



The world's first Menopause Café, June 2017 at Blend Coffee Lounge, Perth

# Menopause Café Trustees' Annual Report for the period 5/6/18 – 30/9/19

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Menopause Café SC048435

## Our Objective and Charitable Purpose:

**Our objective** is to increase awareness of the impact of the menopause on those experiencing it, their friends, colleagues and families, so that we can make conscious choices about this third stage of life

**Charitable purpose:** The provision of recreational facilities, or the organisation of recreational activities, with the object of improving the conditions of life for the persons for whom the facilities or activities are primarily intended. The relief of those in need by reason of age, ill health, disability, financial hardship or other disadvantage.

## Our Activities

In this report period our volunteers hosted 236 Menopause Cafés with 2050 participants, of whom 52 (2.5%) were male.

These included:

- Events in all 4 UK nations: Scotland, England, Wales and Northern Ireland;
- 6 cafes in the Republic of Ireland;
- 1 Cafe in Canada;
- Menopause Cafes at Work in over a dozen universities, 10 NHS trusts, one utility company (SSE), the Scottish Government and some charities.
- Scottish highlights include: 6 events at Scottish Government buildings in Glasgow and Edinburgh, workplace events at Education Scotland, Scottish Qualifications Authority, Border Force, Passport Office, Scottish Pensions Agency, Women in Banking & Finance Edinburgh, Glendoick Garden Centre, and Holyrood.

Participants ranged in age from 18 to 81.

**Social Media:** we have established an active public [Facebook page](#), a closed Facebook group, a Twitter account [@Menopause\\_Cafe](#) and an Instagram account [@Menopause\\_Cafe](#).

**Media:** we appeared in several newspaper articles, blogs, online magazines and some TV and radio, including The Guardian, The Sunday Post, The Daily Mail, HuffPost UK, STV, Radio 5 Live.





Kirsty Wark, our patron

We gained **charitable status** by becoming a SCIO, SC048435, in June 2018 and were delighted when Kirsty Wark became our patron, saying;

“I am so thrilled that Menopause Café grew out of the Menopause and Me documentary and I am delighted to have been asked to be a patron of this new charity which is dedicated to get everyone talking about the menopause. This is the way to a healthier, happier future.”

We **trademarked** the name “Menopause Café” in December 2018 to protect our name and our principles, since other groups were running events called Menopause Cafes which promoted particular goods or service.

In May 2019 we hosted [Menopause Festival 2019](#) consisting of an afternoon seminar on “Menopause at Work” aimed at employers and a day of general menopause information and workshops. “Break the taboo and have some fun!” was our tagline for #FlushFest2019, over 100 people attended the Festival which was opened by Christina McKelvie MSP and featured in The Daily Mail.

Amazing achievements and success – congratulations to all the committee, past and present!



The committee celebrating Menopause Café’s 2<sup>nd</sup> birthday in Blend Coffee Lounge Perth where it all started.  
L to R: Rachel, Helen, Moira, Heather and Andy.



## Our Achievements

It is hard to measure the impact of the above activities. We know that they have increased awareness of the menopause, by the number of enquiries we receive from media and volunteer hosts, as evidence above. Anecdotally we have received much positive verbal feedback indicating the positive impact that our activities have had on people. Below is some of the written feedback received.

### Participant feedback from Menopause Cafés:

- Made me more aware that I am not alone
- Feel uplifted and hopeful
- It's great to be yourself, not judged and just meeting people and being together
- Really felt the camaraderie of women who are/have experienced the same 'madness of menopause'. Thanks a million!
- New friends made
- Feel more confident about being me
- The best thing is talking to other women

### Feedback from a Menopause Café host:

Replying to @Rowan\_Rachel and @Menopause\_Cafe

Keep going Rachel. Menopause Cafes are powerful, giving women a safe space to speak about their own experience. At our Cafe event last night, one woman told us our previous cafe had saved her life.

### Feedback from participants at #FlushFest2019



- Enjoyed the variety of resources & speakers. The discussions with other participants were an amazing opportunity to learn and share more.
- Inspiring and held my attention throughout.
- Feeling more educated.

- Excellent speakers, it was a well-run, inclusive event.
- I have been able to talk to a lot of people who can help me. I have been made to feel like I matter.
- Thank you, Menopause Café, for organising #FlushFest2019. I've had a great day in Perth meeting other women, learning about menopause, and getting creative.
- A fabulous, empowering day at #FlushFest2019. Full of info, debunking the myths, lots of laughter too. I LOVED the creative writing workshop.
- Fantastic and very funny end to #FlushFest2019 with Elaine Miller aka @GussieGrips with great personal and public health messages. Well done!
- 

We are pleased to have garnered support from high-profile figures:

***"I've been following with great interest your Menopause Café and the wonderful opportunity it gives women to share their experiences" – Andrea McLean, TV Presenter***

Menopause Café was commended in the [Scottish Parliament debate](#) in May 2019 about ending the stigma of menopause and in a recent motion passed by Unison.

An undergraduate dissertation concluded *"social cohesion is an effective method of reducing loneliness and stigmatisation experienced by menopausal women, with the 'Menopause Café' appearing to be the most successful way to facilitate this."* Watt, K. **No Blood, Full Sweat and Hidden Tears: Women's Loneliness, Stigmatisation and Social Cohesion During the Menopause.** (Unpublished dissertation) Robert Gordon University, Aberdeen, UK; 2019

## Awards

August 2018 - our chair, Rachel Weiss, was awarded the Prime Minister's [Point of Light Award](#) for founding Menopause café.

September 2018 - Menopause Café won the Association of Scottish Businesswomen (ASB)'s [Community Commitment Award](#)



Rachel receiving the Community Commitment Award from Russell Dalglish and Wendy Maltman on behalf of Menopause Café

## Key risks

Risks	Mitigating plans
Financial loss on Menopause Festival 2020	<ul style="list-style-type: none"> <li>• Sell lots of tickets</li> <li>• Get sponsorship and grants</li> <li>• Rowan Consultancy will underwrite any loss via sponsorship</li> </ul>
Menopause Café name being used for events which don't meet our principles, thus tarnishing our name and reputation.	Continue policing use of the term "Menopause Café" on web and challenge those who misuse it, inviting them to rename their events or sign the working agreement
Losing or alienating hosts who want to invite speakers	Be nice! Encourage them to stay in touch and let us know how their model evolves. Or accept this as a natural progression, not a risk.
Burnout of Trustees	<p>Could just focus on supporting Menopause Café hosts.</p> <p>Recruit new committee members with event planning skills to share the workload.</p> <p>Get funding to pay an admin person.</p>

## Opportunities

- Menopause Festival continues to get publicity and start conversations about the menopause to reduce the taboo.
- More Menopause Cafes held outside the UK.
- Hold a Zoom call for all Menopause Café hosts (past and present) to explore the evolving model and variations: invite those who can't attend to submit a paragraph report on activity in their area.
- Commission more research into the impact of Menopause Café on participant wellbeing.
- Review our GDPR compliance
- Support workplaces in becoming more supporting of menopausal women eg through menopause policies
- Trademark our logo
- Increase the percentage of men attending Menopause Cafes
- Continue to write and feature in articles about the menopause, and consider writing a longer piece
- Encourage media coverage of Menopause Café, especially TV, to normalise conversations about the menopause

## Financial Review

### Main sources of income:



We were delighted to receive grants from:

- Perth & Kinross Common Good Fund
- The Gordon Fraser Trust
- Asda
- The Guildry Incorporate of Perth.

We also received donations from Scottish and Southern Energy and Perth College UHI for facilitating Menopause Cafés in those workplaces.

Members raised funds by taking part in a sponsored Perth Santa Run, which

required some members to complete the NHS Couch to 5K programme, since they had not run before.

**Main expenditures:** Menopause Festivals and marketing Menopause Cafes.

### Donated facilities and services:

- Horsecross donated staff time helping us to plan and deliver the 2 Menopause Festivals.
- Debra Salem advised on marketing and initial ideas for Menopause Festivals.
- Each Menopause Café is hosted by volunteers who spend hours selecting suitable venues and advertising the event.
- The Menopause Café committee donate hours of their time every month responding to emails, updating social media and the website, talking to the media, supporting to prospective volunteer hosts, collating feedback and paperwork from events, sending out resources to volunteer hosts, monitoring the internet for events which call themselves “Menopause Café” but haven’t signed our Working Agreement.

**Our policy on reserves:** We do have some regular expenses eg advertising menopause café events and hosting the Menopause Festival, but no regular income. Sometimes we need to commit to activities before we have secured the funding, this is when we need our reserves, ie for cash flow. We only apply for funding, or fund-raise, when we have an expense to meet, this way we will not accumulate excessive reserves. For the coming year, we need reserves of £5000, to cover the anticipated costs of Menopause Festival 2020. We will review our reserve policy next year, since it will be affected by whether we are planning a Menopause Festival 2021. All monies raised by or on behalf of the Charity shall be applied to further the objectives of the Charity. It is the charity’s policy to maintain reserves equal to 12 months of average expenditure

### Financial Summary

This year, a surplus of £4984 arose as a result of £10693 total receipts and £5709 total payments. It is anticipated that the charity will continue to remain in surplus during the next period with ongoing grant funding in the pipeline.

## Reference and Administration Details

### **Names of the charity trustees** on date of approval of Trustees' Annual Report:

Mrs Heather Ann Borderie	01/10/2017	Treasurer
Dr Helen Felicity Kemp	01/10/2017	
Mrs Moira Jane MacLeod	22/10/2019	Secretary
Ms Rachel Mary Weiss	01/10/2017	Chairperson

**Charity Name and Number:** Menopause Café SC048435

**Registered Office:** c/o Rowan Consultancy, 4 Kinnoull Street, Perth PH1 5EN

**Bank:** Bank of Scotland

**Independent examiner:** Leona Ramsay CA CTA

## Structure, Governance and Management

**Type of governing document:** The charity is a Scottish Charitable Incorporated Organisation. IT is governed by its constitution for single tier SCIO, available on its website

**Trustee recruitment and appointment:** trustees are recruited by advertising vacancies in our newsletter and sometimes on social media. Sometimes we identify a potential trustee, with the required skills, and approach them asking whether they would be willing to become a trustee. If willing, we interview them and the Board of Trustees will then decide whether to appoint that person to be a charity trustee, by way of a resolution passed by majority vote at a board meeting. At the conclusion of the next AGM any new charity trustees retire from office and are eligible for re-appointment at the next board meeting, in accordance with our constitution.

## Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature:



Full name: Rachel Mary Weiss

Position: Chairperson

Date: 20/11/19