cost	
At 1 October 2022	20,556
Additions	3,239
	<u>23,795</u>
At 30 September 2023	
Depreciation and impairment	
At 1 October 2022	14,194
Depreciation charged in the year	3,126
	<u>17,320</u>
At 30 September 2023	
Carrying amount	
At 30 September 2023	6,475
	<u>6,362</u>
At 30 September 2022	

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

13 Fixed asset investments

	Other investments £
Cost or valuation	
At 1 October 2022 & 30 September 2023	100
Carrying amount	
At 30 September 2023	100
At 30 September 2022	100

	2023 £	2022 £
Other investments comprise:		
Investments in subsidiaries	100	100

14 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Trade debtors	-	42,584
Amounts owed by subsidiary undertakings	5,418	-
Other debtors	7,800	17,921
Prepayments and accrued income	85,650	16,501
	98,868	77,006

15 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	21,728	8,145
Other creditors	7,128	5,833
Accruals and deferred income	28,900	28,180
	57,756	42,158

16 Creditors: amounts falling due after more than one year

	2023 £	2022 £
Accruals and deferred income	4,000	16,000

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

17 Retirement benefit schemes

Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £5,290 (2022 - £3,900). The year end liability in relation to defined contribution schemes was £610 (2022: £939).

18 Movement in Funds

Current year

	Movement in funds				
	Balance at 1 October 2022	Incoming resources	Resources expended	Transfers	Balance at 30 September 2023
	£	£	£	£	£
Restricted funds					
Co-operative	516	3,036	(3,410)	-	142
Head Ed (Big Give)	24,497	10,000	(31,277)	-	3,220
Nominet Reset Mental Health	10,976	40,000	(47,114)	-	3,862
National Institute for Health and Care Research	9,060	40,564	(52,152)	2,528	-
Wimbledon Community Fund	-	10,000	(4,500)	-	5,500
BNB	11,799	-	(13,379)	1,580	-
Tide Foundation	8,319	-	(8,368)	49	-
Combined Minds	-	40,000	(22,378)	-	17,622
Ofcom	-	74,200	(13,230)	-	60,970
Total restricted funds	65,167	217,800	(195,434)	3,783	91,316
Unrestricted funds					
Designated funds:					
Digital Projects Fund	106,858	-	-	(106,858)	-
Organisational Growth Fund	40,000	-	-	(40,000)	-
BNB	-	-	(52,624)	90,000	37,376
Total designated funds	146,858	-	(52,624)	(56,858)	37,376
General fund	176,198	186,611	(414,866)	53,075	1,018
Total unrestricted funds	323,056	186,611	(467,490)	(3,783)	38,394
Total funds	388,223	404,411	(662,924)	-	129,710

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NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 30 SEPTEMBER 2023

18 Movement in Funds

(Continued)

Restricted funds

The Generations Foundation relates to funding provided for office rent.

The Co-Operative relates to the funding of telephone kiosks for mental health 'hubs'.

Leeds Calm Harm relates to a contract to provide a version of the Calm Harm app for Leeds City Council. Income has been ringfenced within Restricted funds.

Head Ed relates to work in relation to the HeadEd programme which contains videos and modules around eating disorders.

Nominet Reset Mental Health relates to funding awarded to drive digital capacity, marketing outreach, and impact study to reach even more young people and drive sustainability.

National Institute for Health and Care Research is for funding aimed at improving the eating disorder app named Worth Warrior.

BNB relates to funding for a new digital development focusing on building resilience and supporting wellbeing.

Tides Foundation relates to funding aimed at mental health support costs.

Combined Minds relates to an app for parents, carers and friends who are supporting a young person with a mental ill health condition.

OfCom relates to a new media literacy and mental health course.

Designated Funds

Digital Projects relates to priority projects including the upgrade and enhancement of existing apps, and investment in wellbeing and resilience tools.

Organisational Growth relates to the onboarding additional staff as the charity continues to grow.

These funds expect to be expended in the next 12 months.

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NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

18 Movement in Funds

(Continued)

Prior year

	Balance at 1 October 2021	Movement in funds		Balance at 30 September 2022
	£	Incoming resources £	Resources expended £	£
Generations Foundation	4,807	-	(4,807)	-
Co-operative	-	516	-	516
Leeds Calm Harm	2,820	-	(2,820)	-
Head Ed (Big Give)	-	27,501	(3,004)	24,497
Nominet Reset Mental Health	21,802	20,000	(30,826)	10,976
National Institute for Health and Care Research	-	109,429	(100,369)	9,060
BNB	8,280	3,619	(100)	11,799
Tide Foundation	-	8,535	(216)	8,319
Total Restricted Funds	37,709	169,600	(142,142)	65,167
Unrestricted funds				
Designated funds:				
Digital Project Fund	116,858	-	(10,000)	106,858
Organisational Growth Fund	50,000	-	(10,000)	40,000
Total designated funds	166,858	-	20,000	146,858
General fund	120,000	379,639	(323,441)	176,198
Total unrestricted funds	286,858	379,639	(343,441)	323,056
Total funds	324,567	549,239	(485,583)	388,223

19 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Balance at 1 October 2022	Movement in funds			Balance at 30 September 2023
	£	Incoming resources £	Resources expended £	Transfers £	£
Digital Projects Fund	106,858	-	-	(106,858)	-
Organisational Growth Fund	40,000	-	-	(40,000)	-
BNB	-	-	(52,624)	90,000	37,376
	146,858	-	(52,624)	(56,858)	37,376

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NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

20 Analysis of net assets between funds

	Unrestricted funds 2023 £	Designated funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Designated funds 2022 £	Restricted funds 2022 £	Total 2022 £
Fund balances at 30 September 2023 are represented by:								
Tangible assets	6,475	-	-	6,475	6,362	-	-	6,362
Investments	100	-	-	100	100	-	-	100
Current assets/(liabilities)	(1,557)	37,376	91,316	127,135	185,736	146,858	65,167	397,761
Long term liabilities	(4,000)	-	-	(4,000)	(16,000)	-	-	(16,000)
	<u>1,018</u>	<u>37,376</u>	<u>91,316</u>	<u>129,710</u>	<u>176,198</u>	<u>146,858</u>	<u>65,167</u>	<u>388,223</u>

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NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 30 SEPTEMBER 2023

21 Operating lease commitments

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2023 £	2022 £
Within one year	-	13,000

22 Subsidiaries

Details of the charity's subsidiaries at 30 September 2023 are as follows:

Name of undertaking	Registered office	Nature of business	Class of shares held	% Held	
				Direct	Indirect
stem4 wellbeing CIC	England and Wales	Community Interest Company	Ordinary Shares	100.00	

stem4 wellbeing CIC donates all of its income to stem4 and was incorporated on 12 October 2020.



supporting teenage mental health

stem4, 51 St George's Rd, Wimbledon, SW19 4EA

Registered Charity No. 1144506

Company Registration No. 07779151

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