THE SARA LEE TRUST FUND

England & Wales · Charity number 1055048

Details

Status	Registered
Legal form	Other
Registered	1996-04-30
Register	View on the Charity Commission register

Contact

Address	The Sara Lee Trust 25 Upper Maze Hill St Leonards on Sea TN38 0LB
Phone	01424456608
Email	info@saraleetrust.org
Website	www.saraleetrust.org

Activities

Objects: TO PROVIDE SUPPORT AND RELIEF FOR PEOPLE LIVING WITH LIFE THREATENING CONDITIONS, THEIR FAMILY AND CARERS THROUGH THE PROVISION OF COUNSELLING AND PSYCHOLOGICAL SUPPORT AND/OR COMPLIMENTARY THERAPY CARE, TREATMENT AND ADVICE IN PARTICULAR (BUT NOT TO THE EXCLUSION OF ELSEWHERE IN THE UNITED KINGDOM) IN EAST SUSSEX

Activities: An independent, local charity providing complementary therapies, counselling and creative therapies to people in Hastings and Rother living through cancer and other serious illness; with support for their families and carers.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Elderly/old People, People With Disabilities, The General Public/mankind

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Geography

- East Sussex

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-30	£471,345	£422,653	-	-
2024-04-30	£607,634	£399,018	£1,967,838	18
2023-04-30	£654,216	£653,801	£1,759,222	23
2022-04-30	£395,882	£376,976	-	-
2021-04-30	£336,760	£332,390	-	-

Trustees

Name	Role	Appointed
MICHAEL LEAR	Chair	2016-12-14
ANNIE JEANETTE CRYAR		
DEBORAH ANNE HARGREAVES		2012-01-27
Dr Anita Rose		2021-11-10
Marcus Baughurst		2024-08-08
Mary Midgley		2024-09-26
Mike Morton		2017-03-08
Peter Matthews		2021-11-10
Stephen Robinson		2024-09-26
Sue Morton		2024-09-26
Tim Lee		2022-07-13

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THE SARA LEE TRUST FUND

England & Wales - Charity number 1055048

Accounts

REGISTERED CHARITY NUMBER: 1055048

REPORT OF THE TRUSTEES AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2025

FOR

THE SARA LEE TRUST

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

THE SARA LEE TRUST

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2025

	Page
Reference and Administrative Details	1
Report of the Trustees	2 to 21
Independent Examiner's Report	22
Statement of Financial Activities	23
Statement of Financial Position	24 to 25
Notes to the Financial Statements	26 to 35
Detailed Statement of Financial Activities	36 to 37

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2025

TRUSTEES	V Goddard (resigned 2/5/2024) A Cryar D Hargreaves (Treasurer) M Lear (Chair) M Morton (Vice-Chair) N H Histed (resigned 16/7/2024) P Matthews A Rose T Lee M Baughurst (appointed 08/08/2024) S Morton (appointed 26/09/2024) M Midgley (appointed 26/09/2024) S Robinson (appointed 26/09/2024) T May (resigned 16/03/2025)
PRINCIPAL ADDRESS	25 Upper Maze Hill St Leonards on Sea East Sussex TN38 0LB
REGISTERED CHARITY NUMBER	1055048
INDEPENDENT EXAMINER	Manningtons Chartered Accountants 39 High Street Battle East Sussex TN33 0EE

The trustees present their report with the financial statements of the charity for the year ended 30 April 2025. The trustees have adopted the provisions of 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).

A welcome from our President



The Trust provides essential support and care for people across Hastings and Rother affected by life threatening illness.
Our highly skilled and experienced therapists provide a hand to hold during what, for many, is the most challenging and difficult time in their lives. The services and care our team provide makes a real difference - improving physical and mental wellbeing, reducing isolation and increasing independence.
I am extremely proud to report that, despite the financial challenges that our sector continues to face, the Trust team continue to support more local people with a wider range of services than before.
These achievements are the result of a collective effort, and I would like to give a heartfelt note of thanks on behalf of the Board of Trustees to all those involved with and supporting the work of the Trust.

Michael J Lear
Trust President and Chair

OBJECTIVES AND ACTIVITIES
TRUST AIMS AND OBJECTIVES

The Sara Lee Trust is an independent local charity which aims to improve the quality of life of people affected by cancer and other life-threatening illnesses in Hastings and Rother (East Sussex), through the provision of psychological and counselling support, complementary therapies and therapeutic group activities. The Trust was established in early 1996.

The Trust's strategic aims are:

To provide, as widely as possible, our free of charge individual and group Counselling and Therapy services to people affected by life threatening illnesses.

To develop our services as needed to ensure equitable access for all, in particular for the more vulnerable groups within our society.

To deliver our care and services in the most appropriate setting for the patient and at a time that best meets their needs.

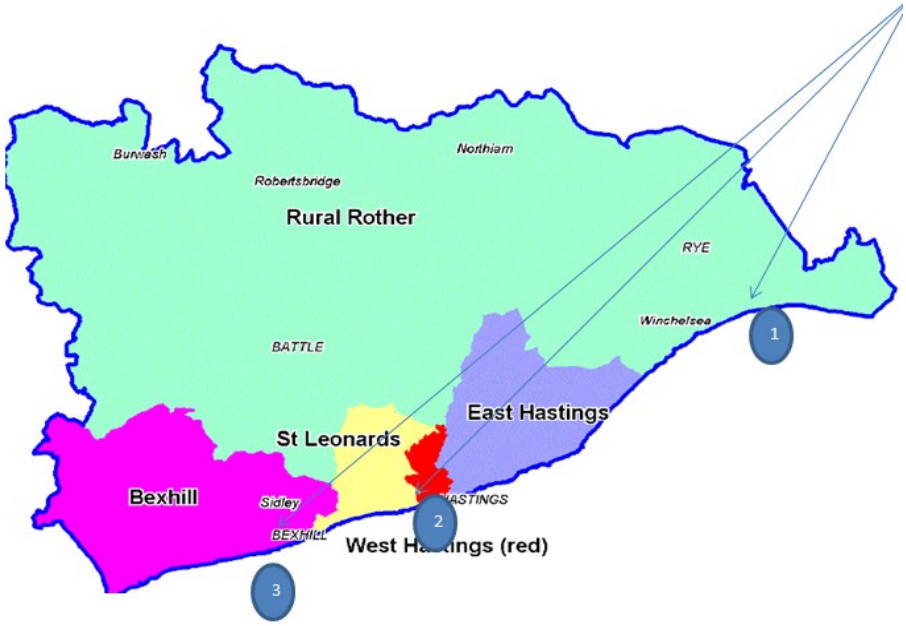
To ensure that Trust services are supported by long - term sustainable income streams.

The Trust's strategic plan "Improving Care for Local People: 2023 - 2028" is available from our website: www.saraleetrust.org

OBJECTIVES AND ACTIVITIES
LOCAL CONTEXT

The Trust provides essential care and support for people living across Hastings and Rother who are affected by cancer and other life-threatening illnesses. Locally the level of need for this support and care is extreme.

Trust Therapy hubs across Hastings and Rother



'1. Hub on Rye Hill
'2. St Michaels Hospice
'3. Sara Lee Therapy Centre Sidley

Hastings and Rother have some of the most socio-economically deprived areas in the country. Hastings is the 13th most deprived local authority in England, with nearly a third of local neighbourhoods in Hastings within the most deprived 10% of all local neighbourhoods nationally. Prevalence rates for cancer are far higher than the national average and many people continue to live with their illness unsupported, resulting in unnecessary suffering and isolation.

Sussex Uncovered 3, a data-led report by Sussex Community Foundation sets out both the needs and strengths of our communities across Sussex. This report highlights the continuing inequality across Sussex and that people in the disadvantaged areas of Sussex are more likely to have shorter lives and poorer health. There is a 14.5 year age gap in male life expectancy and an 18.9 year age gap in female life expectancy between the most and least deprived areas in Sussex.

The pressure on our services remains very high and, with The Sussex Cancer Alliance predicting increasing local prevalence rates long into the future, this trend will only but continue.

Funding allowing, the Trust is committed to increasing its capacity to meet this extreme level of need

OBJECTIVES AND ACTIVITIES

OUR ACTIVITIES

About the Sara Lee Trust

For nearly 30 years we have worked to improve the quality of life for people affected by cancer and other life-threatening illnesses across Hastings and Rother, East Sussex. Our combined experience and expertise has enabled us to develop a range of psychological support services, complementary and group therapies and activities to benefit and support patients, their carers, family members and loved ones. We are the dedicated provider of psychological support and therapy care services for St Michael's Hospice, a multi bed palliative care centre in St Leonards-on-Sea (for over 25 years) and the Rye, Winchelsea and District Memorial Hospital (since 2007). The Trust is the only provider of these specialised services in the region.

Our team

The Trust Team of highly experienced practitioner's currently support up to 800 people per year with the free counselling, therapy care and group support they need to help them through what is often the most difficult time of their life. All Trust practitioners have recognised training in the therapy they provide and have significant experience of working with our patient group.

Whilst ensuring that we comply with local and national guidelines, our flexible model of care is designed to empower the individual, to enable lasting improvement to their wellbeing. We promote the development of long-term connections and supportive networks through individual and / or group activity. Our team provides psychological support including specialist counselling, psychotherapy. Cognitive Behavioural Therapy (CBT) and EMDR, a range of complementary therapies and a growing number of group activities. Care is tailored to the needs of each individual.

All Trust services are provided completely free of charge.

How we help

People affected by life-threatening illness are often at an extremely vulnerable stage in their life, both mentally and physically. They will often feel isolated and marginalised by their illness. Our individual and group activities and support helps people to live with and through their illness. Improved confidence and mobility can help service users to be more independent of carers while at the same time enabling them to broaden social networks so that they feel better connected to their community. Because our services are also available to the families and loved ones of patients, they too benefit through the opportunity to process the impact of the diagnosis and potential bereavement.

Our services offer some respite from the caring role and its physical and emotional impact. In this broader context, we improve health and wellbeing in our community by offering more opportunities for employment and volunteering, playing a key role in enhancing community spirit and reducing the burden of care in the wider community generally. When our resources are not available people sometimes struggle without essential care, resulting in deterioration in health and wellbeing and placing heightened pressure on mainstream health, social care and other services.



How we can help

If you or a loved one have been diagnosed with cancer or another life threatening illness, The Sara Lee Trust may be able to help.

We know that serious illness has a huge impact on a person and those around them which goes much deeper than physical health.

This impact can be experienced at different times, with some needing more support during or after their medical or clinical treatment.

The Trust can help improve health and wellbeing in areas such as managing stress and anxiety, staying active, relationships and family, healthy eating and symptom management.

The Sara Lee Trust supports local people in Hastings & Rother, East Sussex. To be referred for our services, you can speak to any healthcare professional responsible for your care.

> *"The NHS cured my cancer but The Sara Lee Trust has healed my mind."*





Delivering care where you need it

In your own home

We can provide services to you at home.

- In person
- Online
- By phone

The Sara Lee Therapy Centre

54 Ninfield Road, Bexhill on Sea, TN39 5BD

Free parking is available in the public car park on the other side of the street. The Centre has a small car park, with spaces prioritised for those with restricted mobility.



St Michael's Hospice

25 Upper Maze Hill, St Leonards on Sea, TN38 0LB

There is visitor and disabled parking at the Hospice, as well as free on-street parking in the surrounding roads.



Hub on Rye Hill

Kiln Drive, Rye Foreign, TN31 7SQ

Adjacent to the Rye Memorial Hospital, there is ample free parking on site at the Hub.



Our Therapy Services

Key
Where each therapy takes place
- Sara Lee Therapy Centre
- St Michael's Hospice
- Hub on Rye Hill
- Home Visits
- Online & Telephone

Talking Therapies



Counselling

A chance to share your thoughts and feelings with an experienced therapist who will listen without judgement. Counselling can bring new understanding to your situation and your relationships, and make things much more manageable. Counselling for couples is also available.



Coaching*

Support from our Counselling team specifically around supporting you back to a more active social and working life.



Cognitive Behavioural Therapy (CBT)

CBT is a talking therapy that shows you how to change your mindset. You will learn how to recognise negative patterns and behaviours in yourself and others, implementing coping mechanisms that improve the way you feel, and how you make others feel.



EMDR

EMDR (Eye Movement Desensitisation and Reprocessing) is a therapy that helps you process traumatic or distressing experiences, memories. The therapy involves a combination of techniques such as eye movements or tapping.

*Using support models developed through an EU funded research project called 'I-KNOW-HOW'

Touch Therapies



Aromatherapy

The use of essential oils to support wellbeing and reduce feelings of stress, tension and anxiety. Aromatherapy can be included in a massage or reflexology.



Dry Needling

Involves the insertion of very fine needles into specific points around the body which can provide relief from pain, stiffness and hot flushes.



Lymphoedema Massage (Manual Lymph Drainage)

A specialist massage technique that can relieve lymphoedema swelling and pain (a fluid collection).



Massage

This involves the therapist using their hands to rub your skin and apply pressure to your muscles and tendons to help you relax and ease anxiety, stress and pain.



Reflexology

A massage for your feet or hands that can positively affect different parts of your body promoting a state of deep relaxation and reduce tension and pain.



Reiki

Simple, gentle touch and visualisation techniques for relaxation that can be used over your clothes or blankets and bring relief from many symptoms, including pain.



Indian Head & Neck Massage

Helps stimulate blood flow to the scalp, neck, and shoulders, enhancing circulation and relaxing the mind.


Group Activities
The Trust provides a wide range of groups and activities to improve your life.
Spaces to Talk
Place To Talk
Helping people to talk about the impact of life threatening illness.
Breast Cancer Support Groups
Hear advice, share experiences, and connect with others.
Information & Awareness
Drop in sessions delivered with the NHS to improve awareness of the local cancer support available.
Movement
Active Outlook
Funded by Sussex Cancer Fund, physical activity sessions and tailored support.
Strengthen & Chill
For men who want to build back their physical health and muscle tone after treatment.
Therapeutic Yoga
A slow mindful yoga, helpful for people who are or have been unwell.
Wellbeing & Living
Be Kind to Your Mind
A six-week course on skills and techniques to manage anxiety.
Look Good Feel Better
Beauty and grooming workshops for women to help manage the visible side-effects of cancer treatment.
Wellbeing Through Food
A six-week course on healthy eating for patient and carers during treatment and recovery.
Art & Crafts Groups
Creative therapy to explore various crafts, with all materials included.
For more details about our group activites, visit saraleetrust.org/group-activities or call 01424 456608
Wellbeing Days
Rest and Restore
Enjoy a full day of relaxation and gentle activities to nourish your body and mind with lunch included.

ACHIEVEMENTS AND PERFORMANCE
CHIEF EXECUTIVE'S INTRODUCTION

The core purpose of the Trust, its team and supporters is to improve the lives of local people affected by life threatening illness. Over the last year our practitioners supported over 750 people.

Our services make a difference. Highlights from our latest monitoring and evaluation reports include:
- Almost 90% reported improved well-being and confidence
- Over half indicated reduced use of mental health services
- Over 70% reported an improvement to physical health
- Nearly 60% reported feeling less isolated

In a region where the need for our support is extreme, we continually strive to provide essential care and support for as many people as possible. In response to a continued rise in referrals we have incrementally increased our therapy capacity by 5% in year.

Working closely with our Service User Group and other stakeholders we continue to evaluate our services to ensure we continue to provide high quality services at the right time and place for the individual.

We need to ensure that our services are sustainable, and with an annual funding gap of over £250,000 to cover existing services this remains a considerable challenge. With a clear plan to enhance our fundraising activities we aim to reach breakeven by 2029.

With the collective support and efforts of all our wonderful team and supporters I am confident we will meet our funding challenges and continue to support more people year on year.
Thank you all for your immense efforts, it is very much appreciated and highly valued.

Dan Redsull
Chief Executive Officer



FINANCIAL REVIEW

THE SARA LEE TRUST PERFORMANCE REPORT
SERVICES

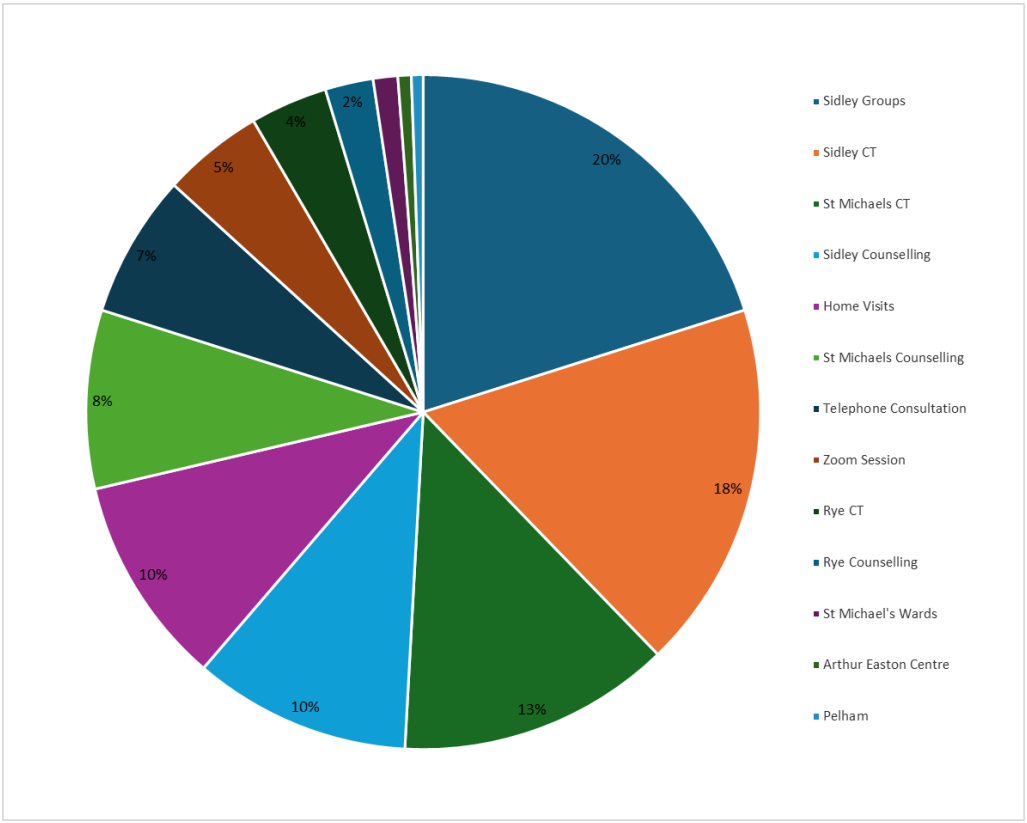
Service provision and activities

In the financial year 2024/25 the Trust provided 6,074 hours of therapy and activities, an increase of over 5% on the previous year. Our services benefitted 771 individuals, an increase of 12% from 2023/24.

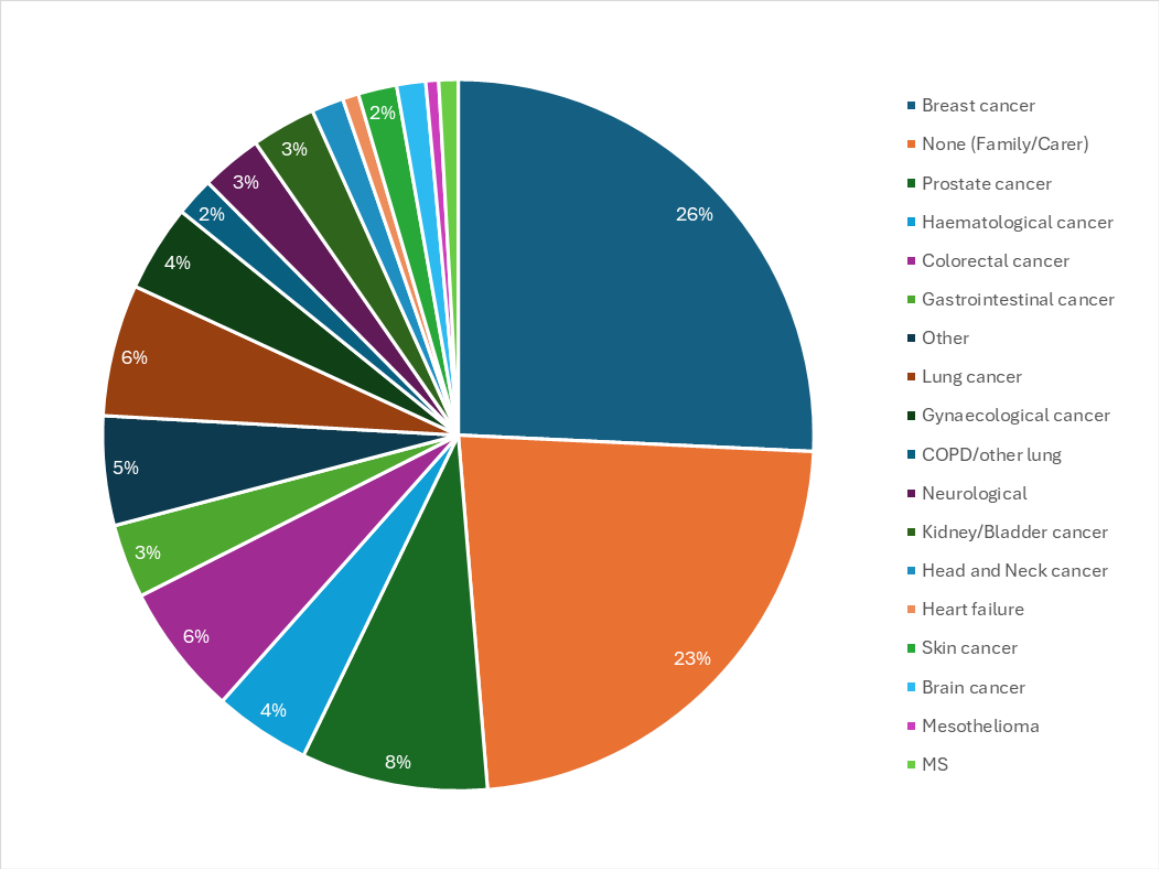


Over 1,500 referrals were received / generated over the year, up from 1,308 in 2022/23 (an increase of 17%).

Location of therapies and activities



Provision of therapies and activities by diagnosis



In Year Developments

Highlights

- Both the number of service users supported, and activity levels provided increased year on year.
- Our range of services are now more accessible than ever with care tailored to best fit the needs of the individual. Services are provided in the home, in community settings, on the wards and remotely.
- A Breast Cancer Champion was appointed in year with the of improving the dedicated support and care available to people affected by breast cancer
- The Trust now offers couples counselling as well as couples massage
- Established group activities including yoga and Look Good Feel Better sessions are as popular as ever
- Almost 1,000 hours of specialist yoga were delivered over the year
- New group activities were introduced during the year including:

Art & Craft Groups - Regular sessions in our hall space that provide opportunities not only for service users to participate weekly in a range of structured art & craft activity but also to engage in meaningful and valued activities which provide an opportunity to develop new skills, give a sense of achievement, self-efficacy, and confidence. And make new social connections and networks.

Be Kind to your Mind (Managing anxiety) - 6-week courses aimed to provide an all-encompassing holistic approach looking at bringing balance to the individuals physical, mental, and emotional parts.

This is an opportunity to understand how our minds respond to stresses, anxieties and possibly depression; acquire skills and techniques such as relaxation, guided visualisation, and mindfulness to still the chattering mind and calm the body.

Breast Cancer Support Groups
Going through Treatment - This group discusses topics such as wigs - dealing with hair loss, what to expect with Chemotherapy, Radiotherapy, advice and preparing for a Mastectomy, PICC lines and ports.

Post Treatment - This group focuses on topics such as anxiety and fear of recurrence, body image, lymphoedema, menopause and how to manage without HRT, and returning to work.

Strengthen & Chill - this is a six-week course for men who would like to build back their muscle tone after treatment. Each week the group will gradually strengthen muscles, work on balance, and mindfulness exercises to help with stress relief.

Increasing Awareness
The Trust is a founding member of the Hastings and Rother Cancer Support Network - an alliance of over 25 local stakeholder groups who aim to

- Improve joint working, integration and shared learning
- Improve pathways to care and support activities
- Increase awareness and ease of access in areas of high need
- Reduce inequalities in support, care and access

The first network information leaflet is expected to be launched in the summer.

Action Plan and Annual Evaluation

In the coming months we will be analysing the results of our annual service user survey and undertaking an evaluation process leading to the 2024-2025 Trust Annual Evaluation Report and the 2025-26 Trust Action Plan.

USER FEEDBACK AND CASE STUDY

Examples of service user feedback in 2024/25

- I feel blessed to have the phenomenal range of help available from the Sara Lee Trust. I one hundred per cent feel you have helped me heal, thank you.

- A lovely treat each week and a wonderful Sara Lee therapist.

- I learnt good strategies about setting small steps to meet my goals. I got the confidence to leave my house on my own and engage in social events. I learnt that taking care of myself is important and making time for me to do things I enjoy is important. Having joy and happiness in my life is something that I can aspire to have but before it felt hopeless to even try to be happy in my life. S is a fantastic counsellor who came into my life after my cancer treatment during cancer treatments I was bald & extremely sick on the drugs, and my life had beaten me into the ground & I could see no way to get back up again. S has been a light in my life.

- It's been wonderful to receive both the therapy and counselling from such caring people. It's also been so nice to have the appointment in my diary i.e. something other than medical appointments - something to look forward to & to help with my mental & physical wellbeing. Thank you so much.

- I feel that M has been a great support, sensitive and reassuring & I like the way M has handled everything.

- The counselling sessions were a very important part of my recovery, providing a safe space to process my feelings and grief post treatment. I feel grateful to have had these services available to me.

- I received scar massage therapy which helped with tightness and pain relief and was reassuring for maintaining healing. Massage and reflexology also helped with relaxation and stress reduction. These sessions were an invaluable part of my post treatment healing.

- The Trust has been amazing in helping me recover and finding my self-confidence after mental and physical trauma.

- I have learnt a lot of new cooking skills - to cook from scratch and help my health with less additives and chemicals in my diet and create a more varied & balanced diet too.

Case studies and personal stories

Case studies demonstrating how the Trust has made a difference to the life of an individual and their family through the service it provides. This case study relates to Counselling Service.

Names and identifying details have been changed to protect the privacy of the patient and their family.

I worked with client HM who was diagnosed with cancer and came to the Sara Lee Trust to help her process her treatment (chemotherapy, colostomy bag etc.) journey and her fears of dying and leaving her family (husband and 2 children) behind. I Initially worked with her in St Michael's hospice as she came for 1-2-1 sessions. Some of these sessions took place in the garden as HM liked talking to me in the serenity of the garden. Some were online via Zoom when she couldn't come into the hospice for her session. Cancer treatment was stopped as she was then told that her cancer was terminal, and she then started receiving end of life care. I then worked with her at home, and then in the IPU up until the week before her death. I also supported her family when they came onto the IPU and would talk to them about how they were feeling about HMs imminent death. I liaised with her family as to when they wanted me to stop seeing HM, so that they could spend quality time with her saying goodbye at the end without any outside interference. Normally we give clients 12 sessions, but due to the change in HMs diagnosis and our patient centred model it was agreed that I could work with her until the end of her life.

The initial aim of therapy for HM was to process her cancer diagnosis and treatment. Then when she was told that there was nothing more that could be done for her treatment wise, our work together was helping HM sit with her fear of dying, leaving her family behind, and working on accepting this.

I worked with HM in a Person-Centred way and used Gestalt methods and some art therapy to help her process all the issues that she faced throughout her cancer journey. I was led by what HM needed during each session and brought in art therapy when talking was just too difficult, so that she could process her fears in other ways.

Due to the strong therapeutic alliance I built with HM, I supported her in her process of managing her fears of dying, and helped her approach her death in a more accepting way. She could explore her fears and grief in a safe way with me and could say things to me that she didn't want to burden her family with.

Building a good therapeutic relationship was the key to helping her process her fears of her death. My compassion and empathy helped her face the end of her life in a dignified way. Walking her journey with her and being there for her was enough for her to manage her fears of leaving her family behind.

MONITORING AND EVALUATION

The aim of the Trust is to improve the quality of life of people affected by cancer and other life-threatening illnesses. Effective and robust evaluation ensures that our work is evidence based and quality assured. Our service evaluation underpins all funding applications and has enabled us to successfully secure funding for some key services.

All trust services are subject to evaluation at service user level using standardised templates. Outcome reporting is underpinned by our use of EMIS Web, a nationally recognised patient information system.

Key statistics for 2024/25 (year ending 30 April 2025) include:

Improved mental wellbeing

88% of service users reported improved confidence and wellbeing
78% reported reduced anxiety and depression
Over half (53%) reported reduced use of mental health services

Improved physical health

71% of service users reported an improvement to physical health
49% reported a reduction in symptoms / side effects
Almost a third reported a reduced of GP services

Increased independence and reduced isolation

63% of service users reported feeling less isolated
49% reported being more able to look after themselves
Over a third reported participating in new social networks and / or making new friends

We will continue to research and develop our reporting systems to ensure that our evidence-based information meets best practice and national guidelines.

FUNDRAISING

Fundraising for the Trust is delivered by a small part - time team of 5 (2.2 whole time equivalent), supported by many wonderful volunteers whom we would like to for their fantastic efforts.

Whilst the Trust has and continues to actively develop and progress initiatives aimed at diversifying its income streams and reduce the risk of fluctuations, we remain very much reliant on fundraising, donations and retail activities to fund our services. Our annual funding gap is over £250,000 which presents a considerable ongoing challenge, especially with the ongoing very difficult financial environment.

FUNDRAISING (continued)



We would like to express our sincere thanks and appreciation to all who have supported the Trust over the last year in particular, those who have:

- made a donation / grant
- supported, held or participated in a fundraising event
- become one of our invaluable commercial / community partners

Funds were raised throughout the year using a variety of means including:



- Various Challenge Events such as the Hastings Half Marathon and London Marathon
- An events programme of both Trust and independent activities. These included: Golf Day; Coffee Mornings, Bingo Nights, Boogie Walk, Fairs and stalls and individual fundraising activities.
- Applications for support to grant funding organisations, charitable trusts and foundations, local businesses and community groups
- Appeals to the local community and general public to support our work by fundraising, donating to our charity shops and remembering us in their will.



Key highlights in 2024/25 include:

- London Marathon runners raised £16,800
- Hastings Beatles Day raised £10,800
- Golf Day at Cooden Beach Golf Club raised £11,312
- Golf Day at Rye Golf Club raised £10,600
- Hastings Half Marathon team raised £6,675
- Therapy Month in June raised £2,555
- Christmas concert with Liane Carroll raised £3,859
- Cathy's Chilly Challenge raised £2,015 and received media coverage about the Trust and our work in the local community
- Continued extensive support from grant funding organisations, partner charitable trusts & foundations
- Increased local awareness of The Trust through large events and increased publicity and marketing.
- Development of new and continued community and local business relationships including those below.







CHARITY RETAIL



The Trust Retail Team operate 5 charity shops across Hastings & Rother, which are supported by our Donation Centre and Van Team. Overall income is enhanced through specialist sales, an on-line presence and a house "caring clearance" service.

Our charity retail operations are entirely reliant on the generous donation of the thousands of items we sell each week, and we would like to thank everyone who has donated in this way.

We have a wealth of experience and expertise across the team, which includes our wonderful volunteers. Without their amazing support and contribution, we would not be able to keep our shops open, and the Trust gives special thanks to them.



Other initiatives and highlights:

- targets exceeded in all key areas including shop sales, retail online and sales generated by our Donation Centre
- achieved record income from specialist sales via auction
- wider use of e-commerce platforms to increase income from on-line sales
- regular Sidley Super Sales throughout the year
- implementing new ideas to recycle and reuse to meet the challenge of reducing waste



Our annual donation to the Trust was £104k which although in part is supported by one off grant income, reflects the immense hard work and fantastic efforts of the whole retail team in particular our wonderful volunteer supporters to whom we give our sincere thanks.

Looking forward we are continuing to explore options and opportunities for an additional retail outlet, enhancing the customer experience across our existing shops by developing our uniform brand. In addition, we will be looking to introduce giving through Gift Aid.

Retail has its own dedicated Facebook page and eBay shop.
Facebook
https://www.ebay.co.uk/usr/saraleetrustretail



FINANCIAL REVIEW(continued)

FINANCE

The unpredictable and challenging times the charity and voluntary sector has experienced in recent years look set to continue into 2025/6 and beyond. We, like many others are experiencing reducing funding, increasing costs and soaring demand for services.

As a result, our Board of Trustees have approved an updated four-year budget plan that continues to target recovery and momentum building whilst taking account of the increased risk to future funding levels and increased operating costs. Service capacity will as a minimum be maintained at current levels and where possible increased incrementally. Our aim is to reach a sustainable breakeven position by 2029 and to limit the annual deficit before that position is reached. Any deficits positions will be met through cost base efficiencies, and, where necessary from existing contingency reserves.

One-off income means that the Trust ended the financial year with a non-recurrent surplus of £48,692 with income of £471,345 against expenditure of £422,653. This one-off surplus will be used to reduce risk to our services by further rebuilding our emergency reserves to a minimum level as well as supporting further diversification of our income streams. Additional support will also be provided for the development of group activities from our new hallspace.

Looking forward, our overall underlying financial position has not changed - in order to avoid interim cost cutting measures which would be detrimental to therapy capacity and patient care; we need to secure additional funding support whilst we rebuild our fundraising activities.

RESERVES

The level and application of reserves are subject to a full review at least on an annual basis. It is the current policy of the Trust that under normal circumstances, unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to approximately 9 months of recurrent operational expenditure (i.e. £315,000). In the current operating environment, the Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Trust's activities and maintain current service capacity while consideration is given to ways in which additional funds may be raised.

In addition, under normal circumstances a further reserve should be maintained to ensure that sufficient resources are available to properly maintain Trust fixed assets in the event of a significant drop in funding. This to be maintained at a level of 2.5% of our fixed property assets total £1,89m (2023/4: £1.55m) which equates to £47,000.

Therefore, our cash and bank reserves at year end of £354,581 have been fully ring-fenced for the operational provisions as referred to above.

To ensure long-term sustainability the Board has a long-term objective of maintaining operational reserves to a level equivalent to 9 months annual expenditure in addition to maintaining a capital maintenance reserve.

As at the 30th April 2025, the Trust held no other uncommitted reserves or balances.

SERVICE USER & PUBLIC PARTICIPATION AND INVOLVEMENT (PPI)

The Trust is committed to involving users in the development of its policies and services. It has a core belief that user involvement and engagement is essential to providing services that best meet user needs. Users of Trust services play an active and leading role in the planning of service improvements and assisting in wider developments within the organisation.

Our independent Service User Group continues to contribute their thoughts and ideas across many important areas.

As well as our Service User Group (SUG), existing and former service users are actively engaged in a number of other important Trust forums, committees and initiatives including our Board of Trustees, The National Lottery Community Fund Project Board and Volunteer Forum.

FINANCIAL REVIEW (continued)
A note from the SUG Chair – Susan Richardson



Hello everyone,

I have been a member of the Service User Group for approximately 10 years now.

I was extremely fortunate to be referred to the Trust when I was a carer for my father who was terminally ill. Sara Lee supported me through what was an incredibly difficult time with complementary therapies and counselling. I shall be forever grateful for the help and kindness I received.

The service user group meets every 3 months with Dan our CEO and other staff members when we are given an update on how services are progressing and what developments are in the pipeline. Our opinions and personal experiences are sought on various operational and strategic matters. In other words, we can help to shape and improve services through sharing our own ideas on their plans and procedures. Members feedback is incredibly important to the trust, so we are a highly valued part of the 'team'.

The group is always welcoming, and our meetings are inclusive and friendly. If anyone who is receiving or has received Trust services is interested in joining us please do send me an email.

Susan
SUGChair@saraleetrust.org

VOLUNTEER SUPPORT

The Trust was founded by volunteers in 1996, and they have been the foundation stone of the organisation ever since. They are involved in a wide range of activities across the charity, from therapy care to charity retail.

For some volunteering is a one-off activity, others choose to make a long-term commitment. We are grateful to each and every person who gives their time to make a difference for those affected life threatening illness.

We have almost 200 active volunteers from across Hastings and Rother bringing a wide range of backgrounds, occupations, knowledge, life experiences and skills.

Training and support
We are proud of the high standard of training and support we provide to our volunteers. This includes regular online meetings for information sharing and training and more social events. All volunteers are in regular contact with our staff team and those supporting our services are offered one-to-one supervision sessions to manage their own wellbeing.

Impact
Volunteer support is critical to work of the Trust. Without the tremendous efforts that are provided each and every working day across the Trust we simply would not be able to provide the level of care that we do.

Involvement and Engagement
We actively encourage regular feedback from volunteers as well as involvement in our decision-making processes. We have a Staff and Volunteer forum, Annual Volunteer survey in addition to regular volunteer team meetings.

Here is some feedback from our last survey highlighting why people volunteer for the Trust:

It makes people feel included, welcome and appreciated

VOLUNTEER SUPPORT (continued)

The Trust is able to show a genuine care and concern for the wellbeing of its volunteers and their families. I have noticed this on a number of occasions and it's great to be valued as a person and not just as a tool to be used when needed and then discarded, as I have found when working with some other charities. I particularly appreciated the effort made to show appreciation to volunteers at the Christmas get together in Hastings last year.

Looks after your well-being and listens to any concerns raised

The trust will always make sure we are OK. They thank us for our hard work by treating the volunteers to a lovely evening out and Christmas dinner. That is a lovely way to show their appreciation.

Very welcoming, and friendly. Good at keeping in contact. Made to feel of value.

Provides a safe and happy environment in which to volunteer

Makes us feel part of a group. Making volunteers feel welcome

EVALUATION AND PRIORITIES

The aim of our annual evaluation is to step back, reflect on the year, and learn from our experiences and the information obtained, to make our services and support activities more effective and efficient in the longer term. An annual evaluation report is published which:

- summarises the evaluation process
- highlights key findings
- and communicates the resulting action plan

The action plan serves as a road map in the ongoing monitoring process for the year ahead, and a benchmark against which to evaluate our progress at the end of the year.

All stakeholders including staff, service users (including family members and carers), volunteers, local partners and the wider local community are actively involved in the monitoring and evaluation processes through a variety of forums, regular events and feedback mechanisms which include:

Service User Group
Annual Service User Survey
Focus group reviews
Annual Evaluation workshops
Feedback forms and case studies

The Evaluation Report and related action plan is published at the end of each calendar year.

TRUSTEES

The Trust currently has a total of 12 Trustees (as at 30th April 2025).

All Trustees are mindful of their responsibilities regarding the appointment and training of new Trustees. Presently, the need for new Trustees is discussed amongst existing Trustees with, when a need is agreed, potential candidates being identified through existing networks or by external advertisement.

Shortlisted candidates are interviewed and the successful candidates undergo a comprehensive induction where they meet key members of the Trust and are introduced to all aspects of the Trust's work. Each new Trustee is provided with a summary of the responsibilities of a new Trustee.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

Risk Management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Approved by order of the board of trustees on 22 October 2025 and signed on its behalf by:

.....
M Lear - Trustee

Independent examiner's report to the trustees of The Sara Lee Trust
I report to the charity trustees on my examination of the accounts of The Sara Lee Trust (the Trust) for the year ended 30 April 2025.

Responsibilities and basis of report
As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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

R. Walsh.

R Walsh FCCA

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

Date: 27/10/2025

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	**147,329**	**72,867**	**220,196**	379,457
Other trading activities	3	**141,344**	**13,000**	**154,344**	163,100
Investment income	4	**94,879**	**-**	**94,879**	56,219
Other income		**1,926**	**-**	**1,926**	8,858
Total		**385,478**	**85,867**	**471,345**	607,634
EXPENDITURE ON					
Raising funds		**80,742**	**-**	**80,742**	77,397
Charitable activities	5				
General		**314,707**	**27,204**	**341,911**	321,621
Total		**395,449**	**27,204**	**422,653**	399,018
Net gains on investments		**316,384**	**-**	**316,384**	-
NET INCOME		**306,413**	**58,663**	**365,076**	208,616
RECONCILIATION OF FUNDS					
Total funds brought forward		**1,452,215**	**515,623**	**1,967,838**	1,759,222
TOTAL FUNDS CARRIED FORWARD		**1,758,628**	**574,286**	**2,332,914**	1,967,838

The notes form part of these financial statements

STATEMENT OF FINANCIAL POSITION
30 APRIL 2025

	Notes	2025 £	2024 £
FIXED ASSETS			
Tangible assets	10	**22,192**	20,597
Investment property	11	**1,892,140**	1,551,891
		1,914,332	1,572,488
CURRENT ASSETS			
Debtors	12	**94,055**	132,978
Cash at bank and in hand		**354,581**	305,303
		448,636	438,281
CREDITORS			
Amounts falling due within one year	13	**(30,054)**	(42,931)
NET CURRENT ASSETS		**418,582**	395,350
TOTAL ASSETS LESS CURRENT LIABILITIES		**2,332,914**	1,967,838
NET ASSETS		**2,332,914**	1,967,838

The notes form part of these financial statements

continued...

STATEMENT OF FINANCIAL POSITION - continued
30 APRIL 2025

	Notes	2025 £	2024 £
FUNDS	15		
Unrestricted funds:			
General fund		**111,515**	131,486
Contingency Fund - Operational Activities		**262,000**	262,000
Designated Fund - Fixed Assets		**950,729**	950,729
Revaluation Reserve		**386,384**	70,000
Will Charitable Trust		**10,000**	-
Maintenance fund		**38,000**	38,000
		1,758,628	1,452,215
Restricted funds:			
Ted Baker		**2,000**	2,000
Ernest Kleinwort		**11,917**	7,417
Sussex Community Foundation		**9,798**	9,798
February Foundation		**5,000**	-
Capitalised - Therapy Centre		**110,816**	110,816
Hospital Saturday fund		**2,000**	-
The Albert Hunt Trust		**3,333**	3,333
Big Lottery Fund Grant		**60,624**	27,387
The Francis & Eric Ford Charity Trust		**500**	500
I Know How		**11,388**	11,388
JACT		**3,000**	1,500
The National Lottery Community Fund - RC London and South East Region		**248,578**	236,152
Edward Gostling Foundation		**25,000**	25,000
Bernard Sunley		**15,000**	15,000
Legacy J Rosser		**65,332**	65,332
		574,286	515,623
TOTAL FUNDS		**2,332,914**	1,967,838

The financial statements were approved by the Board of Trustees and authorised for issue on .....22nd October 2025..... and were signed on its behalf by:



.....
D Hargreaves - Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	-	10% on cost
Fixtures and fittings	-	25% on reducing balance

INVESTMENT PROPERTY

Investment property is shown at most recent valuation. Any aggregate surplus or deficit arising from changes in fair value is recognised in the Statement of Financial Activities.

TAXATION

The charity is exempt from tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees, further details on the funds can be found in the Trustees Report.

continued...

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Donations	**33,897**	**-**	**33,897**	65,236
Gift aid	**3,066**	**-**	**3,066**	3,528
Legacies	**6,370**	**-**	**6,370**	120,272
Grants	**-**	**72,868**	**72,868**	65,625
Shop income	**103,996**	**-**	**103,996**	124,796
	147,329	**72,868**	**220,196**	379,457

Grants received, included in the above, are as follows:

	2025 £	2024 £
Big Lottery Fund	**33,238**	32,036
Other Grants	**-**	9,589
54 NR Hallspace Grant	**12,426**	-
Other grants	**27,204**	24,000
	72,868	65,625

3. OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Fundraising events	**100,871**	**-**	**100,871**	116,433
Charitable trust income	**40,473**	**13,000**	**53,473**	46,667
	141,344	**13,000**	**154,344**	163,100

continued...

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
Rents received	**87,124**	**-**	**87,124**	53,180
Interest receivable	**7,755**	**-**	**7,755**	3,039
	94,879	**-**	**94,879**	56,219

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 6) £	Totals £
General	**325,305**	**16,606**	**341,911**

6. SUPPORT COSTS

	Information technology £	Governance costs £	Totals £
General	**9,542**	**7,064**	**16,606**

Governance costs includes £1,560 (2024: £1,550) for the Independent examiners fee.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2025 nor for the year ended 30 April 2024.

The trustee D Hargreaves is a partner in Acuity Professional Partnership LLP who provide accountancy services to The Sara Lee Trust at a significantly discounted cost. A provision of £1,980 (2024: £2,800) has been included within the accounts.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 30 April 2025 nor for the year ended 30 April 2024.

KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

No employees received total employee benefits (excluding pension contributions) of more than £60,000.

	2025	2024
Salaries	262,374	258,655
Key Management Personnel	37.095	36,606
Employer Pension	5,774	6,158
Social security and other tax	12,900	13,054
	318,143	**314,473**

continued...

8. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2025	2024
Support staff	**2**	2
Fundraising staff	**5**	5
Therapy staff	**14**	11
	21	18

No employees received emoluments in excess of £60,000.

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	226,725	152,732	379,457
Other trading activities	90,939	72,161	163,100
Investment income	56,219	-	56,219
Other income	8,858	-	8,858
Total	382,741	224,893	607,634
EXPENDITURE ON			
Raising funds	77,397	-	77,397
Charitable activities			
General	267,399	54,222	321,621
Total	344,796	54,222	399,018
NET INCOME	37,945	170,671	208,616
RECONCILIATION OF FUNDS			
Total funds brought forward	1,414,270	344,952	1,759,222
TOTAL FUNDS CARRIED FORWARD	1,452,215	515,623	1,967,838

continued...

10. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
Cost			
At 1 May 2024	**46,014**	**17,359**	**63,373**
Additions	**4,285**	**1,019**	**5,304**
At 30 April 2025	**50,299**	**18,378**	**68,677**
Depreciation			
At 1 May 2024	**31,196**	**11,580**	**42,776**
Charge for year	**2,239**	**1,470**	**3,709**
At 30 April 2025	**33,435**	**13,050**	**46,485**
Net book value			
At 30 April 2025	**16,864**	**5,328**	**22,192**
At 30 April 2024	14,818	5,779	20,597

11. INVESTMENT PROPERTY

	£
Fair value	
At 1 May 2024	**1,551,891**
Additions	**23,865**
Revaluation	**316,384**
At 30 April 2025	**1,892,140**
Net book value	
At 30 April 2025	**1,892,140**
At 30 April 2024	1,551,891

The value of the property was considered by the Trustees at year end and found to be reasonable.

Fair value at 30 April 2025 is represented by:

	£
Valuation in 2025	**316,384**
Cost	**1,575,756**
	1,892,140

A revaluation of the investment property at Silverhill was assessed by the trustees during the year 2024.

continued...

12. DEBTORS

	2025	2024
	£	£
Amounts falling due within one year:		
Trade debtors	**2,115**	1,772
Prepayments and accrued income	**6,863**	12,767
	8,978	14,539
Amounts falling due after more than one year:		
Other debtors	**85,077**	118,439
Aggregate amounts	**94,055**	132,978

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2025	2024
	£	£
Trade creditors	**5,885**	9,089
Taxation and social security	**4,596**	1,082
Other creditors	**19,573**	32,760
	30,054	42,931

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
	£	£	£	£
Fixed assets	**19,502**	**2,690**	**22,192**	20,597
Investments	**1,459,381**	**432,759**	**1,892,140**	1,551,891
Current assets	**284,463**	**164,173**	**448,636**	438,281
Current liabilities	**(4,718)**	**(25,336)**	**(30,054)**	(42,931)
	1,758,628	**574,286**	**2,332,914**	1,967,838

continued...

15. MOVEMENT IN FUNDS

	At 1.5.24 £	Net movement in funds £	Transfers between funds £	At 30.4.25 £
Unrestricted funds				
General fund	**131,486**	**(14,971)**	**(5,000)**	**111,515**
Contingency Fund - Operational Activities	**262,000**	**-**	**-**	**262,000**
Designated Fund - Fixed Assets	**950,729**	**-**	**-**	**950,729**
Revaluation Reserve	**70,000**	**316,384**	**-**	**386,384**
Will Charitable Trust	**-**	**5,000**	**5,000**	**10,000**
Maintenance fund	**38,000**	**-**	**-**	**38,000**
	1,452,215	**306,413**	**-**	**1,758,628**
Restricted funds				
Ted Baker	**2,000**	**-**	**-**	**2,000**
Ernest Kleinwort	**7,417**	**4,500**	**-**	**11,917**
Sussex Community Foundation	**9,798**	**-**	**-**	**9,798**
February Foundation	**-**	**5,000**	**-**	**5,000**
Capitalised - Therapy Centre	**110,816**	**-**	**-**	**110,816**
Hospital Saturday fund	**-**	**2,000**	**-**	**2,000**
The Albert Hunt Trust	**3,333**	**-**	**-**	**3,333**
Big Lottery Fund Grant	**27,387**	**33,237**	**-**	**60,624**
The Francis & Eric Ford Charity Trust	**500**	**-**	**-**	**500**
I Know How	**11,388**	**-**	**-**	**11,388**
JACT	**1,500**	**1,500**	**-**	**3,000**
The National Lottery Community Fund - RC London and South East Region	**236,152**	**12,426**	**-**	**248,578**
Edward Gostling Foundation	**25,000**	**-**	**-**	**25,000**
Bernard Sunley	**15,000**	**-**	**-**	**15,000**
Legacy J Rosser	**65,332**	**-**	**-**	**65,332**
	515,623	**58,663**	**-**	**574,286**
TOTAL FUNDS	**1,967,838**	**365,076**	**-**	**2,332,914**

continued...

15. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Gains and losses £	Movement in funds £
Unrestricted funds				
General fund	**380,478**	**(395,449)**	**-**	**(14,971)**
Revaluation Reserve	**-**	**-**	**316,384**	**316,384**
Will Charitable Trust	**5,000**	**-**	**-**	**5,000**
	385,478	**(395,449)**	**316,384**	**306,413**
Restricted funds				
Ernest Kleinwort	**4,500**	**-**	**-**	**4,500**
February Foundation	**5,000**	**-**	**-**	**5,000**
Hospital Saturday fund	**2,000**	**-**	**-**	**2,000**
Big Lottery Fund Grant	**33,237**	**-**	**-**	**33,237**
East Sussex CCG	**27,204**	**(27,204)**	**-**	**-**
JACT	**1,500**	**-**	**-**	**1,500**
The National Lottery Community Fund - RC London and South East Region				
	12,426	**-**	**-**	**12,426**
	85,867	**(27,204)**	**-**	**58,663**
TOTAL FUNDS	**471,345**	**(422,653)**	**316,384**	**365,076**

continued...

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.23 £	Net movement in funds £	Transfers between funds £	At 30.4.24 £
Unrestricted funds				
General fund	253,541	37,945	(160,000)	131,486
Contingency Fund - Operational Activities	140,000	-	122,000	262,000
Designated Fund - Fixed Assets	950,729	-	-	950,729
Revaluation Reserve	70,000	-	-	70,000
Maintenance fund	-	-	38,000	38,000
	1,414,270	37,945	-	1,452,215
Restricted funds				
Shop Donations	1,000	-	(1,000)	-
Ted Baker	-	2,000	-	2,000
Ernest Kleinwort	-	7,417	-	7,417
Sussex Community Foundation	3,132	6,666	-	9,798
Capitalised - Therapy Centre	58,716	-	52,100	110,816
Hastings Lions	1,100	-	(1,100)	-
The Albert Hunt Trust	-	3,333	-	3,333
Sussex Masonic Charities	10,000	-	(10,000)	-
Big Lottery Fund Grant	592	26,795	-	27,387
The Francis & Eric Ford Charity Trust	-	500	-	500
I Know How	5,003	6,385	-	11,388
Miscellaneous applications	5,000	-	(5,000)	-
JACT	250	1,250	-	1,500
The National Lottery Community Fund - RC London and South East Region	225,159	10,993	-	236,152
The League of Friends of Bexhill Hospital	35,000	-	(35,000)	-
Edward Gostling Foundation	-	25,000	-	25,000
Bernard Sunley	-	15,000	-	15,000
Legacy J Rosser	-	65,332	-	65,332
	344,952	170,671	-	515,623
TOTAL FUNDS	1,759,222	208,616	-	1,967,838

continued...

15. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	382,741	(344,796)	37,945
Restricted funds			
Ted Baker	2,000	-	2,000
Ernest Kleinwort	7,417	-	7,417
Sussex Community Foundation	6,666	-	6,666
The Albert Hunt Trust	3,333	-	3,333
Big Lottery Fund Grant	32,036	(5,241)	26,795
The Francis & Eric Ford Charity Trust	500	-	500
East Sussex CCG	27,204	(27,204)	-
I Know How	6,385	-	6,385
JACT	1,250	-	1,250
The National Lottery Community Fund - RC London and South East Region	10,993	-	10,993
Edward Gostling Foundation	25,000	-	25,000
Bernard Sunley	15,000	-	15,000
Legacy J Rosser	87,109	(21,777)	65,332
	224,893	(54,222)	170,671
TOTAL FUNDS	607,634	(399,018)	208,616

16. RELATED PARTY DISCLOSURES

The Trust has a trading company called the Sara Lee Trading Ltd, both entities share some trustees and directors, the following transactions and balances happened during the year:

- A donation of £103,996 was made from the company
- Rental income was also received from the company amounting to £74,000
- There is a loan of £86,614 outstanding from the company.

D Hargreaves, current trustee is a partner of Acuity Professional Partnership LLP who prepare the Trust accounts, further information on this can be found in note 7.

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2025

	2025 £	2024 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	**33,896**	65,236
Gift aid	**3,066**	3,528
Legacies	**6,370**	120,272
Grants	**72,868**	65,625
Shop income	**103,996**	124,796
	220,196	379,457
Other trading activities		
Fundraising events	**100,871**	116,433
Charitable trust income	**53,473**	46,667
	154,344	163,100
Investment income		
Rents received	**87,124**	53,180
Interest receivable	**7,755**	3,039
	94,879	56,219
Other income		
Insurance claim	**1,926**	8,858
Total incoming resources	**471,345**	607,634
EXPENDITURE		
Other trading activities		
Fundraising events	**19,626**	12,870
Wages	**61,116**	64,527
	80,742	77,397
Charitable activities		
Wages	**62,772**	60,179
Insurance	**7,926**	3,299
Postage and stationery	**2,702**	2,751
Advertising	**540**	741
Therapist fees	**196,362**	190,466
Aromatherapy & housekeeping	**22,348**	23,777
Carried forward	**292,650**	281,213

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2025

	2025 £	2024 £
Charitable activities		
Brought forward	**290,575**	281,213
Staff training	**4,356**	2,800
Travelling expenses	**1,617**	1,906
Sundry service costs	**5,329**	2,833
Premises costs	**17,537**	20,235
Plant and machinery depreciation	**2,239**	1,830
Fixtures and fittings depreciation	**1,470**	729
Bank charges	**107**	103
	325,305	311,649
Support costs		
Information technology		
Computer running costs	**9,542**	4,772
Governance costs		
Accountancy	**1,160**	2,884
Independent examiners fee	**1,560**	972
Legal fees	**4,344**	1,344
	7,064	5,200
Total resources expended	**422,653**	399,018
Net income	**48,692**	208,616

THE SARA LEE TRUST FUND

England & Wales - Charity number 1055048

Accounts

REGISTERED CHARITY NUMBER: 1055048

REPORT OF THE TRUSTEES AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2024

FOR

THE SARA LEE TRUST

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2024

	Page
Reference and Administrative Details	1
Report of the Trustees	2 to 19
Independent Examiner's Report	20
Statement of Financial Activities	21
Statement of Financial Position	22 to 23
Notes to the Financial Statements	24 to 33
Detailed Statement of Financial Activities	34 to 35

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2024

TRUSTEES	V Goddard (resigned 2/05/2024) A Cryar D Hargreaves M Lear M Morton P Matthews N Histed (resigned 16/07/2024) C Chaloner (resigned 13/03/2024) A Rose K Hughes (resigned 18/5/2023) T Lee T May (appointed 19/5/2023)
PRINCIPAL ADDRESS	25 Upper Maze Hill St leonards on Sea East Sussex TN38 0LB
REGISTERED CHARITY NUMBER	1055048
INDEPENDENT EXAMINER	Manningtons Chartered Accountants 39 High Street Battle East Sussex TN33 0EE

The trustees present their report with the financial statements of the charity for the year ended 30 April 2024. The trustees have adopted the provisions of 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).

A welcome from our President



The Trust provides essential support and care for people across Hastings and Rother affected by life threatening illness.
Despite the considerable financial challenges faced over the last year, the Trust team continue to support more people with a wider range of services than before.
The completion of a purpose designed hallspace within the year will enable our practitioners to develop further group and community-based activities to support local people and deliver the best patient experience possible.
I am extremely proud to promote and support the important work of the Trust and continue to strive with our Board, Team and supporters to deliver Sara's vision of free and accessible therapy support and care for all those affected by life threatening illness living across Hastings and Rother.
I would like to give a personal note of thanks to our staff and volunteers their continued commitment and support to the Charity and its Trading company.

Michael J Lear
Trust President

OBJECTIVES AND ACTIVITIES
TRUST AIMS AND OBJECTIVES

The Sara Lee Trust is an independent local charity which aims to improve the quality of life of people affected by cancer and other life-threatening illnesses in Hastings and Rother (East Sussex), through the provision of psychological and counselling support, complementary therapies and therapeutic group activities. The Trust was established in early 1996.

The Trust's strategic aims are:

To provide, as widely as possible, our free of charge individual and group Counselling and Therapy services to people affected by life threatening illnesses.

To develop our services as needed to ensure equitable access for all, in particular for the more vulnerable groups within our society.

To deliver our care and services in the most appropriate setting for the patient and at a time that best meets their needs.

To ensure that Trust services are supported by long - term sustainable income streams.

The Trust's strategic plan "Improving Care for Local People: 2023-2028" is available from our website: www.saraleetrust.org

OBJECTIVES AND ACTIVITIES

OUR ACTIVITIES

About the Sara Lee Trust

For nearly 30 years we have worked to improve the quality of life for people affected by cancer and other life-threatening illnesses across Hastings and Rother, East Sussex. Our combined experience and expertise has enabled us to develop a range of psychological and counselling support, complementary and group therapies to benefit and support patients, their carers, family members and loved ones. We are the dedicated provider of psychological support and therapy care services for St Michael's Hospice, a multi-bed palliative care centre in St Leonards-on-Sea (for over 25 years) and the Rye, Winchelsea and District Memorial Hospital (since 2007). The Trust is the only provider of these specialised services in the region.

Our team

The Trust Team of highly experienced practitioners support almost 800 people per year with the free counselling, therapy care and group support they need to help them through what is often the most difficult time of their life. All Trust practitioners have recognised training in the therapy they provide and have significant experience of working with our patient group.

Whilst ensuring that we comply with local and national guidelines, our flexible model of care is designed to empower the individual, to enable lasting improvement to their wellbeing. We promote the development of long-term connections and supportive networks through individual and / or group activity. Our team provides psychological support including specialist counselling, psychotherapy and Cognitive Behavioural Therapy (CBT), a range of complementary therapies and a growing number of group activities. Care is tailored to the needs of each individual.

How we help

People affected by life-threatening illness are often at an extremely vulnerable stage in their life, both mentally and physically. They will often feel isolated and marginalised by their illness. Our individual and group support helps people to live with, and increasingly through their illness. Improved confidence and mobility can help service users to be more independent of carers while at the same time enabling them to broaden social networks so that they feel better connected to their community. Because our services are also available to the families and loved ones of patients, they too benefit through the opportunity to process the impact of the diagnosis and potential bereavement.

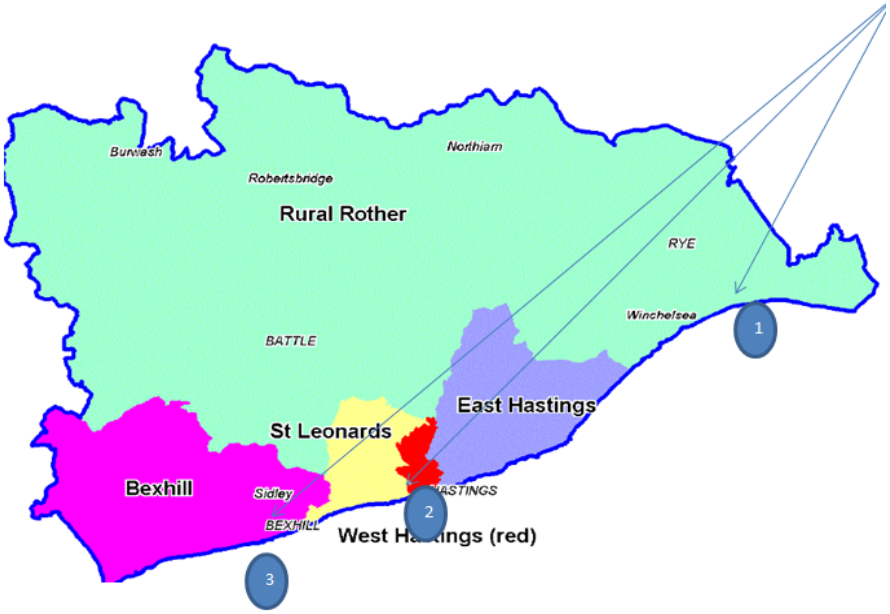
Our services offer some respite from the caring role and its physical and emotional impact. In this broader context, we improve health and well-being in our community by offering more opportunities for employment and volunteering, playing a key role in enhancing community spirit and reducing the burden of care in the wider community generally. When our resources are not available people sometimes struggle without essential care, resulting in deterioration in health and well-being and placing heightened pressure on mainstream health, social care and other services.

OBJECTIVES AND ACTIVITIES

LOCAL CONTEXT

The Trust provides essential care and support for people living across Hastings and Rother who are affected by cancer and other life-threatening illnesses. Locally the level of need for this support and care is extreme.

Trust Therapy hubs across Hastings and Rother



1.Hub on Rye Hill
2.St Michaels Hospice
3.Sara Lee Therapy Centre, Sidley

Hastings and Rother have some of the most socio-economically deprived areas in the country. Bexhill and Hastings are among the most underprivileged towns in Sussex. Many areas locally rank among the 20% of neighbourhoods in England with the highest levels of deprivation. Prevalence rates for cancer are far higher than the national average and many people continue to live with their illness unsupported, resulting in unnecessary suffering and isolation.

Sussex Uncovered 3, a data-led report by Sussex Community Foundation sets out both the needs and strengths of our communities across Sussex. This report highlights the continuing inequality across Sussex and that people in the disadvantaged areas of Sussex are more likely to have shorter lives and poorer health. There is a 14.5 year age gap in male life expectancy and an 18.9 year age gap in female life expectancy between the most and least deprived areas in Sussex. Hastings & Rother contains 10 of the 15 most deprived wards in Sussex and Hastings is ranked the 13th in the country on the same indicator.

The pressure on our services remains very high and, with The Sussex Cancer Alliance predicting increasing local prevalence rates long into the future, this trend will only but continue.

Funding allowing, the Trust is committed to increasing its capacity to meet this extreme level of need.

ACHIEVEMENT AND PERFORMANCE
CHAIRMAN'S STATEMENT



The last financial year was a period of both consolidation and progress for the Trust.

Much focus and energy was directed towards continuing to re-establish our full range of services and activities post the Covid-19 pandemic but our team also worked tirelessly alongside key stakeholders to deliver a purpose designed new hallspace in Sidley. We thank the National Lottery Community Fund in particular for their ongoing support of our work and major contribution towards this latest capital development.

As a result of these efforts, we look forward to the new financial year with confidence and aim to support more local people than ever with a wider range of services and delivered from the best possible settings.

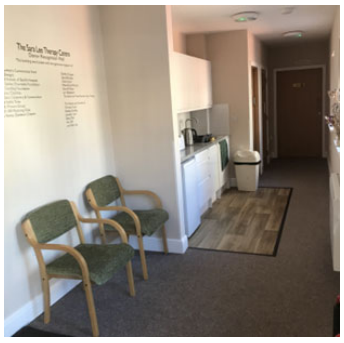
The aim of the Trust is to positively impact the health and wellbeing of people affected by life threatening illness. The internal systems put in place by the Trust team enable effective monitoring of this and I am pleased to say that patient feedback continues to be highly positive.

I would like to thank all of our team and wider stakeholders for their tremendous ongoing efforts in enabling the Trust to have such an important impact for those affected by cancer and life-threatening conditions in Hastings and Rother.

Dr Anita Rose

Sara Lee Centre Hallspace (Sidley, Bexhill-on-Sea), completed in February 2024









ACHIEVEMENT AND PERFORMANCE
CHIEF EXECUTIVE'S INTRODUCTION

The core purpose of the Trust is to improve the lives of local people affected by life threatening illness.

Through our monitoring and evaluation processes we know that our services make a real difference and feedback from our service users remains exceptionally positive and compelling.

Highlights from our latest monitoring and evaluation reports include:
- Over 90% reported improved well-being and confidence
- Almost half indicated reduced use of mental health services
- Over 70% reported an improvement to physical health
- Nearly 60% reported feeling less isolated

In a region where the need for our support is extreme, we continually strive to provide essential care and support for as many people as possible. In response to a 20% increase in referrals in the year, the level of care provided also increased by the same amount to nearly 6,000 hours of therapy and group support in 2023/24. We aim to increase capacity year on year to support more people to better health and wellbeing outcomes and positive lives.

Looking forward our focus will remain centred on our core services and ensuring that we continue to provide high quality services at the right time and place for the individual. In addition, we aim to enhance the scope and range of our group support activities across our therapy hubs.

With a £250,000 annual funding gap to cover existing services, our fundraising and growth challenges are considerable. Incremental steps have already been taken to embrace and integrate new trends, technologies and opportunities alongside existing ones but the path is a long and difficult one.

Our most important asset is our people; all those working for and supporting the Trust to make a difference. With tremendous energy, skills and expertise given by so many I am confident we will meet our funding challenges and continue to support more people year on year.

I thank you for your ongoing support.

Dan Redsull
Chief Executive Officer

FINANCIAL REVIEW
THE SARA LEE TRUST PERFORMANCE REPORT
SERVICES



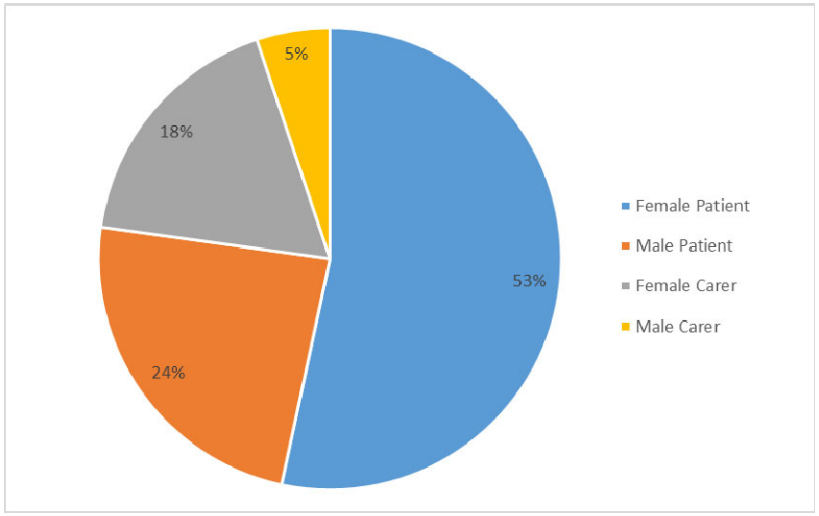


Service provision and activities

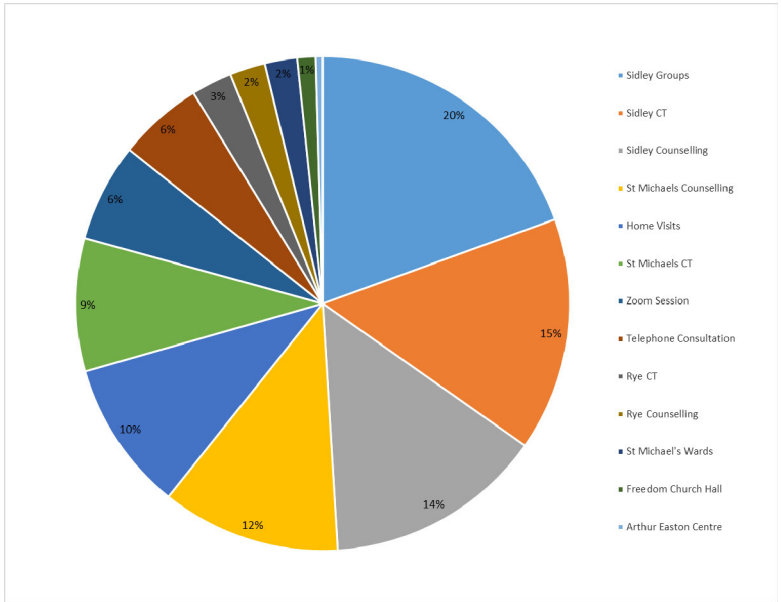
In the financial year 2023/24 the Trust provided 5,782 hours of therapy and activities, an increase of nearly 20% on the previous year. Our services benefited 684 individuals, an increase of 5% from 2022/23.

Over 1,300 referrals were received/generated over the year, up from 1,092 in 2022/23 (an increase of 20%).

Provision of therapies by service user

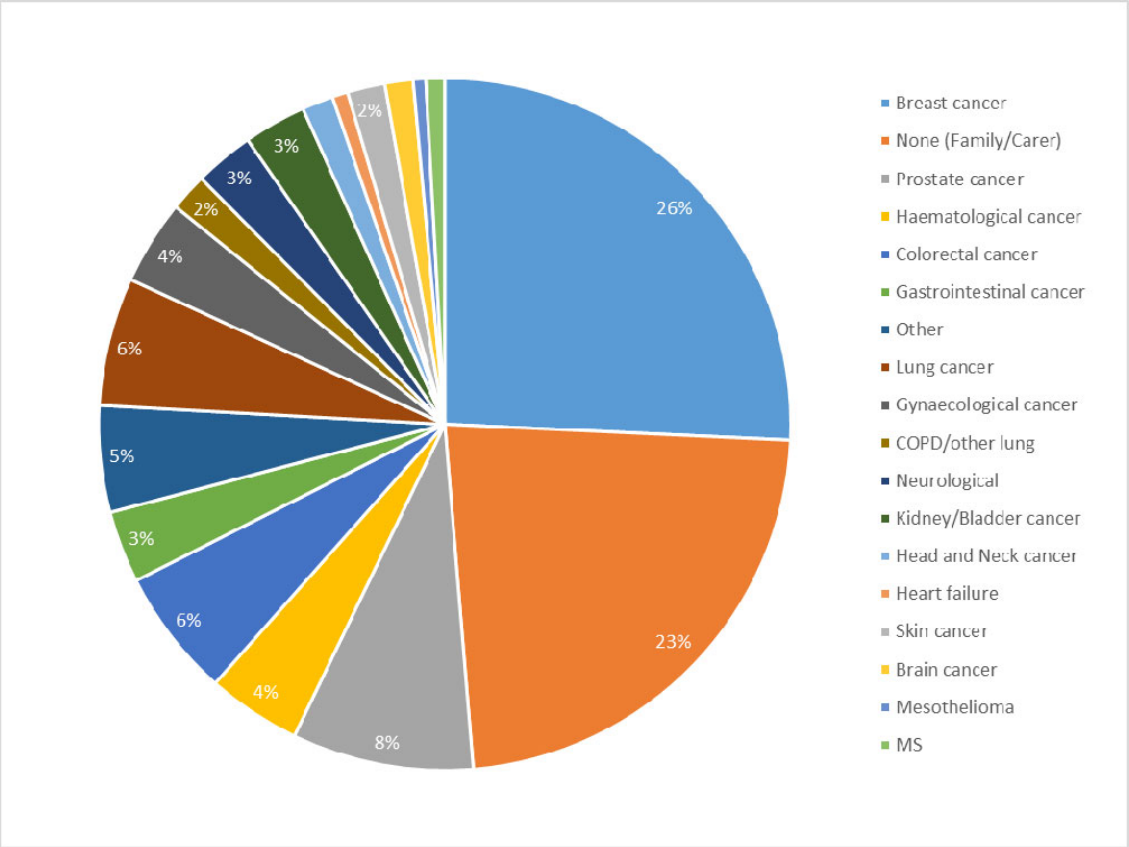


Location of therapies and activities



FINANCIAL REVIEW (continued)

Provision of therapies and activities by diagnosis



In Year Developments

Highlights
- Both the number of service users supported and activity levels provided increased year on year.
- Remote based services are now fully integrated into our core offering.
- The Trust now offers couples counselling as well as couples massage.
- EMDR (Eye Movement Desensitisation and Reprocessing) a comprehensive psychotherapy is now provided.
- Established group activities including healthy cooking and Look Good Feel Better sessions are as popular as ever.
- Almost 1,000 hours of specialist yoga were delivered over the year
- New group activities were offered in the year including:

Place To Talk – This group provides a relaxed environment where you have the freedom to talk, if you want to. Looking at topics such as: impact of living with a life changing diagnosis, feeling angry, sad, or fearful of treatment, dealing with stress, anxiety or depression.

Shiatsu Self Help – A group that provide a time to slow down, rest and explore a variety of Shiatsu tools and techniques to develop your own self-care and to experience deep relaxation through a variety of mindfulness and meditation practices.

Craft Group – A regular session in our hall space that provides an opportunity not only for service users to participate weekly in a range of structured craft activity including quilting but also to engage in meaningful and valued activities which provide an opportunity to develop new skills, give a sense of achievement, self -efficacy, and confidence.

In Year Developments (continued)

Throughout 2022/23 access to both our Therapy Centre and Hall space was limited due to refurbishment/building development and remedial works. All works were completed by February 2024 with the Trust now able to plan to use its new spaces and additional therapy rooms.

Action Plan and Annual Evaluation

In the coming months we will be analysing the results of our annual service user survey, and undertaking an evaluation process leading to the 2023-2024 Trust Annual Evaluation Report and the 2024-25 Trust Action Plan.

USER FEEDBACK AND CASE STUDY

Examples of service user feedback in 2023/24

- The treatment received was comforting and relaxing. Very hard to understand my current diagnosis but the treatment enabled me to forget where I find myself and immerse in the moment. Thank you.
- After completing treatment, I felt somewhat abandoned. The therapist gave me the feeling someone cared about how I feel.
- This course has been very beneficial to me. The relaxation exercises/activities were invaluable and the manual activities which I would not normally do absorbed me completely so refreshed me for the days ahead.
- The Sara Lee Trust has helped me to move on, become more positive about the future and gain confidence to go out again. I can't thank my counsellor enough for all of her help and support.
- Wonderful complementary therapy, thank you so much.
- D my therapist was very warm and welcoming. She has helped me improve my mobility and having been through this herself it was good that she understood how I felt.
- The massage therapy session with A helps me relieve tension and relax. She is so kind and caring its nice to see her smiling face.
- Excellent knowledgeable capable treatment. Very kind and sympathetic.
- I had reflexology at Sidley and the practitioner B was excellent.
- The three session I had were amazing, very relaxing and an area I had not thought about before. Have booked further reflexology following this.
- Just wanted to say a huge thank you to B for being so brilliant at what she does. Fantastic reflexology and conversations so good. She would make a great counsellor.
- D was friendly and bubbly. Really helped reduce the swelling in my feet and lower legs. This is a new skill that I can use.

Case studies and personal stories

Case studies demonstrating how the Trust has made a difference to the life of an individual and their family through the service it provides. The first case study relates to our Shiatsu therapy and the second our Counselling service.

Names and identifying details have been changed to protect the privacy of the patient and their family.

Case study continued

My client was a middle-aged woman who had, 8 months previously, undergone a right sided mastectomy. She had undergone 4 sessions of two different types of chemo 6 months previously and was now undergoing a 5-week course of radiotherapy. She was on related medications and receiving monthly injections. She was suffering from tiredness and soreness in her right shoulder. By nature, a lively and active person, who has rarely rested and had done a busy job, she was keen to be proactive bringing up her family and getting back to work.

Her own aims were to relax and to have some time for herself, that was not cancer treatment and that she could look forward to.
For the first session: I used a relaxation visualisation, whilst doing a therapy technique called Jacob's Ladder, which is a series of holds that progress up the body, over a towel and that are deeply relaxing and warming to the client. These allow the client to relax before any massage takes place. It usually allows the client's breathing to calm and for the client to relax deeply.

On the second session the woman reported to me that the relaxation technique had allowed her to relax during her radiotherapy session and to get to sleep.

The second session was a repeat of the first and the same oil was used. Again my client relaxed deeply.
The third session happened a week after the radiotherapy sessions were complete; so my client could now have the use of essential oils. We did a similar session to before but changed the visualisation, so that she would have different ones to use if necessary. thing was that my client had no side effects from the radiotherapy, during or after the therapy.

During the 4th session my client, having been a very sunny and smiley person, told me that she did have bad days and that they could get on top of her and she cried, but she always pulled through. I was able to tell her that many of our clients suffer from side effects from the drugs that they are on. She was suffering some nausea and sickness for a short while. I think some of our techniques helped her with this, and also the massage was giving her the self-confidence to admit how she felt and not always feel that she had to please people. This seemed to give her more confidence.

The 5th session included a back and neck massage, as we were sufficiently far from the radiotherapy to cause any pain. We used essential oils. My client relaxed deeply and said she enjoyed having this time to herself.

Our last and 6th session was many weeks following the 5th as my client had returned to work, and also got a new job. She reported to me that her daughter had come through the stress and worry that she was going through and that our techniques had helped. She, herself, had valued the sessions for: the time to herself, to help her overcome the treatments she had had, that they were relaxing and she always walked away with an extra smile on her face when she left. She felt that the techniques had benefitted her family and she had been able to teach her daughter breathing techniques and also give her husband a foot massage. There were lots of positives from this therapy. From my point of view, I was amazed at how well she coped with her radiotherapy, how she was able to work through the problems that her daughter was encountering and how she adopted the techniques we practised during the massage and used them to help with her wider experience of life. At the same time, I was happy that she had been able to admit that there were times that she was defeated by the disease, but could face up to this, and that our treatments had helped her come through.

A client came to the Trust for counselling, following a diagnosis of cancer. They completed twelve sessions. The focus was mostly on the impact of the treatment given and how this effected their life, exploring the challenges this presented to daily living. We also explored the fear of cancer returning in the future. Counselling provided a safe space in which to explore thoughts, feelings and concerns as they navigated the impact of physical changes due to surgery. This proved really helpful in supporting them through a challenging time, and to help them make sense of feelings about their future.

MONITORING AND EVALUATION

The aim of the Trust is to improve the quality of life of people affected by cancer and other life-threatening illnesses. Effective and robust evaluation ensures that our work is evidence based and quality assured. Our service evaluation underpins all funding applications and has enabled us to successfully secure funding for some key services.

All trust services are subject to evaluation at service user level using standardised templates. Outcome reporting is underpinned by our use of EMIS Web, a nationally recognised patient information system.

Key statistics for 2023/24 (year ending 30 April 2024) include:

Improved mental wellbeing

92% of service users reported improved confidence and wellbeing
83% reported reduced anxiety and depression
Almost half (49%) reported reduced use of mental health services

Improved physical health

70% of service users reported an improvement to physical health
53% reported a reduction in symptoms / side effects
Almost a third reported a reduced of GP services

Increased independence and reduced isolation

58% of service users reported feeling less isolated
44% reported being more able to look after themselves
Over a third reported participating in new social networks and / or making new friends

We will continue to research and develop our reporting systems to ensure that our evidence based information meets best practice and national guidelines.

FINANCIAL REVIEW

FUNDRAISING

Fundraising for the Trust is delivered by a small part – time team of 5 (2.2 whole time equivalent), supported by many wonderful volunteers whom we would like to thank for their fantastic efforts.

Whilst the Trust has and continues to actively develop and progress initiatives aimed at diversifying its income streams and reduce the risk of fluctuations, we remain almost totally reliant on fundraising, donations and retail activities to fund our services. Our annual funding gap is approximately £250,000 which presents a considerable ongoing challenge, especially with the ongoing very difficult financial environment.



We would like to express our sincere thanks and appreciation to all who have supported the Trust over the last year in particular, those who have:

- made a donation / grant
- supported, held or participated in a fundraising event
- become one of our invaluable commercial / community partners

Funds were raised throughout the year using a variety of means including:
-Various Challenge Events including the Hastings Half Marathon and the London Marathon

-An events programme of both Trust and independent activities, which this year were delivered both online and in person. These included: Hastings Beatles Day; Golf Day; Music Events; Fairs and stalls; Open Days; Quizzes; Christmas activities; and individual fundraising activities

-Applications for support to charitable trusts, local businesses and community groups

-Appeals to the local community and general public to support our work by fundraising, donating to our charity shops and remembering us in their will

Key highlights:



-An incredible will gift of over £87,000 from the estate of Jane Rosser

-A major one-off donation from the Nina Blanch Charitable Trust of over £26,000

-Hastings Beatles Day raised £17,700 as well as increasing awareness of The Sara Lee Trust.

-Successful Christmas concert with award-winning Jazz artist Liane Carroll raised over £3,600

-Golf Day at Cooden Beach Golf Club raised £9,663

FINANCIAL REVIEW (continued)

-Drag Bingo! The first event sold out and raised over £2,000 with plans to hold more throughout the year

-Continued extensive support from partner charitable trusts & foundations

-Increased local awareness of The Trust through large events and increased publicity and marketing.

-Development of new and continued community and local business relationships.





FINANCIAL REVIEW (continued)
CHARITY RETAIL





Our charity retail is entirely reliant on the generous donation of items to sell and we would like to give thanks to everyone supporting our retail activities including those who have:
- Donated goods
- Supported us through house clearances
- Recommended others to donate / use our clearance services
- Provided shop fittings and equipment

The Trust Retail Team operate 5 charity shops across Hastings & Rother and have an online presence on a number of platforms including ebay. Overall income is enhanced by our Van and Donation Centre Team through specialist sales, direct / online sales and a house clearance service.

Key highlights:
-targets exceeded in several key areas including shop sales, retail online, specialist sales and sales generated by our Donation Centre
-Carried out record levels of Caring Clearance services
-Expanded the capacity and skill mix of our Van and Donation Centre team
-Invested in additional capacity to support the growth of online sales

Our annual donation to the Trust was just under £125k which although in part is supported by one off grant income, reflects the hard work and wonderful efforts of the whole retail team in particular our amazing volunteer supporters to whom we give our immense thanks.

Looking forward, our Retail Team will be focused on increasing donations, improving sales and enhancing the customer experience across our existing shops, sales platforms and operations. In addition, we will be looking to introduce giving through Gift Aid in 2025/26.

Retail has its own dedicated website, facebook page and ebay shop.
Facebook
https://www.ebay.co.uk/usr/saraleetrustretail

FINANCIAL REVIEW (continued)
FINANCE

The financial climate remains extremely challenging and, like many other charities, we have had to make many difficult decisions about prioritising spend and introducing cost cutting initiatives.

In March 2023, in recognition of these ongoing pressures, our Board of Trustees approved a revised four-year budget plan that targeted recovery and momentum building whilst taking account of the increased risk to future funding levels and increased operating costs. Our aim was to reach a sustainable breakeven position by 2026 and to limit the annual deficits before that position is reached. Deficit positions would need to be funded through cost management given our exhausted contingency reserves post Covid.

The receipt in April 2024 of two one-off major donations means that the Trust ended the financial year with a non-recurrent surplus of £208,616 with income of £607,634 against expenditure of £399,018. These late donations will be used to reduce risk to our services by rebuilding our emergency reserves to a minimum level as well as supporting further diversification of our income streams. Additional support will also be provided for the development of group activities from our new hallspace.

Looking forward, our underlying financial position has not changed – in order to avoid interim cost cutting measures which would be detrimental to therapy capacity and patient care we need to secure additional funding support whilst we rebuild our fundraising activities.

FINANCIAL REVIEW (continued)
RESERVES

The level and application of reserves are subject to a full review at least on an annual basis. It is the current policy of the Trust that under normal circumstances, unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to approximately 8 months of recurrent operational expenditure (i.e. £267,302). In the current operating environment, the Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Trust's activities and maintain current service capacity while consideration is given to ways in which additional funds may be raised.

In addition, under normal circumstances a further reserve should be maintained to ensure that sufficient resources are available to properly maintain Trust fixed assets in the event of a significant drop in funding. This is to be maintained at a level of 2.5% of our fixed property assets total (2023/4: £1.55m) which equates to £38,000.

Therefore, our cash and bank reserves at year end of £305,303 have been fully ring-fenced for the operational provisions as referred to above.

The Board has a long-term objective of rebuilding operational contingency reserves to a level equivalent to 9 months annual expenditure in addition to maintaining a capital maintenance reserve.

As at the 30th April 2024, the Trust held no other uncommitted reserves or balances.

SERVICE USER & PUBLIC PARTICIPATION AND INVOLVEMENT (PPI)

The Trust is committed to involving users in the development of its policies and services. It has a core belief that user involvement and engagement is essential to providing services that best meet user needs. Users of Trust services play an active and leading role in the planning of service improvements and assisting in wider developments within the organisation.

Our independent Service User Group continues to contribute their thoughts and ideas across many important areas.

As well as our Service User Group (SUG), existing and former service users are actively engaged in a number of other important Trust forums, committees and initiatives including our Board of Trustees, The National Lottery Community Fund Project Board and Volunteer Forum.

FINANCIAL REVIEW (continued)
A note from the SUG Chair - Jo Moore



Hello everyone,

I have been a member of the Service User Group for approximately 9/10 years now.

My journey began with the Trust as a carer for my father who was terminally ill. Sara Lee supported me through providing complementary therapies and counselling. I shall be forever grateful for the help I received.

We meet every 3 months with Dan our CEO and other staff members, when we have an opportunity to have a say in the operational and strategic development of the Trust. In other words….we can help to shape and improve their services through sharing our own ideas, personal experiences and our opinions on their plans. At present **the trust would appreciate input into how we use our lovely new hallspace and how to develop group activities.** Members feedback is incredibly important to the trust so we are a highly valued part of the 'team'.

The group is always welcoming and our meetings are inclusive and friendly. We are very keen to recruit new members at the moment so, if you have received help from the trust and would like to become involved, please do contact us.

Susan
SUG@saraleetrust.org

VOLUNTEER SUPPORT

The Trust was founded by volunteers in 1996 and they have been the foundation stone of the organisation ever since. They are involved in a wide range of activities across the charity; from therapy care to charity retail.

For some volunteering is a one-off activity, others choose to make a long-term commitment. We are grateful to each and every person who gives their time to make a difference for those affected by life-threatening illness.

We have almost 200 active volunteers from across Hastings and Rother bringing a wide range of backgrounds, occupations, knowledge, life experiences and skills.

Training and support

We are proud of the high standard of training and support we provide to our volunteers. This includes regular online meetings for information sharing and training and more social events. All volunteers are in regular contact with our staff team and those supporting our services are offered one-to-one supervision sessions to manage their own wellbeing.

Impact

Volunteer support is critical to the work of the Trust. Without the tremendous efforts that are provided each and every working day across the Trust we simply would not be able to provide the level of care that we do.

Involvement and Engagement

We actively encourage regular feedback from volunteers as well as involvement in our decision-making processes. We have an established Volunteer Committee and Annual Volunteer survey in addition to regular volunteer team meetings.

FINANCIAL REVIEW (continued)
Here is some of feedback from our last survey highlighting why people volunteer for the Trust:

Great place to volunteer. It feels like a big family and there's never dull moment

It is very rewarding knowing funds are going to cancer medication. All staff very friendly.

Gives me a sense of value to the Community for which we help and also raising the awareness of what we as a Trust are volunteering for.

Friendly and respectful.

The 2 managers at my store, show their appreciation of my time. The annual Christmas gathering, fully paid for & awards of recognition are a great way to thank volunteers.

Meeting people - nice place to work

Friendly caring Good cameraderie

The one that I volunteer in is a great and the manageress is fantastic

EVALUATION AND PRIORITIES

The aim of our annual evaluation is to step back, reflect on the year, and learn from our experiences and the information obtained, to make our services and support activities more effective and efficient in the longer term. An annual evaluation report is published which:

- summarises the evaluation process
- highlights key findings
- and communicates the resulting action plan

The action plan serves as a road map in the ongoing monitoring process for the year ahead, and a benchmark against which to evaluate our progress at the end of the year.

All stakeholders including staff, service users (including family members and carers), volunteers, local partners and the wider local community are actively involved in the monitoring and evaluation processes through a variety of forums, regular events and feedback mechanisms which include:

Service User Group
Annual Service User Survey
Focus group reviews
Annual Evaluation workshops
Feedback forms and case studies

The Evaluation Report and related action plan is published at the end of each calendar year.

TRUSTEES

The Trust currently has a total of 8 Trustees. All Trustees are mindful of their responsibilities regarding the appointment and training of new Trustees. Presently, the need for new Trustees is discussed amongst existing Trustees with, when a need is agreed, potential candidates being identified through existing networks or by external advertisement.

TRUSTEES (continued)

Shortlisted candidates are interviewed and the successful candidates undergo a comprehensive induction where they meet key members of the Trust and are introduced to all aspects of the Trust's work. Each new Trustee is provided with a summary of the responsibilities of a new Trustee.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

Risk Management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Approved by order of the board of trustees on 20th October 2024 and signed on its behalf by:

A Rose

.....

Trustee – A Rose

Independent examiner's report to the trustees of The Sara Lee Trust
I report to the charity trustees on my examination of the accounts of The Sara Lee Trust (the Trust) for the year ended 30 April 2024.

Responsibilities and basis of report
As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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

R. Walsh.

R Walsh FCCA

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

Date: 18.10.24

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	**226,725**	**152,732**	**79,457**	519,311
Other trading activities	3	**90,939**	**72,161**	**163,100**	67,532
Investment income	4	**56,219**	**-**	**56,219**	58,513
Other income		**8,858**	**-**	**8,858**	8,860
Total		**382,741**	**137,784**	**607,634**	654,216
EXPENDITURE ON					
Raising funds		**77,397**	**-**	**77,397**	77,656
Charitable activities	5				
General		**267,399**	**54,222**	**321,621**	299,474
Total		**344,796**	**54,222**	**399,018**	377,130
NET INCOME		**37,945**	**170,671**	**208,616**	277,086
RECONCILIATION OF FUNDS					
Total funds brought forward		**1,414,270**	**344,952**	**1,759,222**	1,482,136
TOTAL FUNDS CARRIED FORWARD		**1,452,215**	**515,623**	**1,967,838**	1,759,222

The notes form part of these financial statements

STATEMENT OF FINANCIAL POSITION
30 APRIL 2024

	Notes	2024 £	2023 £
FIXED ASSETS			
Tangible assets	10	**20,597**	19,323
Investment property	11	**1,551,891**	1,514,007
		1,572,488	1,533,330
CURRENT ASSETS			
Debtors	12	**132,978**	140,667
Cash at bank and in hand		**305,303**	162,428
		438,281	303,095
CREDITORS			
Amounts falling due within one year	13	**(42,931)**	(77,203)
NET CURRENT ASSETS		**395,350**	225,892
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,967,838**	1,759,222
NET ASSETS		**1,967,838**	1,759,222

The notes form part of these financial statements

continued...

STATEMENT OF FINANCIAL POSITION - continued
30 APRIL 2024

	Notes	2024 £	2023 £
FUNDS	15		
Unrestricted funds:			
General fund		**131,486**	253,541
Contingency Fund - Operational Activities		**262,000**	140,000
Designated Fund - Fixed Assets		**950,729**	950,729
Revaluation Reserve		**70,000**	70,000
Maintenance fund		**38,000**	-
		1,452,215	1,414,270
Restricted funds:			
Shop Donations		**-**	1,000
Ted Baker		**2,000**	-
Ernest Kleinwort		**7,417**	-
Sussex Community Foundation		**9,798**	3,132
Capitalised - Therapy Centre		**110,816**	58,716
Hastings Lions		**-**	1,100
The Albert Hunt Trust		**3,333**	-
Sussex Masonic Charities		**-**	10,000
Big Lottery Fund Grant		**27,387**	592
The Francis & Eric Ford Charity Trust		**500**	-
I Know How		**11,388**	5,003
Miscellaneous applications		**-**	5,000
JACT		**1,500**	250
The National Lottery Community Fund - RC London and South East Region		**236,152**	225,159
The League of Friends of Bexhill Hospital		**-**	35,000
Edward Gostling Foundation		**25,000**	-
Bernard Sunley		**15,000**	-
Legacy J Rosser		**65,332**	
		515,623	344,952
TOTAL FUNDS		**1,967,838**	1,759,222

The financial statements were approved by the Board of Trustees and authorised for issue on 17th October 2024 and were signed on its behalf by:

.....
Trustee – Debbie Hargreaves

The notes form part of these financial statements

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	-	10% on cost
Fixtures and fittings	-	25% on reducing balance

INVESTMENT PROPERTY

Investment property is shown at most recent valuation. Any aggregate surplus or deficit arising from changes in fair value is recognised in the Statement of Financial Activities.

TAXATION

The charity is exempt from tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees, further details on the funds can be found in the Trustees Report.

continued...

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Donations	**65,239**	**(2)**	**65,237**	28,499
Gift aid	**3,528**	**-**	**3,528**	4,348
Legacies	**33,163**	**87,109**	**120,272**	23,285
Grants	**-**	**65,625**	**65,625**	348,529
Shop income	**124,796**	**-**	**124,796**	114,650
	226,725	**152,732**	**379,457**	519,311

Grants received, included in the above, are as follows:

	2024 £	2023 £
Hastings and Rother CCG	**-**	26,724
Big Lottery Fund	**32,036**	51,646
Other Grants	**9,589**	270,159
Other grants	**24,000**	-
	65,625	348,529

3. OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Fundraising events	**65,439**	**50,994**	**116,433**	43,199
Charitable trust income	**25,500**	**21,167**	**46,667**	24,333
	90,939	**72,161**	**163,100**	67,532

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
Rents received	**53,180**	**-**	**53,180**	56,848
Interest receivable	**3,039**	**-**	**3,039**	1,665
	56,219	**-**	**56,219**	58,513

continued...

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 6)	Totals
	£	£	£
General	311,649	9,972	321,621

6. SUPPORT COSTS

	Information technology	Governance costs	Totals
	£	£	£
General	4,772	5,200	9,972

Governance costs includes £1,550 (2023: £1,550) for the Independent examiners fee.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2024 nor for the year ended 30 April 2023.

The trustee D Hargreaves is a partner in Acuity Professional Partnership LLP who provide accountancy services to The Sara Lee Trust at a significantly discounted cost. A provision of £2,800 (2023: £1,776) has been included within the accounts.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 30 April 2024 nor for the year ended 30 April 2023.

KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

No employees received total employee benefits (excluding pension contributions) of more than £60,000.

	2024	2023
Salaries	258,655	252,622
Key Management Personnel	36,606	34,753
Employer Pension	6,158	5,481
Social security and other tax	13,054	12,448
	314,473	290,345

continued...

8. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2024	2023
Support staff	**2**	2
Fundraising staff	**5**	5
Therapy staff	**11**	16
	18	23

No employees received emoluments in excess of £60,000.

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	170,782	348,529	519,311
Other trading activities	51,199	16,333	67,532
Investment income	58,513	-	58,513
Other income	8,860	-	8,860
Total	289,354	364,862	654,216
EXPENDITURE ON			
Raising funds	77,656	-	77,656
Charitable activities			
General	211,283	88,191	299,474
Total	288,939	88,191	377,130
NET INCOME	415	276,671	277,086
RECONCILIATION OF FUNDS			
Total funds brought forward	1,413,855	68,281	1,482,136
TOTAL FUNDS CARRIED FORWARD	1,414,270	344,952	1,759,222

continued...

10. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
Cost			
At 1 May 2023	**42,300**	**17,240**	**59,540**
Additions	**3,714**	**119**	**3,833**
At 30 April 2024	**46,014**	**17,359**	**63,373**
Depreciation			
At 1 May 2023	**29,366**	**10,851**	**40,217**
Charge for year	**1,830**	**729**	**2,559**
At 30 April 2024	**31,196**	**1,580**	**42,776**
Net book value			
At 30 April 2024	**14,818**	**5,779**	**20,597**
At 30 April 2023	12,934	6,389	19,323

11. INVESTMENT PROPERTY

	£
Fair value	
At 1 May 2023	**1,514,007**
Additions	**37,884**
At 30 April 2024	**1,551,891**
Net book value	
At 30 April 2024	**1,551,891**
At 30 April 2023	1,514,007

The value of the property was considered by the Trustees at year end and found to be reasonable.

A revaluation of the investment property at Silverhill was assessed by the trustees during the year 2017.

continued...

12. DEBTORS

	2024	2023
	£	£
Amounts falling due within one year:		
Trade debtors	**1,772**	1,148
Prepayments and accrued income	**12,767**	1,537
	14,539	2,685
Amounts falling due after more than one year:		
Other debtors	**118,439**	137,982
Aggregate amounts	**132,978**	140,667

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	**9,089**	12,438
Taxation and social security	**1,082**	5,752
Other creditors	**32,760**	59,013
	42,931	77,203

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds	Restricted funds	2024 Total funds	2023 Total funds
	£	£	£	£
Fixed assets	**17,907**	**2,690**	**20,597**	19,323
Investments	**1,119,132**	**432,759**	**1,551,891**	1,514,007
Current assets	**329,871**	**108,410**	**438,281**	303,095
Current liabilities	**(14,695)**	**(28,236)**	**(42,931)**	(77,203)
	1,452,215	**515,623**	**1,967,838**	1,759,222

continued...

15. MOVEMENT IN FUNDS

	At 1.5.23 £	Net movement in funds £	Transfers between funds £	At 30.4.24 £
Unrestricted funds				
General fund	**253,541**	**37,945**	**(160,000)**	**131,486**
Contingency Fund - Operational Activities	**140,000**	**-**	**122,000**	**262,000**
Designated Fund - Fixed Assets	**950,729**	**-**	**-**	**950,729**
Revaluation Reserve	**70,000**	**-**	**-**	**70,000**
Maintenance fund	**-**	**-**	**38,000**	**38,000**
	1,414,270	**37,946**	**-**	**1,452,215**
Restricted funds				
Shop Donations	**1,000**	**-**	**(1,000)**	**-**
Ted Baker	**-**	**2,000**	**-**	**2,000**
Ernest Kleinwort	**-**	**7,417**	**-**	**7,417**
Sussex Community Foundation	**3,132**	**6,666**	**-**	**9,798**
Capitalised - Therapy Centre	**58,716**	**-**	**52,100**	**110,816**
Hastings Lions	**1,100**	**-**	**(1,100)**	**-**
The Albert Hunt Trust	**-**	**3,333**	**-**	**3,333**
Sussex Masonic Charities	**10,000**	**-**	**(10,000)**	**-**
Big Lottery Fund Grant	**592**	**26,795**	**-**	**27,387**
The Francis & Eric Ford Charity Trust	**-**	**500**	**-**	**500**
I Know How	**5,003**	**6,385**	**-**	**11,388**
Miscellaneous applications	**5,000**	**-**	**(5,000)**	**-**
JACT	**250**	**1,250**	**-**	**1,500**
The National Lottery Community Fund - RC London and South East Region	**225,159**	**10,993**	**-**	**236,152**
The League of Friends of Bexhill Hospital	**35,000**	**-**	**(35,000)**	**-**
Edward Gostling Foundation	**-**	**25,000**	**-**	**25,000**
Bernard Sunley	**-**	**15,000**	**-**	**15,000**
Legacy J Rosser	**-**	**65,332**	**-**	**65,332**
	344,952	**170,671**	**-**	**515,623**
TOTAL FUNDS	**1,759,222**	**208,616**	**-**	**1,967,838**

continued...

15. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**382,741**	**(344,796)**	**37,945**
Restricted funds			
Ted Baker	**2,000**	**-**	**2,000**
Ernest Kleinwort	**7,417**	**-**	**7,417**
Sussex Community Foundation	**6,666**	**-**	**6,666**
The Albert Hunt Trust	**3,333**	**-**	**3,333**
Big Lottery Fund Grant	**32,036**	**(5,241)**	**26,795**
The Francis & Eric Ford Charity Trust	**500**	**-**	**500**
East Sussex CCG	**27,204**	**(27,204)**	**-**
I Know How	**6,385**	**-**	**6,385**
JACT	**1,250**	**-**	**1,250**
The National Lottery Community Fund - RC London and South East Region	**10,993**	**-**	**10,993**
Edward Gostling Foundation	**25,000**	**-**	**25,000**
Bernard Sunley	**15,000**	**-**	**15,000**
Legacy J Rosser	**87,109**	**(21,777)**	**65,332**
	137,784	**(32,445)**	**170,671**
TOTAL FUNDS	**607,634**	**(399,018)**	**208,616**

continued...

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.22 £	Net movement in funds £	Transfers between funds £	At 30.4.23 £
Unrestricted funds				
General fund	199,126	415	54,000	253,541
Contingency Fund - Operational Activities	169,000	-	(29,000)	140,000
Contingency Fund - Asset Maintenance	25,000	-	(25,000)	-
Designated Fund - Fixed Assets	950,729	-	-	950,729
Revaluation Reserve	70,000	-	-	70,000
	1,413,855	415	-	1,414,270
Restricted funds				
Shop Donations	1,000	-	-	1,000
Sussex Community Foundation	3,132	-	-	3,132
Capitalised - Therapy Centre	58,716	-	-	58,716
Hastings Lions	1,100	-	-	1,100
Sussex Masonic Charities	-	10,000	-	10,000
Big Lottery Fund Grant	-	592	-	592
Independent Age	4,333	(4,333)	-	-
I Know How	-	5,003	-	5,003
Miscellaneous applications	-	5,000	-	5,000
JACT	-	250	-	250
The National Lottery Community Fund - RC London and South East Region	-	225,159	-	225,159
The League of Friends of Bexhill Hospital	-	35,000	-	35,000
	68,281	276,671	-	344,952
TOTAL FUNDS	1,482,136	277,086	-	1,759,222

continued...

15. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	289,354	(288,939)	415
Restricted funds			
Ernest Kleinwort	4,083	(4,083)	-
Sussex Community Foundation	3,333	(3,333)	-
The Albert Hunt Trust	1,667	(1,667)	-
The Pink Ribbon Foundation	2,000	(2,000)	-
Sussex Masonic Charities	10,000	-	10,000
Big Lottery Fund Grant	23,961	(23,369)	592
Independent Age	-	(4,333)	(4,333)
East Sussex CCG	26,723	(26,723)	-
I Know How	27,686	(22,683)	5,003
Miscellaneous applications	5,000	-	5,000
JACT	250	-	250
The National Lottery Community Fund - RC London and South East Region	225,159	-	225,159
The League of Friends of Bexhill Hospital	35,000	-	35,000
	364,862	(88,191)	276,671
TOTAL FUNDS	654,216	(377,130)	277,086

16. RELATED PARTY DISCLOSURES

The Trust has a trading company called the Sara Lee Trading Ltd, both entities share some trustees and directors, the following transactions and balances occurred during the year:

- A donation of £124,796 was made from the company.
- Rental income was also received from the company amounting to £53,030.
- There is a loan of £118,479 outstanding from the company.

D Hargreaves, current trustee is a partner of Acuity Professional Partnership LLP who prepare the Trust accounts, further information on this can be found in note 7.

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2024

	2024 £	2023 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	**65,236**	28,499
Gift aid	**3,528**	4,348
Legacies	**120,272**	23,285
Grants	**65,625**	348,529
Shop income	**124,796**	114,650
	379,457	519,311
Other trading activities		
Fundraising events	**116,433**	43,199
Charitable trust income	**46,667**	24,333
	163,100	67,532
Investment income		
Rents received	**53,180**	56,848
Interest receivable	**3,039**	1,665
	56,219	58,513
Other income		
Insurance claim	**8,858**	8,860
Total incoming resources	**607,634**	654,216
EXPENDITURE		
Other trading activities		
Fundraising events	**12,870**	10,719
Wages	**64,527**	66,937
	77,397	77,656
Charitable activities		
Wages	**60,179**	69,072
Insurance	**3,299**	4,139
Postage and stationery	**2,751**	1,796
Advertising	**741**	1,249
Therapist fees	**190,466**	173,664
Aromatherapy & housekeeping	**23,777**	25,763
Carried forward	**281,213**	275,683

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2024

	2024 £	2023 £
Charitable activities		
Brought forward	**281,213**	275,683
Staff training	**2,800**	6,162
Travelling expenses	**1,906**	2,671
Sundry service costs	**2,833**	1,006
Premises costs	**20,235**	4,576
Plant and machinery depreciation	**1,830**	1,220
Fixtures and fittings depreciation	**1,250**	2,210
Bank charges	**103**	161
	311,649	293,689
Support costs		
Information technology		
Computer running costs	**4,772**	4,117
Governance costs		
Accountancy	**2,884**	852
Independent examiners fee	**972**	816
Legal fees	**1,344**	-
	5,200	1,668
Total resources expended	**399,018**	377,130
Net income	**208,616**	277,086

THE SARA LEE TRUST FUND

England & Wales - Charity number 1055048

Accounts

REGISTERED CHARITY NUMBER: 1055048

REPORT OF THE TRUSTEES AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2023

FOR

THE SARA LEE TRUST

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2023

	Page
Reference and Administrative Details	1
Report of the Trustees	2 to 19
Independent Examiner's Report	20
Statement of Financial Activities	21
Statement of Financial Position	22 to 23
Notes to the Financial Statements	24 to 33
Detailed Statement of Financial Activities	34 to 35

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2023

TRUSTEES	S Lee (deceased 8/7/2022) V Goddard A Cryar D Hargreaves M Lear M Morton C Chaloner N H Histed P Matthews A Rose K Hughes (resigned 18/5/2023) T Lee (appointed 13/7/2022) T May (appointed 19/05/2023)
PRINCIPAL ADDRESS	25 Upper Maze Hill St leonards on Sea East Sussex TN38 0LB
REGISTERED CHARITY NUMBER	1055048
INDEPENDENT EXAMINER	Manningtons Chartered Accountants 39 High Street Battle East Sussex TN33 0EE

The trustees present their report with the financial statements of the charity for the year ended 30 April 2023. The trustees have adopted the provisions of 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 trustees present their report with the financial statements of the charity for the year ended 30 April 2022. The trustees have adopted the provisions of 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).

A welcome from our President



I joined The Sara Lee Trust as a Trustee almost twenty years ago. Since then, I have served as Vice-Chair and then for the last ten years as Chairperson. Throughout that time Sally Lee MBE, Sara's mother, Trust Co-founder, and former President provided me with a great source of inspiration to help the Trust to grow and support more local people with their essential support and care.

She provided the leadership and energy needed to enable the Trust to develop into an organisation that now supports almost 1,000 people a year with a wide range of therapies and group activities from facilities that are designed to provide the best patient experience possible.

I am extremely proud to have the opportunity as Trust President to continue both Sally Lee and Jeremy Lee's amazing legacy and continue to strive with our Board, Team and supporters to deliver Sara's vision of free and accessible therapy support and care for all those affected by life threatening illness living in Hastings and Rother.

Michael J Lear
Trust President

OBJECTIVES AND ACTIVITIES
TRUST AIMS AND OBJECTIVES

The Sara Lee Trust is an independent local charity which aims to improve the quality of life of people affected by cancer and other life-threatening illnesses in Hastings and Rother (East Sussex), through the provision of psychological and counselling support, complementary therapies and therapeutic group activities. The Trust was established in early 1996.

OBJECTIVES AND ACTIVITIES

The Trust's strategic aims are:

To provide, as widely as possible, our individual and group Counselling and Therapy services to people affected by life threatening illnesses.

To develop our services as needed to ensure equitable access for all, in particular for the more vulnerable groups within our society.

To deliver our care and services in the most appropriate setting for the patient and at a time that best meets their needs.

To ensure that Trust services are supported by long - term sustainable income streams.

The Trust's strategic plan “Improving Care for Local People: 2023 – 2028” is available from our website: www.saraleetrust.org

OUR ACTIVITIES

About the Sara Lee Trust

For 25 years we have worked to improve the quality of life for people affected by cancer and other life-threatening illnesses across Hastings and Rother, East Sussex. Our combined experience and expertise has enabled us to develop a range of psychological and counselling support, complementary and group therapies to benefit and support patients, their carers, family members and loved ones. We are the dedicated provider of psychological support and therapy care services for St Michael's Hospice, a 26-bed palliative care centre in St Leonards-on-Sea (for 25 years) and the Rye, Winchelsea and District Memorial Hospital (since 2007). The Trust is the only provider of these specialised services in the region.

Our team

The Trust Team of over 20 highly experienced practitioner's support almost 800 people per year with the free counselling, therapy care and group support they need to help them through what is often the most difficult time of their life. All Trust practitioner's have recognised training in the therapy they provide and have significant experience of working with our patient group.

Whilst ensuring that we comply with local and national guidelines, our flexible model of care is designed to empower the individual, to enable lasting improvement to their wellbeing. We promote the development of long-term connections and supportive networks through individual and / or group activity. Our team provides psychological support including specialist counselling, psychotherapy and Cognitive Behavioural Therapy (CBT), a range of complementary therapies and a growing number of group activities. Care is tailored to the needs of each individual.

All Trust services are provided completely free of charge.

How we help

People affected by life-threatening illness are often at an extremely vulnerable stage in their life, both mentally and physically. They will often feel isolated and marginalised by their illness. Our individual and group support helps people to live with, and increasingly through their illness. Improved confidence and mobility can help service users to be more independent of carers while at the same time enabling them to broaden social networks so that they feel better connected to their community. Because our services are also available to the families and loved ones of patients, they too benefit through the opportunity to process the impact of the diagnosis and potential bereavement.

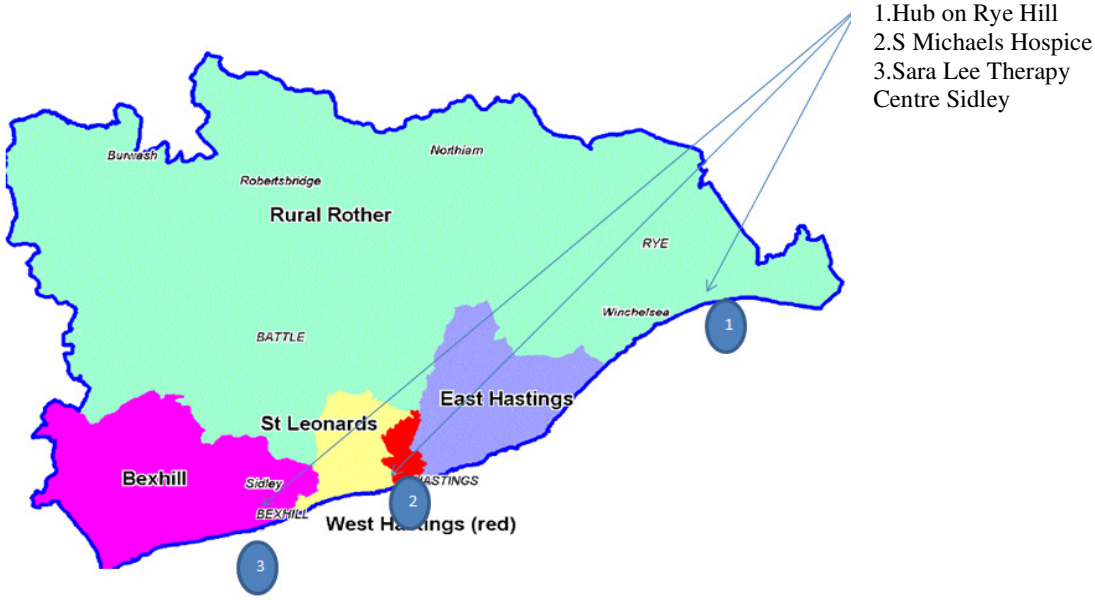
Our services offer some respite from the caring role and its physical and emotional impact. In this broader context, we improve health and well-being in our community by offering more opportunities for employment and volunteering, playing a key role in enhancing community spirit and reducing the burden of care in the wider community generally. When our resources are not available people sometimes struggle without essential care, resulting in deterioration in health and well-being and placing heightened pressure on mainstream health, social care and other services

OBJECTIVES AND ACTIVITIES

LOCAL CONTEXT

The Trust provides essential care and support for people living across Hastings and Rother who are affected by cancer and other life-threatening illnesses. Locally the level of need for this support and care is extreme.
Trust Therapy hubs across Hastings and Rother

Trust Therapy hubs across Hastings and Rother



Hastings and Rother have some of the most deprived areas in the country where prevalence rates for cancer are far higher than the national average and many people continue to live with their illness unsupported, resulting in unnecessary suffering and isolation. East Sussex Joint Strategic Needs & Assets Assessment (JSNA) 2022 highlights not only that Hastings has higher than regional average levels of premature death, with the primary contributor being lung cancer but also that the rates have increased significantly since 2019.

Sussex Uncovered 3, a data-led report by Sussex Community Foundation sets out both the needs and strengths of our communities across Sussex. This report highlights the continuing inequality across Sussex and that people in the disadvantaged areas of Sussex are more likely to have shorter lives and poorer health. There is a 14.5 year age gap in male life expectancy and an 18.9 year age gap in female life expectancy between the most and least deprived areas in Sussex. Hastings & Rother contains 10 of the 15 most deprived wards in Sussex and Hastings is ranked the 13th in the country on the same indicator.

The pressure on our services remains very high and, with The Sussex Cancer Alliance predicting increasing local prevalence rates long into the future, this trend will only but continue.
Funding allowing, the Trust is committed to increasing its capacity to meet this extreme level of need.

ACHIEVEMENT AND PERFORMANCE
CHAIRMAN'S STATEMENT



I feel privileged to be the Chair of the Sara Lee Trust. I was appointed in January 2023 having served as a Trustee and been a member of the Service User Group. I experienced first-hand the difference the Trust makes to the lives of those affected by cancer and other life-threatening conditions.

It is the amazing work of the therapists, staff and volunteers and this inspires me to leading the Charity forward into the future. As we all work together building upon the determination, hard work and achievements of the Trust since it was established in 1996, in the memory of Sara Lee, we strive to ensure all those affected by cancer and life-threatening conditions in Hastings and Rother have free and easy access to our services and support. In the words of Sara Lee, we strive to support our service users, "To live life to the full, in spite of the cancer within".

Despite the considerable impacts of COVID-19 on our services and finances, I am pleased to say that almost all services have now been fully re-established, and we are now supporting almost the same number of people as before the pandemic.

The Trust team have been extremely busy over the last 18 months, not just rebuilding our operations after the ravages of the pandemic but also developing a purpose designed hallspace for group support activities as well as reconfiguring our therapy centre in Bexhill to increase our capacity for one-to-one therapies. With all the building works now complete we now have the right facilities to support more people for generations to come.

With your ongoing support I am confident that not only will we support more people looking forward but also become a stronger and more sustainable organisation.

I give my sincere thanks to you all for your individual and collective efforts.

Anita Rose
Chair of Trustees

Sara Lee Centre Hallspace opened April 2023



ACHIEVEMENT AND PERFORMANCE

CHIEF EXECUTIVE'S INTRODUCTION

The core purpose of the Trust is to improve the lives of local people affected by life threatening illness.

Despite the considerable external and internal challenges faced over the last year including managing the ongoing impacts of the COVID pandemic, the cost-of-living crisis as well as the closure of our centre in Sidley, I am very pleased to say that the level of support we provide has continued to increase and is almost back to pre-pandemic levels. We expect this trend to continue as we build capacity and establish a wider range of group support activities delivered from our new hallspace in Sidley.

Through our monitoring and evaluation processes we know that our services make a real difference and feedback from our service users remains highly positive and compelling.

Highlights from our latest monitoring and evaluation reports include:
- Over 90% reported improved well-being and confidence
- Over half indicated reduced use of mental health services
- Almost 80% reported an improvement to physical health

After an extended period of exceptional change and upheaval it will come as no surprise that our near term priorities and focus are centred on our core services and ensuring that we continue to provide high quality services at the right time and place for the individual. That our services and patients are supported by accessible, timely and efficient administration processes.

In addition, we are incrementally re-establishing and enhancing the scope and range of our group support activities with several already up and running from our new hallspace including Wellbeing Through Nature Groups, beginner and intermediate level specialist Yoga classes, Brighter Outlook physical exercise programmes run in partnership with Albion in the Community and regular Look Good Feel Better workshops.

With the financial environment becoming increasingly challenging, raising funds to support our core services and activities is becoming increasingly difficult. We need to adapt our approach to fundraising to embrace and integrate new trends, technologies and opportunities alongside what our Fundraising team already do so successfully.

The Trust is extremely fortunate to be supported by so many people, groups and organisations who give so much in many different ways. It is through this tremendous support that we will, I am sure, continue to raise the necessary funds to not only continue to provide our services at current levels but also to fund additional capacity enabling us to support more people in need in the future.

Dan Redsull
Chief Executive Officer

FINANCIAL REVIEW
THE SARA LEE TRUST PERFORMANCE REPORT
SERVICES





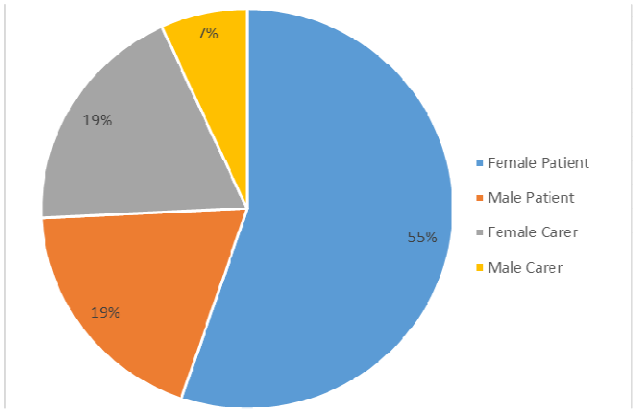
Service provision and activities

In the financial year 2022/23 the Trust provided 4,823 hours of therapy and activities, an increase of 22% on the previous year. Our services benefitted supported 653 service users, an increase of 18% from 2021/22.

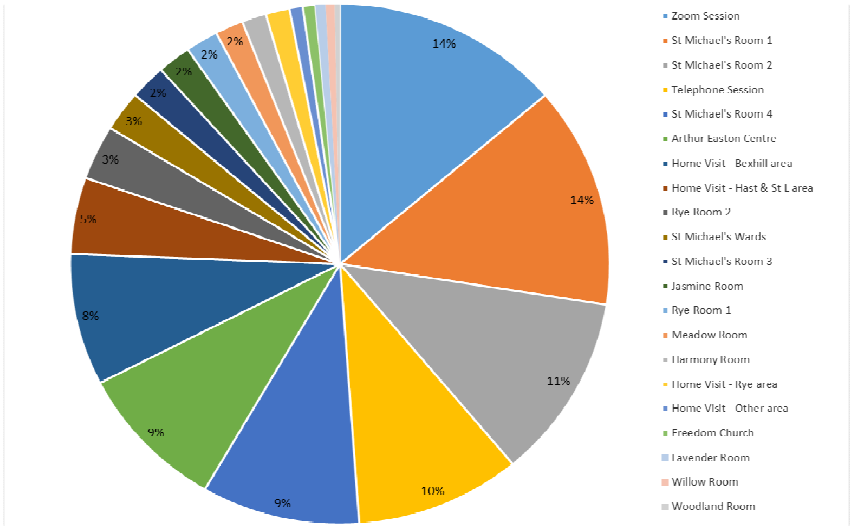
These increases reflect the removal of pandemic related restrictions in the early part of the financial year and are expected to continue as services and capacity are re-established.

The Trust received 1,092 referrals over the year.

Provision of therapies by service user

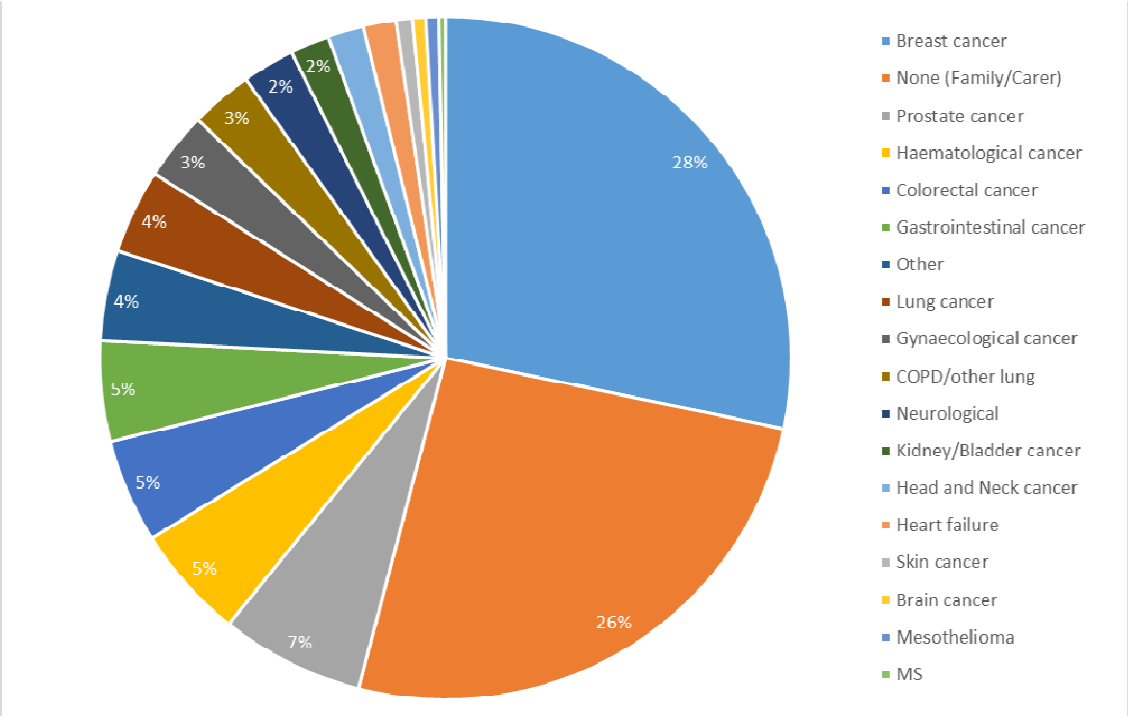


Location of therapies and activities



FINANCIAL REVIEW (continued)

Provision of therapies and activities by diagnosis



In Year Developments

Highlights
-Our Sara Lee Therapy Centre in Sidley was closed for major improvements and enhancements for a considerable part of the year. Re-opening in March 2023 the centre now has 2 complementary therapy suites as well as a dedicated counselling room.
- In addition, a large annex to our centre, built in year and opened in April 2023 provides a second dedicated counselling room as well as two new hall spaces for group based support and activities.
- Remote based services have now been integrated into our core service offering dramatically improving access for those unable to use our in person services.
- Both the number of service users supported and activity levels provided increased year on year.
-Established group activities including gentle yoga, healthy cooking and Look Good Feel Better sessions are as popular as ever.
-New group support activities were introduced in year including drop in Information & Awareness sessions run in partnership with Bexhill Primary Care Network, Brighter Outlook Exercise programmes and Wellbeing Through Nature groups.

Action Plan and Annual Evaluation

In the coming months we will be analysing the results of our annual service user survey, and undertaking an evaluation process leading to the 2022-2023 Trust Annual Evaluation Report and the 2023-24 Trust Action Plan.

USER FEEDBACK AND CASE STUDY

Examples of service user feedback in 2022/23

- B's visits were the high point of my week. I knew I would feel less anxious afterwards and would sleep better. She was amazing at reflexology.

- Very friendly and professional treatment at home and always very punctual. Made me feel very relaxed.

- I felt this helped a lot and I am most grateful.

- Advice, help and general help to overcome problems has been amazing.

- I am so grateful for the help I have received and the care with which I have been treated.

- Able to talk about my cancer to someone who listens while having a soothing massage.

- I would be lost without the help and support of my yoga friends, which have been an extra throughout all the services.

- I was referred to the Sara Lee Trust for treatment to help reduce the severe chills that dictate how I live. B took this more seriously than anyone ever has. She made sure the treatment room was warm always and she covered up all the parts of me she wasn't massaging. The massage made me far less tense. I think they also helped with my blood circulation as I felt warm for some time after them.

- I would like to say a very big thank you for the support I received from The Sara Lee Trust.

- A caring, easy to talk to counsellor, increased my feeling of self-worth and usefulness.

- I received counselling whilst caring for my father and away from my family. It was a very lonely, stressful and sad time of my life. G was a wonderful listener and safe space to talk about conflicting sadness, guilt and grief that I was not comfortable talking about to family and friends. I looked forward to our hour together and was extremely grateful for his professional and knowledgeable guidance.

- I would like thank B so much for her time and support with massage therapy. It has helped so much.

- Counsellor helped me through a very difficult time in life. I was able to assess our future life and move forward. Much better than GP visits and prescription pills.

- Having dedicated time for complementary therapy supported my recovery and helped me feel more positive.

- The counselling service is excellent and the range of services you provide is fantastic. My counsellor was excellent so empathic and kind. He helped me think through a lot of complex emotional material relating to end-of-life practicalities as well as my helping me make sense of my life in terms of meaning and legacy. I am so grateful for this help and support at very difficult time.

Case studies and personal stories

Case studies demonstrating how the Trust has made a difference to the life of an individual and their family through the service it provides. The first case study relates to our Shiatsu therapy and the second our Counselling service.

Names and identifying details have been changed to protect the privacy of the patient and their family.

Case Studies and personal stories (continued)

Steven is a gentleman in his seventh decade. As part of his treatment plan with his Medical Team, he is receiving Hormone Therapy. He experiences hot flushes. Here is his account in his own words regarding the time he has shared with various members of the Team with The Sara Lee Trust.

"When I was diagnosed with advance cancer a year ago I was given the opportunity to have some therapy by the 'Sara Lee Trust', but not knowing what I was about to experience was something out of this world. I was offered 6 sessions of body therapy which was totally relaxing and cleared my mind of the complaint. At a later time I was introduced to another therapist for 6 sessions this time of 'Acupuncture', whereby very small needles where inserted into various places on the body and to my and everyone's amazement the 'Hot Flushes' I was plagued with ever since I started my monthly injections had decreased a lot, not completely but a lot.

The centre at Sidley had to be closed for major improvements and all services were put out onto the road, but 'The Trust' was unable to obtain a license from the local council to carry on therapy in people's houses and alike. We were told that we could go to St Michael's Hospice where space was given to the trust to carry on therapies of other kinds. We were again invited to see another Therapist who could perform therapy in the form of 'Shiatsu'.

This was a soothing and very relaxing form of therapy whereby it was to train your mind to try and control these Hot Flushes. Again, things began to work in reducing the severe hot flushes from the first session not completely but gradually. Having now had 4 sessions and they seem to get better all the time. Before I started my sessions the Hot Flushes were quite severe but now only 4 sessions into this therapy they have decrease immensely.

I have to say that the 'Sara Lee Trust' have given me faith in the therapies I have had and I cannot thank them enough and all the staff are so kind in their care for what they have done for me, I am and will always be eternally grateful, as without all their help I would still be suffering these severe flushes. As once I could count anything up to 20 a day, but now I don't bother to count as there as so few.

Thank you to the Sara Lee Trust."

Marian was referred by medical profession for Sara Lee Trust counselling support. She had in total 24 telephone sessions started in May 2022 till February 2023. In her assessment session the counsellor addressed boundaries, confidentiality, data protection as well as her goals for what she wanted to achieve. Marian's' initial goals was to work on having a happy life so that she could say at the end of her life that she hadn't wasted it due to her health anxieties. She already had health anxieties and cancer exacerbated these anxieties. In several of our sessions we used mindfulness techniques with my client as she regularly had what she called "meltdowns" over these anxieties.

In our penultimate sessions together I reminded her of her original goal for therapy which was to have a happy life and not feel that she had wasted it. I asked her to imagine what living her life meant to her. Marian said that travel, friends and having fun meant that she had lived a good life. Also having a relationship of equals would be something she would want for the future. She was able to look ahead to when her surgery was finished and then book a group holiday to Rome.

My client was anxious about our sessions ending so my supervisor suggested that we look our journey together so far in our penultimate session, and for her to draw this journey whilst on the phone with me. She really enjoyed this activity and described our journey together as a roller coaster which had highs and lows.

At the beginning of our journey my client was sitting with fear of dying and was processing recent family bereavements due to cancer. She went through a period of "static and calm" and was at a high point on the roller coaster. She then had a car accident which sent her crashing downwards and had a "Why is this happening to me?" period. We explored all the tools and techniques we had used throughout our sessions so that she felt that she had a "toolkit" to help her when our sessions ended.

She felt positive at the end of our sessions as she could see how far she had come on her personal journey. My client was able to see the benefits of having time to reflect on all the insights that she had gained from our work together. She wanted "to be her own therapist."

MONITORING AND EVALUATION

The aim of the Trust is to improve the quality of life of people affected by cancer and other life threatening illnesses. Effective and robust evaluation ensures that our work is evidence based and quality assured. Our service evaluation underpins all funding applications and has enabled us to successfully secure funding for some key services.

All trust services are subject to evaluation at service user level using standardised templates. Outcome reporting is underpinned by our use of EMIS Web, a nationally recognised patient information system.

Key statistics for 2022/23 (year ending 30 April 2023) include:

Improved mental wellbeing

95% of service users reported improved confidence and wellbeing
89% reported reduced anxiety and depression
Over half (58%) reported reduced use of mental health services

Improved physical health

73% of service users reported an improvement to physical health
57% reported a reduction in symptoms / side effects
A third reported a reduced of GP services

Increased independence and reduced isolation

60% of service users reported feeling less isolated
51% reported being more able to look after themselves
Almost a third reported participating in new social networks and / or making new friends

We will continue to research and develop our reporting systems to ensure that our evidence based information meets best practice and national guidelines

FINANCIAL REVIEW

FUNDRAISING



The Trust is almost totally reliant on fundraising, donations and retail activities
to fund its services. We are extremely grateful to all those who have supported
the Trust over the last year in particular, those who have:

- made a donation / grant
- supported, held or participated in a fundraising event
- become one of our invaluable commercial / community partners

Fundraising for the Trust is delivered by a small team of 4 (2.5 whole time equivalent), supported by our part-time Volunteer Coordinator and many wonderful volunteers. We would like to thank all our volunteers for their fantastic support.

Funds were raised throughout the year using a variety of means including:

- An events programme of both Trust and independent activities, which this year were delivered both online and in person. These included: Hastings Beatles Day; Golf Day; Music Events; Fairs and stalls; Open Days; Quizzes; Christmas activities; and individual fundraising activities.



- Challenge Events included the Hastings Half Marathon and the London marathon and represents an area of rebounding income.

- Applications for support to charitable trusts, local businesses and community groups continued to support The Trust throughout the year.

- Appeals to the local community and general public to support our work by fundraising, donating to our charity shops and remembering us in their will.

Key highlights:



- Hastings Beatles Day raised approximately £17,700 as well as increasing awareness of The Sara Lee Trust.

- Local bands such as The Diamond Bros and The Rockitmen have supported us at their own events as well as at Trust-run events.

- Glam Rock Night raised £4,000

- Increased local awareness of The Trust through large events and increased publicity and marketing.

- Continued support from partner charitable trusts & foundations

- Introduction of contactless giving at the Therapy Centre.

- Further development of public communications channels including enhanced social media activity - particularly with video content.

- Development of a joint challenge event - Camino de Santiago 2024, in partnership with St Michael's Hospice

FINANCIAL REVIEW
FUNDRAISING (continued)

- Capital fundraising for the new Hallspace

- Resuming planning for some activities that had been cancelled due to the pandemic; including music events, Christmas events and challenge events.

- Development of new and continued community and local business relationships.

Impact of Coronavirus

Individual, corporate and group giving has all seen a further impact from the cost of living crisis following the end of the coronavirus pandemic, as many donors see a reduction in income themselves.

Collecting box and cash donations have not recovered since the end of the pandemic.

Income from Trusts and Foundations has seen another drop, due to the increased demand for support from these organisations, and therefore increased competition.

Income from events has, however, risen significantly in the last year. Larger and more diverse events attract different audiences. A new addition - Golf Day - has seen significant and increasing interest from local businesses, which has also led to new and potentially supportive relationships.

Challenge events have seen growth this year as more mass participation activities return in full following the pandemic.

Our digital offer continues to grow, including increased social media output, further development of video content; along with a larger variety of online fundraising platforms.

During these continued exceptionally difficult circumstances, the Fundraising Team has been able to maintain a flexible approach which has ensured income for The Trust through as many streams as possible.

Our sincere thanks go to all the charitable trusts, companies, organisations and individuals who have supported our fundraising efforts throughout the year.

FINANCIAL REVIEW
CHARITY RETAIL



Funding generated by our charity retail operations is a core income stream for the Trust and is critical to our ability to maintain existing levels of therapy support and care. Increasing capacity into the future is reliant on further growth across all our fundraising activities including charity retail.

Charity retail is entirely reliant on the provision of items to sell and we would like to give thanks to everyone supporting our retail activities including those who have:
- Donated goods
- Supported us through house clearances
- Recommended others to donate / use our clearance services
- Provided shop fittings and equipment



The Trust Retail Team operate 5 charity shops across Hastings & Rother and have an online presence on a number of platforms including ebay. Overall income is enhanced by our Van and Donation Centre Team through specialist sales, direct / online sales and a house clearance service.

Key highlights:



- Exceeded targets in several key areas including retail online, specialist sales and sales generated by our Donation Centre
- Developed our shop in Western Road into a charity "Superstore" launched in January 2023
- Carried out record levels of Caring Clearance services
- Expanded the capacity and skill mix of our Van and Donation Centre team
- Invested in additional capacity to support the growth of online sales

Our annual donation to the Trust was just over £110k which although in part is supported by one off grant income, reflects the hard work and considerable efforts of the whole retail team in particular our amazing volunteer supporters to whom we give our immense thanks.

Given the uncertain and unstable economic environment the Retail Team will, in the short to medium term be focused on increasing donations, improving sales and enhancing the customer experience across our existing shops, sales platforms and operations. Alongside this we will continue to invest in our people and supporters.

Retail has its own dedicated website, facebook page and ebay shop.
saraleetrustretail.org
Facebook
https://www.ebay.co.uk/usr/saraleetrustretail

FINANCIAL REVIEW
FINANCE

The charity sector faces a very uncertain future with funding support and voluntary giving becoming increasingly restricted and competitive and costs escalating across the board.

In March 2023 our Board of Trustees approved a revised four-year budget plan which recognised the changed financial climate and the considerable pressures that we are now faced with. Whilst targeting recovery and momentum building within our key fundraising areas and maintaining overall service capacity, the budget plans take account of increased risk to future funding levels and increased operating costs.

Forecast targets are extremely challenging with fundraising and retail activities charged with meeting an annual income shortfall of approximately £150,000. The application of contingency reserves to support the Trust maintain its services and activities through the pandemic has left residual reserves at a level where any further reduction would risk the charity's ability to carry on its activities in the future in the event of financial difficulties.

At year-end the charity had raised £654,216 against capital and revenue expenditure of £653,801 achieving a small one-off surplus of £415. This headline position was reached through a combination of one-off income streams (e.g. government covid grants / insurance settlements) and staff vacancies. Looking forward, if we are not successful in securing additional funding support whilst we rebuild our fundraising activities our underlying costs will continue to exceed expected income levels and small deficits are forecast for the next three years to pre-pandemic levels necessitating interim cost cutting measures which would be detrimental to both existing services and plans for increasing fundraising activity.

Along with a proportion of our contingency reserves, this year's small surplus has been used to fund to our hallspace capital development and the reconfiguration of our existing centre to provide an additional dedicated space for hands on therapies.

FINANCIAL REVIEW

RESERVES

The level and application of reserves are subject to a full reserve at least on an annual basis. It is the current policy of the Trust that under normal circumstances, unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to approximately 9 months of recurrent operational expenditure (i.e. c£281,000). The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Trust's activities while consideration is given to ways in which additional funds may be raised. Under normal circumstances a further reserve would be maintained to ensure that sufficient resources are available to properly maintain Trust fixed assets in the event of a significant drop in funding.

The Board of Trustees has however recognised that we are in exceptional times and that considerable resource has and continues to be needed to mitigate against the impacts of the pandemic and global cost of living crisis - in particular to ensure that the essential support and care we provide for so many across the region remains, as far as is possible, unaffected whilst we rebuild our support activities over the coming years.

In addition the Board of Trustees was committed to the development of a purpose designed therapy hall space to enable a step change in the scope and scale of group activities available for local people.

Therefore, of the cash and bank reserves at year end (£162,428), £25,000 is committed towards mitigating the impacts of the coronavirus pandemic and cost of living crisis, £25,000 to capital developments including the completion of our purpose designed hallspace in Sidley, and the remaining £112,428 (equivalent to approximately 3 months recurrent expenditure) has been ring-fenced for operational provisions as referred to above.

The Board has a long-term objective of rebuilding contingency reserves to a level equivalent to 9 months annual expenditure.

As at the 30th April 2023, the Trust held no other uncommitted reserves or balances.

SERVICE USER & PUBLIC PARTICIPATION AND INVOLVEMENT (PPI)

The Trust is committed to involving users in the development of its policies and services. It has a core belief that user involvement and engagement is essential to providing services that best meet user needs. Users of Trust services play an active and leading role in the planning of service improvements and assisting in wider developments within the organisation.

Our independent Service User Group continues to contribute their thoughts and ideas across many important areas. In the last year this has included:
- Supporting the development of our hallspace project and reconfiguration of existing premises
- Reviewing and signing off our annual evaluation report and 2022/23 Trust action plan.
- Helping to design the 2022/23 Annual Services Survey
- Supporting the development of extended support groups and activities
- Working with the team on a variety of fundraising events and activities

As well as our Service User Group (SUG), existing and former service users are actively engaged in a number of other important Trust forums, committees and initiatives including our Board of Trustees, The National Lottery Community Fund Project Board and Volunteer Committee.

FINANCIAL REVIEW

A note from the Interim SUG Chair – Susan Richardson



I have been a member of the Service User Group for approximately 9 years and am now providing transitional support as the Interim Chair.

My journey began with the Sara Lee Trust as a carer for my father who was terminally ill. I was referred by a specialist nurse as I have several chronic illnesses which can be exacerbated by stress. Sara Lee supported me through providing complementary therapies and counselling. I shall be forever grateful for the help I received.

Having been involved with the SUG through a period of considerable change I have experienced first-hand just how involved the SUG is in the operational and strategic development of the Trust. Not only are we directly involved in the monitoring and assessment of day to day services, we have contributed considerably to major projects including the development of the Sara Lee Centre and Hallspace in Sidley.

The SUG have now reached a stage where we are becoming more active and as a result would dearly like new additional members to join us. Being a member of the SUG is an enjoyable and rewarding experience and I would encourage any former or present service users to consider helping us to help those who may need Trust services in the future. It's a wonderful way of giving back and saying thank you!

Susan

VOLUNTEER SUPPORT

The Trust was founded by volunteers in 1996 and they have been the foundation stone of the organisation ever since. They are involved in a wide range of activities across the charity; from therapy care to charity retail.

For some volunteering is a one-off activity, others choose to make a long-term commitment. We are grateful to each and every person who gives their time to make a difference for those affected life-threatening illness.

We have almost 200 active volunteers from across Hastings and Rother bringing a wide range of backgrounds, occupations, knowledge, life experiences and skills.

Training and support

We are proud of the high standard of training and support we provide to our volunteers. This includes regular online meetings for information sharing and training and more social events. All volunteers are in regular contact with our staff team and those supporting our services are offered one-to-one supervision sessions to manage their own wellbeing.

Impact

Volunteer support is critical to work of the Trust. Without the tremendous efforts that are provided each and every working day across the Trust we simply would not be able to provide the level of care that we do.

Involvement and Engagement

We actively encourage regular feedback from volunteers as well as involvement in our decision making processes. We have an established Volunteer Committee and Annual Volunteer survey in addition to regular volunteer team meetings.

FINANCIAL REVIEW

Here is some of feedback from our last survey highlighting why people volunteer for the Trust:

"I just like helping when l can"

"Am helping others making a difference, supporting a worthwhile charity"

"To give back something"

"To help promote the trust"

"Helping a charity I believe in"

"Friendship, enjoyment, contributing to our local society"

"Making money for a good cause"
.
"Meeting new people & Learning new skills"

"WR shop we r all like family."

EVALUATION AND PRIORITIES

The aim of our annual evaluation is to step back, reflect on the year, and learn from our experiences and the information obtained, to make our services and support activities more effective and efficient in the longer term. An annual evaluation report is published which:

" summarises the evaluation process
" highlights key findings
" and communicates the resulting action plan

The action plan serves as a road map in the ongoing monitoring process for the year ahead, and a benchmark against which to evaluate our progress at the end of the year.

All stakeholders including staff, service users (including family members and carers), volunteers, local partners and the wider local community are actively involved in the monitoring and evaluation processes through a variety of forums, regular events and feedback mechanisms which include:

Service User Group
Annual Service User Survey
Focus group reviews
Annual Evaluation workshops
Feedback forms and case studies

The Evaluation Report and related action plan is published at the end of each calendar year.

TRUSTEES

The Trust currently has a total of 11 Trustees. All Trustees are mindful of their responsibilities regarding the appointment and training of new Trustees. Presently, the need for new Trustees is discussed amongst existing Trustees with, when a need is agreed, potential candidates being identified through existing networks or by external advertisement.

FINANCIAL REVIEW

Shortlisted candidates are interviewed and the successful candidates undergo a comprehensive induction where they meet key members of the Trust and are introduced to all aspects of the Trust's work. Each new Trustee is provided with a summary of the responsibilities of a new Trustee.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

Risk Management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Approved by order of the board of trustees on 04.01.2024 and signed on its behalf by:

.....
Trustee

Independent examiner's report to the trustees of The Sara Lee Trust
I report to the charity trustees on my examination of the accounts of The Sara Lee Trust (the Trust) for the year ended 30 April 2023.

Responsibilities and basis of report
As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

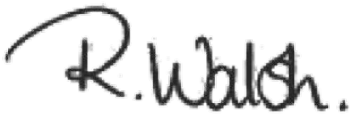
I report in respect of my examination of the Trust's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the ACCA, which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 Trust as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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



R Walsh FCCA

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

Date: 04.01.2024

THE SARA LEE TRUST

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2023

	Notes	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	**170,782**	**348,529**	**519,311**	230,117
Other trading activities	3	**51,199**	**16,333**	**67,532**	85,102
Investment income	4	**58,513**	**-**	**58,513**	62,945
Other income		**8,860**	**-**	**8,860**	17,718
Total		**289,354**	**364,862**	**654,216**	395,882
EXPENDITURE ON					
Raising funds		**77,656**	**-**	**77,656**	63,365
Charitable activities	5				
General		**211,283**	**88,191**	**299,474**	313,611
Total		**288,939**	**88,191**	**377,130**	376,976
NET INCOME		**415**	**276,671**	**277,086**	18,906
RECONCILIATION OF FUNDS					
Total funds brought forward		**1,413,855**	**68,281**	**1,482,136**	1,463,230
TOTAL FUNDS CARRIED FORWARD		**1,414,270**	**344,952**	**1,759,222**	1,482,136

The notes form part of these financial statements

STATEMENT OF FINANCIAL POSITION
30 APRIL 2023

	Notes	2023 £	2022 £
FIXED ASSETS			
Tangible assets	10	**19,323**	6,945
Investment property	11	**1,514,007**	1,151,481
		1,533,330	1,158,426
CURRENT ASSETS			
Debtors	12	**140,667**	136,981
Cash at bank and in hand		**162,428**	265,368
		303,095	402,349
CREDITORS			
Amounts falling due within one year	13	**(77,203)**	(78,639)
NET CURRENT ASSETS		**225,892**	323,710
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,759,222**	1,482,136
NET ASSETS		**1,759,222**	1,482,136

The notes form part of these financial statements

continued...

STATEMENT OF FINANCIAL POSITION - continued
30 APRIL 2023

	Notes	2023 £	2022 £
FUNDS	15		
Unrestricted funds:			
General fund		**253,541**	199,126
Contingency Fund - Operational Activities		**140,000**	169,000
Contingency Fund - Asset Maintenance		**-**	25,000
Designated Fund - Fixed Assets		**950,729**	950,729
Revaluation Reserve		**70,000**	70,000
		1,414,270	1,413,855
Restricted funds:			
Shop Donations		**1,000**	1,000
Sussex Community Foundation		**3,132**	3,132
Bexhill therapy centre		**58,716**	58,716
Hastings Lions		**1,100**	1,100
Sussex Masonic Charities		**10,000**	-
Big Lottery Fund Grant		**592**	-
Independent Age		**-**	4,333
I Know How		**5,003**	-
Miscellaneous applications		**5,000**	-
JACT		**250**	-
The National Lottery Community Fund - RC London and South East Region		**225,159**	-
The League of Friends of Bexhill Hospital		**35,000**	-
		344,952	68,281
TOTAL FUNDS		**1,759,222**	1,482,136

The financial statements were approved by the Board of Trustees and authorised for issue on 04-01-2024 ..... and were signed on its behalf by:

A Rose
.....
Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	-	10% on cost
Fixtures and fittings	-	25% on cost

INVESTMENT PROPERTY

Investment property is shown at most recent valuation. Any aggregate surplus or deficit arising from changes in fair value is recognised in the Statement of Financial Activities.

TAXATION

The charity is exempt from tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between six and nine month's expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

continued...

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Donations	**28,499**	**-**	**28,499**	30,710
Gift aid	**4,348**	**-**	**4,348**	2,738
Legacies	**23,285**	**-**	**23,285**	4,029
Grants	**-**	**348,529**	**348,529**	109,211
Shop income	**114,650**	**-**	**114,650**	83,429
	170,782	**348,529**	**519,311**	230,117

Grants received, included in the above, are as follows:

	2023 £	2022 £
Hastings and Rother CCG	**26,724**	-
Big Lottery Fund	**51,646**	41,148
Other Grants	**270,159**	68,063
	348,529	109,211

3. OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Fundraising events	**43,199**	**-**	**43,199**	25,252
Charitable trust income	**8,000**	**16,333**	**24,333**	59,850
	51,199	**16,333**	**67,532**	85,102

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Rents received	**56,848**	**-**	**56,848**	62,844
Interest receivable	**1,665**	**-**	**1,665**	101
	58,513	**-**	**58,513**	62,945

continued...

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 6)	Totals
	£	£	£
General	293,689	5,785	299,474

6. SUPPORT COSTS

	Information technology	Governance costs	Totals
	£	£	£
General	4,117	1,668	5,785

Governance costs includes £1,350 (2022: £1,550) for the Independent examiners fee.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2023 nor for the year ended 30 April 2022.

The trustee D Hargreaves is a partner in Acuity Professional Partnership LLP who provide accountancy services to The Sara Lee Trust at a significantly discounted cost. A provision of £1,776 has been included within the accounts.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 30 April 2023 nor for the year ended 30 April 2022.

KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

No employees received total employee benefits (excluding pension contributions) of more than £60,000.

	2023	2022
Salaries	252,622	231,203
Key Management Personnel	34,753	41,029
Employer Pension	5,481	4,689
Social security and other tax	12,448	13,424
	290,345	282,111

continued...

8. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2023	2022
Support staff	**2**	2
Fundraising staff	**5**	5
Therapy staff	**16**	14
	23	21

No employees received emoluments in excess of £60,000.

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	115,799	114,318	230,117
Other trading activities	77,852	7,250	85,102
Investment income	62,730	215	62,945
Other income	17,718	-	17,718
Total	274,099	121,783	395,882
EXPENDITURE ON			
Raising funds	63,365	-	63,365
Charitable activities			
General	159,735	153,876	313,611
Total	223,100	153,876	376,976
NET INCOME/(EXPENDITURE)	50,999	(32,093)	18,906
Transfers between funds	(31,207)	31,207	-
Net movement in funds	19,792	(886)	18,906
RECONCILIATION OF FUNDS			
Total funds brought forward	1,394,064	69,166	1,463,230
TOTAL FUNDS CARRIED FORWARD	1,413,856	68,280	1,482,136

continued...

10. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
Cost			
At 1 May 2022	**35,090**	**8,641**	**43,731**
Additions	**7,210**	**8,599**	**15,809**
At 30 April 2023	**42,300**	**17,240**	**59,540**
Depreciation			
At 1 May 2022	**28,145**	**8,641**	**36,786**
Charge for year	**1,221**	**2,210**	**3,431**
At 30 April 2023	**29,366**	**10,851**	**40,217**
Net book value			
At 30 April 2023	**12,934**	**6,389**	**19,323**
At 30 April 2022	6,945	-	6,945

11. INVESTMENT PROPERTY

	£
Fair value	
At 1 May 2022	**1,151,481**
Additions	**362,526**
At 30 April 2023	**1,514,007**
Net book value	
At 30 April 2023	**1,514,007**
At 30 April 2022	1,151,481

The value of the property was considered by the Trustees at year end and found to be reasonable.

A revaluation of the investment property at Silverhill was assessed by the trustees during the year 2017.

The National Lottery Fund hold a charge of £248,518 over The Sara Lee Therapy Centre at Ninfield Road.

continued...

12. DEBTORS

	2023	2022
	£	£
Amounts falling due within one year:		
Trade debtors	**1,148**	252
Prepayments and accrued income	**1,537**	1,354
	2,685	1,606
Amounts falling due after more than one year:		
Other debtors	**137,982**	135,375
Aggregate amounts	**140,667**	136,981

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	**12,438**	5,205
Taxation and social security	**5,752**	5,479
Other creditors	**59,013**	67,955
	77,203	78,639

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds	Restricted funds	2023 Total funds	2022 Total funds
	£	£	£	£
Fixed assets	**16,633**	**2,690**	**19,323**	6,945
Investments	**1,184,132**	**329,875**	**1,514,007**	1,151,481
Current assets	**259,806**	**43,289**	**303,095**	402,349
Current liabilities	**(46,301)**	**(30,902)**	**(77,203)**	(78,639)
	1,414,270	**344,952**	**1,759,222**	1,482,136

continued...

15. MOVEMENT IN FUNDS

	At 1.5.22 £	Net movement in funds £	Transfers between funds £	At 30.4.23 £
Unrestricted funds				
General fund	**199,126**	**415**	**54,000**	**253,541**
Contingency Fund - Operational Activities	**169,000**	**-**	**(29,000)**	**140,000**
Contingency Fund - Asset Maintenance	**25,000**	**-**	**(25,000)**	**-**
Designated Fund - Fixed Assets	**950,729**	**-**	**-**	**950,729**
Revaluation Reserve	**70,000**	**-**	**-**	**70,000**
	1,413,855	**415**	**-**	**1,414,270**
Restricted funds				
Shop Donations	**1,000**	**-**	**-**	**1,000**
Sussex Community Foundation	**3,132**	**-**	**-**	**3,132**
Bexhill therapy centre	**58,716**	**-**	**-**	**58,716**
Hastings Lions	**1,100**	**-**	**-**	**1,100**
Sussex Masonic Charities	**-**	**10,000**	**-**	**10,000**
Big Lottery Fund Grant	**-**	**592**	**-**	**592**
Independent Age	**4,333**	**(4,333)**	**-**	**-**
I Know How	**-**	**5,003**	**-**	**5,003**
Miscellaneous applications	**-**	**5,000**	**-**	**5,000**
JACT	**-**	**250**	**-**	**250**
The National Lottery Community Fund - RC London and South East Region	**-**	**225,159**	**-**	**225,159**
The League of Friends of Bexhill Hospital	**-**	**35,000**	**-**	**35,000**
	68,281	**276,671**	**-**	**344,952**
TOTAL FUNDS	**1,482,136**	**277,086**	**-**	**1,759,222**

continued...

15. MOVEMENT IN FUNDS - continued

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	**289,354**	**(288,939)**	**415**
Restricted funds			
Ernest Kleinwort	**4,083**	**(4,083)**	**-**
Sussex Community Foundation	**3,333**	**(3,333)**	**-**
The Albert Hunt Trust	**1,667**	**(1,667)**	**-**
The Pink Ribbon Foundation	**2,000**	**(2,000)**	**-**
Sussex Masonic Charities	**10,000**	**-**	**10,000**
Big Lottery Fund Grant	**23,961**	**(23,369)**	**592**
Independent Age	**-**	**(4,333)**	**(4,333)**
East Sussex CCG	**26,723**	**(26,723)**	**-**
I Know How	**27,686**	**(22,683)**	**5,003**
Miscellaneous applications	**5,000**	**-**	**5,000**
JACT	**250**	**-**	**250**
The National Lottery Community Fund - RC London and South East Region	**225,159**	**-**	**225,159**
The League of Friends of Bexhill Hospital	**35,000**	**-**	**35,000**
	364,862	**(88,191)**	**276,671**
TOTAL FUNDS	**654,216**	**(377,130)**	**277,086**

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.21 £	Net movement in funds £	Transfers between funds £	At 30.4.22 £
Unrestricted funds				
General fund	178,163	52,170	(31,207)	199,126
Contingency Fund - Operational Activities	169,000	-	-	169,000
Contingency Fund - Asset Maintenance	25,000	-	-	25,000
Designated Fund - Fixed Assets	951,901	(1,172)	-	950,729
Revaluation Reserve	70,000	-	-	70,000
	1,394,064	50,998	(31,207)	1,413,855
Restricted funds				
Shop Donations	1,000	-	-	1,000
Sussex Community Foundation	-	3,132	-	3,132
Bexhill therapy centre	58,716	-	-	58,716
Hastings Lions	1,100	-	-	1,100
Big Lottery Fund Grant	8,350	(13,319)	4,969	-
Independent Age	-	4,333	-	4,333
I Know How	-	(26,238)	26,238	-
	69,166	(32,092)	31,207	68,281
TOTAL FUNDS	1,463,230	18,906	-	1,482,136

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	274,099	(221,929)	52,170
Designated Fund - Fixed Assets	-	(1,172)	(1,172)
	274,099	(223,101)	50,998
Restricted funds			
Sussex Community Foundation	3,132	-	3,132
Big Lottery Fund Grant	41,147	(54,466)	(13,319)
Independent Age	4,333	-	4,333
East Sussex CCG	26,276	(26,276)	-
I Know How	41,787	(68,025)	(26,238)
Rye, Winchelsea and District Memorial Hospital	5,108	(5,108)	-
	121,783	(153,875)	(32,092)
TOTAL FUNDS	395,882	(376,976)	18,906

continued...

16. RELATED PARTY DISCLOSURES

A donation of £114,650 was made from Sara Lee Trading Ltd during the year.

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2023

	2023 £	2022 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	**28,499**	30,710
Gift aid	**4,348**	2,738
Legacies	**23,285**	4,029
Grants	**348,529**	109,211
Shop income	**114,650**	83,429
	519,311	230,117
Other trading activities		
Fundraising events	**43,199**	25,252
Charitable trust income	**24,333**	59,850
	67,532	85,102
Investment income		
Rents received	**56,848**	62,844
Interest receivable	**1,665**	101
	58,513	62,945
Other income		
Insurance claim	**8,860**	17,718
Total incoming resources	**654,216**	395,882
EXPENDITURE		
Other trading activities		
Fundraising events	**10,719**	6,153
Wages	**66,937**	57,212
	77,656	63,365
Charitable activities		
Wages	**69,072**	100,757
Insurance	**4,139**	3,856
Postage and stationery	**1,796**	764
Advertising	**1,249**	412
Therapist fees	**173,664**	138,493
Aromatherapy & housekeeping	**25,763**	12,220
Carried forward	**275,683**	256,502

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2023

	2023 £	2022 £
Charitable activities		
Brought forward	**275,683**	256,502
Staff training	**6,162**	8,182
Travelling expenses	**2,671**	1,277
Sundry service costs	**1,006**	4,887
Premises costs	**4,576**	28,686
Plant and machinery depreciation	**1,220**	1,172
Fixtures and fittings depreciation	**2,210**	-
Bank charges	**161**	216
	293,689	300,922
Support costs		
Information technology		
Computer running costs	**4,117**	8,899
Governance costs		
Accountancy	**852**	1,930
Independent examiners fee	**816**	1,860
	1,668	3,790
Total resources expended	**377,130**	376,976
Net income	**277,086**	18,906

THE SARA LEE TRUST FUND

England & Wales - Charity number 1055048

Accounts

REGISTERED CHARITY NUMBER: 1055048

REPORT OF THE TRUSTEES AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2022

FOR

THE SARA LEE TRUST

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

THE SARA LEE TRUST

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2022

	Page
Reference and Administrative Details	1
Report of the Trustees	2 to 17
Independent Examiner's Report	18
Statement of Financial Activities	19
Statement of Financial Position	20 to 21
Notes to the Financial Statements	22 to 30
Detailed Statement of Financial Activities	31 to 32

REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 APRIL 2022

TRUSTEES	S Lee (deceased 08/07/2022) V Goddard A Cryar D Hargreaves J Midgley (resigned 13/01/2022) M Lear M Morton C Chaloner G Rushbrook (resigned 15/09/2021) N H Histed P Matthews (appointed 10/11/2021) A Rose (appointed 10/11/2021) K Hughes (appointed 10/11/2021) T Lee (appointed 13/07/2022)
PRINCIPAL ADDRESS	25 Upper Maze Hill St leonards on Sea East Sussex TN38 0LB
REGISTERED CHARITY NUMBER	1055048
INDEPENDENT EXAMINER	Manningtons Chartered Accountants 39 High Street Battle East Sussex TN33 0EE



Celebrating 25 years of supporting local people affected by life threatening illness

The trustees present their report with the financial statements of the charity for the year ended 30 April 2022. The trustees have adopted the provisions of 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).

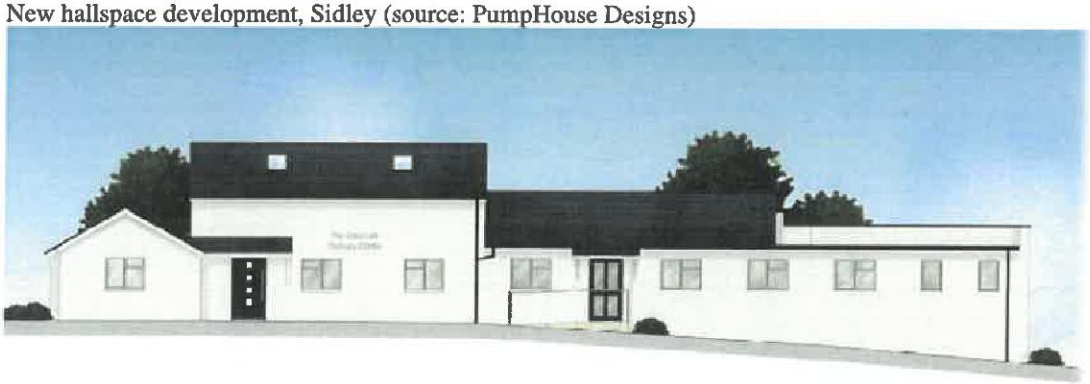
A welcome from our President



Sally Lee MBE passed away on the 8th July 2022. Sally was the driving force behind the Trust over the last twenty-five years providing the leadership and energy needed to enable the trust to support and improve the lives of so many local people. With the support of all those involved with the Trust we will continue to deliver Sara's vision - building upon the immense achievements of both her parents and Trust Co-founders - Sally and Dr Jeremy Lee.
We share below the welcome note written by Sally earlier in the year.
"It is fitting that our 25th year ends with another major milestone - the securing of almost £250,000 towards the development of a new purpose designed therapeutic hallspace in Sidley, Bexhill-on-Sea.
The decision by The National Lottery Community Fund to fund this important development is a significant endorsement of our work, particularly so given their funding of our therapy services in Sidley for the last four years. From this new building we will be able to provide a safe space for local people to access essential group support and activities.
On a personal note, I am so very grateful for the efforts of all those involved in the Trust, both past and present in enabling us to support so many local people affected by life threatening illness. My direct day to day involvement is now coming to an end but I am delighted to say that my son Tim has recently joined our Board of Trustees and will continue to provide a link to Sara's vision that has and will continue to guide us as we strive to support more people into the future.

Sally Lee, Co-founder and mother of Sara Lee"

New hallspace development, Sidley (source: PumpHouse Designs)



OBJECTIVES AND ACTIVITIES

TRUST AIMS AND OBJECTIVES

The Sara Lee Trust is an independent local charity which aims to improve the quality of life of people affected by cancer and other life-threatening illnesses in Hastings and Rother (East Sussex), through the provision of psychological and counselling support, complementary therapies and therapeutic group activities. The Trust was established in early 1996.

The Trust's strategic aims are:

To provide, as widely as possible, our free of charge individual and group Counselling and Therapy services to people affected by life threatening illnesses.

To develop our services as needed to ensure equitable access for all, in particular for the more vulnerable groups within our society.

To deliver our care and services in the most appropriate setting for the patient and at a time that best meets their needs.

To ensure that Trust services are supported by long - term sustainable income streams.

The Trust's strategic plan "Delivering the vision: 2017 - 2022" is available from our website: www.saraleetrust.org

OUR ACTIVITIES

About the Sara Lee Trust

For 25 years we have worked to improve the quality of life for people affected by cancer and other life-threatening illnesses across Hastings and Rother, East Sussex. Our combined experience and expertise has enabled us to develop a range of psychological and counselling support, complementary and group therapies to benefit and support patients, their carers, family members and loved ones. We are the dedicated provider of psychological support and therapy care services for St Michael's Hospice, a 26-bed palliative care centre in St Leonards-on-Sea (for over 25 years) and the Rye, Winchelsea and District Memorial Hospital (since 2007). The Trust is the only provider of these specialised services in the region.

Our team

The Trust Team of highly experienced practitioner's support almost 800 people per year with the free counselling, therapy care and group support they need to help them through what is often the most difficult time of their life. All Trust practitioner's have recognised training in the therapy they provide and have significant experience of working with our patient group.

Whilst ensuring that we comply with local and national guidelines, our flexible model of care is designed to empower the individual, to enable lasting improvement to their wellbeing. We promote the development of long-term connections and supportive networks through individual and / or group activity. Our team provides psychological support including specialist counselling, psychotherapy and Cognitive Behavioural Therapy (CBT), a range of complementary therapies and a growing number of group activities. Care is tailored to the needs of each individual.

All Trust services are provided completely free of charge.

How we help

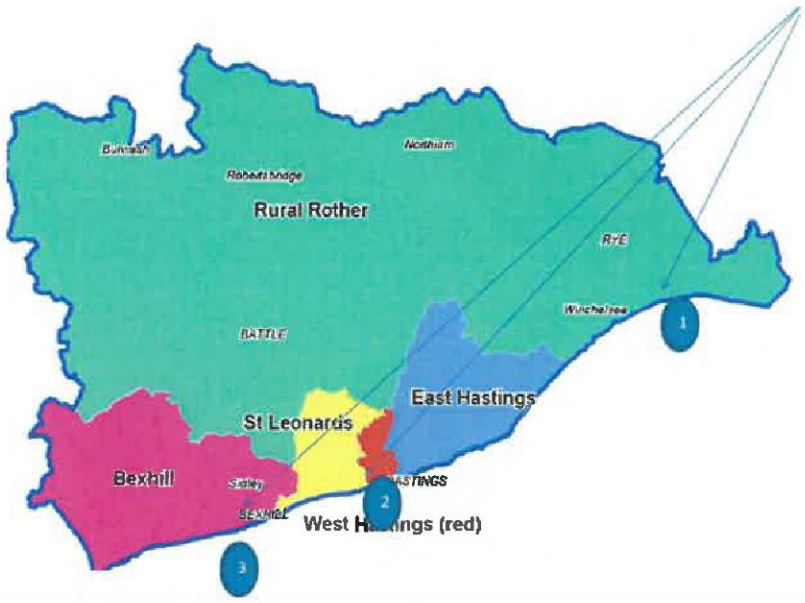
People affected by life-threatening illness are often at an extremely vulnerable stage in their life, both mentally and physically. They will often feel isolated and marginalised by their illness. Our individual and group support helps people to live with, and increasingly through their illness. Improved confidence and mobility can help service users to be more independent of carers while at the same time enabling them to broaden social networks so that they feel better connected to their community. Because our services are also available to the families and loved ones of patients, they too benefit through the opportunity to process the impact of the diagnosis and potential bereavement.

OBJECTIVES AND ACTIVITIES

Our services offer some respite from the caring role and its physical and emotional impact. In this broader context, we improve health and well-being in our community by offering more opportunities for employment and volunteering, playing a key role in enhancing community spirit and reducing the burden of care in the wider community generally. When our resources are not available people sometimes struggle without essential care, resulting in deterioration in health and well-being and placing heightened pressure on mainstream health, social care and other services.

LOCAL CONTEXT

The Trust provides essential care and support for people living across Hastings and Rother who are affected by cancer and other life threatening illnesses. Locally the level of need for this support and care is extreme.
Trust Therapy hubs across Hastings and Rother



1. Hub on Rye Hill
2. St Michaels Hospice
3. Sara Lee Therapy Centre, Sidley

Hastings and Rother have some of the most deprived areas in the country where prevalence rates for cancer are far higher than the national average and many people continue to live with their illness unsupported, resulting in unnecessary suffering and isolation. East Sussex 2018 Joint Strategic Needs & Assets Assessment (JSNA) indicates mortality rates can be as much as 50% higher than the regional average.

Sussex Uncovered 3 is a data-led report that seeks to tell the story of the needs and strengths of our communities across Sussex. This report highlights the continuing inequality across Sussex and that people in the disadvantaged areas of Sussex are more likely to have shorter lives and poorer health. There is a 14.5 year age gap in male life expectancy and 18.9 year age gap in female life expectancy between the most and least deprived areas in Sussex. Hastings & Rother contains 10 of the 15 most deprived wards in Sussex and Hastings is ranked the 13th in the country on the same indicator.

The pressure on our services is already very high with record levels of counselling provided through the pandemic. With The Sussex Cancer Alliance predicting increasing local prevalence rates long into the future, this trend will only but continue.
The Trust is committed to increasing its capacity to meet this extreme level of need.

ACHIEVEMENT AND PERFORMANCE

CHAIRMAN'S STATEMENT

During this financial year, the Covid-19 pandemic has continued to challenge every aspect of our daily life, including the safe delivery of our services. I am extremely proud of the effective and compassionate way in which our team and supporters have continued to respond to this ongoing emergency

The impact of Covid-19 on people affected by life threatening illness has been profound. Continuing to be there for them and also ensuring the survival of our organisation were the foundations on which every decision we made was based. As the pandemic restrictions have relaxed we have been able to re-establish many of our in person services whilst retaining those online services developed in 2020.

We are conscious that it will take time to build back; challenges around funding will continue for several years into the future and our emergency reserves will have to be used to mitigate risk whilst we rebuild.

In the last year we welcomed three new Trustees to our Board; Dr Anita Rose, Peter Matthews and Ken Hughes. Anita, Peter and Ken bring a wealth of expertise and experience in key areas including patient services, commercial enterprise and information technology and share our passion to take the charity forward. For all of us, the last two years will forever be defined by the pandemic but we must now look forward.

The development of a new purpose designed hallspace is incredibly exciting and will have a transformational impact on the scope and scale of our services. We are working with all key stakeholders to ensure we focus our efforts on what will have the greatest impact for them.

With your ongoing support I am confident that we will emerge from this difficult period as a stronger and more sustainable organisation that will be supporting local people in greater numbers for generations to come.

Michael J Lear

ACHIEVEMENT AND PERFORMANCE

CHIEF EXECUTIVE'S INTRODUCTION

The Trust is committed to improving the lives of local people affected by life threatening illness. I am very proud to say that throughout the pandemic, despite the considerable challenges, our practitioners continued to provide local people with a range of essential services and support activities. In addition, in recognition of the considerable impact of the pandemic on health and well-being our therapy capacity was increased to record levels.

Through our monitoring and evaluation processes we know that our services make a real difference and feedback from our service users remains highly positive and compelling.

Highlights from our latest monitoring and evaluation reports include:
- Almost 90% reported improved well-being and confidence
- Over 50% indicated reduced use of mental health services
- Almost 80% reported an improvement to physical health

I give thanks to our extremely dedicated small team who, together with our wonderful volunteers, enable us to provide essential support and care of the highest quality to people affected by life threatening illness across Hastings and Rother.

Although our longer-term strategic aims remained unchanged, the impact of the pandemic resulted in a reprioritisation of many of our near term planned initiatives; in recognition of the immediate needs of those we support and our own financial constraints. Most significantly, our priority focus became the development and maintenance of remote based services and then, when conditions allowed, the re-establishment of face to face and services.

Our ability to support local people is underpinned by our fundraising activities. All across our fundraising areas our small team and volunteer supporters have surpassed expectations. Through their immense efforts and dedication, we have continued to mitigate against the worst financial ravages of the pandemic however it is only due to the receipt of one-off income streams that we have managed to reach year end with a small surplus. This surplus will contribute towards our Hallspace development and centre re-configuration.

With transitional government support no longer available the road to recovery will be a long one with deficits expected each year until at least 2026. During this period, we will be focusing on rebuilding our fundraising and retail operations as well as keeping costs under constant review.

We remain committed however to not only maintaining our therapy team capacity at current levels but investing further when conditions allow. I thank you all for your ongoing support.

Dan Redsull
Chief Executive Officer

FINANCIAL REVIEW
THE SARA LEE TRUST PERFORMANCE REPORT
SERVICES



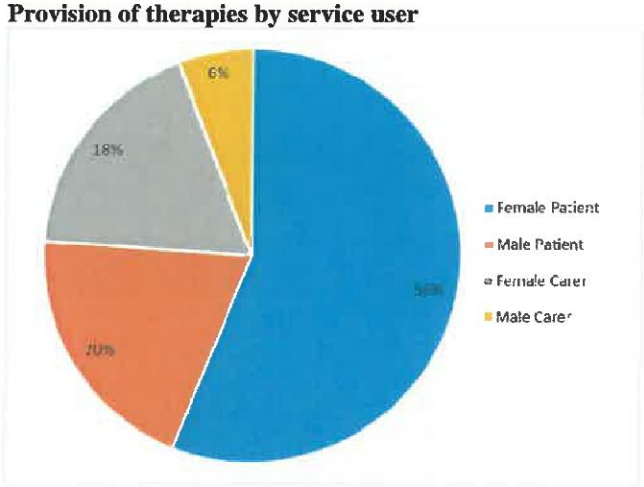




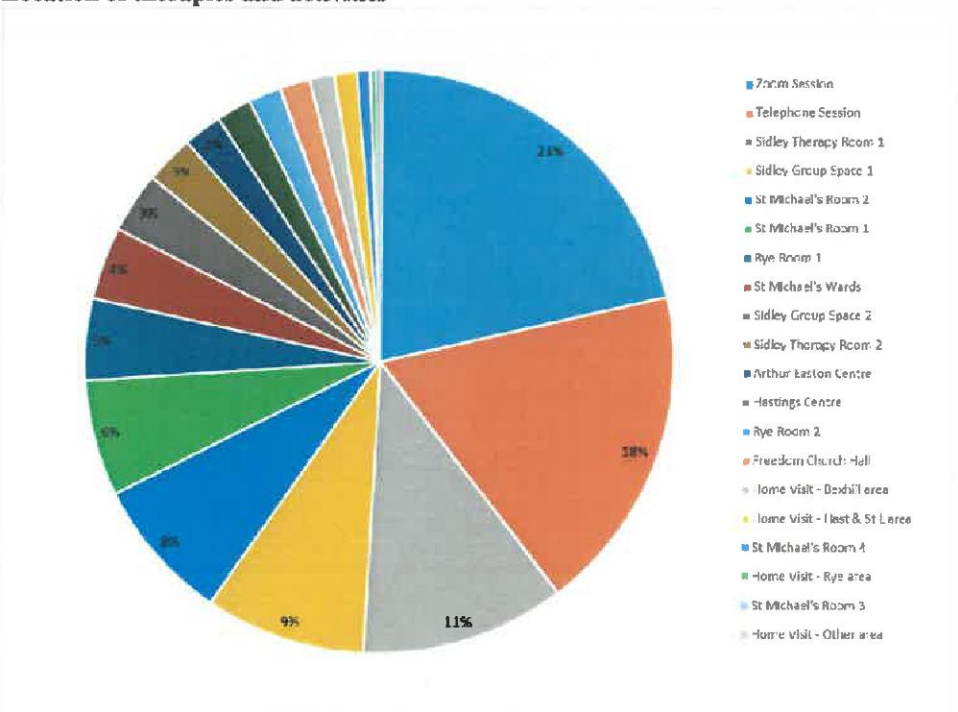
Service provision and activities

In the financial year 2021/22 the Trust supported 553 service users with 3,966 hours of therapy; an increase of 35% from 2020/21. Our ability to meet the exceedingly high level of local need remained heavily restricted for most of the year with long periods of full and partial lockdown. We are expecting a surge in demand for our support and care through 2022 and beyond.

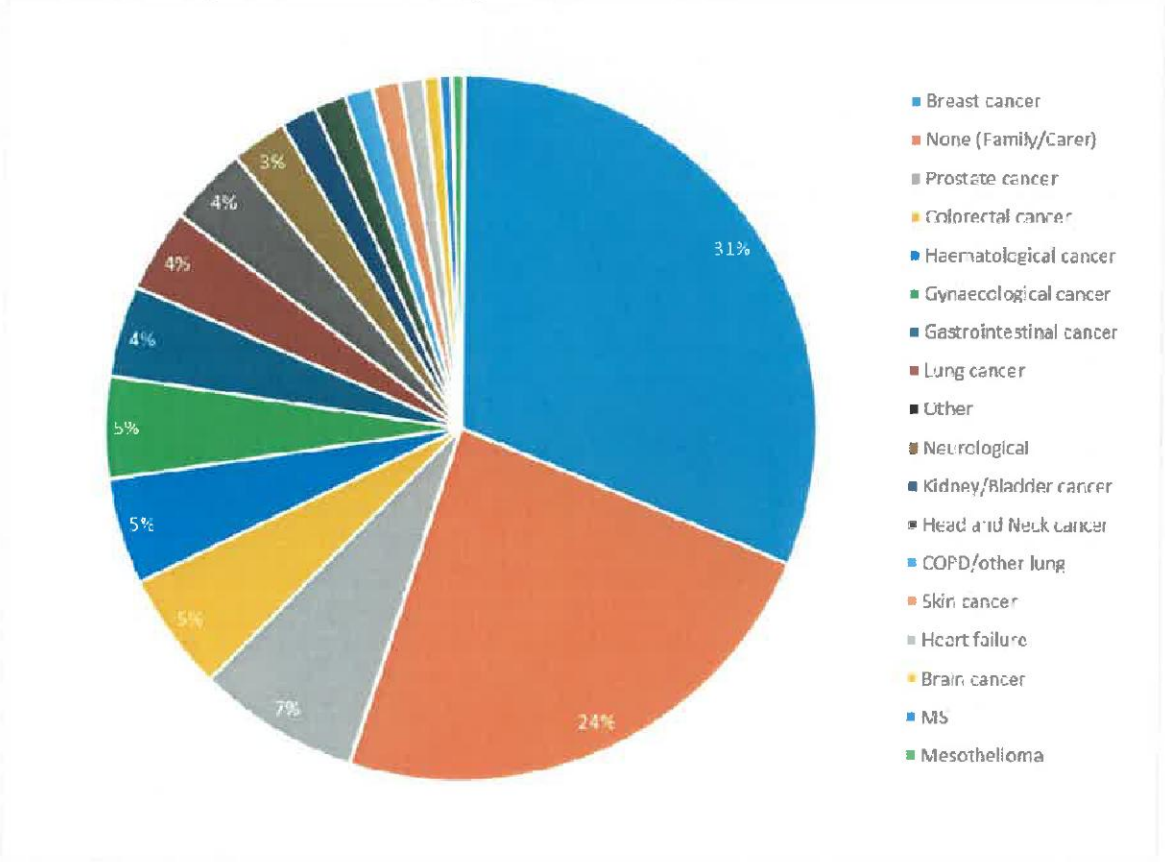
Provision of therapies by service user



Location of therapies and activities



Provision of therapies and activities by diagnosis



In Year Developments

Highlights

- Despite the continued national and local restrictions and lockdowns, Trust practitioners continued to support local people with the care they need throughout the pandemic. Face to face support restarted earlier in the period and home visits in March 2022.
- Investment in additional therapy capacity has continued in recognition of the growing level of need and impact of the pandemic.
- The Trust has expanded its services and capacity at the Hub on Rye Hill with counselling and complementary therapies now available for two days a week.
- Support for couples has increased significantly - both counselling support and couples massage.
- Our counselling service now offers both EMDR and coaching support for patients wishing to return to a more active work life. Eye Movement Desensitization and Reprocessing (EMDR) is a psychotherapy method proven to help people recover from distressing life experiences.

Developed through our I-KNOW-HOW European INTERREG funded project coaching support for people wishing to get back to a more active work and social life is now available from our Counselling Team. This 3-year collaborative project with partners from Belgium, France, the Netherlands and the UK is about supporting people affected by cancer to help them to remain in / return to an active life and work.

- Shiatsu was re-introduced to our therapy services in mid 2021. Shiatsu, where the practitioner applies gentle pressure with their palms and fingers has been shown to help reduce stress, deep seated tension, stimulate circulation, promote relaxation, easing aches and pains and helping to create a general feeling of wellbeing.
- Our group activities including gentle yoga, healthy cooking and Look Good Feel Better sessions are all running as usual and are as popular as ever.

Action Plan and Annual Evaluation
In the coming months we will be analysing the results of our annual service user survey and undertaking an evaluation process leading to the 2021 - 2022 Trust Annual Evaluation Report and the 2022-23 Trust Action Plan.

USER FEEDBACK AND CASE STUDY

Examples of service user feedback in 2021
- The help I received from SLT helped me through a very, very challenging and dark time. I am so grateful!

- The Sara Lee Trust has given me the opportunity to receive massage therapy and counselling post my cancer treatment. What wonderful kind therapists. This has helped in my recovery tremendously.

- I am so grateful to the team at Sara Lee for wrapping their arms around me and helping me to cope with my cancer. Thank you!

- Shiatsu therapy helped me to release tension that had built up during the difficult period of my wife's cancer treatment.

- The Sara Lee Trust has given me the opportunity to receive massage therapy and counselling post my cancer treatment. What wonderful kind therapists. This has helped in my recovery tremendously.

- I had 4 sessions with A which helped in reducing my hot flushes. The Centre was excellent.

- Thank you for this amazing service.

- My counselling as priceless; it made me feel less alone and safe to express myself freely at a time when I thought I was going to die.

- Knowing I had a massage booked in was a glimmer of light in what felt like a roller coaster of treatment that mostly made me feel poorly. It made all the horrible bearable.

Case studies and personal stories

Case studies demonstrating how the Trust has made a difference to people through the services it provides. Names and identifying details have been changed to protect the privacy of our service users.

COMPLEMENTARY THERAPY

Cara (37 years old) was diagnosed with high grade, non-hodgkins lymphoma in June 2021. She was referred to the Trust for support in dealing with this diagnosis as it initially left her - in her own words - "absolutely floored".

When I called Cara for the first time to see if she would like to receive some massage therapy, she replied "That is the best thing anyone has said to me all week!"

During her initial consultation, Cara told me she was experiencing debilitating muscle cramps and she asked for some treatment for her back, neck, shoulders and legs. Cara noticed instantaneous improvements, from her first treatment onwards.

She booked her subsequent sessions to give her enough time to recover from each session of chemotherapy and to therefore feel well enough for a massage. She described these appointments as "beacons of lights in the darkness of all the cancer treatments", and that each session was "something to really look forward to".

By the end of her six sessions of massage therapy, Cara felt that her mobility had vastly improved. She describes the impact of the support of the Sara Lee Trust as "invaluable".

COUNSELLING

Following diagnosis of yet another life-limiting illness I was referred to the Sara Lee Trust for counselling by the hospital. This was without any doubt one of the very best things ever happened to me.

At that time, I felt scared, desperate, and sinking beneath the weight I had to carry on my shoulders. A counsellor quickly called me, and she has walked beside me through very complex trauma, loss, and pain, never wavering, with such expertise and compassion that have allowed trust in myself and others to grow and even more importantly glimpses of HOPE for a future to appear.

This opportunity has been an IMMEASURABLE GIFT worth more than I can express.

MONITORING AND EVALUATION

The aim of the Trust is to improve the quality of life of people affected by cancer and other life-threatening illnesses. Effective and robust evaluation ensures that our work is evidence based and quality assured. Our service evaluation underpins all funding applications and has enabled us to successfully secure funding for some key services.

All trust services are subject to evaluation at service user level using standardised templates. Outcome reporting is underpinned by our use of EMIS Web, a nationally recognised patient information system.

Key statistics for 2021/22 (year ending 30 April 2022) include:

Improved mental wellbeing

89% of service users reported improved confidence and wellbeing
75% reported reduced anxiety and depression
Over half (53%) reported reduced use of mental health services

Improved physical health

79% of service users reported an improvement to physical health
62% reported a reduction in symptoms / side effects
Almost a third reported a reduced of GP services

Increased independence and reduced isolation

57% of service users reported feeling less isolated
41% reported being more able to look after themselves
Almost a quarter reported participating in new social networks and / or making new friends

We will continue to research and develop our reporting systems to ensure that our evidence-based information meets best practice and national guidelines.

FINANCIAL REVIEW

FUNDRAISING



The Trust is almost totally reliant on fundraising, donations and retail activities to fund its services. We are extremely grateful to all those who have supported the Trust over the last year in particular, those who have:

- made a donation / grant
- supported, held or participated in a fundraising event
- become one of our invaluable commercial / community partners

Fundraising for the Trust is delivered by a small team of 4 (2.2 whole time equivalent), supported by our part-time Volunteer Coordinator and many wonderful volunteers. We would like to thank all our volunteers for their fantastic support.

Funds were raised throughout the year using a variety of means including:

- An events programme of both Trust and independent activities, which this year were delivered both online and in person. These included: Hastings Beatles Day; Backyard Festival; Fairs; Quizzes; Christmas activities; and individual fundraising activities.



- Challenge Events restarted following the lifting of pandemic restrictions and represent an area that is working back towards full capacity.

- Applications for support to charitable trusts, local businesses and community groups continued to support The Trust throughout the year.

- Appeals to the local community and general public to support our work by fundraising, donating to our charity shops and remembering us in their will.



Key highlights:

- Hastings Beatles Day raised approximately £16,000 as well as increasing awareness of The Sara Lee Trust.

- The Custom Café kindly hosted our first post-pandemic fundraising event.

- Partnering with Make A Will Online to encourage will-writing amongst our supporters.

- A continuing trend of increased support from charitable trusts & foundations

- Development of community relationships including with venues and local businesses giving raffle prizes etc.

- Further development of public communications channels including enhanced social media activity - particularly with video content.

- Resuming planning for some activities that had been cancelled due to the pandemic; including music events, Christmas events and challenge events.

- Development of new and continued community and business relationships, including with St Michael's Hospice fundraising, Hub on Rye Hill fundraising, The Queen's Arcade and more.

FINANCIAL REVIEW

Impact of Coronavirus

Fundraising in-person was still impacted by coronavirus and people's understandably cautious behaviour regarding events and community activities. While events were held, these were much smaller than in previous years, with protective restrictions in place. However, there is enthusiasm in our community to fully return to events - as indicated by the better than expected attendance at Hastings Beatles Day in April.

There was also an impact on challenge events, as many of our supporters had not been able to train to take part in these throughout the year. However, sign-ups for 2022-3 are already growing.

Online events and activities continued to be prioritised during the first half of the year to keep engaged with our supporters and community, and small-scale supporter-led activities were highlighted in all our marketing.

Income from corporate partners and other businesses is now beginning to rise, and should return to close to normal in 2022-3.

Collecting box and cash donations are returning more slowly, and individual donations continue to be affected by both the impact of coronavirus and the current economic downturn.

Income from Trusts and Foundations this year has remained stable, with a drop from last year due to closure of coronavirus emergency funds.

Our digital offer continues to grow, including increased social media output, further development of video content; along with a larger variety of online fundraising platforms.

During these continued exceptionally difficult circumstances, the Fundraising Team has been able to maintain a flexible approach which has ensured income for The Trust through as many streams as possible.

Our sincere thanks go to all the charitable trusts, companies, organisations and individuals who have supported our fundraising efforts throughout the year.

FINANCIAL REVIEW
CHARITY RETAIL



Charity Retail for the Trust is delivered across 6 charity shops, supported by our Donation Centre and van team.

Our retail team has grown with an additional Van Driver and Shop Manager post recruited to support our trading activities. Our priorities this year have focused on strengthening income streams from our Donation Centre, growing Ecommerce and developing our staff and supporting volunteers.

Our whole team have worked incredibly hard to get and keep our shops and other operations up and running as and when restrictions allowed.

Other initiatives and highlights



Ecommerce continues to be our outlet for unique and higher price donations raising over £10k in the year. Selling online gives a much wider reach and ability to achieve higher sales for specialist items. We continue to seek out new connections with local businesses to ensure an ever increasing network for resale.

Our Caring Clearance (House Clearance) service is now firmly established within the community and continuing to generate regular income achieving over £7k in the period. Our workforce at the Donation Centre continues to grow and forge new partnerships within the community including The Hub on Rye Hill and Funnell and Perring. We successfully raised nearly £5k in specialist sales this year.

Our first pop up shop at Beatles Day and Guitar raised £800 and we made some excellent contacts for future sales.

Our own dedicated retail website, saraleetrustretail.org continues to showcases new ventures and Facebook with our dedicated DC selling profile, this is also used to promote, advertise and connect with our supporters. Our following across social media also continues to grow.

Covid- 19 and re-establishing Retail



The impact of Covid-19 for charity retail has been significant. Volunteer teams have fluctuated throughout this difficult time with some shops unable to open for short periods. The pandemic restrictions meant closures across retail at short notice reducing our turnover. The flexibility and resilience shown by volunteers, shop managers and the DC team has been integral to our Retail arm performance and bounce back.

Our annual net contribution to the Trust was just over £82k which although in part is supported by one off grant income, reflects the hard work and considerable efforts of the whole retail team.

Whilst the main focus for the coming year will be on maintaining short to medium term stability, we will be introducing a number of initiatives to help improve our retail efficiency and effectiveness. We will continue to invest in our people and assets to facilitate recovery and post pandemic growth.

FINANCIAL REVIEW

FINANCE

Before the onset of the pandemic, the Trust's intention was to achieve a balanced budget annually whilst delivering continued year on year growth in therapy capacity in order to meet the extraordinarily high levels of local need. This planned investment included the staged pick up of the costs of our therapy services provided in Sidley and its surrounds which is currently part-funded by The National Lottery Community Fund; support that ends in September 2022.

In March 2021 our Board of Trustees approved a four-year budget plan which was based on recovery and building momentum within our key fundraising areas whilst maintaining and then incrementally increasing overall service capacity. This gave a commitment to maintaining costs at a level that exceeds expected income until breakeven is achieved by the end of that 4 year period. This budget plan has now been updated to take account of material internal and external factors such as the changes to utility costs and general inflationary pressures and extended for planning purposes to April 2026.
In summary terms the Trust is expecting to be in a deficit position until April 2026.
Targets within our planning forecasts remain very challenging with fundraising and retail activities charged with meeting an annual shortfall in unconfirmed income of approximately £150,000.

At year-end the charity had raised £395,882 against expenditure of £376,976 achieving a surplus of £18,906. This surplus is an expected anomoly created by a combination of one-off income streams (e.g. government covid grants / insurance settlements) and the implementation of a wide reaching and severe cost cutting programme in 2020/21 which removed approximately £75,000 per year from our overall operating costs. Our underlying financial position of a minimum c£35k per year deficit is a more reflective one and highlights the challenge for our team in rebuilding our fundraising activities to pre-pandemic levels.

Along with a large proportion of our contingency reserves, this year's small surplus will contribute towards our hallspace capital development and the reconfiguration of our existing centre to provide an additional dedicated space for hands on therapies.

RESERVES

The level and application of reserves are subject to a full reserve at least on an annual basis. It is the current policy of the Trust that under normal circumstances, unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to approximately 9 months of recurrent operational expenditure (i.e. c£281,000). The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Trust's activities while consideration is given to ways in which additional funds may be raised. Under normal circumstances a further reserve would be maintained to ensure that sufficient resources are available to properly maintain Trust fixed assets in the event of a significant drop in funding

The Board of Trustees has however recognised that we are in exceptional times and that considerable resource needs to be committed towards mitigating against the impacts of the pandemic - in particular to ensure that the essential support and care we provide for so many across the region remains unaffected whilst we rebuild our support activities over the coming years.

In addition, the Board of Trustees is committed to the development of a purpose designed therapy hall space to enable a step change in the scope and scale of group activities available for local people.

Therefore, of the cash and bank reserves at year end (£265,368), £67,000 is committed towards mitigating the impacts of the coronavirus pandemic, £50,000 to the development of a purpose designed hallspace in Sidley, and the remaining £148,368 (equivalent to approximately 4 and 1/2 months recurrent expenditure) has been ring-fenced for operational provisions as referred to above.

As at the 30th April 2022, the Trust held no other uncommitted reserves or balances.

TRUSTEES

The Trust currently has a total of 11 Trustees. All Trustees are mindful of their responsibilities regarding the appointment and training of new Trustees. Presently, the need for new Trustees is discussed amongst existing Trustees with, when a need is agreed, potential candidates being identified through existing networks or by external advertisement.

Shortlisted candidates are interviewed and the successful candidates undergo a comprehensive induction where they meet key members of the Trust and are introduced to all aspects of the Trust's work. Each new Trustee is provided with a summary of the responsibilities of a new Trustee.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

SERVICE USER & PUBLIC PARTICIPATION AND INVOLVEMENT (PPI)

The Trust is committed to involving users in the development of its policies and services. It has a core belief that user involvement and engagement is essential to providing services that best meet user needs. Users of Trust services play an active and leading role in the planning of service improvements and assisting in wider developments within the organisation.



Our independent Service User Group continues to play an active and often leading role, contributing their thoughts and ideas across many important areas. In the last year this has included:
- Supporting the development of our hallspace project
- Reviewing and signing off our annual evaluation report and 2021/22 Trust action plan.
- Helping to design the 2021/22 Annual Services Survey
- Supporting the development of extended support groups and activities
- Working with the team on a variety of fundraising events and activities
- Advising the Trust on how to respond to the Coronavirus pandemic

As well as our Service User Group (SUG), existing and former service users are actively engaged in a number of other important Trust forums, committees and initiatives including our Board of Trustees, The National Lottery Community Fund Project Board and Volunteer Committee.

SERVICE USER & PUBLIC PARTICIPATION AND INVOLVEMENT (PPI)
A note from the SUG Chair - Jo Moore



We, as the Service User Group, continue to see how important our role is and what it entails within the Trust. We readily and respectfully work together for the good of the Trust (which has helped us all in the past and in some cases still does) to help it develop and move forward across all its operations but most especially, its services so it can best meet current and future service users needs.

The service user is at the heart of our focus. We are sincerely dedicated in our role and know that our ideas and contributions are listened to, respected, valued and often acted upon by the Trust. As the Chair, I feel privileged to work in, and with, such a group where the service user is our focal point. It has been truly wonderful to see how far the Trust has developed within a short length of time.

Since the pandemic, the Trust has worked hard to adapt its services to still try and meet the service users' needs as best as they are able.

STRUCTURE, GOVERNANCE AND MANAGEMENT
Governing document
The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

GOVERNING DOCUMENT
The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

EVALUATION AND PRIORITIES
The aim of our annual evaluation is to step back, reflect on the year, and learn from our experiences and the information obtained, to make our services and support activities more effective and efficient in the longer term. An annual evaluation report is published which:

- summarises the evaluation process
- highlights key findings
- and communicates the resulting action plan

The action plan serves as a road map in the ongoing monitoring process for the year ahead, and a benchmark against which to evaluate our progress at the end of the year.

All stakeholders including staff, service users (including family members and carers), volunteers, local partners and the wider local community are actively involved in the monitoring and evaluation processes through a variety of forums, regular events and feedback mechanisms which include:

Service User Group
Annual Service User Survey
Focus group reviews
Annual Evaluation workshops
Feedback forms and case studies

The Evaluation Report and related action plan is published at the end of each calendar year.

STRUCTURE, GOVERNANCE AND MANAGEMENT

TRUSTEES

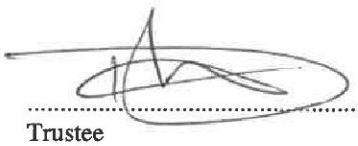
The Trust currently has a total of 11 Trustees. All Trustees are mindful of their responsibilities regarding the appointment and training of new Trustees. Presently, the need for new Trustees is discussed amongst existing Trustees with, when a need is agreed, potential candidates being identified through existing networks or by external advertisement.

Shortlisted candidates are interviewed and the successful candidates undergo a comprehensive induction where they meet key members of the Trust and are introduced to all aspects of the Trust's work. Each new Trustee is provided with a summary of the responsibilities of a new Trustee.

Risk Management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Approved by order of the board of trustees on 9/11/22 and signed on its behalf by:



.....
Trustee

Independent examiner's report to the trustees of The Sara Lee Trust
I report to the charity trustees on my examination of the accounts of The Sara Lee Trust (the Trust) for the year ended 30 April 2022.

Responsibilities and basis of report
As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ACCA which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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

R Walsh

R Walsh FCCA
Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

Date: 23.11.22

THE SARA LEE TRUST

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2022

	Notes	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	**115,799**	**114,318**	**230,117**	160,374
Other trading activities	3	**77,852**	**7,250**	**85,102**	70,066
Investment income	4	**62,730**	**215**	**62,945**	62,970
Other income		**17,718**	**-**	**17,718**	43,350
Total		**274,099**	**121,783**	**395,882**	336,760
EXPENDITURE ON					
Raising funds		**63,365**	**-**	**63,365**	56,933
Charitable activities	5				
General		**159,735**	**153,876**	**313,611**	275,457
Total		**223,100**	**153,876**	**376,976**	332,390
NET INCOME/(EXPENDITURE)		**50,999**	**(32,093)**	**18,906**	4,370
Transfers between funds	15	**(31,207)**	**31,207**	**-**	-
Net movement in funds		**19,792**	**(886)**	**18,906**	4,370
RECONCILIATION OF FUNDS					
Total funds brought forward		**1,394,064**	**69,166**	**1,463,230**	1,458,860
TOTAL FUNDS CARRIED FORWARD		**1,413,856**	**68,280**	**1,482,136**	1,463,230

The notes form part of these financial statements

STATEMENT OF FINANCIAL POSITION
30 APRIL 2022

	Notes	2022 £	2021 £
FIXED ASSETS			
Tangible assets	10	**6,945**	6,895
Investment property	11	**1,151,481**	1,141,051
		1,158,426	1,147,946
CURRENT ASSETS			
Debtors	12	**136,981**	90,536
Cash at bank and in hand		**265,368**	284,789
		402,349	375,325
CREDITORS			
Amounts falling due within one year	13	**(78,639)**	(60,041)
NET CURRENT ASSETS		**323,710**	315,284
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,482,136**	1,463,230
NET ASSETS		**1,482,136**	1,463,230

The notes form part of these financial statements

continued...

STATEMENT OF FINANCIAL POSITION - continued
30 APRIL 2022

		2022	2021
FUNDS	15		
Unrestricted funds:			
General fund		**199,126**	178,163
Contingency Fund - Operational Activities		**169,000**	169,000
Contingency Fund - Asset Maintenance		**25,000**	25,000
Designated Fund - Fixed Assets		**950,729**	951,901
Revaluation Reserve		**70,000**	70,000
		1,413,855	1,394,064
Restricted funds:			
Shop Donations		**1,000**	1,000
Sussex Community Foundation		**3,132**	-
Bexhill therapy centre		**58,716**	58,716
Hastings Lions		**1,100**	1,100
Big Lottery Fund Grant		**-**	8,350
Independent Age		**4,333**	-
		68,281	69,166
TOTAL FUNDS		**1,482,136**	1,463,230

The financial statements were approved by the Board of Trustees and authorised for issue on 9/11/22 and were signed on its behalf by:

.....
Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	-	10% on cost
Fixtures and fittings	-	25% on cost

INVESTMENT PROPERTY

Investment property is shown at most recent valuation. Any aggregate surplus or deficit arising from changes in fair value is recognised in the Statement of Financial Activities.

TAXATION

The charity is exempt from tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between six and nine month's expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

continued...

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Donations	25,603	5,107	30,710	32,171
Gift aid	2,738	-	2,738	6,353
Legacies	4,029	-	4,029	5,257
Grants	-	109,211	109,211	115,768
Shop income	83,429	-	83,429	825
	115,799	114,318	230,117	160,374

Grants received, included in the above, are as follows:

	2022 £	2021 £
Big Lottery Fund	41,148	49,404
Other Grants	68,063	66,364
	109,211	115,768

3. OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Fundraising events	25,252	-	25,252	10,282
Charitable trust income	52,600	7,250	59,850	59,784
	77,852	7,250	85,102	70,066

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Rents received	62,629	215	62,844	62,085
Interest receivable	101	-	101	885
	62,730	215	62,945	62,970

continued...

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 6)	Totals
	£	£	£
General	300,922	12,689	313,611

6. SUPPORT COSTS

	Information technology	Governance costs	Totals
	£	£	£
General	8,899	3,790	12,689

Governance costs includes £1,550 (2021: £1,400) for the Independent examiners fee.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2022 nor for the year ended 30 April 2021.

The trustee D Hargreaves is a partner in Acuity Professional Partnership LLP who provide accountancy services to The Sara Lee Trust at a significantly discounted cost. A provision of £2,700 has been included within the accounts.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 30 April 2022 nor for the year ended 30 April 2021.

KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

No employees received total employee benefits (excluding pension contributions) of more than £60,000.

	2022	2021
Salaries	231,203	227,565
Key Management Personnel	41,029	37,488
Employer Pension	4,689	4,154
Social security and other tax	13,424	12,904
	290,345	282,111

continued...

8. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2022	2021
Support staff	2	2
Fundraising staff	5	5
Therapy staff	14	11
	21	18

No employees received emoluments in excess of £60,000.

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	110,972	49,402	160,374
Other trading activities	40,366	29,700	70,066
Investment income	62,970	-	62,970
Other income	43,350	-	43,350
Total	257,658	79,102	336,760
EXPENDITURE ON			
Raising funds	56,933	-	56,933
Charitable activities			
General	201,225	74,232	275,457
Total	258,158	74,232	332,390
NET INCOME/(EXPENDITURE)	(500)	4,870	4,370
RECONCILIATION OF FUNDS			
Total funds brought forward	1,394,564	64,296	1,458,860
TOTAL FUNDS CARRIED FORWARD	1,394,064	69,166	1,463,230

continued...

10. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
Cost			
At 1 May 2021	**33,868**	**8,641**	**42,509**
Additions	**1,222**	**-**	**1,222**
At 30 April 2022	**35,090**	**8,641**	**43,731**
Depreciation			
At 1 May 2021	**26,973**	**8,641**	**35,614**
Charge for year	**1,172**	**-**	**1,172**
At 30 April 2022	**28,145**	**8,641**	**36,786**
Net book value			
At 30 April 2022	**6,945**	**-**	**6,945**
At 30 April 2021	6,895	-	6,895

11. INVESTMENT PROPERTY

	£
Fair value	
At 1 May 2021	**1,141,051**
Additions	**10,430**
At 30 April 2022	**1,151,481**
Net book value	
At 30 April 2022	**1,151,481**
At 30 April 2021	1,141,051

The value of the property was considered by the Trustees at year end and found to be reasonable.

A revaluation of the investment property at Silverhill was assessed by the trustees during the year 2017.

continued...

12. DEBTORS

	2022	2021
	£	£
Amounts falling due within one year:		
Trade debtors	252	-
Prepayments and accrued income	1,354	5,353
	1,606	5,353
Amounts falling due after more than one year:		
Other debtors	135,375	85,183
Aggregate amounts	136,981	90,536

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	5,205	-
Taxation and social security	5,479	748
Other creditors	67,955	59,293
	78,639	60,041

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds	Restricted funds	2022 Total funds	2021 Total funds
	£	£	£	£
Fixed assets	4,255	2,690	6,945	6,895
Investments	1,091,765	59,716	1,151,481	1,141,051
Current assets	369,488	32,861	402,349	375,325
Current liabilities	(51,653)	(26,986)	(78,639)	(60,041)
	1,413,855	68,281	1,482,136	1,463,230

continued...

15. MOVEMENT IN FUNDS

	At 1.5.21 £	Net movement in funds £	Transfers between funds £	At 30.4.22 £
Unrestricted funds				
General fund	178,163	52,170	(31,207)	199,126
Contingency Fund - Operational Activities	169,000	-	-	169,000
Contingency Fund - Asset Maintenance	25,000	-	-	25,000
Designated Fund - Fixed Assets	951,901	(1,172)	-	950,729
Revaluation Reserve	70,000	-	-	70,000
	1,394,064	50,998	(31,207)	1,413,855
Restricted funds				
Shop Donations	1,000	-	-	1,000
Sussex Community Foundation	-	3,132	-	3,132
Bexhill therapy centre	58,716	-	-	58,716
Hastings Lions	1,100	-	-	1,100
Big Lottery Fund Grant	8,350	(13,319)	4,969	-
Independent Age	-	4,333	-	4,333
I Know How	-	(26,238)	26,238	-
	69,166	(32,092)	31,207	68,281
TOTAL FUNDS	1,463,230	18,906	-	1,482,136

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	274,099	(221,929)	52,170
Designated Fund - Fixed Assets	-	(1,172)	(1,172)
	274,099	(223,101)	50,998
Restricted funds			
Sussex Community Foundation	3,132	-	3,132
Big Lottery Fund Grant	41,147	(54,466)	(13,319)
Independent Age	4,333	-	4,333
East Sussex CCG	26,276	(26,276)	-
I Know How	41,787	(68,025)	(26,238)
Rye, Winchelsea and District Memorial Hospital	5,108	(5,108)	-
	121,783	(153,875)	(32,092)
TOTAL FUNDS	395,882	(376,976)	18,906

continued...

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.20 £	Net movement in funds £	Transfers between funds £	At 30.4.21 £
Unrestricted funds				
General fund	184,604	59	(6,500)	178,163
Contingency Fund - Operational Activities	162,500	-	6,500	169,000
Contingency Fund - Asset Maintenance	25,000	-	-	25,000
Designated Fund - Fixed Assets	952,460	(559)	-	951,901
Revaluation Reserve	70,000	-	-	70,000
	1,394,564	(500)	-	1,394,064
Restricted funds				
Shop Donations	1,000	-	-	1,000
Bexhill therapy centre	58,716	-	-	58,716
Hastings Lions	1,100	-	-	1,100
Big Lottery Fund Grant	3,480	4,870	-	8,350
	64,296	4,870	-	69,166
TOTAL FUNDS	1,458,860	4,370	-	1,463,230

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	257,658	(257,599)	59
Designated Fund - Fixed Assets	-	(559)	(559)
	257,658	(258,158)	(500)
Restricted funds			
Ernest Kleinwort	5,000	(5,000)	-
Sussex Community Foundation	2,083	(2,083)	-
Foreshore	200	(200)	-
The Pink Ribbon Foundation	2,000	(2,000)	-
Big Lottery Fund Grant	49,402	(44,532)	4,870
Tesco Bags of Help	500	(500)	-
MIND	11,250	(11,250)	-
Independent Age	8,667	(8,667)	-
	79,102	(74,232)	4,870
TOTAL FUNDS	336,760	(332,390)	4,370

continued...

16. RELATED PARTY DISCLOSURES

A donation of £82,487 was made from Sara Lee Trading Ltd during the year.

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2022

	2022 £	2021 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	**30,710**	32,171
Gift aid	**2,738**	6,353
Legacies	**4,029**	5,257
Grants	**109,211**	115,768
Shop income	**83,429**	825
	230,117	160,374
Other trading activities		
Fundraising events	**25,252**	10,282
Charitable trust income	**59,850**	59,784
	85,102	70,066
Investment income		
Rents received	**62,844**	62,085
Interest receivable	**101**	885
	62,945	62,970
Other income		
Insurance claim	**17,718**	-
Government grants	**-**	43,350
	17,718	43,350
Total incoming resources	**395,882**	336,760
EXPENDITURE		
Other trading activities		
Fundraising events	**6,153**	5,934
Wages	**57,212**	50,999
	63,365	56,933
Charitable activities		
Wages	**100,757**	102,853
Insurance	**3,856**	3,622
Postage and stationery	**764**	1,788
Advertising	**412**	-
Therapist fees	**138,493**	141,505
Carried forward	**244,282**	249,768

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2022

	2022 £	2021 £
Charitable activities		
Brought forward	**244,282**	249,768
Aromatherapy & housekeeping	**12,220**	178
Sanctuary days	**-**	90
Staff training	**8,182**	4,029
Travelling expenses	**1,277**	265
Sundry service costs	**4,887**	8,392
Premises costs	**28,686**	6,671
Plant and machinery depreciation	**1,172**	954
Fixtures and fittings depreciation	**-**	73
Bank charges	**216**	166
	300,922	270,586
Support costs		
Information technology		
Computer running costs	**8,899**	-
Governance costs		
Accountancy	**1,930**	3,644
Independent examiners fee	**1,860**	1,200
Legal fees	**-**	27
	3,790	4,871
Total resources expended	**376,976**	332,390
Net income	**18,906**	4,370

This page does not form part of the statutory financial statements

THE SARA LEE TRUST FUND

England & Wales - Charity number 1055048

Accounts

REGISTERED CHARITY NUMBER: 1055048

REPORT OF THE TRUSTEES AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 APRIL 2021

FOR

THE SARA LEE TRUST

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

THE SARA LEE TRUST

CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2021

	Page
Reference and Administrative Details	1
Report of the Trustees	2 to 17
Independent Examiner's Report	18
Statement of Financial Activities	19
Statement of Financial Position	20 to 21
Notes to the Financial Statements	22 to 30
Detailed Statement of Financial Activities	31 to 32

THE SARA LEE TRUST

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2021

TRUSTEES	S Lee V Goddard A Cryar D Hargreaves J Midgley M Lear M Morton C Chaloner G Rushbrook N H Histed
PRINCIPAL ADDRESS	25 Upper Maze Hill St leonards on Sea East Sussex TN38 0LB
REGISTERED CHARITY NUMBER	1055048
INDEPENDENT EXAMINER	Manningtons Chartered Accountants 39 High Street Battle East Sussex TN33 0EE

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021

The trustees present their report with the financial statements of the charity for the year ended 30 April 2021. The trustees have adopted the provisions of 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).

OBJECTIVES AND ACTIVITIES

TRUST AIMS AND OBJECTIVES

The Sara Lee Trust is an independent local charity which aims to improve the quality of life of people affected by cancer and other life threatening illnesses in Hastings and Rother (East Sussex), through the provision of psychological and counselling support, complementary therapies and therapeutic group activities. The Trust was established in early 1996.

The Trust's strategic aims are:

To provide, as widely as possible, our individual and group Counselling and Therapy services to people affected by life threatening illnesses.

To develop our services as needed to ensure equitable access for all, in particular for the more vulnerable groups within our society.

To deliver our care and services in the most appropriate setting for the patient and at a time that best meets their needs.

To ensure that Trust services are supported by long - term sustainable income streams.

The Trust's strategic plan "Delivering the vision: 2017 - 2022" is available from our website: www.saraleetrust.org

OBJECTIVES AND ACTIVITIES

OUR ACTIVITIES

About the Sara Lee Trust

For 25 years we have worked to improve the quality of life for people affected by cancer and other life-threatening illnesses across Hastings and Rother, East Sussex. Our combined experience and expertise has enabled us to develop a range of psychological and counselling support, complementary and group therapies to benefit and support patients, their carers, family members and loved ones. We are the dedicated provider of psychological support and therapy care services for St Michael's Hospice, a 26-bed palliative care centre in St Leonards-on-Sea (for 25 years) and the Rye, Winchelsea and District Memorial Hospital (since 2007). The Trust is the only provider of these specialised services in the region.

Our team

The Trust Team of over 20 highly experienced practitioner's support almost 1,000 people per year with the free counselling, therapy care and group support they need to help them through what is often the most difficult time of their life. All Trust practitioner's have recognised training in the therapy they provide and have significant experience of working with our patient group.

Whilst ensuring that we comply with local and national guidelines, our flexible model of care is designed to empower the individual, to enable lasting improvement to their wellbeing. We promote the development of long-term connections and supportive networks through individual and / or group activity. Our team provides psychological support including specialist counselling, psychotherapy and Cognitive Behavioural Therapy (CBT), a range of complementary therapies and a growing number of group activities. Care is tailored to the needs of each individual.

All Trust services are provided completely free of charge.

How we help

People affected by life-threatening illness are often at an extremely vulnerable stage in their life, both mentally and physically. They will often feel isolated and marginalised by their illness. Our individual and group support helps people to live with, and increasingly through their illness. Improved confidence and mobility can help service users to be more independent of carers while at the same time enabling them to broaden social networks so that they feel better connected to their community. Because our services are also available to the families and loved ones of patients, they too benefit through the opportunity to process the impact of the diagnosis and potential bereavement.

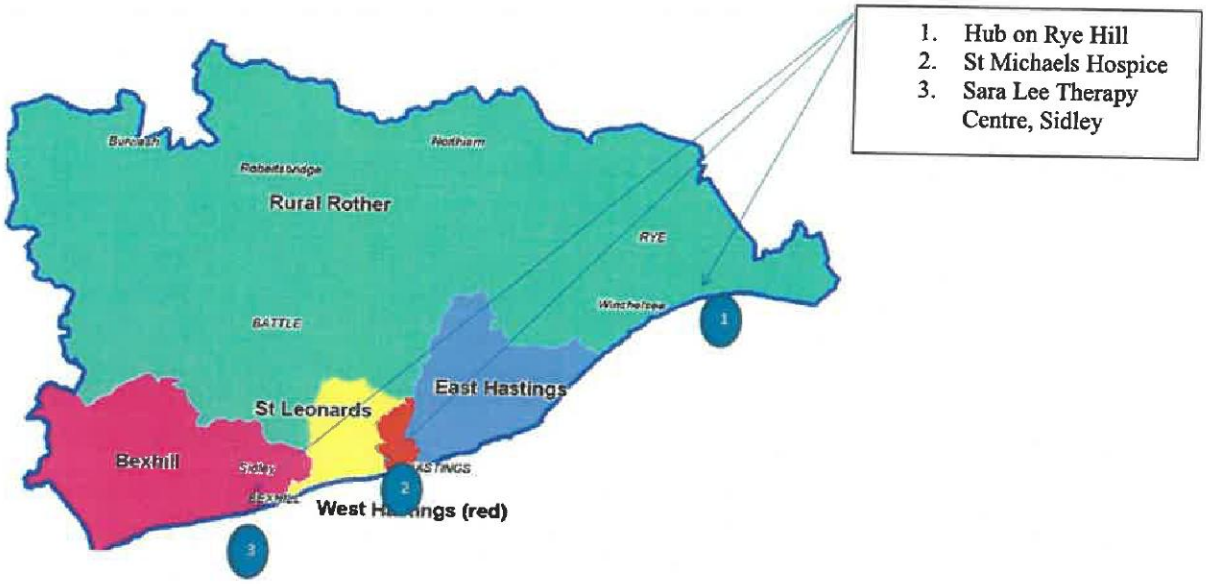
Our services offer some respite from the caring role and its physical and emotional impact. In this broader context, we improve health and well-being in our community by offering more opportunities for employment and volunteering, playing a key role in enhancing community spirit and reducing the burden of care in the wider community generally. When our resources are not available people sometimes struggle without essential care, resulting in deterioration in health and well-being and placing heightened pressure on mainstream health, social care and other services.

OBJECTIVES AND ACTIVITIES

LOCAL CONTEXT

The Trust provides essential care and support for people living across Hastings and Rother who are affected by cancer and other life threatening illnesses. Locally the level of need for this support and care is extreme.

Trust Therapy hubs across Hastings and Rother



Hastings and Rother have some of the most deprived areas in the country where prevalence rates for cancer are far higher than the national average and many people continue to live with their illness unsupported, resulting in unnecessary suffering and isolation. East Sussex 2018 Joint Strategic Needs & Assets Assessment (JSNA) indicates mortality rates can be as much as 50% higher than the regional average.

Sussex Uncovered 3 is a data-led report that seeks to tell the story of the needs and strengths of our communities across Sussex. This report highlights the continuing inequality across Sussex and that people in the disadvantaged areas of Sussex are more likely to have shorter lives and poorer health. There is a 14.5 year age gap in male life expectancy and 18.9 year age gap in female life expectancy between the most and least deprived areas in Sussex. Hastings & Rother contains 10 of the 15 most deprived wards in Sussex and Hastings is ranked the 13th in the country on the same indicator.

The pressure on our services is already very high with record levels of counselling provided through the pandemic. With The Sussex Cancer Alliance predicting increasing local prevalence rates long into the future, this trend will only but continue.

The Trust is committed to increasing its capacity to meet this extreme level of need.

ACHIEVEMENT AND PERFORMANCE
CHAIRMAN'S STATEMENT

As we celebrate the wonderful Trust achievements of the last quarter of a century, it is fair to say that so far our 25th anniversary year has not been as we had perhaps envisaged it. Whilst we should and will reflect on our story thus far, we must also focus on the extremely damaging impacts of the pandemic on our individual and collective lives. I am proud to say that the Trust has, for the most part, weathered the storm and I believe will emerge strongly from this difficult time.

This does not mean that the Trust has not been badly affected by the pandemic, far from it. We have had to make some very difficult decisions over the last fifteen months, in particular in relation to our underlying costs as we considered how we could respond to rapidly reducing income levels. It was with great sadness that we implemented a Trust wide cost restructure in the summer of 2020 to reduce financial losses caused by the virtual lockdown of all fundraising and charity retail activities.

Despite the global pandemic, lockdowns and restrictions on meeting other people, we have still supported local people affected by cancer and other life threatening illnesses. We have made changes to our ways of working that have made what we do even more relevant to those we support. Our online and telephone counselling service - which supported a record number of people in 2020 - will continue to help those people who prefer not to meet face to face, or who are too unwell to travel. We are looking forward in this 25th year to resuming all of our services in full, and, in collaboration with our Service User Group and key partners continuing to develop the scope and scale of our services and activities to better meet local need and to make an increasingly positive difference to the lives of many local people for years to come. Rebuilding after the pandemic will not be easy and will take several years but we will continue to ensure that as many people as possible can continue to access our vital services. We hope that you will join us, and support us if you can, as we move forward to the future.

MICHAEL J LEAR

ACHIEVEMENT AND PERFORMANCE
CHIEF EXECUTIVE'S INTRODUCTION

The Trust is committed to improving the lives of local people affected by life threatening illness. I am very proud that, despite the considerable challenges, Trust practitioners continued to support local people throughout the pandemic with a range of remote services including counselling and group activities. In recognition of the considerable impact of the pandemic on health and well-being therapy capacity was increased and record levels of counselling support provided in year.

Through our monitoring and evaluation processes we know that our services make a real difference and feedback from our service users remains highly positive and compelling. Recent surveys highlight the impact of our services through lockdown:

- Over 95% reported improved well-being and confidence
- Nearly 70% indicated reduced use of mental health services
- Almost 70% reported an improvement to physical health

I give thanks to our extremely dedicated small team who, together with our wonderful volunteers, enable us to provide essential support and care of the highest quality to people affected by life threatening illness across Hastings and Rother.

The past twelve months with the unfolding pandemic and related events have been some of the hardest our organisation has ever faced. It was with great sadness that we had to make a number of redundancies and other infrastructure cost cutting measures across the Trust during the second half of 2020. Our Board of Trustees and I were devastated at having to make these decisions; our people are at the heart of everything we do. We give heartfelt thanks to all those affected for their valued support and contributions to the team and wish them all the very best for the future.

Like many in the charitable sector and beyond, our financial and operational status has shifted away from being secure and progressive and, as a direct result, we have had to drastically alter our plans for the future to reflect reduced income levels and set out a multi-year recovery programme; all without making any cuts to our patient services. We expect to reach pre-pandemic financial and operating targets by April 2025.

The pathway towards the "new normal" and a financially stable future will be difficult and challenging and we are incredibly thankful for the ongoing efforts, support and goodwill of all those involved with the Trust. Your collective efforts are not only very much appreciated but have a huge impact on not only our ability to cope with the damaging impacts of the pandemic but also our pathway to recovery.
I thank you all.

Dan Redsull
Chief Executive Officer

FINANCIAL REVIEW
THE SARA LEE TRUST PERFORMANCE REPORT
SERVICES



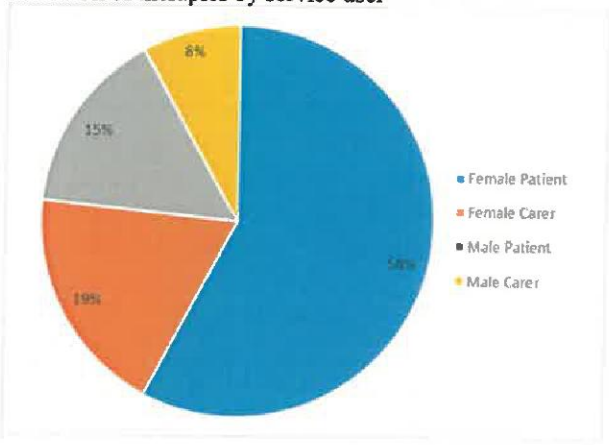




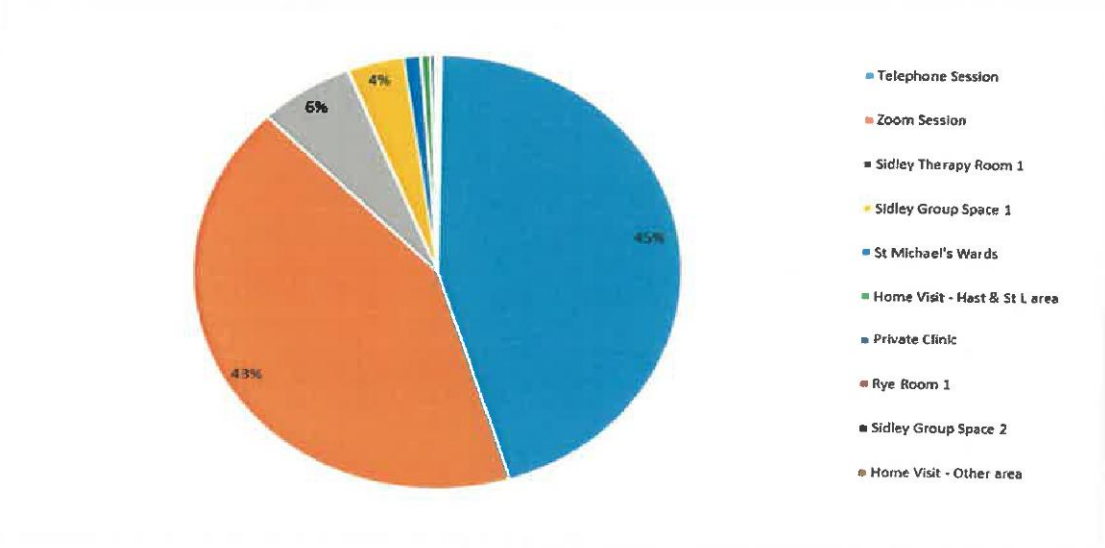
Service provision and activities

In the financial year 2020/21 the Trust provided 3,880 hours of therapy to 407 individuals. Our ability to meet the exceedingly high level of local need was heavily restricted during the period and a surge in demand for our support and care is expected once we are out of lockdown measures.

Provision of therapies by service user

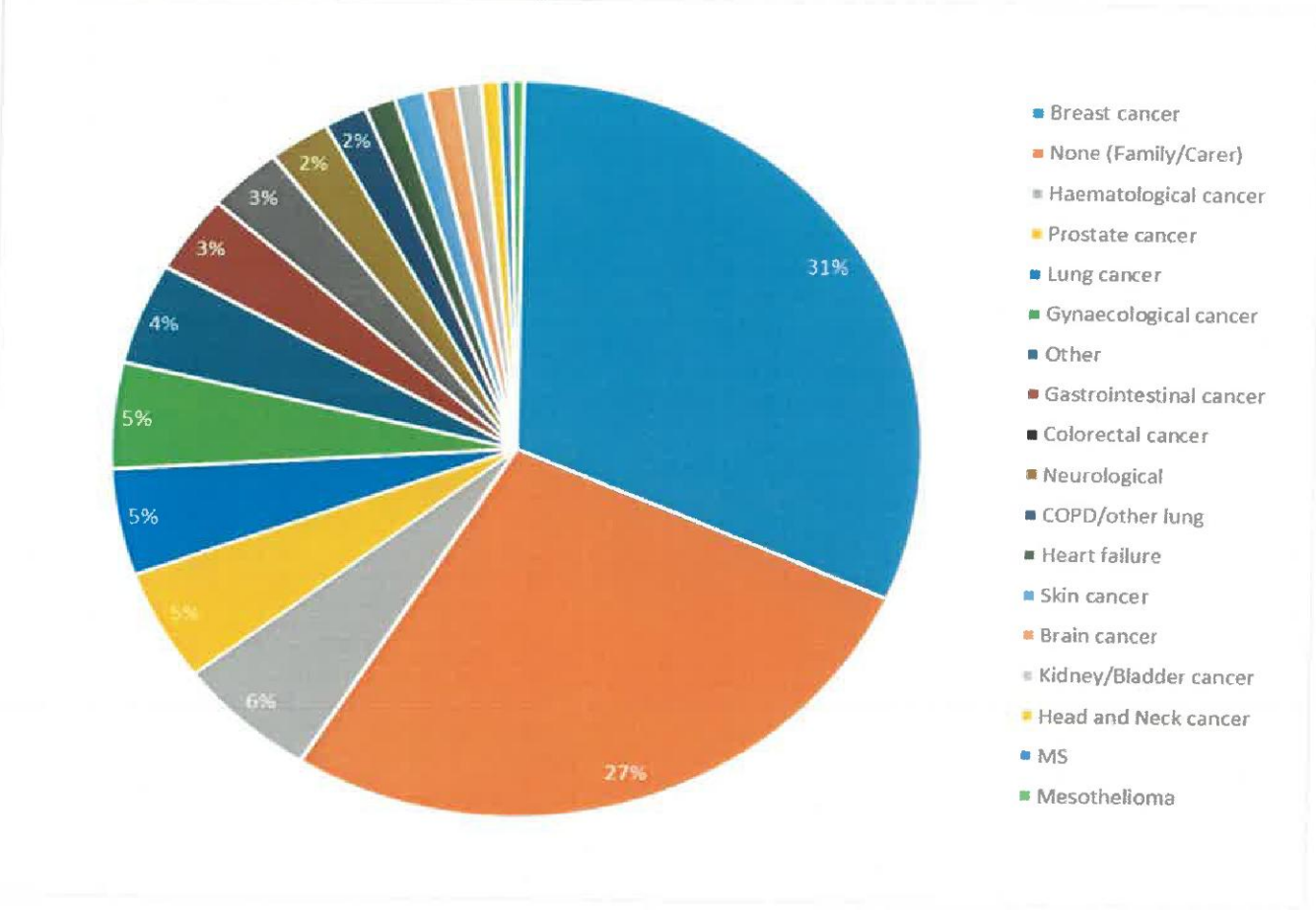


Location of therapies and activities



FINANCIAL REVIEW
THE SARA LEE TRUST PERFORMANCE REPORT
SERVICES

Provision of therapies and activities by diagnosis



In Year Developments

Highlights
- Despite the national restrictions and lockdowns, Trust practitioners continued to support local people with the care they need throughout the pandemic
- Record levels of counselling support were provided during the period
- Considerable progress continues to be made in the I-KNOW-HOW European project (supporting people affected by cancer to help them to remain in / return to an active life and work) with the development of a new Volunteer Support Worker role

Continuity of Care
The global pandemic has had a jolting considerable impact on our services over the last financial year. In order to protect our vulnerable service users, most of whom are in the highest vulnerability category for COVID-19 and shielding at home, the Trust had to make the decision to restrict and at some stages suspend all of its face-to-face services.
Our Therapy team however were very quickly able to put the necessary governance and quality assurance measures in place to enable us to bring forward plans to introduce a telephone and video based counselling service. This enabled a seamless transition from in person to remote services and allowed us to provide continuity of care which is so very important for our service users.

Despite considerable challenges, remote based group activities including gentle yoga, mindfulness and carers' support were also provided through the period. In a year where so many were separated from their loved ones and usual networks for long periods, counselling and group support was absolutely vital and we are proud that we were able to continue to support our local community with the essential care needed at such a critical time.

Increased counselling support
An inevitable consequence of the pandemic was an increased need for counselling. The Trust invested in additional capacity to meet this need and record levels of counselling support was provided in the period.

I-KNOW-HOW
This 3-year collaborative project with partners from Belgium, France, the Netherlands and the UK is about supporting people affected by cancer to help them to remain in / return to an active life and work.
Much of the last year has been focused on further developing and then finalising a coaching role aimed at providing an effective support and signposting for individuals who may be living with cancer, or undergoing or recovering from treatment. As a result of this work the Trust will be piloting a new Volunteer Support Worker role later in 2021.

Action Plan and Annual Evaluation
In the coming months we will be analysing the results of our annual service user survey, and undertaking an evaluation process leading to the 2020 - 2021 Trust Annual Evaluation Report and the 2021-22 Trust Action Plan.

USER FEEDBACK AND CASE STUDY
Examples of service user feedback in 2020
- First class help with depression from having ongoing cancer.

- The Sara Lee Trust is invaluable to this community, always there when other services failed me.

- Thank you Sara Lee for providing the online mindfulness sessions during lockdown. It has been a very positive experience; I think it worked really well. Lovely to see the group regularly during this strange period.

- Very helpful and felt the counsellor had a very sound understanding of me and offered down to earth advice which I appreciated.

- I was pleased with my counselling and trust between us. It helped me so much.

- Having been able to access counselling has been invaluable. It has improved my mental wellbeing and enabled me to develop strategies to cope with my ongoing health issues.

- I feel more in control of my emotional wellbeing and whilst I continue to struggle with depression I am significantly less depressed than I was at the beginning of counselling.

- I am feeling less isolated due to the support of those on the Service User Group and the Natural Rhythms group both of which I would never of had if I had not discovered the Sara Lee Trust - I owe them my life (literally).

- I am so grateful to the Sara Lee Trust and cannot believe I found it because the only service I was offered was the MacMillan services who told me they could not help as they had no support in my area. I was in such a bad place but the Sara Lee Trust provided a holistic service to me and have supported me to deal with the challenge of cancer in a "whole" body sense. I know this might sound over the top but I literally owe my life to the Trust. Today I can face cancer head on and deal with the challenges it has brought to my life and know there is always a light at the end of the tunnel, there is hope because the services I have received from the Trust have been compassionate, caring, supportive and above all enabled me to live. It is true the quote on your website, the NHS healed my body but the SLT healed my mind.

- Counselling by telephone opened up my confidence to say what I was really thinking and feeling along with the professionalism and empathy of the counsellor.

- Once again, the Sara Lee Trust has come to my rescue, and for that, I am eternally grateful. A particular thank you to Margareta who fits her role so well and is, beyond doubt, a real asset to the Trust.

- I would not have got through 2020 without help from Liza.

Case studies and personal stories

A case study demonstrating how the Trust has made a difference to people through the service it provides. Names and identifying details have been changed to protect the privacy of our service users.

Elaine is a female service user in her mid-fifties living with primary pancreatic cancer which has spread to her lungs and liver. She was an in-patient on St Michael's Hospice ward for a 2 week stay receiving pain management.
When I went into her room for the first time to offer complementary therapy, aromatherapy massage or reflexology her response was "well that's the best thing I have been asked since my diagnosis, yes I would absolutely love nothing more, to see if it can help with the excruciating pain I am in". I focused the reflexology on the digestive system, spine and lungs and worked very gentle directly on her the back in areas where it was painful.
Elaine had a keen interest in complementary therapy and had previously (before diagnosis) had monthly massages, but hadn't felt that she wanted to go back to her therapist, as she didn't know if she had any experience with working with patients living with cancer.
A few days later, I went back to offer another session and Elaine reported that her pain was starting to get much better. She felt it was a combination of the reflexology and different medication she had been prescribed. She said that, following our therapy session she felt a significant reduction in pain and later had her best night sleep in months.

While she was on the ward I saw Elaine four times and she reported back that she was now able to start reducing the pain medication she was taking as she didn't like how spaced out it made her feel. She felt that the reflexology and back massages had a big impact on reducing her pain levels. Before discharge I showed her husband how to massage her feet and pointed out the relevant areas to focus on, and I also showed him how to do a gentle back massage so Elaine could still get the benefits she had experienced on the ward at home. He was very attentive and took lots of notes and when I saw him later without Elaine, he thanked me and said it was great that he now had something he could do to help his wife when she is in pain, as previously he had felt helpless.

MONITORING AND EVALUATION

The aim of the Trust is to improve the quality of life of people affected by cancer and other life threatening illnesses. Effective and robust evaluation ensures that our work is evidence based and quality assured. Our service evaluation underpins all funding applications and has enabled us to successfully secure funding for some key services.

All trust services are subject to evaluation at service user level using standardised templates. Outcome reporting is underpinned by our use of EMIS Web, a nationally recognised patient information system.

Key statistics for 2020/21 (year ending 30 April 2021) include:

Improved mental wellbeing

96% of service users reported improved confidence and wellbeing
85% reported reduced anxiety and depression
Over half (67%) reported reduced use of mental health services

Improved physical health

77% of service users reported an improvement to physical health
52% reported a reduction in symptoms / side effects
A third reported a reduced of GP services

Increased independence and reduced isolation

67% of service users reported feeling less isolated
33% reported participating in new social networks and / or making new friends
A third reported being more able to look after themselves

We will continue to research and develop our reporting systems to ensure that our evidence based information meets best practice and national guidelines.

FINANCIAL REVIEW

FUNDRAISING

The Trust is almost totally reliant on fundraising, donations and retail activities to fund its services. We are extremely grateful to all those who have supported the Trust over the last year in particular, those who have:

- made a donation / grant
- supported, held or participated in a fundraising event
- become one of our invaluable commercial / community partners

Fundraising for the Trust is delivered by a small team of 4 (1.8 whole time equivalent), supported by our part-time Volunteer Coordinator and many wonderful volunteers. We would like to thank all our volunteers for their fantastic support.







Funds were raised throughout the year using a variety of means including:

- An events programme of both Trust and independent activities, which this year took place mostly online and included Hastings Beatles Day Online, quizzes, Christmas activities, and individual fundraising activities.

- While large formal challenge events were cancelled due to Covid-19, The Trust still benefitted from smaller scale events including the 2.6 Challenge, and individual or group challenges including running and walking activities.

- Applications for support to charitable trusts, local businesses and community groups increased this year to help make up for income lost from cancelled activities and face to face fundraising.

- Appeals to the local community and general public to support our work by fundraising, donating to our charity shops and remembering us in their will.

Key highlights:

- Hastings Beatles Day online was successful and raised approximately £3,200 as well as increasing awareness of The Sara Lee Trust.
- Christmas activities including Christmas Draw, a musical Countdown to Christmas on Facebook and an online game, which collectively raised more than £4,500.
- Adoption of further online fundraising channels including Virgin Money Giving, Memory Giving and CAF Donate.
- Development of Friends of The Sara Lee Trust, a semi-independent fundraising group.
- Full redesign and relaunch of The Trust's website.
- A continuing trend of increased support from charitable trusts and foundations.
- Development of community relationships including with venues and local businesses giving raffle prizes etc.
- Launch of campaigns including Afternoon Tea for Sara Lee and The 25 Challenge.
- Further development of public communications channels including enhanced social media activity - particularly with video content.
- Resuming events planning for the future including a Backyard Festival, Elvis Day, Battle of the Bands, Hastings Beatles Day, RunFest Bexhill and Trek to Petra.
- Signing on with The Fundraising Regulator, and ensuring its requirements are met.

FINANCIAL REVIEW

Impact of Coronavirus

Fundraising in-person was severely affected by the impact of coronavirus and lockdowns throughout the year. No live events of any size were held, and all formal challenge events, including London Marathon were cancelled. In addition, income from corporate partners fell significantly, and collecting box income and cash donations dropped to near-zero during the lockdowns.

In response, applications to Trusts and Foundations - including for emergency funding - were stepped up during Q1 and Q2, helping to bridge the fundraising gap. Online events and activities were prioritised to keep engaged with our supporters and community, and small scale supporter-led activities were highlighted in all our marketing.

Our digital offer was also reviewed and this has resulted in the launch of our brand new website, increased social media output, including development of video content; along with a larger variety of online fundraising platforms.

During exceptionally difficult circumstances, the Fundraising Team has been able to change its way of working, and alter its focus to maintain income for The Trust through as many streams as possible.

Our sincere thanks go to all the charitable trusts, companies, organisations and individuals who have supported our fundraising efforts throughout the year.

FINANCIAL REVIEW

CHARITY RETAIL

The Trust's well established Trading arm (Charity Retail) continues to sell donated items across our 6 charity shops, supported by our Donation Centre and van team. Our priorities this year have centred around new initiatives, building new relationships and growing ecommerce.



Our charity shops have continued to develop new income streams throughout this difficult year. We now have a well-established eBay shop, selling items to a much wider audience, ensuring our stock generates the income it deserves. We also launched an Etsy shop - focussing on vintage items which we successfully use for more bespoke pieces.

Our Donation Centre has continued to adapt to customer needs. We now have our own in-house PAT testing facility, reducing contractor costs. Our Click & Collect service allows the DC to generate its own income and facilitates direct sales via our Facebook page.



The DC has continued to develop solid partnerships with local companies such as Funnel & Perring Solicitors and Burstow & Hewitt Auction House, in addition to local estate agents and the wider public.

Our Caring Clearance (House Clearance) service is continuing to grow and gain repeat customers. An additional van driver has been recruited and this service is fast developing a reputation in the local area for excellent customer service and value for money.



Shop managers and their volunteer teams have continued to show such commitment to the Trust throughout this year. The pandemic restrictions meant closures across retail at three separate periods over the course of the year. The flexibility and resilience shown by volunteers, shop managers and the DC team was integral to our success each time we reopened. Our customers and donors have continued to support us throughout, with some amazing donations, had it not been for them, we would not be in such a strong position.

As a result of the gaps in trading, our annual contribution to the Trust fell to less than £1,000 - a drop of over 95% against target. Government funding however has shielded the Trust from the worst case scenarios and we are now fully focused on rebuilding and developing momentum. We will continue to invest in our people and assets to facilitate growth in the coming 4-year recovery period.

Our own dedicated retail website, saraleetrustretail.org showcases new ventures. This platform acts as a central hub for donations, volunteering and sales to grow our services and development across new partnerships and platforms. Our following across social media also continues to grow.

Near term priorities remain focused on improving organisational and sales stability, modernising Charity Retail and increasing volunteer support.

FINANCIAL REVIEW

FINANCE

Before the onset of the pandemic, the Trust's intention was to achieve a balanced budget annually whilst delivering continued year on year growth in therapy capacity in order to better meet the extraordinarily high levels of local need. The staged pick up of the costs of therapy services provided in Sidley and its surrounds which is currently part-funded by The National Lottery Community Fund; support that ends in 2022 is part of this longer term plan.

For many charities across the country the impact of the pandemic has been dramatic with many having to constrain and restrict activities and functions to a critical degree. Through the marvellous efforts of our team combined with government support as well as the wonderful generosity of our supporters, the Trust has managed to thus far mitigate the worst possible impacts of the pandemic. We must recognise however that the effects of lockdown and coronavirus in general will have an ongoing negative impact long into the future.

In March 2021, our Board of Trustees approved a four-year budget plan which is based on recovery and building momentum within our key fundraising areas whilst maintaining and then incrementally increasing overall service capacity. Targets remain very challenging with fundraising and retail activities charged with meeting an annual shortfall in unconfirmed income of approximately £150,000. At this stage we are aiming to be back near breakeven by April 2025 at the latest

At year-end the charity had raised £336,760 against expenditure of £332,390 achieving a small surplus of £4,370. This however was only achieved after the implementation of a wide reaching and severe cost cutting programme which removed approximately £75,000 per year from our overall operating costs. Our underlying financial position remains constrained with annual deficits expected until breakeven is reached in 2025.

Along with a large proportion of our contingency reserves, this year's small surplus will be used to fund services whilst our fundraising activities are rebuilt.

RESERVES

It is the policy of the Trust that under normal circumstances, unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to approximately 6 months of recurrent operational expenditure (i.e. £181,000). The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Trust's activities while consideration is given to ways in which additional funds may be raised. Under normal circumstances a further reserve would be maintained to ensure that sufficient resources are available to properly maintain Trust fixed assets in the event of a significant drop in funding.

The Board of Trustees has however recognised that we are in exceptional times and that considerable resource needs to be committed towards mitigating against the impacts of the pandemic - in particular to ensure that the essential support and care we provide for so many across the region remains unaffected whilst we rebuild our support activities over the coming years.

Therefore, of the cash and bank reserves at year end (£284,789), £115,789 is committed towards mitigating the impacts of the coronavirus pandemic and £169,000 (equivalent to approximately 5 and 1/2 months recurrent expenditure) has been ring-fenced for operational provisions as referred to above.

As at the 30th April 2021, the Trust held no other uncommitted reserves or balances.

SERVICE USER & PUBLIC PARTICIPATION AND INVOLVEMENT (PPI)

The Trust is committed to involving users in the development of its policies and services. It has a core belief that user involvement and engagement is essential to providing services that best meet user needs. Users of Trust services play an active and leading role in the planning of service improvements and assisting in wider developments within the organisation.

Our independent Service User Group continues to play an active and often leading role across many important areas. In the last year this has included:

- Reviewing and signing off our annual evaluation report and 2020/21 Trust action plan.
- Helping to design the 2020/21 Annual Services Survey
- Supporting the development of extended support groups and activities
- Working with the team on a variety of fundraising events and activities
- Advising the Trust on how to respond to the Coronavirus pandemic

As well as our Service User Group, existing and former service users are actively engaged in a number of other important Trust forums, committees and initiatives including:

- Board of Trustees
- The National Lottery Community Fund Project Board
- Volunteer Committee
- Delivering Services

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

EVALUATION AND PRIORITIES

The aim of our annual services evaluation is to step back, reflect on the year, and learn from our experiences and the information obtained, to make our services more effective and efficient in the longer term. An annual evaluation report is published which:

- summarises the evaluation process
- highlights key findings
- and communicates the resulting action plan

The action plan will serve as a road map in the ongoing monitoring process for the year ahead, and a benchmark against which to evaluate our progress at the end of the year.

All stakeholders including staff, service users (including family members and carers), volunteers, local partners and the wider local community are actively involved in the monitoring and evaluation processes through a variety of forums, regular events and feedback mechanisms which include:

Service User Group
Annual Service User Survey
Focus group reviews
Annual Evaluation workshops
Feedback forms and case studies

The Evaluation Report and relating action plan is published at the end of each calendar year.

STRUCTURE, GOVERNANCE AND MANAGEMENT

TRUSTEES

The Trust currently has a total of 10 Trustees. All Trustees are mindful of their responsibilities regarding the appointment and training of new Trustees. Presently, the need for new Trustees is discussed amongst existing Trustees with, when a need is agreed, potential candidates being identified through existing networks or by external advertisement.

Shortlisted candidates are interviewed and the successful candidates undergo a comprehensive induction where they meet key members of the Trust and are introduced to all aspects of the Trust's work. Each new Trustee is provided with a summary of the responsibilities of a new Trustee.

The Board intends to recruit up to 3 further Trustees over the next financial year.

Risk Management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Approved by order of the board of trustees on 8th September 2021 and signed on its behalf by:

.....
Trustee MICHAEL J. LEAR
CHAIRMAN.

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE SARA LEE TRUST

Independent examiner's report to the trustees of The Sara Lee Trust
I report to the charity trustees on my examination of the accounts of The Sara Lee Trust (the Trust) for the year ended 30 April 2021.

Responsibilities and basis of report
As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ACCA which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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

R. Walsh

R Walsh FCCA
Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

Date: 22/11/21

THE SARA LEE TRUST

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2021

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	**110,972**	**49,402**	**160,374**	218,722
Other trading activities	3	**40,366**	**29,700**	**70,066**	101,521
Investment income	4	**62,970**	**-**	**62,970**	63,169
Other income		**43,350**	**-**	**43,350**	8,897
Total		**257,658**	**79,102**	**336,760**	392,309
EXPENDITURE ON					
Raising funds		**56,933**	**-**	**56,933**	62,437
Charitable activities	5				
General		**201,225**	**74,232**	**275,457**	314,926
Total		**258,158**	**74,232**	**332,390**	377,363
NET INCOME/(EXPENDITURE)		**(500)**	**4,870**	**4,370**	14,946
RECONCILIATION OF FUNDS					
Total funds brought forward		**1,394,564**	**64,296**	**1,458,860**	1,443,914
TOTAL FUNDS CARRIED FORWARD		**1,394,064**	**69,166**	**1,463,230**	1,458,860

The notes form part of these financial statements

THE SARA LEE TRUST

STATEMENT OF FINANCIAL POSITION
30 APRIL 2021

	Notes	2021	2020
		£	£
FIXED ASSETS			
Tangible assets	10	**6,895**	6,641
Investment property	11	**1,141,051**	1,141,051
		1,147,946	1,147,692
CURRENT ASSETS			
Debtors	12	**90,536**	101,938
Cash at bank and in hand		**284,789**	250,056
		375,325	351,994
CREDITORS			
Amounts falling due within one year	13	**(60,041)**	(40,826)
NET CURRENT ASSETS		**315,284**	311,168
TOTAL ASSETS LESS CURRENT LIABILITIES		**1,463,230**	1,458,860
NET ASSETS		**1,463,230**	1,458,860

The notes form part of these financial statements

continued...

STATEMENT OF FINANCIAL POSITION - continued
30 APRIL 2021

	Notes	2021	2020
FUNDS	15	£	£
Unrestricted funds:			
General fund		**178,163**	184,604
Contingency Fund - Operational Activities		**169,000**	162,500
Contingency Fund - Asset Maintenance		**25,000**	25,000
Designated Fund - Fixed Assets		**951,901**	952,460
Revaluation Reserve		**70,000**	70,000
		1,394,064	1,394,564
Restricted funds:			
Shop Donations		**1,000**	1,000
Bexhill therapy centre		**58,716**	58,716
Hastings Lions		**1,100**	1,100
Big Lottery Fund Grant		**8,350**	3,480
		69,166	64,296
TOTAL FUNDS		**1,463,230**	1,458,860

The financial statements were approved by the Board of Trustees and authorised for issue on ..... and were signed on its behalf by:

.....
Trustee

The notes form part of these financial statements

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 10% on cost
Fixtures and fittings	- 25% on cost

INVESTMENT PROPERTY

Investment property is shown at most recent valuation. Any aggregate surplus or deficit arising from changes in fair value is recognised in the Statement of Financial Activities.

TAXATION

The charity is exempt from tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between six and nine month's expenditure. The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

continued...

2. DONATIONS AND LEGACIES

	Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Donations	32,173	(2)	32,171	42,555
Gift aid	6,353	-	6,353	2,902
Legacies	5,257	-	5,257	25,554
Grants	66,364	49,404	115,768	125,150
Shop income	825	-	825	22,561
	110,972	49,402	160,374	218,722

Grants received, included in the above, are as follows:

	2021	2020
	£	£
Big Lottery Fund	49,404	66,008
Other Grants	66,364	59,142
	115,768	125,150

3. OTHER TRADING ACTIVITIES

	Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Fundraising events	10,282	-	10,282	46,055
Charitable trust income	30,084	29,700	59,784	55,466
	40,366	29,700	70,066	101,521

continued...

4. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
Rents received	62,085	-	62,085	62,142
Interest receivable	885	-	885	1,027
	62,970	-	62,970	63,169

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs £	Support costs (see note 6) £	Totals £
General	270,586	4,871	275,457

6. SUPPORT COSTS

	Governance costs £
General	4,871

Governance costs includes £1,400 (2020: £1,200) for the Independent examiners fee.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2021 nor for the year ended 30 April 2020.
The trustee D Hargreaves is a partner in Acuity Professional Partnership LLP who provide accountancy services to The Sara Lee Trust at a significantly discounted cost. A provision of £2,750 has been included within the accounts.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 30 April 2021 nor for the year ended 30 April 2020.

KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

No employees received total employee benefits (excluding pension contributions) of more than £60,000.

	2021	2020
Salaries	227,565	214,035
Key Management Personnel	37,488	32,445
Employer Pension	4,154	5,075
Social security and other tax	12,904	16,041
	282,111	267,596

continued...

8. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2021	2020
Support staff	2	2
Fundraising staff	5	5
Therapy staff	11	12
	18	19

No employees received emoluments in excess of £60,000.

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	152,716	66,006	218,722
Other trading activities	84,521	17,000	101,521
Investment income	63,169	-	63,169
Other income	8,897	-	8,897
Total	309,303	83,006	392,309
EXPENDITURE ON			
Raising funds	62,437	-	62,437
Charitable activities			
General	227,300	87,626	314,926
Total	289,737	87,626	377,363
NET INCOME/(EXPENDITURE)	19,566	(4,620)	14,946
RECONCILIATION OF FUNDS			
Total funds brought forward	1,374,998	68,916	1,443,914
TOTAL FUNDS CARRIED FORWARD	1,394,564	64,296	1,458,860

continued...

10. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
Cost			
At 1 May 2020	32,587	8,641	41,228
Additions	1,281	-	1,281
At 30 April 2021	33,868	8,641	42,509
Depreciation			
At 1 May 2020	26,019	8,568	34,587
Charge for year	954	73	1,027
At 30 April 2021	26,973	8,641	35,614
Net book value			
At 30 April 2021	6,895	-	6,895
At 30 April 2020	6,568	73	6,641

11. INVESTMENT PROPERTY

	£
Fair value	
At 1 May 2020 and 30 April 2021	1,141,051
Net book value	
At 30 April 2021	1,141,051
At 30 April 2020	1,141,051

The value of the property was considered by the Trustees at year end and found to be reasonable.

A revaluation of the investment property at Silverhill was assessed by the trustees during the year 2017.

continued...

12. DEBTORS

	2021	2020
	£	£
Amounts falling due within one year:		
Prepayments and accrued income	5,353	17,200
Amounts falling due after more than one year:		
Other debtors	85,183	84,738
Aggregate amounts	90,536	101,938

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Taxation and social security	748	8,261
Other creditors	59,293	32,565
	60,041	40,826

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Fixed assets	4,205	2,690	6,895	6,641
Investments	1,081,335	59,716	1,141,051	1,141,051
Current assets	347,433	27,892	375,325	351,994
Current liabilities	(38,909)	(21,132)	(60,041)	(40,826)
	1,394,064	69,166	1,463,230	1,458,860

continued...

15. MOVEMENT IN FUNDS

	At 1.5.20 £	Net movement in funds £	Transfers between funds £	At 30.4.21 £
Unrestricted funds				
General fund	184,604	59	(6,500)	178,163
Contingency Fund - Operational Activities	162,500	-	6,500	169,000
Contingency Fund - Asset Maintenance	25,000	-	-	25,000
Designated Fund - Fixed Assets	952,460	(559)	-	951,901
Revaluation Reserve	70,000	-	-	70,000
	1,394,564	(500)	-	1,394,064
Restricted funds				
Shop Donations	1,000	-	-	1,000
Bexhill therapy centre	58,716	-	-	58,716
Hastings Lions	1,100	-	-	1,100
Big Lottery Fund Grant	3,480	4,870	-	8,350
	64,296	4,870	-	69,166
TOTAL FUNDS	1,458,860	4,370	-	1,463,230

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	257,658	(257,599)	59
Designated Fund - Fixed Assets	-	(559)	(559)
	257,658	(258,158)	(500)
Restricted funds			
Ernest Kleinwort	5,000	(5,000)	-
Sussex Community Foundation	2,083	(2,083)	-
Foreshore	200	(200)	-
The Pink Ribbon Foundation	2,000	(2,000)	-
Big Lottery Fund Grant	49,402	(44,532)	4,870
Tesco Bags of Help	500	(500)	-
MIND	11,250	(11,250)	-
Independent Age	8,667	(8,667)	-
	79,102	(74,232)	4,870
TOTAL FUNDS	336,760	(332,390)	4,370

continued...

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.19 £	Net movement in funds £	At 30.4.20 £
Unrestricted funds			
General fund	163,688	20,916	184,604
Contingency Fund - Operational Activities	162,500	-	162,500
Contingency Fund - Asset Maintenance	25,000	-	25,000
Designated Fund - Fixed Assets	953,810	(1,350)	952,460
Revaluation Reserve	70,000	-	70,000
	1,374,998	19,566	1,394,564
Restricted funds			
Shop Donations	1,000	-	1,000
Bexhill therapy centre	58,716	-	58,716
Hastings Lions	1,100	-	1,100
Big Lottery Fund Grant	2,100	1,380	3,480
The Sobell Foundation	6,000	(6,000)	-
	68,916	(4,620)	64,296
TOTAL FUNDS	1,443,914	14,946	1,458,860

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	309,303	(288,387)	20,916
Designated Fund - Fixed Assets	-	(1,350)	(1,350)
	309,303	(289,737)	19,566
Restricted funds			
Sussex Community Foundation	10,000	(10,000)	-
Foreshore	2,000	(2,000)	-
Chalk Cliff Trust	5,000	(5,000)	-
Big Lottery Fund Grant	66,006	(64,626)	1,380
The Sobell Foundation	-	(6,000)	(6,000)
	83,006	(87,626)	(4,620)
TOTAL FUNDS	392,309	(377,363)	14,946

continued...

16. RELATED PARTY DISCLOSURES

A total donation of nil (2020 : £22,561) was received during the year from Sara Lee Trading Limited, this company operates 6 shops on behalf of the charity.

THE SARA LEE TRUST

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2021

	2021 £	2020 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	**32,171**	42,555
Gift aid	**6,353**	2,902
Legacies	**5,257**	25,554
Grants	**115,768**	125,150
Shop income	**825**	22,561
	160,374	218,722
Other trading activities		
Fundraising events	**10,282**	46,055
Charitable trust income	**59,784**	55,466
	70,066	101,521
Investment income		
Rents received	**62,085**	62,142
Interest receivable	**885**	1,027
	62,970	63,169
Other income		
Government grants	**43,350**	8,897
Total incoming resources	**336,760**	392,309
EXPENDITURE		
Other trading activities		
Fundraising events	**5,934**	11,819
Wages	**50,999**	50,618
	56,933	62,437
Charitable activities		
Wages	**102,853**	85,936
Insurance	**3,622**	3,573
Carried forward	**106,475**	89,509

THE SARA LEE TRUST

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2021

	2021	2020
	£	£
Charitable activities		
Brought forward	**106,475**	89,509
Postage and stationery	**1,788**	2,655
Sundries	**-**	186
Therapist fees	**141,505**	169,414
Aromatherapy & housekeeping	**178**	2,578
Sanctuary days	**90**	3,225
Staff training	**4,029**	17,822
Travelling expenses	**265**	10,021
Sundry service costs	**8,392**	8,583
Premises costs	**6,671**	6,318
Plant and machinery depreciation	**954**	825
Fixtures and fittings depreciation	**73**	787
Bank charges	**166**	60
	270,586	311,983
Support costs		
Information technology		
Computer running costs	**-**	873
Governance costs		
Accountancy	**3,644**	870
Independent examiners fee	**1,200**	1,200
Legal fees	**27**	-
	4,871	2,070
Total resources expended	**332,390**	377,363
Net income	**4,370**	14,946

This page does not form part of the statutory financial statements