

# Child Bereavement UK

England & Wales · Charity number 1061359

## Details

---

Other names	WINSTON'S WISH (A GRIEF SUPPORT PROGRAMME FOR CHILDREN)
Status	Registered
Legal form	Charitable company
Company number	03329289
Registered	1997-03-18
Register	<a href="#">View on the Charity Commission register</a>

## Contact

---

Address	Regus 31-33 Worcester Street Gloucester GL1 3AJ
Phone	01242515157
Email	<a href="mailto:enquiries@childbereavementuk.org">enquiries@childbereavementuk.org</a>
Website	<a href="http://www.childbereavementuk.org">www.childbereavementuk.org</a>

## Activities

---

**Objects:** To relieve the distress of any persons suffering from bereavement and its effects. To advance the education of the public and in particular professionals and families in bereavement and the effects thereof. The promotion of research into the causes and prevention of shock or depression arising from bereavement and the disseminations of the results thereof.

**Activities:** To support children and young people who have been bereaved of someone close to them.

## Classification

---

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People

## Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£2,739,102	£2,701,557	£1,425,598	50
2024-03-31	£2,528,445	£2,646,555	£1,375,730	49
2023-03-31	£2,187,539	£2,672,271	£1,465,193	47
2022-03-31	£2,617,174	£2,067,447	£1,992,179	42
2021-03-31	£1,837,759	£1,815,135	£1,433,851	47

## Trustees

Name	Role	Appointed
<b>Elizabeth Anne Gratton</b>	Chair	2022-05-27
Alexander Fitzgibbons		2026-02-16
Deborah Eaton		2026-02-16
Huxley Edward Farrell Knox-Macaulay		2022-05-27
Lucy Janna Clements		2024-11-06
Neil Robert Musgrove		2022-05-27
Peter West		2026-02-16
Rosamund Shafran		2025-05-07
Shahreen Jivraj-Virani		2026-02-16
Therese Mayhew		2026-02-16
Tim Manasseh		2026-02-16
Umairah Malik		2025-05-07

**Child Bereavement UK**

England & Wales - Charity number 1061359

---

# Accounts

---

**Registered number: 03329289 (England and Wales)**  
**Charity numbers: 1061359 (England and Wales) & SC041140 (Scotland)**

## **WINSTON'S WISH**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2025**

---

**WINSTON'S WISH**

---

**CONTENTS**

---

	Page
<b>Reference and administrative details of the Charity, its Trustees and advisers</b>	1
<b>Chair's statement</b>	2 - 3
<b>Trustees' report</b>	4 - 10
<b>Independent auditor's report on the financial statements</b>	11 - 14
<b>Statement of financial activities</b>	15
<b>Balance sheet</b>	16
<b>Statement of cash flows</b>	17
<b>Notes to the financial statements</b>	18 - 35

---

**WINSTON'S WISH**

---

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS  
FOR THE YEAR ENDED 31 MARCH 2025**

---

<b>Patrons</b>	Julie Stokes OBE MSc (Founder) Baroness Rennie Fritchie Randolph Churchill Barbara Want (Vice Patron) Emily Eavis and Nick Dewey
<b>Honorary President</b>	The Duchess Of Richmond and Gordon
<b>Trustees</b>	Elizabeth Gratton, Chair of Trustees Paul Gathercole (resigned 06 November 2024) Eleanor Turner (resigned 06 November 2024) Grace Horton Huxley Knox-Macaulay Neil Musgrove Zoe Jones Jane McCarthy (resigned 07 February 2024) Kirsty Raper (resigned 17 October 2023) Timothy Ramskill (appointed 06 November 2024) Robert Harper (appointed 06 November 2024) Lucy Clements (appointed 06 November 2024) Umairah Malik (appointed 07 May 2025) Rosamund Shafran (appointed 07 May 2025)
<b>Company registered number</b>	03329289 (England and Wales)
<b>Charity registered numbers</b>	1061359 (England and Wales) and SC041140 (Scotland)
<b>Registered office</b>	Regus Conway House 31 Worcester Street Gloucester GL1 3AJ
<b>Chief Executive Officer</b>	Fergus Crow
<b>Independent auditor</b>	Hazlewoods Staverton Court Staverton Cheltenham Gloucestershire GL51 0UX
<b>Bankers</b>	Barclays Bank plc Gloucester Docks Gloucester GL1 2DH

---

## WINSTON'S WISH

---

### CHAIR'S STATEMENT FOR THE YEAR ENDED 31 MARCH 2025

---

#### **Welcome from our Chair of Trustees, Liz Gratton**

I always enjoy writing the introduction to our annual accounts; it's a moment to reflect on our achievements over the past year, marking both the conclusion of our 3-year "Break the Script" strategy and the launch of "Turn Up the Dial."

This year, I had the pleasure of reconnecting with Julie Stokes, the founder of Winston's Wish. Hearing her recollections of her original 35-year-old vision — a pioneering approach to bereavement support, especially for grieving children — reminded me why this work is so fundamental to our mission. Julie's vision and determination remain at the core of our identity and guide everything we do.

Three years ago, we had an ambition to break the script for how support for grieving children and young people was provided. And at the heart of this was how we place the voices of those children and young people at the centre of everything we do. We are incredibly committed to designing services that meet their ever-changing needs based on what they tell us works best for them. As a result, we have embraced the use of digital technologies and we are available on demand, providing instant support without lengthy wait times. We are available to children and young people directly, should they wish, with no need for an introduction or referral from a parent or professional.

We provide 1:1 support, and where needed, we connect groups of bereaved children, young people and parents with one another. On top of that, we have an unrivalled wealth of grief content, mixing both professional advice and real-life experiences from bereaved young people themselves. All of this is re-defining the world of bereavement support for children and young people, and I am proud that we are at the forefront. We are delivering support in a way that a whole generation of young people want, need and expect it to be delivered. This generation has grown up with technology; they live on social media, chat on apps, and learn through video, and they naturally prefer to access support in the familiar spaces of their devices.

In my conversation with Julie, she mentioned her dream of having a Winston's Wish team in every county, perhaps even every village. In reflecting on her vision, we have realised that today's technology allows us to go even further: Winston's Wish is now available virtually in every home and every pocket. This digital capability has transformed us into a truly national charity. Physical distance is no longer a barrier to receiving our support.

This past year has laid a strong foundation for our future. We reached more young people than ever before — up 16% from the previous year — and raised enough money to cover all our costs, a significant achievement in today's challenging environment.

As we look ahead, we are taking a significant step to extend our reach and deepen our impact by announcing the planned merger of Child Bereavement UK and Winston's Wish. This union will bring together our vital bereavement services, training, and expertise to better support grieving children, young people (up to 25), parents, and families across the UK. More than a joining of resources, this is a shared commitment to ensure no bereaved child or family faces grief alone. The merged organisation will operate under the name Child Bereavement UK, with Fergus Crow, our CEO of Winston's Wish, leading as CEO. We look forward to sharing our next report as one unified organisation working hard to ensure no child, young person or family has to face grief alone. This refreshed mission and our ongoing commitment promise an exciting next chapter in our journey to support and uplift grieving children and young people across the nation.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CHAIR'S STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

---

I am deeply grateful for our brilliant team, led by CEO Fergus Crow, and the dedicated Trustees whose commitment and professionalism are truly inspirational. My sincere thanks go to everyone at Winston's Wish — our team, our board, our supporters, and most importantly, the children and young people who inspire us each day.



.....  
Liz Gratton, Chair of Trustees

Date: 6/8/2025

---

## WINSTON'S WISH

---

### TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

---

The Trustees of Winston's Wish have pleasure in presenting their report and financial statements for the year ended 31 March 2025.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

#### **Winston's Wish: A Year of Transformative Impact**

2024 was a year of growth, impact, and transformation at Winston's Wish.

We reached and impacted the lives of 95,744 bereaved children and young people through our direct and guided bereavement services — a remarkable 16.6% increase from the previous year.

Among those who engaged in one-to-one support, 76.5% experienced a measurable reduction in grief-related vulnerability in accordance with the Children's Attitude toward Grief scale (CAG), a psychological assessment tool which measures how children perceive and cope with grief and loss. It aims to assess children's emotional, cognitive, and behavioural responses to experiencing the death of a loved one or other significant losses. This is a powerful testament to the dedication and expertise of our teams and the evidence-based approaches we continue to champion.

#### **Expanding Access and Evolving Services**

A key highlight of the year was the launch of a new online group support model. Drop-in style sessions were replaced with five-week closed groups, based on age or type of bereavement, and timed to suit the young people's routines. This made the groups feel more consistent and supportive. We introduced age-appropriate sessions, like "Story and Play" for under 7s, and offered themed groups where needed. By the end of the year, 21 groups had run, with over 120 children and young people taking part.

We also expanded our psychoeducational grief content, diversifying our resources to include tailored support for ethnically diverse communities and young people with special educational needs (SEND). This content reached 1,145,495 digital users, split between 610,668 bereaved children and young people, and 488,650 parents, carers, and professionals. Talk Grief, our dedicated website for 13-25-year-olds, further amplified our reach with 46,177 users engaging in content designed by and for young people.

We launched the Genesys project, integrating the channels that bereaved children, young people and supporting adults use to reach out to Winston's Wish into one seamless communications and reporting system. Now, every interaction is automatically linked to the young person's record, enabling our bereavement teams to understand their journey before a single word is exchanged.

#### **Building a Wider, Supportive Community**

We continued to celebrate our growing community of lived-experience advocates, expanding our Youth Ambassador programme to 104 young people, with a new Junior Youth team for under-12s. Their voices and experiences have been integral in shaping services that truly resonate with the bereaved children and young people they aim to support.

Our Community Ambassadors continued to deliver impactful talks across the country, and we inspired hundreds of fundraisers, including 280 individuals who ran or took on personal challenges, and 468 local organisers who hosted events.

A standout moment came from the Good Morning Britain One Million Minutes campaign, which recruited 300 new volunteers — significantly boosting our fundraising and awareness-raising efforts.

---

## WINSTON'S WISH

---

### TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

---

#### **Strategic Partnerships and National Advocacy**

We formed pioneering partnerships with organisations including Maggie's Cancer Care, delivering grief training and introductory sessions to families, and Olive Academies, where we supported students in alternative educational settings with grief resources and staff training. We also agreed to continue our Full Circle Partnership with WAY Widowed and Young for a second year ensuring the whole family is able to access timely and appropriate support.

We also played a pivotal role in Children's Grief Awareness Week, contributing to a campaign that resulted in a 54% increase in the number of bereaved children and young people we reached during the week — a total of 6,211 individuals supported through services and training.

Through collaboration with At A Loss, we helped establish the All Party Parliamentary Group (APPG) on Grief Support and the Impact of Death on Society, ensuring the needs of grieving children are represented at a national policy level.

#### **Leading Cultural Conversations**

Our communications and creative campaigns were widely celebrated this year with our film, "Grief Looks Like This Too", which showcases real young people's grieving journeys, winning the Mental Health category at the Big Syn International Film Festival 2024 — seen by over 50 million people in 120 countries.

We also addressed a unique gap in the market by collaborating with the Greeting Card Association to develop sympathy card guidelines for children and young people. These guidelines have already been adopted by major retailers including Moonpig, The Card Factory, and Raspberry Blossom.

Additionally, we launched our SEND Rapid Response training package with specialist Sarah Helton- also known as 'Back Pocket Teacher' to support grieving children with SEND in educational settings. We also began offering Spotlight Sessions — accessible, short-form grief trainings tailored for professionals. In total we delivered training to 3637 professionals of which 545 sessions focused on supporting bereaved young people with SEND.

#### **Boosting Engagement and Digital Growth**

We saw substantial growth in our digital presence, reflecting our dedication to meeting children and young people where they are. TikTok followers grew by 38% and YouTube subscribers by 25%, while the Grief in Common podcast, hosted by Youth Ambassadors, saw a 70% increase in listeners.

Volunteering also flourished, with over 200 volunteers offering their time and support, including a new cohort of 'on-demand volunteers' who assist us in providing direct bereavement support to children, young people and supporting adults accessing our helpline, live chat, and email services.

The Winston's Wish brand made headlines throughout the year, reaching over 400 million people through features and expert commentary in BBC News, ITV, Cosmopolitan, The Independent, Huffington Post, and many more. This media visibility helped reaffirm our status not only as a service provider but as a national voice for bereaved children and young people.

---

## WINSTON'S WISH

---

### TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

---

#### Inspiring Role Models and Collaborations

We welcomed Alfie Watts, winner of BBC's Race Across the World 2024, as an official Ambassador, bravely sharing his own story of losing his mother and using his platform to promote open conversations about grief. He even released a charity single with proceeds donated to Winston's Wish.

We collaborated with social media influencers using their growing platforms to highlight their experiences of grief including hosts Aime and Alicia from the "If We Don't Laugh, We'll Cry" podcast, Ashley who creates TikTok content on her channel 'Black & Bereaved' and Instagrammer Frankie from "Lost & Found with Frankie". These collaborations helped us to reach new audiences both organically and authentically.

A collaboration with Marie Curie also led to more inclusive bereavement content for children and young people experiencing anticipatory grief, extending the charity's influence in hospice and palliative care settings.

#### Financial Growth and Sustainability

We successfully raised £2.7 million to deliver our essential bereavement services.

A significant £720,000 came from trusts and foundations, funding crucial new projects like on-demand services and creative therapies. We saw £194,000 pledged through gifts in wills, and our Christmas Appeal raised £43,000, a 35% increase from the previous year. Our community of regular monthly givers also grew by 13%, providing consistent and vital financial support.

With financial support from the MetLife Foundation, we launched the Genesys Project which has enabled us to integrate our various communication channels provide a much improved and seamless, experience for those accessing our digital services.

Importantly, we ended the financial year with our goal of maintaining six months of reserves, offering stability needed to plan for the future.

#### Looking Ahead

As we look ahead, our strategy to ensure no child or young person grieves alone will focus on five interconnected priorities:

1. **Digital-First:** We're harnessing digital innovation to transform experiences, improve services through data insights, build secure and adaptable platforms, strengthen connections, and uphold integrity in every digital decision.
2. **Centring Children and Young People:** We are committed to placing the voices, needs, and lived experiences of children and young people at the core of every service, decision, and message, ensuring they are seen, heard, and empowered.
3. **Championing Equity, Diversity and Inclusion:** As a learning, anti-racist organisation, we're taking action to embed fairness and representation across everything we do.
4. **Building a Sustainable Organisation:** Sustainability means integrity and resilience. We're strengthening income generation, ethical fundraising, governance, and risk management to ensure we're here for every young person, both now and in the future.
5. **Growing Impact through Collaboration:** We'll deepen our reach through partnerships across sectors, with a renewed focus on schools. Together, we can create empowered communities equipped to support grieving children everywhere.

---

**WINSTON'S WISH**

---

**TRUSTEES' REPORT (CONTINUED)  
FOR THE YEAR ENDED 31 MARCH 2025**

---

**FINANCIAL RESULTS**

During the year we recorded an overall net increase in our funds of £49,868 (2024: decrease of £89,463).

£59,071 was released from restricted reserves (2024: £184,277) – income of £598,979 against expenditure of £658,050 from those funds. As in previous years, we receive restricted income in advance, and this will be spent during the next financial year.

The balance of £108,939 was added to unrestricted reserves (2024: £94,814).

The total funds held in reserve at the end of the year are £1,425,598, of which £1,277,082 are unrestricted general funds, £Nil are designated funds and £148,516 are restricted funds (2024: £1,375,730, of which £1,168,143 were unrestricted general funds, £Nil were designated funds and £207,587 were restricted).

We consider that our unrestricted reserves equate to 6 months' unrestricted fund expenditure. The Trustees believe this is supportive of the Charity's future plans while also remaining prudent in the current economic climate.

Our investments generated income of £14,188 (2024: £14,038), and there were gains on investments of £12,323 (2024: £28,647).

**Public benefit**

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Winston's Wish supports bereaved children and young people across the UK up to the age of 25.

The Trustees have referred to Public Benefit guidance when reviewing our strategic aims and in planning the future activities of the Charity. The benefits that Winston's Wish brings to children and young people are delivered through a wide range of activities; from helpline and website support, through to individual or group work delivered by trained staff. At all times we are guided by what is most timely and helpful to the children and young people we see. Our support services are free of charge to all those who need them.

**Constitution**

Winston's Wish is both a registered Charity and a company limited by guarantee. It was established in 1992, initially by trust deed and was incorporated as a limited company on 7th March 1997. It is governed by its Memorandum of Association, last updated 24 October 2020. Its company number is 03329289, charity number is 1061359, Scottish charity number SC041140.

**Governance and management**

The Articles of Association require that there are at least three Trustees. New Trustees are nominated by the Board of Trustees and appointed where they have the necessary skills to contribute to the Charity's development. A Trustee shall hold office for three years from the date of their appointment, at the end of which they shall retire and be eligible for re-appointment for one only further term of three years. The Board of Trustees meets quarterly and in addition holds a whole day meeting to review and develop the strategy of the Charity. Each new Trustee is given appropriate induction and training relevant to their responsibility.

---

## WINSTON'S WISH

---

### TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

---

#### **Fundraising**

Winston's Wish is registered with the Fundraising Regulator and is compliant with the standards set by the Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors' and supporters' confidence in our fundraising practices. In addition to this, Winston's Wish is an organisational member of the Chartered Institute of Fundraising.

All fundraising activities are organised directly by the staff at Winston's Wish, or a community-based fundraiser who is monitored by a staff member as an account manager. We do not currently have any third-party professional fundraisers or other commercial participators working on our behalf to raise funds on our behalf. We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy.

During the year ended 31 March 2025 Winston's Wish received no complaints (2024: no complaints) relating to its fundraising activities.

#### **Pay policy for key management personnel**

The Trustees consider the Board of Trustees and the senior management team comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give their time freely and no Trustee received remuneration in the year. Details of Trustees' expenses and related party transactions are disclosed in note 13 to the financial statements. The pay of the chief executive officer and senior staff is reviewed annually based on performance and normally increased in accordance with average earnings. The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

#### **Staff and volunteers**

Throughout the year Winston's Wish employed an average of 50 full and part time staff (2024 – 49 full and part time) and had over 400 volunteers supporting the children and young people through clinical support, fund-raising, profile raising and office administration. In addition, 103 young people aged from 18 – 25 make up our Youth Team programme; all are bereaved themselves and some have received support by Winston's Wish. All our supporters are vital to the work of the Charity, and they have contributed enormously to the success of the organisation and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff and volunteers.

#### **Reserves Policy**

While the Charity has a broad range of income generating activities to support its charitable activities, Winston's Wish is heavily reliant on voluntary donations. The majority of this income must be newly generated each year and the Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy.

Given the nature of Winston's Wish services and our ongoing commitment to deliver more services to more families across the UK, the Trustees have established a reserves policy that covers two fundamental priorities: That reserves should be sufficient to underpin the commitment to the continued growth and development of our services and sufficient to cover any significant or sudden fluctuations in income or expenditure so as to help avoid any undue disruption to service levels or other key functions.

To that end the target is to hold unrestricted reserves at a level that equates to at least 4-6 months of unrestricted fund expenditure. The level of unrestricted reserves at 31 March 2025 is equivalent to 6 months unrestricted expenditure which Trustees believe is appropriate given the uncertain economic climate, the impact that this may have on philanthropy in the coming years and the Charity's strategy for growth in delivery and increased digitisation.

---

## WINSTON'S WISH

---

### TRUSTEES' REPORT (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

---

For further details of all designated funds please refer to note 20.

The Trustees are pleased to report that the Charity has a robust balance sheet which will be used to continue to provide services to families across the UK.

#### **Investment Policy**

The Trustees are committed to maintaining the Charity's available reserves at a level that provides a reliable income stream to support its operations, while also ensuring that the capital maintains its value against inflation and instruct LGT Wealth Management UK LLP to manage the Charity's investments due on a full discretionary basis with a balanced approach between income generation, capital growth and risk.

#### **Risk Management**

The major risks to which the charity is exposed are regarding safeguarding of the children in their care and the income levels required to maintain the service.

There are stringent measures in place to ensure the safety of children and young people, from specialist recruitment techniques and processes, mandatory training and clear processes for staff to follow and a strong culture of safeguarding across the organisation which includes named safeguarding leads at all levels of the organisation, including on the Board, and a clear process for escalating any significant concerns.

Income challenges are considered frequently, particularly with the contextual economic uncertainties present in the last few years. Winston's Wish income is spread over multiple activities, meaning there is minimal liability on any one particular income stream and down turns are quickly noted and actions are taken to remedy where appropriate.

The Trustees are satisfied that systems are in place to manage exposure to the major risks and that the Charity acts as appropriate to reduce the overall level of risk.

#### **Future plans**

As we look to the future, we are excited to share a bold and inspiring development that will shape the next chapter of our work: the planned merger of Child Bereavement UK and Winston's Wish.

Both charities share a deep commitment to ensuring that no bereaved child, young person (up to age 25), parent or family has to face grief alone. By coming together, we are combining our expertise, resources, and decades of experience to create a stronger, more impactful organisation, one that will be able to reach more grieving families across the UK with compassionate support, training, and guidance.

Throughout the remainder of this reporting period and beyond, our teams will be working closely together to ensure a thoughtful and seamless merger process. Every step will be taken with care to honour the values and voices of those we serve. We are preparing to launch as a single, unified organisation under the name Child Bereavement UK in Spring 2026.

This is more than an operational change; it's a powerful expression of our shared purpose. By uniting, we are not just pooling resources; we are amplifying hope.

With Fergus Crow, current CEO of Winston's Wish, stepping into the role of CEO of the combined organisation, we are confident in a future that builds on the strengths of both charities while embracing the opportunities ahead.

Together, we are determined to ensure that every bereaved child and family in the UK has access to the support they need, not just today, but for generations to come.

---

**WINSTON'S WISH**

---

**TRUSTEES' REPORT (CONTINUED)  
FOR THE YEAR ENDED 31 MARCH 2025**

---

**Responsibilities of the Trustees**

The Trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Charity and of the surplus or deficit of the Charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the financial statements comply with Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

1. there is no relevant audit information of which the Charity's auditors are unaware; and
2. the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

**Auditors**

Hazlewoods has been reappointed as auditors for year ending 31 March 2025 and they have confirmed their willingness to continue in office.

Approved by order of the members of the Board of Trustees on .....<sup>6/8/2025</sup>.....and signed on their behalf by:

  
.....

**Liz Gratton, Chair of Trustees**

---

**WINSTON'S WISH**

---

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH**

---

**Opinion**

We have audited the financial statements of Winston's Wish (the 'Charitable Company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice) and the Charities SORP (FRS102).

In our opinion the financial statements:

- give a true and fair view of the state of the Charitable Company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities SORP (FRS102).

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the 'Auditor's responsibilities for the audit of the financial statements' section of our report. We are independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charitable Company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

**Other information**

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

---

**WINSTON'S WISH**

---

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report, which includes the strategic report, has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

**Responsibilities of trustees**

As explained more fully in the Trustees' Responsibilities statement the Trustees (who are also the Directors of the Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

---

**WINSTON'S WISH**

---

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

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

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

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Charitable Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Charitable Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Charitable Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

---

**WINSTON'S WISH**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

**Use of our report**

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the Charitable Company's Trustees, as a body, in accordance with Regulation 10 of the Charity Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company, the Charitable Company's members as a body and the Charitable Company's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

*Scott Lawrence* .....

**Scott Lawrence FCA (Senior Statutory Auditor)**

for and on behalf of

**Hazlewoods LLP**

Chartered Accountants and Statutory Auditors

Staverton Court

Staverton

Cheltenham

Gloucestershire

GL51 0UX

Date: 6/8/2025 .....

---

**WINSTON'S WISH**


---



---

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2025**


---

	Note	Unrestricted funds 2025 £	Restricted funds 2025 £	Total funds 2025 £	Total funds 2024 £
<b>Income from:</b>					
Donations and legacies	4	1,912,808	598,979	2,511,787	2,289,513
Charitable activities	5	213,127	-	213,127	224,894
Investments	6	14,188	-	14,188	14,038
<b>Total income</b>		<u>2,140,123</u>	<u>598,979</u>	<u>2,739,102</u>	<u>2,528,445</u>
<b>Expenditure on:</b>					
Raising funds	7	743,151	-	743,151	689,358
Charitable activities	8, 9	1,300,356	658,050	1,958,406	1,957,197
<b>Total expenditure</b>		<u>2,043,507</u>	<u>658,050</u>	<u>2,701,557</u>	<u>2,646,555</u>
<b>Net income/(deficit) before net gains on investments</b>		96,616	(59,071)	37,545	(118,110)
Net gains on investments	16	12,323	-	12,323	28,647
<b>Net movement in funds</b>		<u>108,939</u>	<u>(59,071)</u>	<u>49,868</u>	<u>(89,463)</u>
<b>Reconciliation of funds:</b>					
Total funds brought forward	20, 21	1,168,143	207,587	1,375,730	1,465,193
Net movement in funds		<u>108,939</u>	<u>(59,071)</u>	<u>49,868</u>	<u>(89,463)</u>
<b>Total funds carried forward</b>		<u><u>1,277,082</u></u>	<u><u>148,516</u></u>	<u><u>1,425,598</u></u>	<u><u>1,375,730</u></u>

The notes on pages 18 to 35 form part of these financial statements.

---

**WINSTON'S WISH**
**REGISTERED NUMBER: 03329289 (England and Wales)**


---

**BALANCE SHEET  
AS AT 31 MARCH 2025**


---

		<b>2025</b>	2024
<b>Fixed assets</b>	<b>Note</b>	<b>£</b>	<b>£</b>
Intangible assets	14	59,043	-
Tangible assets	15	37,566	41,249
Investments	16	592,002	582,060
<b>Total fixed assets</b>		<u>688,611</u>	<u>623,309</u>
 <b>Current assets</b>			
Stock		45,599	54,153
Debtors	17	94,947	111,555
Cash in hand	23	896,088	809,199
<b>Total current assets</b>		<u>1,036,634</u>	<u>974,907</u>
 <b>Creditors: amounts falling due within one year</b>	18	 (299,647)	 (222,486)
Net current assets	16	<u>736,987</u>	<u>752,421</u>
<b>Total net assets</b>		<u>1,425,598</u>	<u>1,375,730</u>
 <b>Charity funds</b>			
Restricted funds	20, 21	148,516	207,587
Unrestricted funds	20, 21	<u>1,277,082</u>	<u>1,168,143</u>
<b>Total funds</b>	20, 21	<u>1,425,598</u>	<u>1,375,730</u>

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

The financial statements were approved and authorised for issue by the Trustees on 6/8/2025 and signed on their behalf by:

  
.....  
**Liz Gratton**

**Chair of Trustees**

The notes on pages 18 to 35 form part of these financial statements.

---

**WINSTON'S WISH**


---

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

		<b>2025</b>	2024
	<b>Note</b>	<b>£</b>	<b>£</b>
<b>Cash flows from operating activities</b>			
Net cash provided by operating activities	22	159,160	(158,594)
<b>Cash flows from investing activities</b>			
Dividends and interest from investments		14,188	14,038
Purchase of intangible fixed assets		(65,603)	-
Purchase of tangible fixed assets		(18,221)	(10,571)
Purchase of investments		(2,635)	(5,675)
		<u>(72,271)</u>	<u>(2,208)</u>
<b>Net cash used in investing activities</b>		<u>86,889</u>	<u>(160,802)</u>
<b>Change in cash and cash equivalents in the year</b>		86,889	(160,802)
Cash and cash equivalents at the beginning of the year		809,199	970,001
<b>Cash and cash equivalents at the end of the year</b>	23	<u><u>896,088</u></u>	<u><u>809,199</u></u>

The notes on pages 18 to 35 form part of these financial statements.

---

**WINSTON'S WISH**

---

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**

---

**1. General information**

Winston's Wish is a company limited by guarantee (number: 03329289 England and Wales) and a registered charity in England and Wales and Scotland (numbers: 1061359 and SC041140). Its registered office address is Regus, 31 Worcester Street, Gloucester, England, GL1 3AJ.

**2. Accounting policies****2.1 Basis of preparation of financial statements**

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

Winston's Wish meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

**2.2 Going concern**

The Trustees assess whether the use of going concern is appropriate, i.e., whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of one year from the date of approval of the financial statements. On review, which includes a review of the impact of global conflict, the cost of living crisis in the UK, and economic uncertainty on future income streams and events, cash currently held, cash flow projections, the pipeline of income, income secured to date, the fixed and variable costs the charity has, along with the actions the charity could take to reduce expenditure, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

**2.3 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

---

**WINSTON'S WISH**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**

---

**2. Accounting policies (continued)****2.3 Income (continued)**

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income from training activities is recognised when the training takes place.

**2.4 Expenditure**

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs and the cost of raising funds. Office running costs have been apportioned across these two headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable amount of VAT is included within the item of expense to which it relates. Depreciation and amortisation are allocated to expenditure headings on the basis of the use of the assets concerned.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

**2.5 Government grants**

Grants from government bodies are received for specific projects/costs and are recognised in accordance with their individual terms and conditions. Income is recognised when the Charity has entitlement to the funds which is when any performance conditions attached are met, it is probable that the income will be received, and the amount can be reliably measured. Grant income will be deferred if received in advance of meeting performance conditions or if the funder specifically states that the income may be spent in a future accounting period.

**2.6 Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

**2.7 Taxation**

The Charity is exempt from taxation on its income applied exclusively to charitable purposes.

**2.8 Fixed assets, depreciation and amortisation**

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the Balance Sheet at cost less depreciation / amortisation, or in respect of donated assets, at estimated value at the date of donation less depreciation / amortisation.

---

**WINSTON'S WISH**

---

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**

---

**2. Accounting policies (continued)****2.8 Fixed assets, depreciation and amortisation (continued)**

Depreciation and amortisation are charged so as to allocate the cost of fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation and amortisation are provided on the following basis:

Leasehold improvements	-	20%
Fixtures and fittings	-	15%
Computer equipment	-	25%
Software costs	-	20%

**2.9 Investments**

Investments listed on a recognised stock exchange are stated at mid-market value in the Balance Sheet. All movements in value arising from changes and revaluations are included in the Statement of Financial Activities.

**2.10 Stocks**

Stock is valued at the lower of cost and net realisable value. Cost is represented by purchase price. Net realisable value is estimated selling price less any further costs expected to be incurred to completion and disposal.

**2.11 Debtors**

Trade, other debtors and accrued income are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**2.12 Cash at bank and in hand**

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**2.13 Liabilities and provisions**

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

**2.14 Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**2.15 Operating leases**

The cost of and income from operating leases is charged and credited to the Statement of Financial Activities on a straight-line basis over the lease term.

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**2. Accounting policies (continued)****2.16 Pensions**

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the Statement of Financial Activities as they become payable in accordance with the rules of the scheme.

**2.17 Redundancy**

Redundancy costs arise from the periodic reviews of staffing levels and are charged to the Statement of Financial Activities in the year in which the Charity is demonstrably committed to the employee leaving the Charity.

**2.18 Fund accounting**

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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

**3. Critical accounting estimates and areas of judgement**

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that there are no material judgements in applying accounting policies or key sources of estimation uncertainty.

**4. Income from donations and legacies**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>Donations</b>		
Individuals and Individual Fundraisers	1,083,946	1,013,535
Companies	352,952	379,448
Charitable Foundations	720,355	444,255
Grants and income from Statutory Authorities	160,130	157,125
	<u>2,317,383</u>	<u>1,994,363</u>
 Legacies	 <u>194,404</u>	 <u>295,150</u>
	<u>2,511,787</u>	<u>2,289,513</u>

Of the Income from donations and legacies £598,979 (2024: £430,688) was restricted.

---

**WINSTON'S WISH**


---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**5. Income from charitable activities**

	<b>2025</b>	<i>2024</i>
	<b>£</b>	<b>£</b>
Provision of Clinical Services and Training	81,025	<i>94,108</i>
Sales of Publications and Resources	132,102	<i>130,786</i>
	<u>213,127</u>	<u><i>224,894</i></u>

All income from charitable activities is unrestricted.

**6. Investment income**

	<b>2025</b>	<i>2024</i>
	<b>£</b>	<b>£</b>
Income from investments	2,635	<i>5,675</i>
Bank interest	11,553	<i>8,363</i>
	<u>14,188</u>	<u><i>14,038</i></u>

All investment income is unrestricted.

**7. Expenditure on raising funds**

	<b>2025</b>	<i>2024</i>
	<b>£</b>	<b>£</b>
Costs of raising voluntary income - wages and salaries	384,437	<i>382,670</i>
Costs of raising voluntary income - other costs	264,702	<i>213,038</i>
Costs of raising voluntary income – depreciation and amortisation	5,693	<i>3,797</i>
Allocated centrally incurred fundraising and governance costs	<u>88,319</u>	<u><i>86,853</i></u>
	<u>743,151</u>	<u><i>689,358</i></u>

All expenditure of raising funds is unrestricted.

Within the above "Costs of raising voluntary income - other costs" are direct costs of fundraising of £180,196 (2024: £121,662) and an allocated proportion of office overheads and admin costs of £84,506 (2024: £94,376).

The figure for "Allocated centrally incurred fundraising and governance costs" covers items such as additional support staff wages where a percentage has been applied to fundraising activities. These are not direct costs of fundraising but, in line with the Charities SORP, are allocated central costs.

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**8. Analysis of expenditure on charitable activities****Summary by fund type**

	<b>Unrestricted funds 2025 £</b>	<b>Restricted funds 2025 £</b>	<b>Total funds 2025 £</b>	<i>Total funds 2024 £</i>
National Programmes	<u>1,300,356</u>	<u>658,050</u>	<u>1,958,406</u>	<u>1,957,197</u>
<i>Total 2024</i>	<u><u>1,342,232</u></u>	<u><u>614,965</u></u>	<u><u>1,957,197</u></u>	

**9. Analysis of charitable activities expenditure**

	<b>Activities undertaken directly 2025 £</b>	<b>Support costs 2025 £</b>	<b>Total funds 2025 £</b>	<i>Total funds 2024 £</i>
National Programmes	<u>1,707,039</u>	<u>251,367</u>	<u>1,958,406</u>	<u>1,957,197</u>
<i>Total 2024</i>	<u><u>1,709,999</u></u>	<u><u>247,198</u></u>	<u><u>1,957,197</u></u>	

**Analysis of direct costs**

	<b>National programmes 2025 £</b>	<b>Total funds 2025 £</b>	<i>Total funds 2024 £</i>
Staff costs	1,176,717	1,176,717	1,171,806
Depreciation and amortisation	19,071	19,071	12,721
Other costs	<u>511,251</u>	<u>511,251</u>	<u>525,472</u>
	<u><u>1,707,039</u></u>	<u><u>1,707,039</u></u>	<u><u>1,709,999</u></u>

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**9. Analysis of charitable activities expenditure (continued)****Analysis of support costs**

	<b>National programmes 2025 £</b>	<b>Total funds 2025 £</b>	<i>Total funds 2024 £</i>
Staff costs	207,983	207,983	199,975
Depreciation and amortisation	2,738	2,738	1,827
Other costs	31,692	31,692	36,886
Auditor's remuneration	8,954	8,954	8,510
	<u>251,367</u>	<u>251,367</u>	<u>247,198</u>

**10. Governance costs**

	<b>2025 £</b>	<i>2024 £</i>
Auditor's remuneration	13,992	13,800
Trustees' costs	1,769	1,670
Staff costs	19,810	18,024
Allocated support costs, depreciation and amortisation	569	380
	<u>36,140</u>	<u>33,874</u>

**11. Auditor's remuneration**

	<b>2025 £</b>	<i>2024 £</i>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	13,992	13,800
	<u>13,992</u>	<u>13,800</u>

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**12. Staff costs**

	<b>2025</b>	<i>2024</i>
	<b>£</b>	<i>£</i>
Wages and salaries	1,582,773	<i>1,581,180</i>
Social security costs	158,895	<i>153,205</i>
Contribution to defined contribution pension schemes	102,480	<i>90,328</i>
	<u>1,844,148</u>	<u><i>1,824,713</i></u>

The Charity operates a salary sacrifice scheme for employees to make additional contributions to the pension scheme or receive childcare vouchers. The pension cost figure above includes both employee and employer contributions, including any element arising from the salary sacrifice scheme. The salaries figure includes the cost of childcare vouchers arising out of the associated salary sacrifice scheme.

The average number of persons employed by the Charity during the year was as follows:

	<b>2025</b>	<i>2024</i>
	<b>No.</b>	<i>No.</i>
Family services	28	<i>25</i>
Fundraising and publicity	14	<i>16</i>
Administration	<u>7</u>	<u><i>8</i></u>
	<u>49</u>	<u><i>49</i></u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2025</b>	<i>2024</i>
	<b>No.</b>	<i>No.</i>
In the band £60,001 - £70,000	0	<i>1</i>
In the band £70,001 - £80,000	1	<i>2</i>
In the band £80,001 - £90,000	1	<i>0</i>

The key management personnel of the Charity comprises the Chief Executive Officer and Chief Operating Officer. The total employee benefits of the key management personnel of the Charity were £186,994 (2024: £98,471).

The Charity is supported by a large number of volunteers who receive no remuneration. The value of this support has not been included in these financial statements.

---

**WINSTON'S WISH**

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**

---

**13. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2024: £Nil).

During the year ended 31 March 2025, expenses totalling £1,769 were reimbursed or paid directly to 9 Trustees (2024: £946 to 4 Trustees). The expenses related to expenses for attending meetings and duties directly related to their duties as Trustees.

During the year, the charity made a one-off gift to a retiring trustee, Paul Gathercole, in recognition of their voluntary service. The gift, valued at £55, consisted of a gift hamper. This gift was approved by Becky Harding (Director of Corporate Services) and was considered to be in the best interests of the charity. The gift was modest in value and did not constitute remuneration or a personal benefit requiring prior authorisation.

No other trustee received any remuneration or other benefit from the charity during the year.

**14. Intangible fixed assets**

	<b>Software costs</b> £
<b>Cost or valuation</b>	
At 1 April 2024	-
Additions	65,603
Disposals	-
At 31 March 2025	<b>65,603</b>
<b>Amortisation</b>	
At 1 April 2024	-
Charge for the year	6,560
On disposals	-
At 31 March 2025	<b>6,560</b>
<b>Net book value</b>	
At 31 March 2025	<b>59,043</b>
At 31 March 2024	-

---

**WINSTON'S WISH**


---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**15. Tangible fixed assets**

	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>			
At 1 April 2024	5,107	78,052	83,159
Additions	-	18,221	18,221
Disposals	-	-	-
	<u>5,107</u>	<u>96,273</u>	<u>101,380</u>
At 31 March 2025			
<b>Depreciation</b>			
At 1 April 2024	4,711	37,199	41,910
Charge for the year	396	21,508	21,904
On disposals	-	-	-
	<u>5,107</u>	<u>58,707</u>	<u>63,814</u>
At 31 March 2025			
<b>Net book value</b>			
At 31 March 2025	<u>-</u>	<u>37,566</u>	<u>37,566</u>
<i>At 31 March 2024</i>	<u>396</u>	<u>40,853</u>	<u>41,249</u>

**16. Fixed asset investments**

	Listed investments £	Cash deposits £	Total £
At 1 April 2024	573,030	9,030	582,060
Additions	97,802	(95,167)	2,635
Disposals	(92,845)	92,845	-
Revaluations	12,323	-	12,323
Management fees	-	(5,016)	(5,016)
At 31 March 2025	<u>590,310</u>	<u>1,692</u>	<u>592,002</u>

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**17. Debtors**

	<b>2025</b>	<b>2024</b>
	£	£
Trade debtors	13,102	46,460
Other debtors	554	-
Prepayments and accrued income	81,291	65,095
	<u>94,947</u>	<u>111,555</u>

**18. Creditors: Amounts falling due within one year**

	<b>2025</b>	<b>2024</b>
	£	£
Trade creditors	71,209	31,494
Other taxation and social security	34,585	47,949
Other creditors	11,513	10,610
Accruals and deferred income	182,340	132,433
	<u>299,647</u>	<u>222,486</u>

Deferred income relates to deposits received before the year end in lieu of future charitable work that may be carried out. These deposits would only be used when they were authorised to do so by the donor and would be repaid on demand if not used.

**19. Financial instruments**

	<b>2025</b>	<b>2024</b>
	£	£
<b>Financial assets</b>		
Financial assets measured at fair value through income and expenditure	592,002	582,060
	<u>592,002</u>	<u>582,060</u>

Financial assets measured at fair value through income and expenditure comprise listed investments.

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**20. Statement of funds**

	Balance at 1 April 2024 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2025 £
<b>Unrestricted funds</b>	1,168,143	2,140,123	(2,043,507)	-	12,323	1,277,082
<b>Restricted funds</b>						
Ernest Kleinwort Charitable Trust	-	25,000	(25,000)	-	-	-
Gloucestershire CCG	-	76,425	(76,425)	-	-	-
Hunchman Trust	-	20,000	(20,000)	-	-	-
West Sussex CCG	-	51,205	(51,205)	-	-	-
NHS Sussex ICB	-					
BBC Children in Need	3,333	10,000	(9,167)	-	-	4,166
Kylsant Charitable Trust	13,492	-	(13,492)	-	-	-
East Sussex County Council	7,500	-	-	-	-	-
Hummingbird Charitable Trust	12,277	-	(12,277)	-	-	-
Anonymous Trust 2	62,205	103,103	(76,718)	-	-	88,590
Masonic Charitable	-	20,000	(12,496)	-	-	7,504
Ellis Campbell Charitable Foundation	20,000	20,000	(20,000)	-	-	20,000
Metlife	56,778	27,119	(83,897)	-	-	-
Zurich	-	17,600	(17,600)	-	-	-
The Owl Trust	17,500	-	(17,500)	-	-	-
City Bridge Foundation	301	42,250	(31,424)	-	-	11,127
< £15k	14,201	153,777	(150,849)	-	-	17,129
	<u>207,587</u>	<u>598,979</u>	<u>(658,050)</u>	<u>-</u>	<u>-</u>	<u>148,516</u>
<b>Total of funds</b>	<b><u>1,375,730</u></b>	<b><u>2,739,102</u></b>	<b><u>(2,701,557)</u></b>	<b><u>-</u></b>	<b><u>12,323</u></b>	<b><u>1,425,598</u></b>

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**20. Statement of funds (continued)****Statement of funds – prior year**

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2024 £
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Income Development Service	51,000	-	(51,000)	-	-	-
Development Marketing	11	-	(11)	-	-	-
Development Extending our National Reach	8,333	-	(8,333)	-	-	-
	4,091	-	(4,091)	-	-	-
	<u>63,435</u>	<u>-</u>	<u>(63,435)</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>General funds</b>						
General Fund	1,009,894	2,097,757	(1,968,155)	-	28,647	1,168,143
<b>Total Unrestricted funds</b>	<u>1,073,329</u>	<u>2,097,757</u>	<u>(2,031,590)</u>	<u>-</u>	<u>28,647</u>	<u>1,168,143</u>

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**20. Statement of funds (continued)****Statement of funds – prior year**

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2024 £
<b>Restricted funds</b>						
Ernest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
NHS Gloucestershire ICB	-	75,000	(75,000)	-	-	-
Anonymous Trust 1	1,152	-	(1,152)	-	-	-
NHS Sussex ICB	-	50,900	(50,900)	-	-	-
BBC Children in Need	3,333	10,000	(10,000)	-	-	3,333
Kylsant Charitable Trust	57,389	-	(43,897)	-	-	13,492
St James Place - Bristol	63,864	-	(63,864)	-	-	-
Peter Sowerby Foundation	17,175	-	(17,175)	-	-	-
East Sussex County Council	7,500	30,000	(30,000)	-	-	7,500
Hummingbird Charitable Trust	126,535	-	(114,258)	-	-	12,277
Anonymous Trust 2	84,705	-	(22,500)	-	-	62,205
Ellis Campbell Charitable Foundation	20,000	20,000	(20,000)	-	-	20,000
Metlife	-	56,778	-	-	-	56,778
The OWL Trust	-	17,500	-	-	-	17,500
City Bridge Foundation	-	31,125	(30,824)	-	-	301
< £15k	10,211	119,385	(115,395)	-	-	14,201
	<u>391,864</u>	<u>430,688</u>	<u>(614,965)</u>	<u>-</u>	<u>-</u>	<u>207,587</u>
<b>Total of funds</b>	<b><u>1,465,193</u></b>	<b><u>2,528,445</u></b>	<b><u>(2,646,555)</u></b>	<b><u>-</u></b>	<b><u>28,647</u></b>	<b><u>1,375,730</u></b>

---

**WINSTON'S WISH**

---

---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**

---

**20. Statement of funds (continued)****Restricted Funds**

Anonymous Trust 1 – to fund 0.5fte Bereavement Support Practitioner.

Anonymous Trust 2 - to fund the adaptation, validation and dissemination of a new impact measurement tool.

NHS Sussex Integrated Care Board – to fund the support of children and young people experiencing sudden and complex bereavement in West Sussex.

St James's Place Charitable Foundation – to fund the provision of services in Bristol.

NHS Gloucestershire Integrated Care Board – to fund the provision of services in Gloucestershire.

Kylsant Charitable Trust – to fund the provision of services in Worcestershire and national FBSS and Helpline services.

Ernest Kleinwort Charitable Trust – to fund the provision of services in Sussex.

BBC Children in Need – to fund the SEND Lead Practitioner.

East Sussex County Council – to fund the provision of a Sussex Suicide Bereavement Support Service for children and young people.

Peter Sowerby Foundation – to fund the transformation of digital services.

Louis Nicholas Residuary Charitable Trust - to fund Helpline services.

Hummingbird Charitable Trust – to fund future projects including new Bereavement Counsellors

Ellis Campbell Charitable Foundation – to fund the salary and associated costs of Head of Youth Participation and Engagement.

City Bridge Foundation – to fund the London Bereavement Support & Outreach Worker.

Zurich Community Trust – to support our work in Gloucestershire and towards our Volunteer Manager position.

MetLife Foundation – to fund the help our helpline project, a digital upgrade to our phone and database system.

The Owl Trust and The Beacon Owl Trust – to support our digital work and level 1 service.

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**21. Analysis of net assets between funds****Analysis of net assets between funds - current year**

	<b>Unrestricted funds 2025</b>	<b>Restricted funds 2025</b>	<b>Total funds 2025</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Intangible fixed assets	59,043	-	59,043
Tangible fixed assets	37,566	-	37,566
Fixed asset investments	592,002	-	592,002
Current assets	888,118	148,516	1,036,634
Creditors due within one year	(299,647)	-	(299,647)
<b>Total</b>	<u>1,277,082</u>	<u>148,516</u>	<u>1,425,598</u>

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2024</i>	<i>Restricted funds 2024</i>	<i>Total funds 2024</i>
	<i>£</i>	<i>£</i>	<i>£</i>
Tangible fixed assets	41,249	-	41,249
Fixed asset investments	582,060	-	582,060
Current assets	767,320	207,587	974,907
Creditors due within one year	(222,486)	-	(222,486)
<b>Total</b>	<u>1,168,143</u>	<u>207,587</u>	<u>1,375,730</u>

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**22. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Net surplus/(deficit) for the year (as per Statement of Financial Activities)	<u>49,868</u>	<u>(89,463)</u>
<b>Adjustments for:</b>		
Depreciation and amortisation charges	28,464	18,987
Gains on investments	(12,323)	(28,647)
Dividends and interest from investments, net of management fees	(9,172)	(9,986)
Loss on the sale of fixed assets	-	-
Decrease/(Increase) in stocks	8,554	(22,262)
Decrease in debtors	16,608	27,458
Increase/(Decrease) in creditors	77,161	(54,681)
<b>Net cash provided by/(used in) operating activities</b>	<u><u>159,160</u></u>	<u><u>(158,594)</u></u>

**23. Analysis of cash and cash equivalents**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
Cash in hand	<u>896,088</u>	<u>809,199</u>
<b>Total cash and cash equivalents</b>	<u><u>896,088</u></u>	<u><u>809,199</u></u>

**24. Contingent liabilities**

The Charity has given seven indemnities to solicitors to cover funds received in respect of Residual Client Accounts that they held. The solicitors had made the assessment that the balances on these accounts would never be claimed and so, with the prior approval of the Solicitors Regulation Authority, they paid these account balances to Winston's Wish. The indemnity means that should the legal owner of the residual balance be traced and/or legitimately claims the residual balance then Winston's Wish will return the funds to the solicitors. The Trustees believe that it is extremely unlikely that these monies would be reclaimed. However, as the Charity holds a high level of unrestricted funds, any reclaim could easily be met without it having any detrimental effect on the Charity. At the year end the Charity had given seven indemnities totalling £38,394 (2024: £37,481).

---

**WINSTON'S WISH**


---



---

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025**


---

**25. Pension commitments**

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund (for employee and employer contributions as explained in note 12) and amounted to £102,480 (2024: £90,328) Contributions totalling £11,513 (2024: £10,365) were payable to the fund at the balance sheet date and are included in other creditors.

**26. Operating lease commitments**

At 31 March 2025 the Charity had commitments to make future minimum lease payments under noncancellable operating leases as follows:

	2025	2024
	£	£
Not later than 1 year	32,992	32,632
Later than 1 year and not later than 5 years	8,320	8,031
	<u>41,312</u>	<u>40,663</u>

The following lease payments have been recognised as an expense in the Statement of Financial Activities:

	2025	2024
	£	£
Operating lease rentals	32,632	32,788

**27. Members' liability**

The Charitable Company does not have share capital and is limited by guarantee. Each of the members is a guarantor to the extent of £1 in the event of the Charitable Company being wound up whilst they are members, in respect of debts and liabilities contracted before they ceased to be a member. There were 9 members at 31 March 2025 (2024: 7 members).

**28. Related party transactions**

There were no related party transactions during this or the prior year.

**29. Non adjusting events after the financial period**

On 14 May 2025, it was announced that Winston's Wish and Child Bereavement UK will merge. Child Bereavement UK will merge into Winston's Wish, and the organisation will be named Child Bereavement UK. Work to finalise the merger will take place in the current financial year, subject to regulatory approvals and completion of due diligence.

As the merger was not agreed until after the balance sheet date, it is considered a non-adjusting event under FRS 102 and the Charities SORP. Accordingly, no adjustments have been made to the financial statements for the year ended 31 March 2025.

The merger is expected to bring together the complementary strengths of both charities to enhance the delivery of their charitable objectives.

**Child Bereavement UK**

England & Wales - Charity number 1061359

---

# Accounts

---

**Registered number: 03329289 (England and Wales)**  
**Charity numbers: 1061359 (England and Wales) & SC041140 (Scotland)**

**WINSTON'S WISH**  
**(A company limited by guarantee)**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CONTENTS**

---

	Page
<b>Reference and administrative details of the Charity, its Trustees and advisers</b>	1
<b>Chair's statement</b>	2 - 3
<b>Trustees' report</b>	4 - 11
<b>Independent auditor's report on the financial statements</b>	12 - 15
<b>Statement of financial activities</b>	16
<b>Balance sheet</b>	17
<b>Statement of cash flows</b>	18
<b>Notes to the financial statements</b>	19 - 36

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS  
FOR THE YEAR ENDED 31 MARCH 2024**

---

<b>Patrons</b>	Julie Stokes OBE MSc (Founder) Baroness Rennie Fritchie Randolph Churchill Barbara Want (Vice Patron) Emily Eavis and Nick Dewey
<b>Honorary President</b>	The Duchess Of Richmond and Gordon
<b>Trustees</b>	Elizabeth Gratton, Chair of Trustees Paul Gathercole Eleanor Turner Grace Horton Huxley Knox-Macaulay Neil Musgrove Zoe Jones Jane McCarthy (Resigned 07 February 2024) Kirsty Raper (Resigned 17 October 2023)
<b>Company registered number</b>	03329289 (England and Wales)
<b>Charity registered numbers</b>	1061359 (England and Wales) and SC041140 (Scotland)
<b>Registered office</b>	Regus Conway House 31 Worcester Street Gloucester GL1 3AJ
<b>Chief Executive Officer</b>	Fergus Crow
<b>Independent auditor</b>	Hazlewoods Staverton Court Staverton Cheltenham Gloucestershire GL51 0UT
<b>Bankers</b>	Barclays Bank plc Gloucester Docks Gloucester GL1 2DH

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CHAIR'S STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**Welcome from our Chair of Trustees, Liz Gratton**

I would like to start by expressing my thanks to everyone at Winston's Wish, and to those who support the charity. To our team, our volunteers, my fellow trustees, and of course to all those who choose to donate to us. Without your hard work and efforts none of what we achieve as a charity would be possible, and the children, young people and their families who turn to us for help when they need it most would continue to struggle. Thank you.

As an organisation we are passionate about putting the voices of children and young people at the heart of everything we do. We are a charity committed to ensuring that no child or young person should face grief alone. It is a cause close to my heart, my own dad died when I was 12 and my sister was 10. This was 1978, he was 39 years old, and his death was shocking and unexpected. This was an era where you were simply expected to get on with life, to make the most of what you had, to keep your loss close to you and to not complain or talk about your grief openly. I often wonder what my life would have been like, or what sort of person I would have become, if I had been able to turn to Winston's Wish, which of course did not exist back then. It is impossible to know, but I certainly want to do my bit to ensure that other children receive the help they need that was not available to me. I was therefore extremely happy to be able to step into the role of Acting Chair of Trustees in March 2023 following the sudden departure of our Chair as a result of ill health, and even more proud to be formally appointed Chair in the Autumn. It is a privilege to be a part of the team and to help to forward our vision.

This has been a successful year for Winston's Wish. We are part way through delivering our ambitious 3-year strategy, and we are now reaching more children and young people than ever before, over 82,000 in the year. We were able to do this by extending the hours of our live chat, which now operates from 8am to 8pm, and connects those that need help directly to a bereavement support worker. We have introduced and recruited volunteers to support our on-demand services and we have made it possible now for young people over the age of 13 to refer themselves to our services, enabling them to take control of their journey of loss, and seek the help they feel appropriate to themselves. We have also worked hard on diversifying our support, and while there is more to achieve yet, we are pleased that over 13% of those we supported are from Black, Asian or other under-represented groups, and in addition, 24% had special education needs and/or disabilities.

We also launched a new brand and website specifically for bereaved teenagers and young people aged between 13 and 25. Named Talk Grief, we are delighted at how well it has been received, but we are especially proud that this new brand was a result of a collaboration with 150 bereaved young people from across the UK who helped with all aspects of its design and implementation.

We were also proud to be a part of a petition to Government to officially record the number of bereaved children in the UK. It is perhaps surprising to hear that currently there are no records of this, and so it is impossible to know for certain just how many children and young people experience bereavement each year. It is just another example of how little nationally funded support there is for grieving children, they are a hidden, uncounted statistic. It was great that some of our youth team were able to attend the meeting at the Houses of Parliament, meet with MPs, and hand in the petition to Number 10 Downing Street.

Internally, as a Board we instigated an external review of our governance, using the Charity Governance Code to benchmark how well governed we are. The review has enabled us to simplify some of our committee structures, to create a more focussed approach to risk assessment, and in particular to reevaluate our key strategic risks and how to best manage them.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

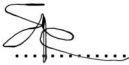
**CHAIR'S STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

Two trustees also left the Winston's Wish Board this year, one who had reached the end of their term of office, and one who chose to stand down for work commitments. My thanks go to both Jane and Kirsty for their support over the years. We have also recruited three new very capable trustees who are part way through their induction with us, and we look forward to their formal appointment to the Board.

This coming year sees us working on our strategy for 2025-2028. We are taking stock of what works well, and of the opportunities available to us to further strengthen the work we do. We are mindful that as a sector we still miss too many children and young people, those who either aren't aware of the support available or who are unable to access our services, and we want to focus on how we can reach more children, more effectively. We need to meet children and young people "where they are", and we are exploring how best to do this. The economic climate for all charities remains very challenging – we are impacted by higher costs of operating, and it's becoming even more challenging to raise money from a society that is itself financially challenged.

But as always, we remain full of determination, full of resolve, and thankful for the support of everyone to ensure that we continue our drive and ambition to make sure that no child or young persons faces grief alone.



.....

Liz Gratton, Chair of Trustees  
Date: 12/7/2024

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

The Trustees of Winston's Wish have pleasure in presenting their report and financial statements for the year ended 31 March 2024.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

**Impact Report Narrative 23-24**

The second year into our 3-year Break the Script strategy saw us elevate the voices of bereaved children and young people and empower them to take charge of their grief support journeys.

**Ambition: Provide more care**

Outcomes:

- We reached a total of 82,079 bereaved children and young people, more than ever before. This includes:
  - 45,356 bereaved children and young people reached through our bereavement services – an increase of 41% from the previous year.
  - 36,723 bereaved children and young people reached through training delivered in schools, businesses, organisations, and community groups across the UK– an increase of 21% from the previous year.
- We extended the hours of our live chat, an online instant messaging service which connects users directly with a bereavement support worker. Extending the live chat to 8am to 8pm saw us facilitate more conversations with bereaved young people than ever before with an increase of 229% from the previous year.
- We introduced and recruited volunteers to support our on-demand bereavement services including assisting with helpline calls and increasing our capacity to support bereaved children, young people, and their families.
- We made it possible for bereaved young people aged 13 or over to refer themselves to our bereavement support services, empowering them to take charge of and make their own decisions about their grief support journey. This year 28% of referrals came directly from children and young people.
- We made significant progress towards ensuring grief support is accessible to all young people. This year 13.5% of children and young people supported were identified as being from Black, Asian, and other under-represented groups and 24% had special education needs and/or disabilities.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**Ambition: Connect with more people**

**Outcomes:**

- To support some of society's youngest grievers, we introduced a new bereavement support group for children aged 7 or under providing them and their parent/carer an opportunity to share experiences and connect with one another.
- We also introduced a series of parent peer support groups, connecting adults who are supporting bereaved children and young people. As well as a general group we have also facilitated specialist groups including a group for parents supporting under 7s and another for those supporting children bereaved by suicide.
- We reached over half a million digital accounts (5,042,178) through our website and social media channels helping users find online grief information, advice, and real stories as well as fundraising and volunteering opportunities – an increase of 49% from the previous year.
- We launched our Full Circle Partnership with WAY (Widowed and Young), the UK's national membership organisation for people who have been widowed before their 51st birthday. A total of 70% of WAY's members have children, of which 4 out of 5 shared that they feel they weren't able to provide enough support their grieving child. The full circle partnership aims to provide support for the whole family with WAY providing support for parents and Winston's Wish supporting children and young people.
- We introduced our Rapid Response training offer for schools needing support in the immediate days, weeks or months following a bereavement in their community. In the short time the training has been live it has fast become one of our most requested programmes of support.
- We were able to reach and raise awareness of our services to over 300,000 new people thanks to the support of Ocean Outdoor, a new corporate partner who provided free outdoor advertising space in Birmingham.
- We hosted an evening of music and comedy with actor, writer, and Strictly Come Dancing star Bill Bailey with over 2,000 people enjoying a night of world-class comedy, all while supporting Winston's Wish.

**Ambition: Build a wider community**

**Outcomes:**

- We secured funding for a bereavement support and outreach worker with a particular focus on building a wider community across the city of London. In the first year we've successfully delivered free training to primary and secondary schools in Lewisham, Wandsworth, Lambeth and Southwalk.
- A community of people regularly attended our "Walk and Talk" meet ups in Bristol, providing an opportunity for both bereaved children and young people, and the adults caring for them, to connect with one another.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

- Our youth team increased with a further 20 young people joining our community of young people with lived experience of bereavement. We also launched our junior youth team providing opportunities for under 13s to help shape the future of services for bereaved young people.
- We launched our Community Ambassador programme, a group of volunteers who help to raise awareness, funds, and champion Winston's Wish in their local communities. Our 23 active Ambassadors have helped us to establish new school relationships, corporate partnerships and worked with community groups that we would otherwise have been unable to reach.

**Ambition: Communicate Better**

**Outcomes:**

- With the help of our Winston's Wish youth team and with input from another 150 bereaved young people across the UK, we co-produced and launched a brand and website specifically for bereaved teenagers and young adults between the ages of 13 and 25. Talk Grief is an online space that enables bereaved young people to share and express their experiences as well as learn from one another, find healthy ways to cope and feel less alone. The site – [talkgrief.org](http://talkgrief.org) - offers a real and authentic view of grief from a young person's perspective and provides access to advice and tips on managing grief from bereavement experts.
- Our youth led grief podcast, Grief in Common, completed its first season giving young people a platform and opportunity to talk about grief like it really is.
- We advocated for better support for bereaved young people as part of our petition to Government to officially record the number of bereaved children in the UK. Members of our youth team, alongside young people from Child Bereavement UK, met with Christine Jardine MP in the Houses of Parliament to share their experiences and views on how Government can better support bereaved young people before officially handing in our petition to No. 10 Downing Street.
- Our clinical team developed new resources to enhance the delivery of the support they provide, including a Schools Pack, with information and advice for teachers to support bereaved pupils as well as a Parent/Carer Pack aimed at demystifying the bereavement support sessions and equip parents or carers with information and strategies on how to best support their young person.
- We introduced a new Supporter Experience team to ensure our army of dedicated fundraisers, supporters and volunteers get the best possible experience when supporting our work.
- We held our second 'Big Thank You' day in December 2023 where we reached out directly to supporters to let them know just how grateful we are for their support of us, and all that it enables us to do.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**Ambition: Create and Sustain**

**Outcomes:**

- Our whole staff team participated in 'Race Ahead: Anti-Racism' training covering important topics including racial disparities, privilege, micro-aggressions, bias and allyship. Following the training we defined our company-wide position on race language and developed an anti-racism policy.
- To further our learning and understanding of how different cultures and ethnicities approach and deal with grief, we hosted an event which invited speakers exploring perspectives on grief during Ramadan and Eid, Nigerian funeral practices and Gypsy Roma Traveller rituals and traditions.
- We continued with our implementation of EOS (Entrepreneurial Operating System) to drive our operations enabling us to measure performance and ensure accountability across the organisation.
- We continued work to strengthen and develop our data systems providing secure and efficient access to insights, statistics and trends which enable us to focus our work and set our direction of travel.
- We implemented a number of new initiatives as part of our health and wellbeing strategy to create and sustain positive mental, physical and financial wellbeing amongst staff including increasing lunch breaks, access to a new employee engagement platform enabling remote workers to share wins with one another and the training of 3 new Mental Health First Aiders.
- We generated £2,528,445 in income, 90% of which was generously donated by supporters through donations and legacies.

**FINANCIAL RESULTS**

During the year we recorded an overall net decrease in our funds of £89,463 (2023: decrease of £526,986).

£184,277 was released from restricted reserves (2023: £15,618 was released) – income of £430,688 against expenditure of £614,965 from those funds. As in previous years, we receive restricted income in advance and this will be spent during the next financial year.

The balance of £94,814 was added to unrestricted reserves (2023: £511,368 was released).

The total funds held in reserve at the end of the year are £1,375,730, of which £1,168,143 are unrestricted general funds, £Nil are designated funds and £207,587 are restricted funds (2023: £1,465,193, of which £1,009,894 were unrestricted general funds, £63,435 were designated funds and £391,864 were restricted).

We consider that our unrestricted reserves equate to 6 months' unrestricted fund expenditure. The Trustees believe this is supportive of the Charity's future plans while also remaining prudent in the current economic climate.

Our investments generated income of £14,038 (2023: £14,294), and there were gains on investments of £28,647 (2023: losses on investments of £42,254).

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**Public benefit**

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Winston's Wish supports bereaved children and young people across the UK up to the age of 25.

The Trustees have referred to Public Benefit guidance when reviewing our strategic aims and in planning the future activities of the Charity. The benefits that Winston's Wish brings to families, children and young people are delivered through a wide range of activities; from helpline and website support, through to individual or family assessments delivered by trained staff. At all times we are guided by what is most timely and helpful to the families we see. Our support services are free of charge to all those who need them.

**Constitution**

Winston's Wish is both a registered Charity and a company limited by guarantee. It was established in 1992, initially by trust deed and was incorporated as a limited company on 7th March 1997. It is governed by its Memorandum of Association, last updated 24 October 2020. Its company number is 03329289, charity number is 1061359, Scottish charity number SC041140.

**Governance and management**

The Articles of Association require that there are at least three Trustees. New Trustees are nominated by members of the Board of Trustees and appointed where they have the necessary skills to contribute to the Charity's development. A Trustee shall hold office for three years from the date of their appointment, at the end of which they shall retire and be eligible for re-appointment for one only further term of three years. The Board of Trustees meets quarterly and in addition holds a whole day meeting to review and develop the strategy of the Charity. Each new Trustee is given appropriate induction and training relevant to their responsibility.

**Fundraising**

Winston's Wish is registered with the Fundraising Regulator and is compliant with the standards set by the Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors' and supporters' confidence in our fundraising practices. In addition to this, Winston's Wish is an organisational member of the Chartered Institute of Fundraising.

All fundraising activities are organised directly by the staff at Winston's Wish, or a community-based fundraiser who is monitored by a staff member as an account manager. We do not currently have any third party professional fundraisers or other commercial participators working on our behalf to raise funds on our behalf. We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy.

During the year ended 31 March 2024 Winston's Wish received no complaints (2023: no complaints) relating to its fundraising activities.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

### **Pay policy for key management personnel**

The Trustees consider the Board of Trustees and the senior management team comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give their time freely and no Trustee received remuneration in the year. Details of Trustees' expenses and related party transactions are disclosed in note 13 to the financial statements. The pay of the chief executive officer and senior staff is reviewed annually based on performance and normally increased in accordance with average earnings. The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

### **Staff and volunteers**

Throughout the year Winston's Wish employed an average of 49 full and part time staff (2022 – 47 full and part time) and had approximately 63 volunteers supporting the children and young people through clinical support, fund-raising, profile raising and office administration. In addition, 76 young people aged from 18 – 25 make up our Youth Team programme; all are bereaved themselves and some have received support by Winston's Wish. All our supporters are vital to the work of the Charity and they have contributed enormously to the success of the organisation and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff and volunteers.

### **Reserves Policy**

While the Charity has a broad range of income generating activities to support its charitable activities, Winston's Wish is heavily reliant on voluntary donations. The majority of this income must be newly generated each year and the Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy.

Given the nature of Winston's Wish services and our ongoing commitment to deliver more services to more families across the UK, the Trustees have established a reserves policy that covers two fundamental priorities: That reserves should be sufficient to underpin the commitment to the continued growth and development of our services and sufficient to cover any significant or sudden fluctuations in income or expenditure so as to help avoid any undue disruption to service levels or other key functions.

To that end the target is to hold unrestricted reserves at a level that equates to at least 4-6 months of unrestricted fund expenditure. The level of unrestricted reserves at 31 March 2024 is equivalent to 6 months unrestricted expenditure which Trustees believe is appropriate given the uncertain economic climate, the impact that this may have on philanthropy in the coming years and the Charity's strategy for growth in delivery and increased digitisation.

For further details of all designated funds please refer to note 19.

The Trustees are pleased to report that the Charity has a robust balance sheet which will be used to continue to provide services to families across the UK.

### **Investment Policy**

The Trustees are committed to maintaining the Charity's available reserves at a level that provides a reliable income stream to support its operations, while also ensuring that the capital maintains its value against inflation and instruct LGT Wealth Management UK LLP to manage the Charity's investments due on a full discretionary basis with a balanced approach between income generation, capital growth and risk.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

### **Risk management**

The major risks to which the charity is exposed are regarding safeguarding of the children in their care and the income levels required to maintain the service.

There are stringent measures in place to ensure the safety of children and young people, from specialist recruitment techniques and processes, mandatory training and clear processes for staff to follow and a strong culture of safeguarding across the organisation which includes named safeguarding leads at all levels of the organisation, including on the Board, and a clear process for escalating any significant concerns.

Income challenges are considered frequently, particularly with the contextual economic uncertainties present in the last few years. Winston's Wish income is spread over multiple activities, meaning there is minimal liability on any one particular income stream and down turns are quickly noted and actions are taken to remedy where appropriate.

The Trustees are satisfied that systems are in place to manage exposure to the major risks and that the Charity acts as appropriate to reduce the overall level of risk.

### **Future plans**

We launched a new 3-year strategy at the start of 2021-2022 to take us to 2025. Our new strategic aims are:

1. To provide more care directly to children and young people meaning that no one under 25 faces grief alone after any death.
2. To connect with more people - instant human help for those who are looking after grieving children and young people.
3. Build a wider community with safe places to be together and learn, share feelings and experiences.
4. Communicate better by telling real stories - amplifying the true voices of children and young people, helping everyone to know where to turn and what to do.
5. Create and sustain a resilient and diverse organisation, full of human potential with great relationships inside and out.

With excitement, we enter the last year of our current strategy, reflecting on our successes and planning ahead for 2025-2028. This new strategy phase will shape our path to future growth and innovation.

### **Responsibilities of the Trustees**

The Trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Charity and of the surplus or deficit of the Charity for that period.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the financial statements comply with Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

1. there is no relevant audit information of which the Charity's auditors are unaware; and
2. the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

**Auditors**

Hazlewoods has been reappointed as auditors for year ending 31 March 2023 and they have confirmed their willingness to continue in office.

Approved by order of the members of the Board of Trustees on .....<sup>12/7/2024</sup>.....and signed on their behalf by:

  
.....

**Liz Gratton, Chair of Trustees**

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH**

---

## **Opinion**

We have audited the financial statements of Winston's Wish (the 'Charitable Company') for the year ended 31 March 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice) and the Charities SORP (FRS102).

In our opinion the financial statements:

- give a true and fair view of the state of the Charitable Company's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and the Charities SORP (FRS102).

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the 'Auditor's responsibilities for the audit of the financial statements' section of our report. We are independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charitable Company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## **Other information**

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report, which includes the strategic report, has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the Charitable Company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

**Responsibilities of trustees**

As explained more fully in the Trustees' Responsibilities statement the Trustees (who are also the Directors of the Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

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

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

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Charitable Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Charitable Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Charitable Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

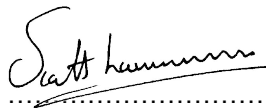
---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

**Use of our report**

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the Charitable Company's Trustees, as a body, in accordance with Regulation 10 of the Charity Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company, the Charitable Company's members as a body and the Charitable Company's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.



.....

**Scott Lawrence FCA (Senior statutory auditor)**

for and on behalf of

**Hazlewoods LLP**

Chartered Accountants and Statutory Auditors

Staverton Court

Staverton

Cheltenham

Gloucestershire

GL51 0UX

Date: ..16/07/2024.....

**WINSTON'S WISH**  
(A company limited by guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2024**

	Note	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
<b>Income from:</b>					
Donations and legacies	4	1,858,825	430,688	2,289,513	1,975,310
Charitable activities	5	224,894	-	224,894	197,305
Investments	6	14,038	-	14,038	14,924
		<u>2,097,757</u>	<u>430,688</u>	<u>2,528,445</u>	<u>2,187,539</u>
<b>Total income</b>					
<b>Expenditure on:</b>					
Raising funds	7	689,358	-	689,358	725,531
Charitable activities	8, 9	1,342,232	614,965	1,957,197	1,946,740
		<u>2,031,590</u>	<u>614,965</u>	<u>2,646,555</u>	<u>2,672,271</u>
<b>Total expenditure</b>					
<b>Net income before net gains on investments</b>					
		66,167	(184,277)	(118,110)	(484,732)
Net gains/(losses) on investments	15	28,647	-	28,647	(42,254)
		<u>94,814</u>	<u>(184,277)</u>	<u>(89,463)</u>	<u>(526,986)</u>
<b>Net movement in funds</b>					
<b>Reconciliation of funds:</b>					
Total funds brought forward	19, 20	1,073,329	391,864	1,465,193	1,992,179
Net movement in funds		<u>94,814</u>	<u>(184,277)</u>	<u>(89,463)</u>	<u>(526,986)</u>
<b>Total funds carried forward</b>		<u><b>1,168,143</b></u>	<u><b>207,587</b></u>	<u><b>1,375,730</b></u>	<u><b>1,465,193</b></u>

The notes on pages 19 to 36 form part of these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)


**REGISTERED NUMBER: 03329289 (England and Wales)**

**BALANCE SHEET**  
**AS AT 31 MARCH 2024**

		2024	2023
	Note	£	£
<b>Fixed assets</b>			
Tangible assets	14	41,249	49,665
Investments	15	<u>582,060</u>	<u>551,790</u>
		623,309	601,455
<b>Current assets</b>			
Stocks		54,153	31,891
Debtors	16	111,555	139,013
Cash at bank and in hand	22	809,199	970,001
		<u>974,907</u>	<u>1,140,905</u>
Creditors: amounts falling due within one year	17	(222,486)	(277,167)
<b>Net current assets</b>		<u>752,421</u>	<u>863,739</u>
<b>Total net assets</b>		<u>1,375,730</u>	<u>1,465,193</u>
<b>Charity funds</b>			
Restricted funds	19, 20	207,587	391,864
Unrestricted funds	19, 20	1,168,143	1,073,329
Total funds	19, 20	<u>1,375,730</u>	<u>1,465,193</u>

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

The financial statements were approved and authorised for issue by the Trustees on 12/7/2024 and signed on their behalf by:



**Liz Gratton**

**Chair of Trustees**

The notes on pages 19 to 36 form part of these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

		2024	2023
	Note	£	£
<b>Cash flows from operating activities</b>			
Net cash provided by operating activities	21	(162,646)	(412,464)
<b>Cash flows from investing activities</b>			
Dividends and interest from investments		14,038	14,924
Purchase of tangible fixed assets		(10,571)	(28,362)
Cash withdrawn from investments		(12,560)	(11,689)
Movement on cash held for reinvestment		10,937	5,856
		<u>1,844</u>	<u>(19,271)</u>
<b>Net cash used in investing activities</b>		<u>(160,802)</u>	<u>(431,735)</u>
<b>Change in cash and cash equivalents in the year</b>		<u>970,001</u>	<u>1,401,736</u>
Cash and cash equivalents at the beginning of the year		970,001	1,401,736
<b>Cash and cash equivalents at the end of the year</b>	22	<u><u>809,199</u></u>	<u><u>970,001</u></u>

The notes on pages 19 to 36 form part of these financial statements

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**1. General information**

Winston's Wish is a company limited by guarantee (number: 03329289 England and Wales) and a registered charity in England and Wales and Scotland (numbers: 1061359 and SC041140). Its registered office address is Regus, 31 Worcester Street, Gloucester, England, GL1 3AJ.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

Winston's Wish meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

**2.2 Going concern**

The Trustees assess whether the use of going concern is appropriate, i.e., whether there are any material uncertainties related to events or conditions that may cast significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of one year from the date of approval of the financial statements. On review, which includes a review of the impact of global conflict, the cost of living crisis in the UK, and economic uncertainty on future income streams and events, cash currently held, cash flow projections, the pipeline of income, income secured to date, the fixed and variable costs the charity has, along with the actions the charity could take to reduce expenditure, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

**2.3 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**2. Accounting policies (continued)**

**2.3 Income (continued)**

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income from training activities is recognised when the training takes place.

**2.4 Expenditure**

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs and the cost of raising funds. Office running costs have been apportioned across these two headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable amount of VAT is included within the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

**2.5 Government grants**

Grants from government bodies are received for specific projects/costs and are recognised in accordance with their individual terms and conditions. Income is recognised when the Charity has entitlement to the funds which is when any performance conditions attached are met, it is probable that the income will be received and the amount can be reliably measured. Grant income will be deferred if received in advance of meeting performance conditions or if the funder specifically states that the income may be spent in a future accounting period.

**2.6 Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

**2.7 Taxation**

The Charity is exempt from taxation on its income applied exclusively to charitable purposes.

**2.8 Tangible fixed assets and depreciation**

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the Balance Sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**2. Accounting policies (continued)**

**2.8 Tangible fixed assets and depreciation (continued)**

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Leasehold improvements	-	20%
Fixtures and fittings	-	15%
Computer equipment	-	25%

**2.9 Investments**

Investments listed on a recognised stock exchange are stated at mid-market value in the Balance Sheet. All movements in value arising from changes and revaluations are included in the Statement of Financial Activities.

**2.10 Stocks**

Stock is valued at the lower of cost and net realisable value. Cost is represented by purchase price. Net realisable value is estimated selling price less any further costs expected to be incurred to completion and disposal.

**2.11 Debtors**

Trade, other debtors and accrued income are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**2.12 Cash at bank and in hand**

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**2.13 Liabilities and provisions**

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

**2.14 Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**2.15 Operating leases**

The cost of and income from operating leases is charged and credited to the Statement of Financial Activities on a straight line basis over the lease term.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**2. Accounting policies (continued)**

**2.16 Pensions**

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the Statement of Financial Activities as they become payable in accordance with the rules of the scheme.

**2.17 Redundancy**

Redundancy costs arise from the periodic reviews of staffing levels and are charged to the Statement of Financial Activities in the year in which the Charity is demonstrably committed to the employee leaving the Charity.

**2.18 Fund accounting**

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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

**3. Critical accounting estimates and areas of judgement**

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that there are no material judgements in applying accounting policies or key sources of estimation uncertainty.

**4. Income from donations and legacies**

	2024	2023
	£	£
<b>Donations</b>		
Individuals and Individual Fundraisers	1,013,535	870,591
Companies	379,448	355,829
Charitable Foundations	444,255	583,314
Grants and income from Statutory Authorities	157,125	157,025
	1,994,363	1,966,759
Legacies	295,150	8,551
	2,289,513	1,975,310

Of the Income from donations and legacies £430,688 (2023: £627,989) was restricted.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**5. Income from charitable activities**

	<b>2024</b>	<b>2023</b>
	£	£
Provision of Clinical Services and Training	94,108	55,934
Sales of Publications and Resources	130,786	141,371
	<u>224,894</u>	<u>197,305</u>
	<u>224,894</u>	<u>197,305</u>

All income from charitable activities is unrestricted.

**6. Investment income**

	<b>2024</b>	<b>2023</b>
	£	£
Income from investments	5,675	11,145
Bank interest	8,363	3,779
	<u>14,038</u>	<u>14,924</u>
	<u>14,038</u>	<u>14,924</u>

All investment income is unrestricted.

**7. Expenditure on raising funds**

	<b>2024</b>	<b>2023</b>
	£	£
Costs of raising voluntary income - wages and salaries	382,670	385,609
Costs of raising voluntary income - other costs	216,038	239,942
Costs of raising voluntary income - depreciation	3,797	4,201
Allocated centrally incurred fundraising and governance costs	86,853	95,779
	<u>689,358</u>	<u>725,531</u>
	<u>689,358</u>	<u>725,531</u>

All expenditure of raising funds is unrestricted.

Within the above "Costs of raising voluntary income - other costs" are direct costs of fundraising of £121,662 (2023: £117,001) and an allocated proportion of office overheads and admin costs of £94,376 (2023: £122,941).

The figure for "Allocated centrally incurred fundraising and governance costs" covers items such as additional support staff wages where a percentage has been applied to fundraising activities. These are not direct costs of fundraising but, in line with the Charities SORP, are allocated central costs.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**8. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Unrestricted funds 2024 £</b>	<b>Restricted funds 2024 £</b>	<b>Total funds 2024 £</b>	<i>Total funds 2023 £</i>
National Programmes	<u>1,342,232</u>	<u>614,965</u>	<u>1,957,197</u>	<u>1,946,740</u>
<i>Total 2023</i>	<u><u>1,303,133</u></u>	<u><u>643,607</u></u>	<u><u>1,946,740</u></u>	

**9. Analysis of charitable activities expenditure**

	<b>Activities undertaken directly 2024 £</b>	<b>Support costs 2024 £</b>	<b>Total funds 2024 £</b>	<i>Total funds 2023 £</i>
National Programmes	<u>1,709,999</u>	<u>247,198</u>	<u>1,957,197</u>	<u>1,946,740</u>
<i>Total 2023</i>	<u><u>1,674,139</u></u>	<u><u>272,601</u></u>	<u><u>1,946,740</u></u>	

**Analysis of direct costs**

	<b>National programmes 2024 £</b>	<b>Total funds 2024 £</b>	<i>Total funds 2023 £</i>
Staff costs	1,171,806	1,171,806	1,026,910
Depreciation	12,721	12,721	14,073
Other costs	<u>525,472</u>	<u>525,472</u>	<u>633,156</u>
	<u><u>1,709,999</u></u>	<u><u>1,709,999</u></u>	<u><u>1,674,139</u></u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**9. Analysis of charitable activities expenditure (continued)**

**Analysis of support costs**

	<b>National programmes 2024 £</b>	<b>Total funds 2024 £</b>	<i>Total funds 2023 £</i>
Staff costs	199,975	199,975	211,445
Depreciation	1,827	1,827	2,021
Other costs	36,886	36,886	51,720
Auditor's remuneration	8,510	8,510	7,415
	<u>247,198</u>	<u>247,198</u>	<u>272,601</u>

**10. Governance costs**

	<b>2024 £</b>	<i>2023 £</i>
Auditor's remuneration	13,800	13,200
Trustees' costs	1,670	14,935
Staff costs	18,024	25,225
Allocated support costs and depreciation	380	421
	<u>31,574</u>	<u>53,781</u>

**11. Auditor's remuneration**

	<b>2024 £</b>	<i>2023 £</i>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	<u>13,800</u>	<u>13,200</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**12. Staff costs**

	<b>2024</b>	2023
	£	£
Wages and salaries	1,581,180	1,472,655
Social security costs	153,205	145,853
Contribution to defined contribution pension schemes	90,328	99,169
Redundancy costs	-	12,276
	<u>1,824,713</u>	<u>1,729,953</u>

The Charity operates a salary sacrifice scheme for employees to make additional contributions to the pension scheme or receive childcare vouchers. The pension cost figure above includes both employee and employer contributions, including any element arising from the salary sacrifice scheme. The salaries figure includes the cost of childcare vouchers arising out of the associated salary sacrifice scheme.

Redundancy costs relate to departmental restructuring resulting in improved efficiencies and cost savings. Redundancy payments totalled £Nil (2023: £12,276).

The average number of persons employed by the Charity during the year was as follows:

	<b>2024</b>	2023
	No.	No.
Family services	25	24
Fundraising and publicity	16	14
Administration	8	9
	<u>49</u>	<u>47</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2024</b>	2023
	No.	No.
In the band £60,001 - £70,000	1	1
In the band £70,001 - £80,000	2	1

The key management personnel of the Charity comprises the Chief Executive Officer and Chief Operating Officer. The total employee benefits of the key management personnel of the Charity were £98,471 (2023: £163,294).

The Charity is supported by a large number of volunteers who receive no remuneration. The value of this support has not been included in these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**13. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2023: £Nil).

During the year ended 31 March 2024, expenses totalling £946 were reimbursed or paid directly to 4 Trustees (2023: £1,001 to 7 Trustees). The expenses related to expenses for attending meetings and duties directly related to their duties as Trustees.

**14. Tangible fixed assets**

	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>			
At 1 April 2023	5,107	67,481	72,588
Additions	-	10,571	10,571
Disposals	-	-	-
	<u>5,107</u>	<u>78,052</u>	<u>83,159</u>
At 31 March 2024			
<b>Depreciation</b>			
At 1 April 2023	3,945	18,978	22,923
Charge for the year	766	18,221	18,987
On disposals	-	-	-
	<u>4,711</u>	<u>37,199</u>	<u>41,910</u>
At 31 March 2024			
<b>Net book value</b>			
At 31 March 2024	<u>396</u>	<u>40,853</u>	<u>41,249</u>
At 31 March 2023	<u>1,162</u>	<u>48,503</u>	<u>49,665</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**15. Fixed asset investment**

	Listed investments £	Cash deposits £	Total £
At 1 April 2023	531,823	19,967	551,790
Additions	549,581	(543,906)	5,675
Disposals	(537,021)	537,021	-
Revaluations	28,647	-	28,647
Management fees	-	(4,052)	(4,052)
At 31 March 2024	<u>573,030</u>	<u>9,030</u>	<u>582,060</u>

**16. Debtors**

	2024 £	2023 £
Trade debtors	46,460	77,580
Other debtors	-	3,742
Prepayments and accrued income	65,095	57,691
	<u>111,555</u>	<u>139,013</u>

**17. Creditors: Amounts falling due within one year**

	2024 £	2023 £
Trade creditors	31,494	64,026
Other taxation and social security	47,949	47,633
Other creditors	10,610	10,753
Accruals and deferred income	132,433	154,755
	<u>222,486</u>	<u>277,167</u>

Deferred income relates to deposits received before the year end in lieu of future charitable work that may be carried out. These deposits would only be used when they were authorised to do so by the donor and would be repaid on demand if not used.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**18. Financial instrument**

	<b>2024</b>	<b>2023</b>
	£	£
<b>Financial assets</b>		
Financial assets measured at fair value through income and expenditure	582,060	551,790

Financial assets measured at fair value through income and expenditure comprise listed investments.

**19. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2023	Income	Expenditure	Transfers in/out	Gains/ (Losses)	Balance at 31 March 2024
	£	£	£	£	£	£
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Income Development	51,000	-	(51,000)	-	-	-
Service Development	11	-	(11)	-	-	-
Marketing Development	8,333	-	(8,333)	-	-	-
Extending our National Reach	4,091	-	(4,091)	-	-	-
	63,435	-	(63,435)	-	-	-
<b>General funds</b>						
General Fund	1,009,894	2,097,757	(1,968,155)	-	28,647	1,168,143
<b>Total Unrestricted funds</b>	1,073,329	2,097,757	(2,031,590)	-	28,647	1,168,143

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**19. Statement of funds (continued)**

**Statement of funds – current year**

	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2024 £
<b>Restricted funds</b>						
Ernest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
NHS Gloucestershire ICB	-	75,000	(75,000)	-	-	-
Anonymous Trust 1	1,152	-	(1,152)	-	-	-
NHS Sussex ICB	-	50,900	(50,900)	-	-	-
BBC Children in Need	3,333	10,000	(10,000)	-	-	3,333
Kylsant Charitable Trust	57,389	-	(43,897)	-	-	13,492
St James Place - Bristol	63,864	-	(63,864)	-	-	-
Peter Sowerby Foundation	17,175	-	(17,175)	-	-	-
East Sussex County Council	7,500	30,000	(30,000)	-	-	7,500
Hummingbird Charitable Trust	126,535	-	(114,258)	-	-	12,277
Anonymous Trust 2	84,705	-	(22,500)	-	-	62,205
Ellis Campbell Charitable Foundation	20,000	20,000	(20,000)	-	-	20,000
Metlife	-	56,778	-	-	-	56,778
The OWL Trust	-	17,500	-	-	-	17,500
City Bridge Foundation	-	31,125	(30,824)	-	-	301
< £15k	10,211	119,385	(115,395)	-	-	14,201
	<u>391,864</u>	<u>430,688</u>	<u>(614,965)</u>	<u>-</u>	<u>-</u>	<u>207,587</u>
<b>Total of funds</b>	<b><u>1,465,193</u></b>	<b><u>2,528,445</u></b>	<b><u>(2,646,555)</u></b>	<b><u>-</u></b>	<b><u>28,647</u></b>	<b><u>1,375,730</u></b>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**19. Statement of funds (continued)**

**Statement of funds – prior year**

	Balance at 1 April 2022 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2023 £
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Income Development Service	87,000	-	(36,000)	-	-	51,000
Development Marketing	88,500	-	(88,489)	-	-	11
Development Extending our National Reach	75,000	-	(66,667)	-	-	8,333
	32,000	-	(27,909)	-	-	4,091
	<u>282,500</u>	<u>-</u>	<u>(219,065)</u>	<u>-</u>	<u>-</u>	<u>63,435</u>
<b>General funds</b>						
General Fund	1,302,197	1,559,550	(1,809,559)	-	(42,254)	1,009,894
<b>Total Unrestricted funds</b>	<u>1,584,697</u>	<u>1,559,550</u>	<u>(2,028,664)</u>	<u>-</u>	<u>(42,254)</u>	<u>1,073,329</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**19. Statement of funds (continued)**

**Statement of funds - prior year (continued)**

	Balance at 1 April 2022 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2023 £
<b>Restricted funds</b>						
NHS Gloucestershire ICB	-	75,000	(75,000)	-	-	-
Ernest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
Neil Bently	30,000	-	(30,000)	-	-	-
Anonymous Trust 1	-	15,000	(13,848)	-	-	1,152
Gustav-Siegle Stiftung Foundation	20,000	-	(20,000)	-	-	-
NHS Sussex ICB	-	50,000	(50,000)	-	-	-
BBC Children in Need	16,428	-	(13,095)	-	-	3,333
Kylsant Charitable Trust	134,643	-	(77,254)	-	-	57,389
St. James's Place Charitable Foundation	97,175	70,028	(103,339)	-	-	63,864
Peter Sowerby Foundation	72,130	-	(54,955)	-	-	17,175
Louis Nicholas Residuary Charitable Trust	-	15,000	(15,000)	-	-	-
East Sussex County Council Hummingbird Charitable Trust	7,500	30,000	(30,000)	-	-	7,500
Anonymous Trust 2	-	150,000	(23,465)	-	-	126,535
Ellis Campbell Charitable Foundation	-	84,705	-	-	-	84,705
< £15k	-	20,000	-	-	-	20,000
	29,606	98,256	(117,651)	-	-	10,211
	<u>407,482</u>	<u>627,989</u>	<u>(643,607)</u>	<u>-</u>	<u>-</u>	<u>391,864</u>
<b>Total of funds</b>	<u><u>1,992,179</u></u>	<u><u>2,187,539</u></u>	<u><u>(2,672,271)</u></u>	<u><u>-</u></u>	<u><u>(42,254)</u></u>	<u><u>1,465,193</u></u>

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

---

**19. Statement of funds (continued)**

**Restricted Funds**

Anonymous Trust 1 – to fund 0.5fte Bereavement Support Practitioner.

Anonymous Trust 2 - to fund the adaptation, validation and dissemination of a new impact measurement tool.

NHS Sussex Integrated Care Board – to fund the support of children and young people experiencing sudden and complex bereavement in West Sussex.

St James's Place Charitable Foundation – to fund the provision of services in Bristol.

NHS Gloucestershire Integrated Care Board – to fund the provision of services in Gloucestershire.

Kysant Charitable Trust – to fund the provision of services in Worcestershire and national FBSS and Helpline services.

Ernest Kleinwort Charitable Trust – to fund the provision of services in Sussex.

BBC Children in Need – to fund the SEND Lead Practitioner.

East Sussex County Council – to fund the provision of a Sussex Suicide Bereavement Support Service for children and young people.

Peter Sowerby Foundation – to fund the transformation of digital services.

Louis Nicholas Residuary Charitable Trust - to fund Helpline services.

Hummingbird Charitable Trust – to fund future projects including new Bereavement Counsellors

Ellis Campbell Charitable Foundation – to fund the salary and associated costs of Head of Youth Participation and Engagement.

City Bridge Foundation – to fund the London Bereavement Support & Outreach Worker.

Zurich Community Trust – to support our work in Gloucestershire and towards our Volunteer Manager position.

MetLife Foundation – to fund the help our helpline project, a digital upgrade to our phone and database system.

The Owl Trust and The Beacon Owl Trust – to support our digital work and level 1 service.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**20. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<b>Unrestricted funds 2024</b>	<b>Restricted funds 2024</b>	<b>Total funds 2024</b>
	£	£	£
Tangible fixed assets	41,249	-	41,249
Fixed asset investments	582,060	-	582,060
Current assets	767,320	207,587	974,907
Creditors due within one year	(222,486)	-	(222,486)
<b>Total</b>	<u>1,168,143</u>	<u>207,587</u>	<u>1,375,730</u>

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2023</i>	<i>Restricted funds 2023</i>	<i>Total funds 2023</i>
	£	£	£
Tangible fixed assets	49,665	-	49,665
Fixed asset investments	551,790	-	551,790
Current assets	749,041	391,864	1,140,905
Creditors due within one year	(277,167)	-	(277,167)
<b>Total</b>	<u>1,073,329</u>	<u>391,864</u>	<u>1,465,193</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**21. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2024</b>	<b>2023</b>
	£	£
Net income for the year (as per Statement of Financial Activities)	<u>(89,463)</u>	<u>(526,986)</u>
<b>Adjustments for:</b>		
Depreciation charges	18,987	21,005
(Gains)/losses on investments	(28,647)	42,254
Dividends and interest from investments	(14,038)	(14,924)
Loss on the sale of fixed assets	-	7,335
(Increase)/Decrease in stocks	(22,262)	3,384
Decrease/(Increase) in debtors	27,458	(20,424)
(Decrease)/Increase in creditors	(54,681)	75,892
<b>Net cash provided by operating activities</b>	<u><u>(162,646)</u></u>	<u><u>(412,464)</u></u>

**22. Analysis of cash and cash equivalents**

	<b>2024</b>	<b>2023</b>
	£	£
Cash in hand	809,199	970,001
<b>Total cash and cash equivalents</b>	<u><u>809,199</u></u>	<u><u>970,001</u></u>

**23. Contingent liabilities**

The Charity has given seven indemnities to solicitors to cover funds received in respect of Residual Client Accounts that they held. The solicitors had made the assessment that the balances on these accounts would never be claimed and so, with the prior approval of the Solicitors Regulation Authority, they paid these account balances to Winston's Wish. The indemnity means that should the legal owner of the residual balance be traced and/or legitimately claims the residual balance then Winston's Wish will return the funds to the solicitors. The Trustees believe that it is extremely unlikely that these monies would be reclaimed. However, as the Charity holds a high level of unrestricted funds, any reclaim could easily be met without it having any detrimental effect on the Charity. At the year end the Charity had given seven indemnities totalling £37,481 (2023: £37,278).

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

**24. Pension commitments**

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund (for employee and employer contributions as explained in note 12) and amounted to £90,328 (2023: £99,169) Contributions totalling £10,365 (2023: £10,753) were payable to the fund at the balance sheet date and are included in other creditors.

**25. Operating lease commitments**

At 31 March 2024 the Charity had commitments to make future minimum lease payments under noncancellable operating leases as follows:

	2024	2023
	£	£
Not later than 1 year	32,632	32,788
Later than 1 year and not later than 5 years	8,031	8,539
	<u>40,663</u>	<u>41,327</u>

The following lease payments have been recognised as an expense in the Statement of financial activities:

	2024	2023
	£	£
Operating lease rentals	32,788	50,456
	<u>32,788</u>	<u>50,456</u>

**26. Members' liability**

The Charitable Company does not have share capital and is limited by guarantee. Each of the members is a guarantor to the extent of £1 in the event of the Charitable Company being wound up whilst they are members, in respect of debts and liabilities contracted before they ceased to be a member. There were 7 members at 31 March 2024 (2023: 9 members).

**27. Related party transactions**

There were no related party transactions during this or the prior year.

**Child Bereavement UK**

England & Wales - Charity number 1061359

---

# Accounts

---

**Registered number: 03329289 (England and Wales)**  
**Charity numbers: 1061359 (England and Wales) & SC041140 (Scotland)**

**WINSTON'S WISH**  
**(A company limited by guarantee)**

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CONTENTS**

---

	Page
<b>Reference and administrative details of the Charity, its Trustees and advisers</b>	1
<b>Chairman's statement</b>	2 - 3
<b>Trustees' report</b>	4 - 11
<b>Independent auditor's report on the financial statements</b>	12 - 15
<b>Statement of financial activities</b>	16
<b>Balance sheet</b>	17
<b>Statement of cash flows</b>	18
<b>Notes to the financial statements</b>	19 - 36

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS  
FOR THE YEAR ENDED 31 MARCH 2023**

---

<b>Patrons</b>	Julie Stokes OBE MSc (Founder) Baroness Rennie Fritchie Randolph Churchill Barbara Want (Vice Patron) Emily Eavis and Nick Dewey
<b>Honorary President</b>	The Duchess Of Richmond and Gordon
<b>Trustees</b>	Elizabeth Gratton, Acting Chair of Trustees (appointed 27 May 2022) Nigel Purveur (resigned 12 October 2022) Samantha Carruthers (resigned 2 March 2023) Ben Cosh (resigned 2 March 2023) Christian Cullinane (resigned 12 October 2022) Paul Gathercole Jane McCarthy Eleanor Turner Mark Smith (resigned 12 October 2022) Zoe Jones (appointed 27 May 2022) Huxley Knox-Macaulay (appointed 27 May 2022) Neil Musgrove (appointed 27 May 2022) Kirsty Elizabeth Raper (appointed 27 May 2022) Grace Horton (appointed 1 February 2023)
<b>Company registered number</b>	03329289 (England and Wales)
<b>Charity registered numbers</b>	1061359 (England and Wales) and SC041140 (Scotland)
<b>Registered office</b>	Regus Conway House 31 Worcester Street Gloucester GL1 3AJ
<b>Chief Executive Officer</b>	Fergus Crow
<b>Independent auditor</b>	Hazlewoods Staverton Court Staverton Cheltenham Gloucestershire GL51 0UT
<b>Bankers</b>	Barclays Bank plc Gloucester Docks Gloucester GL1 2DH

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CHAIRMAN'S STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

This has been a stretching but ultimately enormously positive year for Winston's Wish. I would like to start by thanking everyone who makes such an extraordinary contribution to the work that we do – from our generous donors and rapidly growing community of supporters, to our volunteers and my fellow trustees, to the staff who work tirelessly to achieve our shared goals.

In April 2022 we launched our most ambitious 3-year strategy to date, challenging ourselves to 'break the script' in support for grieving children so that no child or young person under 25 has to face grief alone. I am delighted to say that when I look back at this extraordinary year, I can say with confidence that Winston's Wish is well on its way to doing that.

In it we pledged to put children and young people first by making sure that they could access our services directly, doubling our efforts to put their voices at the heart of our public-facing work and our governance – the progress we have made in both of these commitments is something that I am most proud of this year.

After generating such a strong surplus in 2022-23 (£558K) through a number of one-off windfall gifts and donations, we wanted to support the new strategy by reinvesting this surplus straight back into Winston's Wish to power these ambitions. We made key investments in Bereavement Support Services, Fundraising and Corporate Services which will underpin and drive our reach and income through the life of this strategy. One example has been the introduction of a new Marketing Team. They have already driven significant public new awareness of Winston's Wish, and are ensuring that children and young people can access helpful and relevant content, and that it is increasingly their real-life experiences that are the voice of Winston's Wish in the wider world. Another significant change is our new 50-strong Youth Team who are driving this. They have been an ever-present in our content development and in the media through the year.

Our service model has evolved in line with our strategic vision through the year and we have made huge strides in focusing on direct help for children, young people and families alongside broadening and strengthening our 1-1 support through our digital and clinical teams. With a renewed focus on innovation in evaluating the impact of our work on children and young people, this is a powerful and resilient service model that continues to support many thousands of vulnerable children and young people across the UK, more this year than ever before. And our training offers are now accessed far and wide across the UK meaning that we have significantly increased our indirect impact on many more thousands of children and young people, including through our ongoing engagement with schools and Academies.

As the year continued it became increasingly clear that the economic conditions that were rapidly worsening around us would affect our beneficiaries, our staff and our fundraising activity. Our teams worked hard to reduce the impact of the cost of living crisis on our operating costs and focus resources on service delivery, and we brought forward a new Well-being Strategy to support our teams in adapting to this changing context and to the world of remote/hybrid work that we have embraced.

Winston's Wish has a talented and passionate fundraising team and committed and loyal donors, and our trust in them to adapt to these conditions was justified by the end of year results that showed we not only achieved our original budget, we slightly exceeded it. Overall we ended 2022-2023 exceeding our key goals in both income and outcomes.

Of course, it was not all plain sailing. It has been a tough year for our staff, volunteers and beneficiaries; some of the digital service changes that we planned at the start of the year eluded our ambitious timelines and some of our service goals. Our EDI plan was similarly ambitious and although we continue to make progress here, we still have work to do to diversify our staff and volunteer base.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CHAIRMAN'S STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH**  
**2023**

---

At the beginning of 2022, we recruited five new trustees to the board of Winston's Wish, in readiness for the planned departure of several trustees who were nearing the end of their terms of office. Sadly, these planned departures were added to by our long standing chair of trustees, Nigel Purveur, who had to retire early due to an unexpected health issue. He was replaced by another long serving trustee, Sam Carruthers, who then herself had to step down due to ill health in March 23. The remaining trustees have worked hard to ensure that the board, and all the team at Winston's Wish, remained stable during this period of change, and we are in the process of reviewing our governance processes to ensure that we have the right governance structure for a charity of our size and ambitions to provide continuity for the long term. In addition to the five new trustees recruited early last year we also appointed a new trustee who is a young adult who has been a beneficiary of our services in recent years. This appointment reflects our real commitment to having meaningful representation throughout our organisation of this crucial youth voice. I am honoured to operate as Acting Chair while we conclude our governance review, and would like to express my thanks to my fellow trustees and also to the team at Winston's Wish for their invaluable support and hard work during this period.

As with every organisation in our sector and beyond we continue to remain concerned about the impact of continued economic pressure and uncertainty on families, on fundraising and on costs. The plan we are now engaged on as we set out into 23-24 takes both the opportunities we have and the worries that remain into the year ahead. We remain positive and optimistic, but with a healthy dose of realism in our plans. As always, we remain emboldened by our unifying and shared goal to make sure that no child or young person has to face their grief alone.



Liz Gratton, Acting Chair of Trustees  
Date: 25/7/2023

---

**WINSTON'S WISH**  
(A company limited by guarantee)

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

The Trustees of Winston's Wish have pleasure in presenting their report and financial statements for the year ended 31st March 2023.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

### **BREAKING THE SCRIPT**

In April 2022 we launched our new 3-year strategic approach, underpinned by an ambitious goal to 'break the script' in child and youth bereavement and grief support.

Our goal is to shift the dial by making more help easily and directly available and accessible to grieving children and young people, and to amplify and grow our true voice, our reach, our services and our partnerships to enable all that need our services to access them.

Our mission is to make sure that no child or young person has to face grief alone and our work is centred around five core values which guide everything that we do:

- We put children and young people at the heart of everything we do
- We are positive and have fun
- We never stop learning
- We celebrate differences
- We strive for better

The problem we set out to solve remains that not enough children, young people and young adults can access support for their grief when they really need it. This means they may be suffering alone, or that their grief has such a devastating impact on them that it affects their mental health, their physical health, their education, their relationships and their chances of leading a full life, both now and in the future. That's not fair, and it's not inevitable. They all need something and our strategy is the blueprint for how Winston's Wish can help in the years ahead.

Our strategy has five core aims:

Strategic Aim	Strategic Activity	Strategic Outcomes
Provide more care	<b>Always on</b> emotional and practical grief support for all children and young people aged 0-25	No-one under 25 facing grief after any death has to seek out or wait for the right help
Connect with more people	Instant human help for people who are looking after grieving U25s	The adults who care for under 25s get the help they need, to help them
Build a wider community	Safe places to be together and learn, share feelings and experiences	No-one is alone, and our community relationships build reach, funding and influence

**WINSTON'S WISH**  
(A company limited by guarantee)

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

Communicate better	Telling real stories – amplifying true voices; sharing everything we know so that more people can help and know where to find us, support us, help us to grow	Children and young people's real voices are heard and everyone knows where to turn and what to do to help
Create and sustain	Raising funds brilliantly; governing well; creating a culture of value and support; looking after our people	A resilient and diverse organisation, full of human potential with great relationships inside and out - sustainable, safe and secure

### 1. PROVIDE MORE CARE

This year our bereavement services were able to support more children and young people than ever before. 62,484 children and young people were benefitted from Winston's Wish direct and indirect support.

This year, for the first time, we acknowledged the impact of the work we do with adults who in turn support grieving children and young people. Whether it be through trainings, our helpline or sessions with our practitioners, our reach goes beyond the support and services we provide directly to children and young people. This significant rise in numbers from the previous year recognises the children and young people who benefit from this **indirect** support.

It has also been a year of evolution for our bereavement services as we embedded a new service model, and with that the inclusion of bereavement counselling as a way of providing effective grief support to children and young adults.

Our tiered service model, designed to be more acutely responsive to their needs, is underpinned by research, best practice and lessons learned from the bereavement field and is also informed by the fields of psychology, psychotherapy, and public health. In 22-23 we completed our staffing structure and internal processes ahead of the public launch of the new service model in April 2023.

At the end of June 2022 our on-demand services intentionally opened their 'doors' to children and young people in line with our strategy. To truly put children and young people first, we felt it was necessary for children and young people of all ages to have direct access to our on-demand support services and without the need for them to 'go through an adult'. Technical delays held up the implementation of our Live Chat service but we successfully launched in October 2022 and in just 5 months our team were able to support over 1,500 children and young people.

Overall, our on-demand support services have also seen a significant increase in demand for support for schools, particularly following significant deaths of students or staff. Our investment in marketing our services this year has shown a very positive return in terms of awareness of our services – this targeted marketing has translated into an increase in the number of children and young directly reaching out for support, seen most noticeably in our live chat service which has seen a 161% increase in conversations amongst 7-to-25-year-olds since its launch.

Over the course of the past year our beneficiary profile has become more diverse both in terms of ethnicity and regional location. Furthermore, the inclusion of a SEND practitioner has meant that children with SEND can now receive support in a way that is most sensitive and inclusive of their needs.

Last but not least, as part of our intent to be sector leaders we have sought opportunities to advance not only our work but that of the children and young people bereavement sector. Most significantly we successfully bid for funding and negotiated relationships with key individuals and key universities to work with us on a research piece around the validation of a grief outcome measure tool for children and young people. This will be a

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

game changer for Winston's Wish in terms of support services, quality and monitoring, fundraising and impact reporting.

## **2. CONNECT WITH MORE PEOPLE**

Alongside the new messaging around our on-demand services being accessible directly by children and young people, we recognised that our services also needed to be available to them at more accessible times and so from June 2022 our on-demand services hours became available from 8am to 8pm.

Work to ensure our digital services are accessible by all who need them progressed this year with the introduction of digital accessibility tool, UserWay. The tool which is now available on the Winston's Wish website ensures our content is accessible by those with a range of visual and/ or hearing disabilities. It also increases usability for people with living with mobility problems, cognitive impairments and more.

Increasing the ease of connecting with us also informed the launch of our **single point of access** in December 2022 which has improved the experience of service users by focusing on developing smoother administrative and communication channels for all our services from referral to consent through to booking and case closure.

Our free bereavement support training is readily available on our website and accessible to all agencies, organisations and communities across the UK so that our knowledge and understanding can be used as widely as possible by others to provide help and support wherever grieving children and young people are. Demand for our training continues to grow significantly and our small team works tirelessly to deliver bespoke and study days to an increasing number of professionals across the UK.

## **3. BUILD A WIDER COMMUNITY**

Groups are in our DNA and have always been a fundamental part of Winston's Wish offers of support. Our strategy extends that focus through our commitment to digital. This year our service teams have focused on ensuring that our offer of online groups was reflective of the needs of the children and young people as well as the adults that seek support through Winston's Wish. In March 2023 we relaunched our online group offer starting with Live Grief Talks, TED style psychoeducational groups open to young people as well as adults. This has also been a year in which we have laid the groundwork for a new suite of online groups to launch in early 23-24.

Following on from our work with the community at Grenfell we have continued to focus some of our resources on ensuring that grief support services are more readily and widely available in London. This year our focus was on Camden where we have established connections with the key local stakeholders and held virtual informational sessions as well as attending community events to increase our visibility and the awareness of Winston's Wish in that area. This is work that will continue into 2023-24 and beyond.

## **4. COMMUNICATE BETTER**

Our number one core value is clear: we are a charity that puts the needs of children and young people at the heart of everything we do. Embodying this value in our strategy is the priority we place on the voices, experiences and insights of children and young people. This year we invested our commitment to authentic participation by recruiting a Youth Participation Worker and launching a Youth Team Strategy which was accompanied by a national marketing campaign calling for strong and passionate young individuals with lived experience of bereavement and grief to join our Youth Team.

We're now proudly working alongside a diverse group of 50 young people between the ages of 8 and 25 from across the UK as Youth Ambassadors to help us promote our services and Youth Advisors who help us to shape our offer. We have supported a number of these young people to share their experiences and provided expert commentary on grief related stories in the national media.

In September 2022 Winston's Wish was the first child and youth bereavement charity to issue a series of guides and content on supporting children and young people following the death of HRH Queen Elizabeth II.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

As a result, traffic to our web-based content increased by 960% and contributions to articles in The Times, The Guardian, Huffington Post and Radio 5 Live saw our content reach over 14 million people across the UK.

So, whilst honouring and maintaining the strength of the Winston's Wish offers of support for those adults caring for grieving children and young people, our new marketing strategy has seen us increase both the quantity and reach of content made by and for young bereaved people. Since June 2022 the team has created over 130 pieces of content aimed at young people between the ages of 13 and 25, reaching in excess of 1.3 million online users across our websites and social media platforms and this is only the start.

We also changed our governance structure during the year to ensure representation from our Youth Team by appointing a Young Advisor (over the age of 18) to join our Board of Trustees. At every level of our charity, the youth voice is heard and important. Our goal is to become a charity that embodies an authentic approach to participation, and we aspire to become a truly youth-led organisation in the years ahead.

## **5. CREATE AND SUSTAIN**

Following an extraordinary prior year for fundraising which brought several unexpected windfalls, we started 2022-23 with a budget that, while stretching, was realistic and considered the unrepeatable nature of some of this income. Naturally our plans needed to shift throughout the year as the reality of the economic conditions that we were working in became a reality however we ended the year slightly exceeding our original budget which highlights the determination and resilience of our fundraising team and demonstrates the incredible community of supporters and donors who have rallied behind our cause even in the most trying of times.

We have much to celebrate from the last year both in terms of what we achieved financially thanks to the generosity of our supporters, but also the groundwork that will ultimately lead us to greater success in future. In particular we ended the year with two substantial new corporate partnerships confirmed for 2023-24 and a multi-year pledge which will help us to sustain our income in years to come and allows us to plan with more certainty.

How we care for our community of supporters remains at the heart of our performance. In September the whole organisation came together for our first 'BIG Thank You Day', taking time away from our desks to thank as many of our supporters as possible. The whole team spent time writing thank you cards, recording personal videos and calling donors to remind them just how valued they are. We look forward to repeating this day annually.

Our external relationships remain positive and we have made very good progress with our Transformational Partnerships plan this year, identifying the partners and potential partners with whom collaboration will help us increase awareness and accessibility of our services and support.

In governance, following the retirement of the previous Chair of Trustees, the Board restructured during the first half of the year and embarked on a number of governance initiatives. Due to ill health our subsequent Chair of Trustees stepped down from the Board at the end of the year. Continuity of governance is provided through existing governance arrangements and an interim arrangement until such time as the Board is ready to appoint a new substantive Chair. In the summer of 2022 the Board undertook a review process to evaluate its effectiveness and identify areas for development, a process it will repeat in the year ahead.

We have continued to deliver our approach to equity, diversity and inclusion across the organisation this year through implementing the annual EDI Action Plan. We have made progress in embedding EDI in our governance arrangements and in supporting changes in our organisational culture including through the work of our EDI in marking a number of events across Winston's Wish in the equalities calendar. Last year's report acknowledged that we had not made sufficient progress in becoming a more inclusive service and a more inclusive organisation in terms of our staff, trustee and volunteer profile. Whilst we have continued focus on both these areas this year we recognise that we still have some way to go to meet our goals.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**FINANCIAL RESULTS**

During the year we recorded an overall net decrease in our funds of £526,986 (2022: increase of £558,328).

£15,618 was released from restricted reserves (2022: £148,991 was added) – income of £627,989 against expenditure of £643,607 from those funds. As in previous years we receive restricted income in advance and this will be spent during the next financial year.

The balance of £511,368 was released from unrestricted reserves (2022: £409,337 was added).

The total funds held in reserve at the end of the year were £1,465,193, of which £1,009,894 are unrestricted general funds, £63,435 are designated funds and £391,864 are restricted funds (2022: £1,992,179, of which £1,302,197 were unrestricted general funds, £282,500 were designated funds and £407,482 were restricted).

We consider that our unrestricted reserves equate to 6 months' unrestricted fund expenditure. The Trustees believe this is supportive of the Charity's future plans while also remaining prudent in the current economic climate as we emerge from the worst of the pandemic.

Our investments generated income of £14,924 (2022: £10,479), and there were losses on investments of £42,254 (2022: gain on investments of £8,601).

**Public benefit**

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Winston's Wish supports bereaved children and young people across the UK up to the age of 25.

The Trustees have referred to Public Benefit guidance when reviewing our strategic aims and in planning the future activities of the Charity. The benefits that Winston's Wish brings to families, children and young people are delivered through a wide range of activities; from helpline and website support, through to individual or family assessments delivered by trained staff. At all times we are guided by what is most timely and helpful to the families we see. Our support services are free of charge to all those who need them.

**Constitution**

Winston's Wish is both a registered Charity and a company limited by guarantee. It was established in 1992, initially by trust deed and was incorporated as a limited company on 7th March 1997. It is governed by its Memorandum of Association, last updated 24 October 2020. Its company number is 03329289, charity number is 1061359, Scottish charity number SC041140.

**Governance and management**

The Articles of Association require that there are at least three Trustees. New Trustees are nominated by members of the Board of Trustees and appointed where they have the necessary skills to contribute to the Charity's development. Trustees can serve for a maximum term of 3 years and can be reappointed for two further terms. The Board of Trustees meets quarterly and in addition holds a whole day meeting to review and develop the strategy of the Charity. Each new Trustee is given appropriate induction and training relevant to their responsibility.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

### **Fundraising**

Winston's Wish is registered with the Fundraising Regulator and is compliant with the standards set by the Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors' and supporters' confidence in our fundraising practices. In addition to this, Winston's Wish is an organisational member of the Institute of Fundraising.

All fundraising activities are organised directly by the staff at Winston's Wish, or a community-based fundraiser who is monitored by a staff member as an account manager. We do not engage third party professional fundraisers or other commercial participators to raise funds on our behalf. We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy.

During the year ended 31 March 2023 Winston's Wish received no complaints (2022: no complaints) relating to its fundraising activities.

### **Pay policy for key management personnel**

The Trustees consider the Board of Trustees and the senior management team comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give their time freely and no Trustee received remuneration in the year. Details of Trustees' expenses and related party transactions are disclosed in note 12 to the financial statements. The pay of the chief executive officer and senior staff is reviewed annually based on performance and normally increased in accordance with average earnings. The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

### **Staff and volunteers**

Throughout the year Winston's Wish employed an average of 47 full and part time staff (2022 – 42 full and part time) and had approximately 41volunteers supporting the children and young people through clinical support, fund-raising, profile raising and office administration. In addition, 59 young people aged from 16 – 25 make up our Youth Teang Ambassador programme; most are bereaved themselves and some have received support by Winston's Wish. All our supporters are vital to the work of the Charity and they have contributed enormously to the success of the organisation and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff and volunteers.

### **Reserves Policy**

While the Charity has a broad range of income generating activities to support its charitable activities, Winston's Wish is heavily reliant on voluntary donations. The majority of this income must be newly generated each year and the Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy.

Given the nature of Winston's Wish services and our ongoing commitment to deliver more services to more families across the UK, the Trustees have established a reserves policy that covers two fundamental priorities: That reserves should be sufficient to underpin the commitment to the continued growth and development of our services and sufficient to cover any significant or sudden fluctuations in income or expenditure so as to help avoid any undue disruption to service levels or other key functions.

To that end the target is to hold unrestricted reserves at a level that equates to at least 4-6 months of unrestricted fund expenditure. The level of unrestricted reserves at 31 March 2023 is equivalent to 6 months unrestricted expenditure which Trustees believe is appropriate given the uncertain economic climate, the

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

impact that this may have on philanthropy in the coming years and the Charity's strategy for growth in delivery and increased digitisation.

For further details of all designated funds please refer to note 18.

The Trustees are pleased to report that the Charity has a robust balance sheet which will be used to continue to provide services to families across the UK.

### **Investment Policy**

The Trustees believe that its available reserves should provide a reasonable level of income to help support its activities and that its capital values should be protected from erosion in value and keep pace with inflation.

Brewin Dolphin managed the Charity's investments until March 2023 on a full discretionary basis with a balanced approach between income generation, capital growth and risk. The portfolio is well diversified with a low degree of risk and the Trustees consider that this has been appropriate for a Charity the size of Winston's Wish.

Following an Investment Review in early 2022/23 the decision was made to move to a different holding company to manage the Charity's investments. In early 2023 all investment funds will be managed by LGT Wealth Management UK LLP.

### **Risk management**

The major risks to which the charity is exposed are regarding safeguarding of the children in their care and the income levels required to maintain the service.

There are stringent measures in place to ensure the safety of children and young people, from specialist recruitment techniques and processes, mandatory training and clear processes for staff to follow and a strong culture of safeguarding across the organisation which includes named safeguarding leads at all levels of the organisation, including on the board, and a clear process for escalating any significant concerns.

Income challenges are considered frequently, particularly with the contextual economic uncertainties present in the last few years. Winston's Wish income is spread over multiple activities, meaning there is minimal liability on any one particular income stream and down turns are quickly noted and actions are taken to remedy where appropriate.

The Trustees are satisfied that systems are in place to manage exposure to the major risks and that the Charity acts as appropriate to reduce the overall level of risk.

### **Future plans**

We launched a new 3-year strategy at the of 2021-2022 to take us to 2025. Our new strategic aims are:

1. To provide more care directly to children and young people meaning that no one under 25 faces grief alone after any death
2. To connect with more people - instant human help for those who are looking after grieving children and young people
3. Build a wider community with safe places to be together and learn, share feelings and experiences
4. Communicate better by telling real stories - amplifying the true voices of children and young people, helping everyone to know where to turn and what to do
5. Create and sustain a resilient and diverse organisation, full of human potential with great relationships inside and out.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

**Responsibilities of the Trustees**

The Trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Charity and of the surplus or deficit of the Charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the financial statements comply with Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

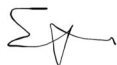
1. there is no relevant audit information of which the Charity's auditors are unaware; and
2. the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

**Auditors**

Hazlewoods has been reappointed as auditors for year ending 31 March 2023 and they have confirmed their willingness to continue in office.

25/7/2023

Approved by order of the members of the board of Trustees on .....and signed on their behalf by:



**Liz Gratton, Acting Chair of Trustees**

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH**

---

## **Opinion**

We have audited the financial statements of Winston's Wish (the 'Charitable Company') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice) and the Charities SORP (FRS102).

In our opinion the financial statements:

- give a true and fair view of the state of the Charitable Company's affairs as at 31 March 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations (as amended) and the Charities SORP (FRS102).

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## **Other information**

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report, which includes the strategic report, has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

**Responsibilities of trustees**

As explained more fully in the Trustees' Responsibilities statement the Trustees (who are also the Directors of the Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

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

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

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

**Use of our report**

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the Charitable Company's Trustees, as a body, in accordance with Regulation 10 of the Charity Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company, the Charitable Company's members as a body and the Charitable Company's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.



**Scott Lawrence FCA (Senior statutory auditor)**

for and on behalf of

**Hazlewoods LLP**

Chartered Accountants and Statutory Auditors

Staverton Court

Staverton

Cheltenham

Gloucestershire

GL51 0UT

Date: 25/07/2023

**WINSTON'S WISH**  
(A company limited by guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2023**

	Note	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £	Total funds 2022 £
<b>Income from:</b>					
Donations and legacies	4	1,347,321	627,989	1,975,310	2,405,935
Charitable activities	5	197,305	-	197,305	200,618
Investments	6	14,924	-	14,924	10,621
		<u>1,559,550</u>	<u>627,989</u>	<u>2,187,539</u>	<u>2,617,174</u>
<b>Total income</b>					
<b>Expenditure on:</b>					
Raising funds	7	725,531	-	725,531	622,888
Charitable activities	8,9	1,303,133	643,607	1,946,740	1,444,559
		<u>2,028,664</u>	<u>643,607</u>	<u>2,672,271</u>	<u>2,067,447</u>
<b>Total expenditure</b>					
<b>Net income before net gains on investments</b>					
		(469,114)	(15,618)	(484,732)	549,727
Net gains/(losses) on investments	14	(42,254)	-	(42,254)	8,601
		<u>(511,368)</u>	<u>(15,618)</u>	<u>(526,986)</u>	<u>558,328</u>
<b>Net movement in funds</b>					
<b>Reconciliation of funds:</b>					
Total funds brought forward	18	1,584,697	407,482	1,992,179	1,433,851
Net movement in funds		<u>(511,368)</u>	<u>(15,618)</u>	<u>(526,986)</u>	<u>558,328</u>
<b>Total funds carried forward</b>		<u><b>1,073,329</b></u>	<u><b>391,864</b></u>	<u><b>1,465,193</b></u>	<u><b>1,992,179</b></u>

The notes on pages 19 to 36 form part of these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)

**REGISTERED NUMBER: 03329289 (England and Wales)**

**BALANCE SHEET**  
**AS AT 31 MARCH 2023**

		2023	2022
	Note	£	£
<b>Fixed assets</b>			
Tangible assets	13	49,665	49,643
Investments	14	<u>551,790</u>	<u>588,211</u>
		601,455	637,854
<b>Current assets</b>			
Stocks		31,891	35,275
Debtors	15	139,013	118,589
Cash at bank and in hand	21	<u>970,001</u>	<u>1,401,736</u>
		1,140,905	1,555,600
Creditors: amounts falling due within one year	16	<u>(277,167)</u>	<u>(201,275)</u>
<b>Net current assets</b>		<u>863,739</u>	<u>1,354,325</u>
<b>Total net assets</b>		<u>1,465,193</u>	<u>1,992,179</u>
<b>Charity funds</b>			
Restricted funds	18	391,864	407,482
Unrestricted funds	18	1,073,329	1,584,697
Total funds	19	<u>1,465,193</u>	<u>1,992,179</u>

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

25/7/2023

The financial statements were approved and authorised for issue by the Trustees on ..... and signed on their behalf by:



**Liz Gratton**

**Acting Chair of Trustees**

The notes on pages 19 to 36 form part of these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

		<b>2023</b>	<b>2022</b>
	<b>Note</b>	<b>£</b>	<b>£</b>
<b>Cash flows from operating activities</b>			
Net cash provided by operating activities	20	(412,464)	621,287
<b>Cash flows from investing activities</b>			
Dividends and interest from investments		14,924	10,621
Purchase of tangible fixed assets		(28,362)	(38,170)
Cash withdrawn from investments		(11,689)	822
Movement on cash held for reinvestment		5,856	(6,147)
		<u>(19,271)</u>	<u>(32,874)</u>
<b>Net cash used in investing activities</b>		<u>(19,271)</u>	<u>(32,874)</u>
<b>Change in cash and cash equivalents in the year</b>		(431,735)	588,413
Cash and cash equivalents at the beginning of the year		1,401,736	813,323
<b>Cash and cash equivalents at the end of the year</b>	21	<u>970,001</u>	<u>1,401,736</u>

The notes on pages 19 to 36 form part of these financial statements

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

**1. General information**

Winston's Wish is a company limited by guarantee (number: 03329289 England and Wales) and a registered charity in England and Wales and Scotland (numbers: 1061359 and SC041140). Its registered office address is Regus, 31 Worcester Street, Gloucester, England, GL1 3AJ.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

Winston's Wish meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

**2.2 Going concern**

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of one year from the date of approval of the financial statements. On review, which includes a review of the impact of Covid-19, the war in Ukraine, the cost of living crisis in the UK and the economic uncertainty on future income streams and events, cash currently held, cash flow projections, the pipeline of income, income secured to date, the fixed and variable costs the charity has, along with the actions the charity could take to reduce expenditure, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

**2.3 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

**2. Accounting policies (continued)**

**2.3 Income (continued)**

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income from training activities is recognised when the training takes place.

**2.4 Expenditure**

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs and the cost of raising funds. Office running costs have been apportioned across these two headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable amount of VAT is included within the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

**2.5 Government grants**

Grants from government bodies are received for specific projects/costs and are recognised in accordance with their individual terms and conditions. Income is recognised when the Charity has entitlement to the funds which is when any performance conditions attached are met, it is probable that the income will be received and the amount can be reliably measured. Grant income will be deferred if received in advance of meeting performance conditions or if the funder specifically states that the income may be spent in a future accounting period.

**2.6 Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

**2.7 Taxation**

The Charity is exempt from taxation on its income applied exclusively to charitable purposes.

**2.8 Tangible fixed assets and depreciation**

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the Balance Sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

**2. Accounting policies (continued)**

**2.8 Tangible fixed assets and depreciation (continued)**

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Leasehold improvements	-	20%
Fixtures and fittings	-	15%
Computer equipment	-	25%

**2.9 Investments**

Investments listed on a recognised stock exchange are stated at mid-market value in the Balance Sheet. All movements in value arising from changes and revaluations are included in the Statement of Financial Activities.

**2.10 Stocks**

Stock is valued at the lower of cost and net realisable value. Cost is represented by purchase price. Net realisable value is estimated selling price less any further costs expected to be incurred to completion and disposal.

**2.11 Debtors**

Trade, other debtors and accrued income are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**2.12 Cash at bank and in hand**

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**2.13 Liabilities and provisions**

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

**2.14 Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**2.15 Operating leases**

The cost of and income from operating leases is charged and credited to the Statement of Financial Activities on a straight line basis over the lease term.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**2. Accounting policies (continued)**

**2.16 Pensions**

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the Statement of Financial Activities as they become payable in accordance with the rules of the scheme.

**2.17 Redundancy**

Redundancy costs arise from the periodic reviews of staffing levels and are charged to the Statement of Financial Activities in the year in which the Charity is demonstrably committed to the employee leaving the Charity.

**2.18 Fund accounting**

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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

**3. Critical accounting estimates and areas of judgement**

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that there are no material judgements in applying accounting policies or key sources of estimation uncertainty.

**4. Income from donations and legacies**

	2023	2022
	£	£
<b>Donations</b>		
Individuals and Individual Fundraisers	870,591	998,343
Companies	355,829	317,104
Charitable Foundations	583,314	648,142
Grants and income from Statutory Authorities	157,025	184,505
	1,966,759	2,148,094
 Legacies	 8,551	 257,841
	1,975,310	2,405,935

Of the Income from donations and legacies £627,989 (2022: £743,316) was restricted.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**5. Income from charitable activities**

	<b>2023</b>	<i>2022</i>
	£	£
Provision of Clinical Services and Training	55,934	71,471
Sales of Publications and Resources	141,371	129,147
	<u>197,305</u>	<u>200,618</u>

All income from charitable activities is unrestricted.

**6. Investment income**

	<b>Total</b>	<i>Total</i>
	<b>funds</b>	<i>funds</i>
	<b>2023</b>	<i>2022</i>
	£	£
Income from investments	11,145	10,479
Bank interest	3,779	142
	<u>14,924</u>	<u>10,621</u>

All investment income is unrestricted.

**7. Expenditure on raising funds**

	<b>Total</b>	<i>Total</i>
	<b>funds</b>	<i>funds</i>
	<b>2023</b>	<i>2022</i>
	£	£
Costs of raising voluntary income - wages and salaries	385,609	347,793
Costs of raising voluntary income - other costs	239,942	185,965
Costs of raising voluntary income - depreciation	4,201	4,810
Allocated centrally incurred fundraising and governance costs	95,779	84,320
	<u>725,531</u>	<u>622,888</u>

All expenditure of raising funds is unrestricted.

Within the above "Costs of raising voluntary income - other costs" are direct costs of fundraising of £117,001 (2022: £98,730) and an allocated proportion of office overheads and admin costs of £122,941 (2022: £87,235).

The figure for "Allocated centrally incurred fundraising and governance costs" covers items such as additional support staff wages where a percentage has been applied to fundraising activities. These are not direct costs of fundraising but, in line with the Charities SORP, are allocated central costs.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**8. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Unrestricted funds 2023 £</b>	<b>Restricted funds 2023 £</b>	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
National Programmes	<u>1,303,133</u>	<u>643,607</u>	<u>1,946,740</u>	<u>1,444,559</u>
<i>Total 2022</i>	<u>850,234</u>	<u>594,325</u>	<u>1,444,559</u>	

**9. Analysis of charitable activities expenditure**

	<b>Activities undertaken directly 2023 £</b>	<b>Support costs 2023 £</b>	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
National Programmes	<u>1,674,139</u>	<u>272,601</u>	<u>1,946,740</u>	<u>1,444,559</u>
<i>Total 2022</i>	<u>1,204,570</u>	<u>239,989</u>	<u>1,444,559</u>	

Since the transformation of the delivery model in 2020-2021 all activities have been classified as national programmes given their national reach..

**Analysis of direct costs**

	<b>National programmes 2023 £</b>	<b>Total funds 2023 £</b>	<b>Total funds 2022 £</b>
Staff costs	1,026,910	1,026,910	674,609
Depreciation	14,073	14,073	16,115
Other costs	<u>633,156</u>	<u>633,156</u>	<u>513,846</u>
	<u>1,674,139</u>	<u>1,674,139</u>	<u>1,204,570</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**9. Analysis of charitable activities expenditure (continued)**

**Analysis of support costs**

	<b>National programmes 2023 £</b>	<b>Total funds 2023 £</b>	<i>Total funds 2022 £</i>
Staff costs	211,445	211,445	195,715
Depreciation	2,021	2,021	2,314
Other costs	51,720	51,720	34,545
Auditor's remuneration	7,415	7,415	7,415
	<u>272,601</u>	<u>272,601</u>	<u>239,989</u>

Included within support costs are:

**Governance costs**

	<b>2023 £</b>	<i>2022 £</i>
Auditor's remuneration	13,200	10,020
Trustees' costs	14,935	6,188
Staff costs	25,225	16,988
Allocated support costs and depreciation	421	481
	<u>53,781</u>	<u>33,677</u>

**10. Auditor's remuneration**

	<b>2023 £</b>	<i>2022 £</i>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	<u>13,200</u>	<u>10,020</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**11. Staff costs**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Wages and salaries	1,472,655	1,089,065
Social security costs	145,853	95,071
Contribution to defined contribution pension schemes	99,169	89,022
Redundancy costs	<u>12,276</u>	<u>13,724</u>
	<u><u>1,729,953</u></u>	<u><u>1,286,882</u></u>

The Charity operates a salary sacrifice scheme for employees to make additional contributions to the pension scheme or receive childcare vouchers. The pension cost figure above includes both employee and employer contributions, including any element arising from the salary sacrifice scheme. The salaries figure includes the cost of childcare vouchers arising out of the associated salary sacrifice scheme.

Redundancy costs relate to departmental restructuring resulting in improved efficiencies and cost savings. Redundancy payments totalled £12,276 (2022: £13,724).

The average number of persons employed by the Charity during the year was as follows:

	<b>2023</b>	<b>2022</b>
	<b>No.</b>	<b>No.</b>
Family services	24	21
Fundraising and publicity	14	12
Administration	<u>9</u>	<u>9</u>
	<u><u>47</u></u>	<u><u>42</u></u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	<b>2023</b>	<b>2022</b>
	<b>No.</b>	<b>No.</b>
In the band £60,001 - £70,000	1	1
In the band £70,001 - £80,000	1	1

The key management personnel of the Charity comprises the Chief Executive Officer and Chief Operating Officer (2022: *Chief Executive Officer and Chief Operating Officer*). The total employee benefits of the key management personnel of the Charity were £163,294 (2022: £163,014).

The Charity is supported by a large number of volunteers who receive no remuneration. The value of this support has not been included in these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**12. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2022 - £NIL).

During the year ended 31 March 2023, expenses totalling £1,001 were reimbursed or paid directly to 7 Trustees (2022 - £121 to 1 Trustee). The expenses related to expenses for attending meetings and duties directly related to their duties as Trustees.

**13. Tangible fixed assets**

	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>				
At 1 April 2022	18,960	29,478	41,841	90,279
Additions	-	-	28,362	28,362
Disposals	(18,960)	(24,371)	(2,722)	(46,053)
At 31 March 2023	-	5,107	67,481	72,588
<b>Depreciation</b>				
At 1 April 2022	15,168	16,645	8,823	40,636
Charge for the year	3,792	4,336	12,877	21,005
On disposals	(18,960)	(17,036)	(2,722)	(38,718)
At 31 March 2023	-	3,945	18,978	22,923
<b>Net book value</b>				
At 31 March 2023	-	1,162	48,503	49,665
At 31 March 2022	3,792	12,833	33,018	49,643

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**14. Fixed asset investment**

	<b>Listed investments</b>	<b>Cash deposits</b>	<b>Total</b>
	£	£	£
At 1 April 2022	562,388	25,823	588,211
Additions	72,687	(61,542)	11,145
Disposals	(60,998)	60,998	-
Revaluations	(42,254)	-	(42,254)
Management fees	-	(5,312)	(5,312)
At 31 March 2023	<u>531,823</u>	<u>19,967</u>	<u>551,790</u>

**15. Debtors**

	<b>2023</b>	<b>2022</b>
	£	£
Trade debtors	77,580	31,025
Other debtors	3,742	6,801
Prepayments and accrued income	<u>57,691</u>	<u>80,763</u>
	<u>139,013</u>	<u>118,589</u>

**16. Creditors: Amounts falling due within one year**

	<b>2023</b>	<b>2022</b>
	£	£
Trade creditors	64,026	41,763
Other taxation and social security	47,633	42,298
Other creditors	10,753	9,667
Accruals and deferred income	<u>154,755</u>	<u>107,547</u>
	<u>277,167</u>	<u>201,275</u>

Deferred income relates to deposits received before the year end in lieu of future charitable work that may be carried out. These deposits would only be used when they were authorised to do so by the donor and would be repaid on demand if not used.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**17. Financial instrument**

	2023	2022
	£	£
<b>Financial assets</b>		
Financial assets measured at fair value through income and expenditure	551,790	588,211
	551,790	588,211

Financial assets measured at fair value through income and expenditure comprise listed investments.

**18. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2022	Income	Expenditure	Transfers in/out	Gains/ (Losses)	Balance at 31 March 2023
	£	£	£	£	£	£
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Income Development Service	87,000	-	(36,000)	-	-	51,000
Development	88,500	-	(88,489)	-	-	11
Marketing Development	75,000	-	(66,667)	-	-	8,333
Extending our National Reach	32,000	-	(27,909)	-	-	4,091
	282,500	-	(219,065)	-	-	63,435
<b>General funds</b>						
General Fund	1,302,197	1,559,550	(1,809,559)	-	(42,254)	1,009,894
<b>Total Unrestricted funds</b>	1,584,697	1,559,550	(2,028,664)	-	(42,254)	1,073,329

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds (continued)**

**Statement of funds – current year**

	Balance at 1 April 2022 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2023 £
<b>Restricted funds</b>						
St James Place Charitable Foundation	43,251	-	(43,251)	-	-	-
NHS Gloucestershire ICB	-	75,000	(75,000)	-	-	-
Kyslant Charitable Trust	45,091	-	(39,474)	-	-	5,617
Ernest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
Neil Bentley	30,000	-	(30,000)	-	-	-
Anonymous Trust 1	-	15,000	(13,848)	-	-	1,152
Gustav-Siegle Stiftung Foundation	20,000	-	(20,000)	-	-	-
West Sussex CCG	-	50,000	(50,000)	-	-	-
BBC Children in Need Kyslant Charitable Trust	16,428	-	(13,095)	-	-	3,333
St James Place - Bristol	89,552	-	(37,780)	-	-	51,772
Peter Sowerby Foundation	53,924	70,028	(60,088)	-	-	63,864
Louis Nicholas Residuary Charitable Trust	72,130	-	(54,955)	-	-	17,175
East Sussex County Council Hummingbird Charitable Trust	-	15,000	(15,000)	-	-	-
Anonymous Trust 2	7,500	30,000	(30,000)	-	-	7,500
Ellis Campbell Charitable Foundation	-	150,000	(23,465)	-	-	126,535
< £15k	-	84,705	-	-	-	84,705
	29,606	20,000	-	-	-	20,000
	407,482	98,256	(117,651)	-	-	10,211
	<u>407,482</u>	<u>627,989</u>	<u>(643,607)</u>	<u>-</u>	<u>-</u>	<u>391,864</u>
<b>Total of funds</b>	<b><u>1,992,179</u></b>	<b><u>2,187,539</u></b>	<b><u>(2,672,271)</u></b>	<b><u>-</u></b>	<b><u>(42,254)</u></b>	<b><u>1,465,193</u></b>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds (continued)**

**Statement of funds – prior year**

	<i>Balance at 1 April 2021 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Gains/ (Losses) £</i>	<i>Balance at 31 March 2022 £</i>
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Digital and Online Development	75,000	-	(29,314)	(45,686)	-	-
London Bereavement Support Services	45,000	-	-	(45,000)	-	-
Income Development Service	46,000	-	(27,668)	68,668	-	87,000
Marketing Development	-	-	-	88,500	-	88,500
Extending our National Reach	-	-	-	75,000	-	75,000
	-	-	-	32,000	-	32,000
	<u>166,000</u>	<u>-</u>	<u>(56,982)</u>	<u>173,482</u>	<u>-</u>	<u>282,500</u>
<b>General funds</b>	<u>1,009,360</u>	<u>1,873,858</u>	<u>(1,416,140)</u>	<u>(173,482)</u>	<u>8,601</u>	<u>1,302,197</u>
<b>Total Unrestricted funds</b>	<u>1,175,360</u>	<u>1,873,858</u>	<u>(1,473,122)</u>	<u>-</u>	<u>8,601</u>	<u>1,584,697</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**18. Statement of funds (continued)**

**Statement of funds - prior year (continued)**

	<i>Balance at 1 April 2021 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Gains/ (Losses) £</i>	<i>Balance at 31 March 2022 £</i>
<b>Restricted Funds</b>						
Anonymous Trust 1	-	17,897	(17,897)	-	-	-
Gustav-Siegle Stifung Foundation	-	20,000	-	-	-	20,000
West Sussex CCG	-	50,000	(50,000)	-	-	-
St James Place Charitable Foundation	72,000	-	(28,749)	-	-	43,251
Gloucestershire CCG	-	75,000	(75,000)	-	-	-
Kyslant Charitable Trust	82,999	-	(37,908)	-	-	45,091
Earnest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
St James Place Foundation (existing)	23,400	-	(23,400)	-	-	-
True Colours	-	19,058	(19,058)	-	-	-
Neil Bently	-	30,000	-	-	-	30,000
BBC Children in Need	-	88,829	(72,401)	-	-	16,428
Kyslant Charitable Trust	-	108,000	(18,448)	-	-	89,552
Checkmate Limited	25,000	-	(25,000)	-	-	-
St James Place Charitable Foundation	-	70,027	(16,103)	-	-	53,924
East Sussex County Council	7,500	-	(7,500)	-	-	-
Peter Sowerby Foundation	10,000	100,000	(37,870)	-	-	72,130
Louis Nicholas Residuary Charitable	-	15,000	(15,000)	-	-	-
East Sussex County Council	-	30,000	(22,500)	-	-	7,500
<£15k 2021	37,592	99,505	(107,491)	-	-	29,606
	<u>258,491</u>	<u>743,316</u>	<u>(594,325)</u>	<u>-</u>	<u>-</u>	<u>407,482</u>
<b>Total of funds</b>	<u><u>1,433,851</u></u>	<u><u>2,617,174</u></u>	<u><u>(2,067,447)</u></u>	<u><u>-</u></u>	<u><u>8,601</u></u>	<u><u>1,992,179</u></u>

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

**18. Statement of funds (continued)**

**Designated Funds**

As in previous years the decision was made to designate some funds for areas that the Charity wanted to focus efforts on.

£282,500 was designated for Service Development, Marketing, Income Development and Volunteer Development.

These activities were carried out with an actual spend of £219,065.

**Restricted Funds**

Anonymous Trust 1 – to fund 0.5fte Bereavement Support Practitioner.

Anonymous Trust 2 – to fund the adaptation, validation and dissemination of a new impact measurement tool.

Gustav-Siegle-Stiftung Foundation – to fund the provision of services in London.

NHS Sussex Integrated Care Board – to fund the support of children and young people experiencing sudden and complex bereavement in West Sussex.

St James's Place Charitable Foundation – to fund the provision of services in Bristol.

NHS Gloucestershire Integrated Care Board – to fund the provision of services in Gloucestershire.

Kylsant Charitable Trust – to fund the provision of services in Worcestershire and national FBSS and Helpline services.

Ernest Kleinwort Charitable Trust – to fund the provision of services in Sussex.

Neil Bentley - funds donated for the first year's salary of a new community fundraising role to maximise the income from this promising stream of activity.

BBC Children in Need – to fund the Suicide Bereavement Lead Practitioner and SEND Lead Practitioner.

East Sussex County Council – to fund the provision of a Sussex Suicide Bereavement Support Service for children and young people.

Peter Sowerby Foundation – to fund the transformation of digital services.

Louis Nicholas Residuary Charitable Trust - to fund Helpline services.

Hummingbird Charitable Trust – to fund future projects including new Bereavement Counsellors

Ellis Campbell Charitable Foundation – to fund the salary and associated costs of a Youth Participation Officer.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**19. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<b>Unrestricted funds 2023</b>	<b>Restricted funds 2023</b>	<b>Total funds 2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Tangible fixed assets	49,665	-	49,665
Fixed asset investments	551,790	-	551,790
Current assets	749,041	391,864	1,140,905
Creditors due within one year	(277,167)	-	(277,167)
<b>Total</b>	<u><u>1,073,329</u></u>	<u><u>391,864</u></u>	<u><u>1,465,193</u></u>

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2022</i>	<i>Restricted funds 2022</i>	<i>Total funds 2022</i>
	<b>£</b>	<b>£</b>	<b>£</b>
Tangible fixed assets	49,643	-	49,643
Fixed asset investments	588,211	-	588,211
Current assets	1,148,118	407,482	1,555,600
Creditors due within one year	(201,275)	-	(201,275)
<b>Total</b>	<u><u>1,584,697</u></u>	<u><u>407,482</u></u>	<u><u>1,992,179</u></u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**20. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Net income for the year (as per Statement of Financial Activities)	<u>(526,986)</u>	<u>558,328</u>
<b>Adjustments for:</b>		
Depreciation charges	21,005	24,052
Losses/(Gains) on investments	42,254	(8,601)
Dividends and interest from investments	(14,924)	(10,621)
Loss on the sale of fixed assets	7,335	4,688
Decrease/(Increase) in stocks	3,384	(558)
(Increase) in debtors	(20,424)	(28,200)
Increase in creditors	75,892	82,199
<b>Net cash provided by operating activities</b>	<u><u>(412,464)</u></u>	<u><u>621,287</u></u>

**21. Analysis of cash and cash equivalents**

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Cash in hand	970,001	1,401,736
<b>Total cash and cash equivalents</b>	<u><u>970,001</u></u>	<u><u>1,401,736</u></u>

**22. Contingent liabilities**

The Charity has given three indemnities to solicitors to cover funds received in respect of Residual Client Accounts that they held. The solicitors had made the assessment that the balances on these accounts would never be claimed and so, with the prior approval of the Solicitors Regulation Authority, they paid these account balances to Winston's Wish. The indemnity means that should the legal owner of the residual balance be traced and/or legitimately claims the residual balance then Winston's Wish will return the funds to the solicitors. The Trustees believe that it is extremely unlikely that these monies would be reclaimed. However, as the Charity holds a high level of unrestricted funds, any reclaim could easily be met without it having any detrimental effect on the Charity. At the year end the Charity had given seven indemnities totalling £37,278 (2022: £37,060).

---

**WINSTON'S WISH**  
(A company limited by guarantee)

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

---

**23. Pension commitments**

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund (for employee and employer contributions as explained in note 11) and amounted to £99,169 (2022 - £89,022) Contributions totalling £10,753 (2022: £9,667) were payable to the fund at the balance sheet date and are included in other creditors.

**24. Operating lease commitments**

At 31 March 2023 the Charity had commitments to make future minimum lease payments under noncancellable operating leases as follows:

	<b>2023</b>	<b>2022</b>
	£	£
Not later than 1 year	32,788	50,456
Later than 1 year and not later than 5 years	8,539	912
	41,327	51,368

The following lease payments have been recognised as an expense in the Statement of financial activities:

	<b>2023</b>	<b>2022</b>
	£	£
Operating lease rentals	50,456	67,956
	50,456	67,956

**25. Members' liability**

The Charitable Company does not have share capital and is limited by guarantee. Each of the members is a guarantor to the extent of £1 in the event of the Charitable Company being wound up whilst they are members, in respect of debts and liabilities contracted before they ceased to be a member. There were 9 members at 31 March 2023 (2022: 7 members).

**26. Related party transactions**

There were no related party transactions during this or the prior year.

**Child Bereavement UK**

England & Wales - Charity number 1061359

---

# Accounts

---

Registered number: 03329289 (England and Wales)  
Charity numbers: 1061359 (England and Wales) & SC041140 (Scotland)

**WINSTON'S WISH**  
(A company limited by guarantee)

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CONTENTS**

---

	Page
<b>Reference and administrative details of the Charity, its Trustees and advisers</b>	1
<b>Chairman's statement</b>	2
<b>Trustees' report</b>	3 - 11
<b>Independent auditor's report on the financial statements</b>	12 - 15
<b>Statement of financial activities</b>	16
<b>Balance sheet</b>	17
<b>Statement of cash flows</b>	18
<b>Notes to the financial statements</b>	19 - 38

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS  
FOR THE YEAR ENDED 31 MARCH 2022**

---

<b>Patrons</b>	Julie Stokes OBE MSc (Founder) Baroness Rennie Fritchie Randolph Churchill Barbara Want (Vice Patron)
<b>Honorary President</b>	The Duchess Of Richmond and Gordon
<b>Trustees</b>	Nigel Purveur, Chair of Trustees Samantha Carruthers, Acting Chair of Trustees Ben Cosh Christian Cullinane Paul Gathercole Caroline Kean (resigned 19 May 2021) Jane McCarthy Barbara Nnotum (resigned 1 February 2022) Mark Smith Elizabeth Gratton (appointed 27 May 2022) Zoe Jones (appointed 27 May 2022) Huxley Knox-Macaulay (appointed 27 May 2022) Neil Musgrove (appointed 27 May 2022) Eleanor Turner (appointed 27 May 2022) Kirsty Elizabeth Raper (appointed 27 May 2022)
<b>Company registered number</b>	03329289 (England and Wales)
<b>Charity registered numbers</b>	1061359 (England and Wales) and SC041140 (Scotland)
<b>Registered office</b>	Regus Conway House 31 Worcester Street Gloucester GL1 3AJ
<b>Chief Executive Officer</b>	Fergus Crow
<b>Independent auditor</b>	Hazlewoods Staverton Court Staverton Cheltenham Gloucestershire GL51 0UT
<b>Bankers</b>	Barclays Bank plc Gloucester Docks Gloucester GL1 2DH

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CHAIRMAN'S STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

Many of us can only imagine what the devastation of grief for a child or young person must feel like in normal times.

Thousands of children, young people and families have had to face their grief in anything but a normal time, as a global pandemic continued to make life hugely uncertain and enormously challenging and as the daily reality of death, dying and bereavement has been brought so close to home for us all.

Their courage and resilience have always been an inspiration to us at Winston's Wish, however no more so than during this past year – we have been privileged to support more children and young people than ever before, to hear their stories, support them to make sense of their loss and find ways to look forward with hope.

As always, I want to pay tribute this year to the passion and commitment of our brilliant staff and volunteers, who bring hope in the most difficult times and who have not wavered in their determination to do so throughout COVID. I also want to thank our fantastic supporters. It's only thanks to them that we can look back on such significant achievements this year and it is their incredible generosity which has meant that we can plan ahead with confidence and continue unwaveringly towards our vision. Thank you.

At a time of such enormous change for the children and young people we support, we have continued to change too and over the course of the year we set ourselves the challenge of reimagining what the future could hold for grieving children and young people, and what our role could and should be in making that future a reality.

The result is a bold and ambitious new strategy for 22-25, one which ensures that, for the first time, children and young people can reach us directly themselves; which truly amplifies their voices to steer our decisions while providing comfort and hope to those who may hear them from afar; which makes innovation and digital central to our commitment to support many thousands more children and young people from a far wider and more diverse range of communities across the UK as we reach out to them to let them know they don't have to face their grief alone.

In normal times, nothing was more important – in the times we live in now it must be our ultimate goal.



Samantha Carruthers, Acting Chair of Trustees  
Date: 13 July 2022

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

The Trustees of Winston's Wish have pleasure in presenting their report and financial statements for the year ended 31st March 2022.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

2021-2022 was the last year of our 5-year strategy. Our ultimate goal being that children who have been bereaved can go on to live full and flourishing lives. Our work towards that goal has been focused around four strategic aims:

- Reach the children who need us
- Work with others so that children are better supported
- Shape the big picture
- Secure a sustainable future

**1. Reach the children who need us**

The successive waves of the pandemic have meant that we have needed to continue to adapt the way in which we deliver our services to ensure that we can reach the children and young people who need support, as well as providing as much information and training as possible to those supporting them. This has meant managing higher demand for bereavement support and greater complexity of the needs of the children and young people.

We have continued to use and develop our delivery model to offer remote support to children, young people and their families across the country. We have been able to re-introduce some face to face support in the form of drop in services within specified areas and are developing a community of support with online support groups. These groups are run each month for children and young people between the ages of 7 and 25, in small age specific groups and have been complemented by similar groups for parents and carers, which have been incredibly well received. This offer has opened up a new avenue of support for children, young people and their families which means that they can access timely support for as long as they need it. The groups have been in demand and continue to grow with plans for more groups to be introduced next year.

We started this year with a commitment to drastically reduce waiting times for our most intensive services. We achieved this for the first half of the year, where families were put in touch with their practitioner within 5 days of being referred. This was a huge achievement and was a real, palpable relief for many of our families. However, since November 2021 we have seen a sustained rise in the referrals for children and young people needing bereavement support. This increase in demand has significantly impacted our waiting times for both our Family Bereavement Support Service (FBSS) and direct Children and Young People's (CYP) Service. In order to manage this waiting period, we have kept in touch with families to keep them up to date with the support available to them and offered them some alternative support during this interim period in the form of additional group work and support through the helpline. We expect this rise in demand to continue and we are in the process of adapting our referral processes and pathways to more efficiently manage this demand.

This year, our Freephone Helpline has continued to operate as a significant stand-alone national service and a pathway to access our family and individual support. Like many remote services, we continue to explore more ways in which we can reach young people and their families to offer the right support at the right time. This has meant a change to the structure and roles of the helpline and FBSS teams to integrate the work that they do, alongside Live Chat and ASK in order to offer a broader model of support over more hours throughout the day. During this transition period, we experienced a temporary increase in the time taken to respond to callers which was managed with additional support from the wider Winston's Wish delivery team. Next year we will be extending our Helpline opening hours to expand our reach and to ensure that we are available to those that need us more of the time.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

Following the lower call rate last year due to the impact of the pandemic, we have seen an uplift this year with over 6,000 conversations taking place, indirectly supporting an estimated 12,498 children and young people. This represents a year on year increase of 27%.

Our e-mail support service continues to grow year on year, dealing with over 4,000 digital conversations and supporting an estimated 8,734 children and young people with a range of professionals and families using this service. During the year, we took the difficult decision to temporarily suspend our Live Chat service due to the need to improve the technology. We plan to re-open it with significantly increased opening hours next year so that we can develop and grow this new offer.

The two new services which launched in September 2020 – the Family Bereavement Support Service (FBSS) and the Children and Young People's service (CYP) - have continued to thrive during this period. Both services are in demand with increasing referrals and they have offered support to over 1,500 children and young people this year, compared to 877 in 2020 – 21. The FBSS service offers phone support for parents and carers supporting a bereaved child or young person and the CYP service offers remote support to children and young people directly. In the post Covid world we have taken the strategic decision to keep the vast majority of our support still largely online which allows us to reach children and young people regardless of their location or situation, with in-person work being reserved for the most vulnerable children and young people who may struggle to access online support. Ease of access and a broader range of services will be something that we continue to build on next year.

In total, we supported more than 22,000 children and young people across our range of services during the course of the year, representing an increase of 22% on last year.

In addition to the families we support following a referral or a direct contact, a further cohort are supported by our information and resources without ever speaking to a member of our staff directly. Once again, our website proved to be a vital resource for many families and professionals seeking information after a death this year. Overall, there were more than 408,000 visitors to our websites. In particular, our young people's website, [help2makesense.org](http://help2makesense.org) saw an uplift in visitors of 125% this year as young people continued to rely on online support during periods of social isolation with a total of 49,000 using the site as a source of support, guidance and hope.

Part of making our service more accessible is ensuring that we have streamline processes in place to make support easier to reach for those who need it. For much of this year we have been working on developing a new database to record and monitor our work as well as giving us a different platform that we can use to communicate better with families. The system went live in April 2022 and offers us many more opportunities to develop our digital services going forward.

## **2. Work with others so that children are better supported**

We have continued to work alongside national and local partners in order to share learning, opportunities and services for bereaved children and young people, including the Support After Suicide Partnership, the Childhood Bereavement Network and the Child Bereavement Forums.

Our practitioners were able to offer a supportive role at a residential group hosted by the Care of Police Survivors to ensure that support for bereaved children and young people could be offered. We have also worked in consultation with the UK Trauma Council to help them to develop a national resource to support traumatically bereaved children and young people.

In order to increase the awareness of our services we have introduced some "Meet Winston's Wish" online sessions, aimed at professionals to give them a better understanding of the support that we can offer. These sessions have allowed professionals to learn more about our services, ask specific questions and meet some of the team. We feel confident that these sessions have contributed to the increased referral rates that we have been experiencing.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

We have delivered free online training into targeted areas, such as professionals in the education sector and those working in London, to increase awareness of childhood bereavement and the services that we offer. These sessions were well attended and have served to both equip professionals to be more confident to talk to a bereaved child in their care whilst also ensuring that those professionals know that they can reach out to us for further support as and when they feel it is necessary.

### **3. Shape the big picture**

This year we continued to be a voice of experience and expertise by providing advice and guidance around bereavement in story lines across mainstream media and film. We were delighted to work alongside Uberto Pasolini in advance of the release of his film, *Nowhere Special*, and the writers of high-profile programmes such as ITV's *Coronation Street*. These opportunities allow us to shine a spotlight on the experience of grief in childhood on a scale that we could never achieve on our own.

Following the success of the PSHE accredited materials which we created in 2020-21, we continued to focus our attention on the education sector. We launched a new monthly newsletter providing support, guidance and advice specifically aimed at teachers which now has in excess of 11,000 subscribers.

During the pandemic, our training switched from in person, classroom style to online. This has continued to be our main platform of delivery following very positive feedback from delegates that it allowed those from further parts of the UK (and beyond) to access the training, kept costs for their organisations low and continued to offer a high level of quality learning.

Our online training offer has continued to thrive and attract a broader spectrum of professionals from training backgrounds. In total, we trained over 17,000 professionals across a range of courses from web-based learning programmes, through to bespoke courses and specialist training for professional's supporting children with SEND.

When the pandemic reached crisis point in India, we were approached to offer training to professionals working to support bereaved children and young people on the ground. Given the nature of the crisis, these sessions were offered free of charge and the material and resources provided were adapted locally in order to ensure that they were as appropriate as possible for the families that would be benefitting from them.

### **4. Secure a sustainable future**

We started the year with challenging income targets given the context of the pandemic and the unpredictability of philanthropic income given the uncertainty of the economic environment, however we knew that the demand for our services would dictate that we needed to return to our pre-Covid income levels as soon as possible. We made ambitious plans and brought in additional measures and controls to ensure careful monitoring of our income and expenditure throughout the year.

The on-going social-distancing measures and increased health and safety precautions continued to impact our ability to hold in-person events which had a negative impact on our income targets. However, we received a number of very generous legacy donations in the year and achieved a strong performance across the rest of our fundraising portfolio. We were delighted that thanks to the commitment and generosity of our donors, we managed to finish the year having secured over £2.6m.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

### **Equality, Diversity and Inclusion**

Following an external review of our work to promote equality, diversity and inclusion in 2020-21, this year saw the launch of Winston's Wish three-year Equality, Diversity and Inclusion Action Plan. In developing the plan the organisation acknowledged the distance it has to travel, and that many of the changes we are seeking feel long overdue.

It clarified our determination to reject and challenge inequality at individual and institutional levels, to understand prejudice in all its forms and put an end to discrimination, and our commitment to the vital conversations we need to have in Winston's Wish about what we want to see for all our beneficiaries and our staff, and about how we realise these changes: in our shared values, attitudes and beliefs; in our behaviours and our relationships; in our services and the support we offer to all grieving children, young people and families.

### **EDI Mission**

The plan set out our EDI mission to transform Winston's Wish to become the best place to come and work, and an organisation that feels as though it reflects the world we see around us in a modern, diverse, 21st Century Britain. As an organisation it is particularly important that we are as accessible as possible both as a provider of high quality services to bereaved children and families across the country, and as an employer of skilled and talented staff from a range of diverse backgrounds. We believe this diversity is an asset and is to be cherished, nurtured and grown.

Our goals are to:

- Create and maintain a diverse workforce that reflects the current economically active population demographic in the UK and the diversity context in our key local sites (including at our Board and Executive levels);
- Maintain and develop an enriching culture and community, one which is true to our values, in which diversity is embraced and cherished, and where individuals can bring their complete selves into the workplace and make progress with their careers;
- Provide protection and positive support for all individuals from under-represented groups and those with protected characteristics, making sure all employees, volunteers and service users treat each other and are treated with fairness, respect and equity;
- Deliver accessible and inclusive services, making sure under-represented beneficiaries can find our support and that our practices are relevant and appropriate for their needs, and that we understand the impact of these practices on them.

### **Progress to Date**

The plan itself is structured around three key areas of focus: Service Delivery; External Stakeholders; Organisational Culture. It also includes the establishment of Diversity Champions on our Board of Trustees and a staff EDI Group to drive learning, development and change, and these have been key elements of our approach.

Towards the end of the 2021-22 year we began a review of the first full year of the plan looking across governance and operations. Of the 24 commitments set out in the first year of the plan we had fully completed six of those, mostly relating to: establishing EDI within our new strategic priorities and reporting and governance arrangements; ensuring our commitment was public; actively contributing to cross-sector developments around EDI and bringing policies in line with our EDI goals.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

We had made some progress in eleven areas. These related mainly to: improving our EDI data across the organisation; increasing accessibility by reviewing our materials and translation provision; making some changes to our recruitment practices and processes; rolling out an initial wave of cross-organisational professional development; and reviewing elements of our storytelling, imagery and brand.

There were seven areas where we had made less progress including: in developing our relationships with more diverse stakeholder groups; commissioning and undertaking wider foundational and skills-led training for all staff, including in Bereavement Support Services; and in developing our website and communication channels to ensure they are consistently accessible and inclusive.

The conclusion of the review is that although we have made some progress in our prioritising of EDI across the organisation and signalling a shift in our internal culture (and our external commitments), we have not yet made sufficient progress in becoming a service that is more inclusive of a wider range of children, young people and families in order to meet our key goal four, and a more inclusive organisation in terms of our staff, trustee and volunteer profile. This learning and these key goals form the basis of the revised plan that we are taking forward in 22-23 and beyond.

## **FINANCIAL RESULTS**

During the year we recorded an overall net increase in our funds of £558,328 (2021: £113,842). We were fortunate to be in receipt of a number of one-off donations which has led to this larger than budgeted result for the year. If these had been excluded this would have shown our result as £170,169.

£148,991 was added to restricted reserves (2021: £96,549 was released) – income of £743,316 against expenditure of £594,325 from those funds. As in previous years we receive restricted income in advance and this will be spent during the next financial year.

The balance of £409,337 was added to unrestricted reserves (2021: £210,391).

The total funds held in reserve at the end of the year were £1,992,179, of which £1,302,197 are unrestricted general funds, £282,500 are designated funds and £407,482 are restricted funds (2021: £1,433,851, of which £1,009,360 were unrestricted general funds, £166,000 were designated funds and £258,491 were restricted).

We consider that our unrestricted reserves equate to 10 months' unrestricted fund expenditure. The Trustees believe this is supportive of the Charity's future plans while also remaining prudent in the current economic climate as we emerge from the worst of the pandemic. There is a plan to reduce these in 2022-2023 as we run a predicted deficit budget.

Our investments generated income of £10,479 (2021: £10,770), and there were gains on investments of £8,601 (2021: gain on investments of £91,218).

### **Public benefit**

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Winston's Wish supports bereaved children and young people across the UK up to the age of 25.

The Trustees have referred to Public Benefit guidance when reviewing our strategic aims and in planning the future activities of the Charity. The benefits that Winston's Wish brings to families, children and young people are delivered through a wide range of activities; from helpline and website support, through to individual or family assessments delivered by trained staff. At all times we are guided by what is most timely and helpful to the families we see. Our support services are free of charge to all those who need them.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

### **Constitution**

Winston's Wish is both a registered Charity and a company limited by guarantee. It was established in 1992, initially by trust deed and was incorporated as a limited company on 7th March 1997. It is governed by its Memorandum of Association, last updated 24 October 2020. Its company number is 03329289, charity number is 1061359, Scottish charity number SC041140.

### **Governance and management**

The Articles of Association require that there are at least three Trustees. New Trustees are nominated by members of the Board of Trustees and appointed where they have the necessary skills to contribute to the Charity's development. Trustees can serve for a maximum term of 3 years and can be reappointed for two further terms. The Board of Trustees meets quarterly and in addition holds a whole day meeting to review and develop the strategy of the Charity. Each new Trustee is given appropriate induction and training relevant to their responsibility.

### **Fundraising**

Winston's Wish is registered with the Fundraising Regulator and is compliant with the standards set by the Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors' and supporters' confidence in our fundraising practices. In addition to this, Winston's Wish is an organisational member of the Institute of Fundraising.

All fundraising activities are organised directly by the staff at Winston's Wish, or a community-based fundraiser who is monitored by a staff member as an account manager. We do not engage third party professional fundraisers or other commercial participators to raise funds on our behalf. We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy. The Charity did not undertake any telephone, doorstep or lottery fundraising in the year.

During the year ended 31 March 2022 Winston's Wish received no complaints (2021: 2 complaints) relating to its fundraising activities. These were all dealt with and resolved internally and there was no requirement to escalate these outside of the charity.

### **Pay policy for key management personnel**

The Trustees consider the Board of Trustees and the senior management team comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give of their time freely and no Trustee received remuneration in the year. Details of Trustees' expenses and related party transactions are disclosed in note 12 to the financial statements. The pay of the chief executive officer and senior staff is reviewed annually based on performance and normally increased in accordance with average earnings. The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

### **Staff and volunteers**

Throughout the year Winston's Wish employed an average of 42 full and part time staff (2021 – 47 full and part time) and had approximately 45 volunteers supporting the children and young people through clinical support, fund-raising, profile raising and office administration. In addition, 14 young people aged from 16 – 25 make up our Young Ambassador programme; most are bereaved themselves and were supported by Winston's Wish. All our supporters are vital to the work of the Charity and they have contributed enormously to the success of the organisation and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff and volunteers.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**Reserves Policy**

While the Charity has a broad range of income generating activities to support its charitable activities, Winston's Wish is heavily reliant on voluntary donations. The majority of this income must be newly generated each year and the Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy.

Given the nature of Winston's Wish services and our ongoing commitment to deliver more services to more families across the UK, the Trustees have established a reserves policy that covers two fundamental priorities: That reserves should be sufficient to underpin the commitment to the continued growth and development of our services and sufficient to cover any significant or sudden fluctuations in income or expenditure so as to help avoid any undue disruption to service levels or other key functions.

To that end the target is to hold unrestricted reserves at a level that equates to at least 6 months of unrestricted fund expenditure. The level of unrestricted reserves at 31 March 2022 is equivalent to 10 months unrestricted expenditure which Trustees believe is appropriate given the uncertain economic climate, the impact that that may have on philanthropy in the coming years and the Charity's strategy for growth in delivery and increased digitisation.

After finishing 2021-2022 with a surplus, thereby increasing the unrestricted reserves, the decision was taken to designate some funds for areas that we knew the Charity wanted to focus efforts on in 2022-2023. In total, £282,500 has been designated for specific activities in 2022-2023 – namely Service Development, Marketing, Income Development and Volunteer Development.

A similar decision was taken at the start of 2021-2022, when we designated funds for specific workstreams across Digital Development and Income Development.

We spent £27,000 of these funds on strengthening our fundraising capability in the areas of major donor, corporate and community fundraising. The funds were spent on two roles which were able to dedicate their time to these vital donors and supporters. These are growing income streams for Winston's Wish and the investment has certainly paid off, with many more supporters and engaged donors.

In the area of Digital Development, we spent £29,314 on activities which are working towards expanding our audiences. For years we have aimed our support at the adults around a child and they have been integral in bringing those young people to us. We are very aware of how much more we could do if children and young people felt they could come to us directly, if we felt like a place that they wanted to be and where they hear other voices like theirs. This is a big transition for us and this investment is helping us to understand the right capability that we will need to achieve our aims, listening to young people and their preferences.

For further details of all designated funds please refer to note 18.

The Trustees are pleased to report that the Charity has a robust balance sheet which will be used to continue to provide services to families across the UK.

**Investment Policy**

The Trustees believe that its available reserves should provide a reasonable level of income to help support its activities and that its capital values should be protected from erosion in value and keep pace with inflation.

Brewin Dolphin manages the Charity's investments on a full discretionary basis with a balanced approach between income generation, capital growth and risk. The portfolio is well diversified with a low degree of risk and the Trustees consider that this has been appropriate for a Charity the size of Winston's Wish.

The Trustees have started a full Investment Review to complete early in 2022-2023, and there is likely to be a slight increase in the risk threshold as a result of that activity.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

### **Risk management**

The major risks to which the charity is exposed are regarding safeguarding of the children in their care and the income levels required to maintain the service.

There are stringent measures in place to ensure the safety of children and young people, from specialist recruitment techniques and processes, mandatory training and clear processes for staff to follow and a strong culture of safeguarding across the organisation which includes named safeguarding leads at all levels of the organisation, including on the board, and a clear process for escalating any significant concerns.

Income challenges are considered frequently, particularly with the contextual economic uncertainties present in the last few years. Winston's Wish income is spread over multiple activities, meaning there is minimal liability on any one particular income stream and down turns are quickly noted and actions are taken to remedy where appropriate.

The Trustees are satisfied that systems are in place to manage exposure to the major risks and that the Charity acts as appropriate to reduce the overall level of risk.

### **Future plans**

We launched a new 3-year strategy at the of 2021-2022 to take us to 2025. Our new strategic aims are:

1. To provide more care directly to children and young people meaning that no one under 25 faces grief alone after any death
2. To connect with more people - instant human help for those who are looking after grieving children and young people
3. Build a wider community with safe places to be together and learn, share feelings and experiences
4. Communicate better by telling real stories - amplifying the true voices of children and young people, helping everyone to know where to turn and what to do
5. Create and sustain a resilient and diverse organisation, full of human potential with great relationships inside and out.

### **Responsibilities of the Trustees**

The Trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Charity and of the surplus or deficit of the Charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the financial statements comply with Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

1. there is no relevant audit information of which the Charity's auditors are unaware; and
2. the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

**Auditors**

Hazlewoods has been reappointed as auditors for year ending 31 March 2023 and they have confirmed their willingness to continue in office.

Approved by order of the members of the board of Trustees on 13 July 2022 and signed on their behalf by:



**Samantha Carruthers, Acting Chair of Trustees**

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH**

---

**Opinion**

We have audited the financial statements of Winston's Wish (the 'Charitable Company') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice) and the Charities SORP (FRS102).

In our opinion the financial statements:

- give a true and fair view of the state of the Charitable Company's affairs as at 31 March 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations (as amended) and the Charities SORP (FRS102).

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

**Other information**

The Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report, which includes the strategic report, has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

**Responsibilities of trustees**

As explained more fully in the Trustees' Responsibilities statement the Trustees (who are also the Directors of the Charitable Company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

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

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

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

**Use of our report**

This report is made solely to the Charitable Company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the Charitable Company's Trustees, as a body, in accordance with Regulation 10 of the Charity Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the Charitable Company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charitable Company, the Charitable Company's members as a body and the Charitable Company's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.



**Scott Lawrence FCA (Senior statutory auditor)**

for and on behalf of

**Hazlewoods LLP**

Chartered Accountants and Statutory Auditors

Staverton Court

Staverton

Cheltenham

Gloucestershire

GL51 0UT

Date: 2 August 2022

**WINSTON'S WISH**  
(A company limited by guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2022**

	Note	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
<b>Income from:</b>					
Donations and legacies	4	1,662,619	743,316	2,405,935	1,684,089
Charitable activities	5	200,618	-	200,618	142,411
Investments	6	10,621	-	10,621	11,259
		<u>1,873,858</u>	<u>743,316</u>	<u>2,617,174</u>	<u>1,837,759</u>
<b>Expenditure on:</b>					
Raising funds	7	622,888	-	622,888	521,123
Charitable activities	8,9	850,234	594,325	1,444,559	1,294,012
		<u>1,473,122</u>	<u>594,325</u>	<u>2,067,447</u>	<u>1,815,135</u>
<b>Net income before net gains on investments</b>					
		400,736	148,991	549,727	22,624
Net gains on investments	14	8,601	-	8,601	91,218
		<u>409,337</u>	<u>148,991</u>	<u>558,328</u>	<u>113,842</u>
<b>Net movement in funds</b>					
<b>Reconciliation of funds:</b>					
Total funds brought forward	18	1,175,360	258,491	1,433,851	1,320,009
Net movement in funds		409,337	148,991	558,328	113,842
		<u>1,584,697</u>	<u>407,482</u>	<u>1,992,179</u>	<u>1,433,851</u>
<b>Total funds carried forward</b>					

The notes on pages 19 to 38 form part of these financial statements.

**WINSTON'S WISH**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 03329289 (England and Wales)**

**BALANCE SHEET**  
**AS AT 31 MARCH 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Tangible assets	13	49,643	40,213
Investments	14	588,211	574,285
		<u>637,854</u>	<u>614,498</u>
<b>Current assets</b>			
Stocks		35,275	34,717
Debtors	15	118,589	90,389
Cash at bank and in hand	21	1,401,736	813,323
		<u>1,555,600</u>	<u>938,429</u>
Creditors: amounts falling due within one year	16	(201,275)	(119,076)
<b>Net current assets</b>		<u>1,354,325</u>	<u>819,353</u>
<b>Total net assets</b>		<u>1,992,179</u>	<u>1,433,851</u>
<b>Charity funds</b>			
Restricted funds	18	407,482	258,491
Unrestricted funds	18	1,584,697	1,175,360
<b>Total funds</b>	19	<u>1,992,179</u>	<u>1,433,851</u>

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

The financial statements were approved and authorised for issue by the Trustees on 13 July 2022 and signed on their behalf by:

*Samantha Carruthers*

**Samantha Carruthers**  
**Acting Chair of Trustees**

The notes on pages 19 to 38 form part of these financial statements.

---

**WINSTON'S WISH**  
(A company limited by guarantee)

---

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

	<b>Note</b>	<b>2022</b> £	<b>2021</b> £
<b>Cash flows from operating activities</b>			
Net cash provided by operating activities	20	<b>621,287</b>	56,369
		<hr/>	<hr/>
<b>Cash flows from investing activities</b>			
Dividends and interest from investments		<b>10,621</b>	11,259
Purchase of tangible fixed assets		<b>(38,170)</b>	(8,442)
Cash withdrawn from investments		<b>822</b>	2,894
Movement on cash held for reinvestment		<b>(6,147)</b>	(8,609)
		<hr/>	<hr/>
<b>Net cash used in investing activities</b>		<b>(32,874)</b>	<b>(2,898)</b>
		<hr/>	<hr/>
<b>Change in cash and cash equivalents in the year</b>		<b>588,413</b>	<b>53,471</b>
Cash and cash equivalents at the beginning of the year		<b>813,323</b>	759,852
		<hr/>	<hr/>
<b>Cash and cash equivalents at the end of the year</b>	21	<b>1,401,736</b>	813,323
		<hr/> <hr/>	<hr/> <hr/>

The notes on pages 19 to 38 form part of these financial statements

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**1. General information**

Winston's Wish is a company limited by guarantee (number: 03329289 England and Wales) and a registered charity in England and Wales and Scotland (numbers: 1061359 and SC041140). Its registered office address is 17 Royal Crescent, Cheltenham, GL50 3DA.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

Winston's Wish meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

**2.2 Going concern**

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of one year from the date of approval of the financial statements. On review, which includes a review of the impact of Covid-19, the war in Ukraine, the cost of living crisis in the UK and the economic uncertainty on future income streams and events, cash currently held, cash flow projections, the pipeline of income, income secured to date, the fixed and variable costs the charity has, along with the actions the charity could take to reduce expenditure, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

**2.3 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**2. Accounting policies (continued)**

**2.3 Income (continued)**

On receipt, donated professional services and facilities are recognised on the basis of the value of the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income from training activities is recognised when the training takes place.

**2.4 Expenditure**

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs and the cost of raising funds. Office running costs have been apportioned across these two headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable amount of VAT is included within the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

**2.5 Government grants**

Grants from government bodies are received for specific projects/costs and are recognised in accordance with their individual terms and conditions. Income is recognised when the Charity has entitlement to the funds which is when any performance conditions attached are met, it is probable that the income will be received and the amount can be reliably measured. Grant income will be deferred if received in advance of meeting performance conditions or if the funder specifically states that the income may be spent in a future accounting period.

**2.6 Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

**2.7 Taxation**

The Charity is exempt from taxation on its income applied exclusively to charitable purposes.

**2.8 Tangible fixed assets and depreciation**

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the Balance Sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**2. Accounting policies (continued)**

**2.8 Tangible fixed assets and depreciation (continued)**

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Leasehold improvements	-	20%
Fixtures and fittings	-	15%
Computer equipment	-	25%

**2.9 Investments**

Investments listed on a recognised stock exchange are stated at mid-market value in the Balance Sheet. All movements in value arising from changes and revaluations are included in the Statement of Financial Activities.

**2.10 Stocks**

Stock is valued at the lower of cost and net realisable value. Cost is represented by purchase price. Net realisable value is estimated selling price less any further costs expected to be incurred to completion and disposal.

**2.11 Debtors**

Trade, other debtors and accrued income are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**2.12 Cash at bank and in hand**

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**2.13 Liabilities and provisions**

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

**2.14 Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**2.15 Operating leases**

The cost of and income from operating leases is charged and credited to the Statement of Financial Activities on a straight line basis over the lease term.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**2. Accounting policies (continued)**

**2.16 Pensions**

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the Statement of Financial Activities as they become payable in accordance with the rules of the scheme.

**2.17 Redundancy**

Redundancy costs arise from the periodic reviews of staffing levels and are charged to the Statement of Financial Activities in the year in which the Charity is demonstrably committed to the employee leaving the Charity.

**2.18 Fund accounting**

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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

**3. Critical accounting estimates and areas of judgement**

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that there are no material judgements in applying accounting policies or key sources of estimation uncertainty.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**4. Income from donations and legacies**

	2022 £	2021 £
<b>Donations</b>		
Individuals and Individual Fundraisers	998,343	728,162
Companies	317,104	210,653
Charitable Foundations	648,142	468,277
Grants and income from Statutory Authorities	184,505	176,003
	2,148,094	1,583,095
Legacies	257,841	10,000
Government grants: Coronavirus Job Retention Scheme	-	90,994
	2,405,935	1,684,089

Of the Income from donations and legacies £743,316 (2021: £387,288) was restricted.

**5. Income from charitable activities**

	2022 £	2021 £
Provision of Clinical Services and Training	71,471	32,700
Sales of Publications and Resources	129,147	109,711
	200,618	142,411

All income from charitable activities is unrestricted.

**6. Investment income**

	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
Income from investments	10,479	10,479	10,770
Bank interest	142	142	489
	10,621	10,621	11,259

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

**7. Expenditure on raising funds**

**Costs of raising voluntary income**

	<b>Unrestricted funds 2022 £</b>	<b>Total funds 2022 £</b>	<i>Total funds 2021 £</i>
Costs of raising voluntary income - other costs	185,965	<b>185,965</b>	129,503
Costs of raising voluntary income - wages and salaries	347,793	<b>347,793</b>	288,386
Costs of raising voluntary income - depreciation	4,810	<b>4,810</b>	3,875
Allocated centrally incurred fundraising and governance costs	84,320	<b>84,320</b>	99,359
	<u>622,888</u>	<u><b>622,888</b></u>	<u>521,123</u>

Within the above "Costs of raising voluntary income - other costs" are direct costs of fundraising of £98,730 and an allocated proportion of office overheads and admin costs of £87,235.

The figure for "Allocated centrally incurred fundraising and governance costs" cover items such as additional support staff wages where a percentage has been applied to fundraising activities. These are not direct costs of fundraising but, in line with the Charities SORP, are allocated central costs.

**8. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Unrestricted funds 2022 £</b>	<b>Restricted funds 2022 £</b>	<b>Total funds 2022 £</b>	<i>Total funds 2021 £</i>
National Programmes	850,234	594,325	<b>1,444,559</b>	1,294,012
	<u>810,175</u>	<u>483,837</u>	<u>1,294,012</u>	

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

**9. Analysis of charitable activities expenditure**

	<b>Activities undertaken directly 2022 £</b>	<b>Support costs 2022 £</b>	<b>Total funds 2022 £</b>	<i>Total funds 2021 £</i>
National Programmes	1,204,570	239,989	<b>1,444,559</b>	1,294,012
<i>Total 2021</i>	<u>1,011,222</u>	<u>282,790</u>	<u>1,294,012</u>	

Due to the transforming delivery model implemented in 2020 - 2021, all activities are now deemed to have a national reach and hence are now shown as national programmes.

**Analysis of direct costs**

	<b>National programmes 2022 £</b>	<b>Total funds 2022 £</b>	<i>Total funds 2021 £</i>
Staff costs	674,609	<b>674,609</b>	668,637
Depreciation	16,115	<b>16,115</b>	12,982
Other costs	513,846	<b>513,846</b>	329,603
	<u>1,204,570</u>	<u><b>1,204,570</b></u>	<u>1,011,222</u>

**Analysis of support costs**

	<b>National programmes 2022 £</b>	<b>Total funds 2022 £</b>	<i>Total funds 2021 £</i>
Staff costs	195,715	<b>195,715</b>	251,369
Depreciation	2,314	<b>2,314</b>	1,864
Other costs	34,545	<b>34,545</b>	22,556
Auditor's remuneration	7,415	<b>7,415</b>	7,001
	<u>239,989</u>	<u><b>239,989</b></u>	<u>282,790</u>

---

**WINSTON'S WISH**  
(A company limited by guarantee)

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**9. Analysis of charitable activities expenditure (continued)**

**Analysis of support costs (continued)**

Included within support costs are:

**Governance costs**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Auditor's remuneration	<b>10,020</b>	9,461
Trustees' costs	<b>6,188</b>	1,870
Other	-	13
Staff costs	<b>16,988</b>	25,425
Allocated support costs and depreciation	<b>481</b>	388
	<b>33,677</b>	37,157

**10. Auditor's remuneration**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	<b>8,350</b>	7,800

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**11. Staff costs**

	2022 £	2021 £
Wages and salaries	1,089,065	1,079,412
Social security costs	95,071	90,428
Contribution to defined contribution pension schemes	89,022	101,389
Redundancy costs	13,724	25,482
	<u>1,286,882</u>	<u>1,296,711</u>

The Charity operates a salary sacrifice scheme for employees to make additional contributions to the pension scheme or receive childcare vouchers. The pension cost figure above includes both employee and employer contributions, including any element arising from the salary sacrifice scheme. The salaries figure includes the cost of childcare vouchers arising out of the associated salary sacrifice scheme.

Redundancy costs relate to departmental restructuring resulting in improved efficiencies and cost savings. Redundancy payments totalled £13,724 (2021: £25,481).

The average number of persons employed by the Charity during the year was as follows:

	2022 No.	2021 No.
Family services	21	27
Fundraising and publicity	12	11
Administration	9	9
	<u>42</u>	<u>47</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2022 No.	2021 No.
In the band £60,001 - £70,000	1	1
In the band £70,001 - £80,000	1	1

The key management personnel of the Charity comprises the Chief Executive Officer and Chief Operating Officer (2021: Chief Executive Officer, Director of Family Services (until September 2020), Director of Finance and Resources (until November 2020) and Director of Fundraising and Communications). The total employee benefits of the key management personnel of the Charity were £163,014 (2021: £245,480).

The Charity is supported by a large number of volunteers who receive no remuneration. The value of this support has not been included in these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**12. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2021 - £NIL).

During the year ended 31 March 2022, expenses totalling £121 were reimbursed or paid directly to 1 Trustee (2021 - £nil). The expenses related to expenses for attending meetings and duties directly related to their duties as Trustees.

**13. Tangible fixed assets**

	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>				
At 1 April 2021	18,960	22,618	66,410	107,988
Additions	-	8,413	29,757	38,170
Disposals	-	(1,553)	(54,326)	(55,879)
At 31 March 2022	<u>18,960</u>	<u>29,478</u>	<u>41,841</u>	<u>90,279</u>
<b>Depreciation</b>				
At 1 April 2021	11,376	13,689	42,710	67,775
Charge for the year	3,792	4,160	16,100	24,052
On disposals	-	(1,204)	(49,987)	(51,191)
At 31 March 2022	<u>15,168</u>	<u>16,645</u>	<u>8,823</u>	<u>40,636</u>
<b>Net book value</b>				
At 31 March 2022	<u>3,792</u>	<u>12,833</u>	<u>33,018</u>	<u>49,643</u>
At 31 March 2021	<u>7,584</u>	<u>8,929</u>	<u>23,700</u>	<u>40,213</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**14. Fixed asset investments**

	<b>Listed investments £</b>
<b>Cost or valuation</b>	
At 1 April 2021	574,285
Cash withdrawn	(822)
Revaluations	8,601
Movement on cash held for reinvestment	6,147
<b>At 31 March 2022</b>	<b>588,211</b>

**15. Debtors**

	<b>2022 £</b>	<i>2021 £</i>
Trade debtors	31,025	16,852
Other debtors	6,801	3,765
Prepayments and accrued income	80,763	69,772
	<b>118,589</b>	<i>90,389</i>

**16. Creditors: Amounts falling due within one year**

	<b>2022 £</b>	<i>2021 £</i>
Trade creditors	41,763	32,170
Other taxation and social security	42,298	22,321
Other creditors	9,667	7,481
Accruals and deferred income	107,547	57,104
	<b>201,275</b>	<i>119,076</i>

Deferred income relates to deposits received before the year end in lieu of future charitable work that may be carried out. These deposits would only be used when they were authorised to do so by the donor and would be repaid on demand if not used.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**17. Financial instrument**

	<b>2022</b>	<i>2021</i>
	<b>£</b>	<b>£</b>
<b>Financial assets</b>		
Financial assets measured at fair value through income and expenditure	<b>588,211</b>	<i>574,285</i>

Financial assets measured at fair value through income and expenditure comprise listed investments.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**18. Statement of funds**

**Statement of funds - current year**

	Balance at 1 April 2021 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2022 £
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Digital and Online Development	75,000	-	(29,314)	(45,686)	-	-
London Bereavement Support Services	45,000	-	-	(45,000)	-	-
Income Development	46,000	-	(27,668)	68,668	-	87,000
Service Development	-	-	-	88,500	-	88,500
Marketing Development	-	-	-	75,000	-	75,000
Extending our National Reach	-	-	-	32,000	-	32,000
	<u>166,000</u>	<u>-</u>	<u>(56,982)</u>	<u>173,482</u>	<u>-</u>	<u>282,500</u>
<b>General funds</b>						
General Fund	1,009,360	1,873,858	(1,416,140)	(173,482)	8,601	1,302,197
<b>Total Unrestricted funds</b>	<u>1,175,360</u>	<u>1,873,858</u>	<u>(1,473,122)</u>	<u>-</u>	<u>8,601</u>	<u>1,584,697</u>
<b>Restricted funds</b>						
Volant	-	17,897	(17,897)	-	-	-
Gustav-Siegle Stiftung Foundation	-	20,000	-	-	-	20,000
West Sussex CCG	-	50,000	(50,000)	-	-	-

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**18. Statement of funds (continued)**

**Statement of funds - current year (continued)**

	Balance at 1 April 2021 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2022 £
St James Place Charitable Foundation	72,000	-	(28,749)	-	-	43,251
Gloucestershire CCG	-	75,000	(75,000)	-	-	-
Kyslant Charitable Trust	82,999	-	(37,908)	-	-	45,091
Ernest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
St James Place Foundation (existing)	23,400	-	(23,400)	-	-	-
True Colours	-	19,058	(19,058)	-	-	-
Neil Bently	-	30,000	-	-	-	30,000
Children in Need	-	88,829	(72,401)	-	-	16,428
Kyslant Charitable Trust	-	108,000	(18,448)	-	-	89,552
Checkmate Limited	25,000	-	(25,000)	-	-	-
St James Place - Bristol	-	70,027	(16,103)	-	-	53,924
Brighton and Hove Pan Sussex	7,500	-	(7,500)	-	-	-
Peter Sowby Foundation	10,000	100,000	(37,870)	-	-	72,130
Louis Nicholas Residuary Charitable Trust	-	15,000	(15,000)	-	-	-
NHS East Sussex	-	30,000	(22,500)	-	-	7,500
< £15k	37,592	99,505	(107,491)	-	-	29,606
	<b>258,491</b>	<b>743,316</b>	<b>(594,325)</b>	<b>-</b>	<b>-</b>	<b>407,482</b>
<b>Total of funds</b>	<b>1,433,851</b>	<b>2,617,174</b>	<b>(2,067,447)</b>	<b>-</b>	<b>8,601</b>	<b>1,992,179</b>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**18. Statement of funds (continued)**

**Statement of funds - prior year**

	<i>Restated Balance at 1 April 2020</i>	<i>Income</i>	<i>Expenditure</i>	<i>Transfers in/out</i>	<i>Gains/ (Losses)</i>	<i>Balance at 31 March 2021</i>
	£	£	£	£	£	£
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Digital and Online Development	-	-	-	75,000	-	75,000
London Bereavement Support Services	-	-	-	45,000	-	45,000
Income Development	-	-	-	46,000	-	46,000
	<u>-</u>	<u>-</u>	<u>-</u>	<u>166,000</u>	<u>-</u>	<u>166,000</u>
<b>General funds</b>						
General Fund	964,969	1,450,471	(1,331,298)	(166,000)	91,218	1,009,360
<b>Total Unrestricted funds</b>	<u>964,969</u>	<u>1,450,471</u>	<u>(1,331,298)</u>	<u>-</u>	<u>91,218</u>	<u>1,175,360</u>
<b>Restricted funds</b>						
West Sussex CCG	-	50,000	(50,000)	-	-	-
BBC Children in Need	-	54,342	(48,509)	-	-	5,833
National Lottery Community Fund	-	46,505	(46,505)	-	-	-
St James Place Charitable Foundation	-	72,000	-	-	-	72,000
Kyslant Charitable Trust	90,009	-	(7,010)	-	-	82,999

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**18. Statement of funds (continued)**

**Statement of funds - prior year (continued)**

	<i>Restated Balance at 1 April 2020 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Transfers in/out £</i>	<i>Gains/ (Losses) £</i>	<i>Balance at 31 March 2021 £</i>
JESCP Joint Emergency Services Charitable Trust	66,674	(60,000)	(2,225)	-	-	4,449
St James Place Foundation (existing)	62,110	-	(38,710)	-	-	23,400
John Lyons Charity	30,000	-	(28,487)	-	-	1,513
Brighton and Hove Pan Sussex	-	15,000	(7,500)	-	-	7,500
The Ernest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
Gloucestershire CCG	-	75,000	(75,000)	-	-	-
<£15k 2021	-	109,441	(83,969)	-	-	25,472
< £15k 2020	106,247	5,000	(75,922)	-	-	35,325
	<u>355,040</u>	<u>387,288</u>	<u>(483,837)</u>	<u>-</u>	<u>-</u>	<u>258,491</u>
<b>Total of funds</b>	<u><u>1,320,009</u></u>	<u><u>1,837,759</u></u>	<u><u>(1,815,135)</u></u>	<u><u>-</u></u>	<u><u>91,218</u></u>	<u><u>1,433,851</u></u>

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**18. Statement of funds (continued)**

**Designated Funds**

After finishing 2021-2022 with a surplus, thereby increasing the unrestricted reserves, the decision was taken to designate some funds for areas that we knew the Charity wanted to focus efforts on in 2022-2023. In total, £282,500 has been designated for specific activities in 2022-2023 – namely Service Development, Marketing, Income Development and Volunteer Development.

A similar decision was taken at the start of 2021-2022, when we designated funds for specific workstreams across Digital Development and Income Development.

**Restricted Funds**

The individual restricted fund balances at 1 April 2021 have been restated to more clearly show the material restricted funds for the benefit of the reader. There is no overall change on the balance brought forward.

Volant Charitable Trust – to fund 0.5fte Bereavement Support Practitioner on our Children's and Young People's Bereavement Service.

Gustav-Siegle-Stiftung Foundation – to fund the provision of services in London.

NHS West Sussex Clinical Commissioning Group – to fund the support of children and young people experiencing sudden and complex bereavement in West Sussex.

St James's Place Charitable Foundation – to fund the provision of services in Bristol.

NHS Gloucestershire Clinical Commissioning Group – to fund the provision of services in Gloucestershire.

Kylsant Charitable Trust – to fund the provision of services in Worcestershire and FBSS and Helpline services.

Checkmate - funds donated for London service development.

Ernest Kleinwort Charitable Trust – to fund the provision of services in Sussex.

The True Colours Trust – to fund the print and distribution of specialist publication We All Grieve to schools across the UK.

Neil Bentley - funds donated for the first year's salary of a new community fundraising role to maximise the income from this promising stream of activity.

BBC Children in Need – to fund Suicide Lead Practitioner, SEND Lead Practitioner, and Family Bereavement Support Service.

Brighton and Hove Pan Sussex - To fund the provision of services in Sussex.

Peter Sowerby Foundation – to fund the transformation of digital services.

Louis Nicholas Residuary Charitable Trust - to fund Helpline services.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022**

**18. Statement of funds (continued)**

East Sussex County Council – to fund a Sussex-wide Children and Young People’s Suicide Bereavement Support Service.

National Lottery Community Fund - To fund bespoke training to schools and youth services.

JESCP - as these funds could no longer be spent in line with the wishes laid down by the donor these funds were returned during the prior year.

John Lyons Charity - To fund a child bereavement service for families and communities affected by the Grenfell Tower Fire.

**19. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<b>Unrestricted funds 2022 £</b>	<b>Restricted funds 2022 £</b>	<b>Total funds 2022 £</b>
Tangible fixed assets	49,643	-	<b>49,643</b>
Fixed asset investments	588,211	-	<b>588,211</b>
Current assets	1,148,118	407,482	<b>1,555,600</b>
Creditors due within one year	(201,275)	-	<b>(201,275)</b>
<b>Total</b>	<b>1,584,697</b>	<b>407,482</b>	<b>1,992,179</b>

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2021 £</i>	<i>Restricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Tangible fixed assets	40,213	-	<i>40,213</i>
Fixed asset investments	574,285	-	<i>574,285</i>
Current assets	679,938	258,491	<i>938,429</i>
Creditors due within one year	(119,076)	-	<i>(119,076)</i>
<b>Total</b>	<b>1,175,360</b>	<b>258,491</b>	<b>1,433,851</b>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

**20. Reconciliation of net movement in funds to net cash flow from operating activities**

	2022 £	2021 £
Net income for the year (as per Statement of Financial Activities)	<b>558,328</b>	113,842
<b>Adjustments for:</b>		
Depreciation charges	<b>24,052</b>	19,375
(Gains)/losses on investments	<b>(8,601)</b>	(91,218)
Dividends and interest from investments	<b>(10,621)</b>	(11,259)
Loss on the sale of fixed assets	<b>4,688</b>	-
(Increase)/decrease in stocks	<b>(558)</b>	1,582
(Increase)/decrease in debtors	<b>(28,200)</b>	1,277
Increase in creditors	<b>82,199</b>	22,770
<b>Net cash provided by operating activities</b>	<b>621,287</b>	56,369

**21. Analysis of cash and cash equivalents**

	2022 £	2021 £
Cash in hand	<b>1,401,736</b>	813,323
<b>Total cash and cash equivalents</b>	<b>1,401,736</b>	813,323

**22. Contingent liabilities**

The Charity has given three indemnities to solicitors to cover funds received in respect of Residual Client Accounts that they held. The solicitors had made the assessment that the balances on these accounts would never be claimed and so, with the prior approval of the Solicitors Regulation Authority, they paid these account balances to Winston's Wish. The indemnity means that should the legal owner of the residual balance be traced and/or legitimately claims the residual balance then Winston's Wish will return the funds to the solicitors. The Trustees believe that it is extremely unlikely that these monies would be reclaimed. However, as the Charity holds a high level of unrestricted funds, any reclaim could easily be met without it having any detrimental effect on the Charity. At the year end the Charity had given six indemnities totalling £37,060 (2021: £37,060).

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

---

**23. Pension commitments**

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund (for employee and employer contributions as explained in note 11) and amounted to £89,022 (2021 - £101,389) Contributions totaling £9,667 (2021: £7,481) were payable to the fund at the balance sheet date and are included in other creditors.

**24. Operating lease commitments**

At 31 March 2022 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	<b>2022</b>	<i>2021</i>
	£	£
Not later than 1 year	<b>50,456</b>	67,956
Later than 1 year and not later than 5 years	<b>912</b>	38,868
	<b><u>51,368</u></b>	<u>106,824</u>

The following lease payments have been recognised as an expense in the Statement of financial activities:

	<b>2022</b>	<i>2021</i>
	£	£
Operating lease rentals	<b><u>67,956</u></b>	<u>97,956</u>

**25. Members' liability**

The Charitable Company does not have share capital and is limited by guarantee. Each of the members is a guarantor to the extent of £1 in the event of the Charitable Company being wound up whilst they are members, in respect of debts and liabilities contracted before they ceased to be a member. There were 7 members at 31 March 2022 (*2021: 10 members*).

**26. Related party transactions**

There were no related party transactions during this or the prior year.

**Child Bereavement UK**

England & Wales - Charity number 1061359

---

# Accounts

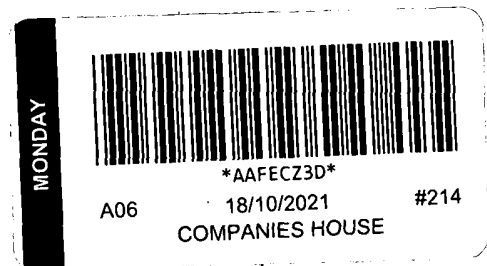
---

Registered number: 03329289 (England and Wales)  
Charity numbers: 1061359 (England and Wales) & SC041140 (Scotland)

**WINSTON'S WISH**  
(A company limited by guarantee)

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 MARCH 2021**



---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CONTENTS**

---

	Page
<b>Reference and administrative details of the Charity, its Trustees and advisers</b>	1
<b>Chairman's statement</b>	2
<b>Trustees' report</b>	3 - 9
<b>Independent auditor's report on the financial statements</b>	10 - 12
<b>Statement of financial activities</b>	13
<b>Balance sheet</b>	14
<b>Statement of cash flows</b>	15
<b>Notes to the financial statements</b>	16 - 34

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS  
FOR THE YEAR ENDED 31 MARCH 2021**

---

<b>Patrons</b>	Julie Stokes OBE MSc (Founder) Baroness Rennie Fritchie Randolph Churchill Barbara Want (Vice Patron)
<b>Honorary President</b>	The Duchess Of Richmond and Gordon
<b>Trustees</b>	Nigel Purveur, Chairman  Samantha Carruthers, Vice Chairman Ben Cosh Christian Cullinane Clare Gallie (resigned 18 November 2020) Paul Gathercole Caroline Kean Jane McCarthy Barbara Nnotum Mark Smith
<b>Company registered number</b>	03329289 (England and Wales)
<b>Charity registered numbers</b>	1061359 (England and Wales) and SC041140 (Scotland)
<b>Registered office</b>	17 Royal Crescent Cheltenham Gloucestershire GL50 3DA
<b>Chief Executive Officer</b>	Fergus Crow
<b>Independent auditor</b>	Hazlewoods Staverton Court Staverton Cheltenham Gloucestershire GL51 0UT
<b>Bankers</b>	Barclays Bank plc Gloucester Docks Gloucester GL1 2DH

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**CHAIRMAN'S STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

This has been an extraordinary year for Winston's Wish as it has been across the UK. For our beneficiaries, for our staff, our volunteers and for our donors and funders the pressures and challenges have been, I hope, unprecedented.

The challenge of the pandemic has been twofold for us. Firstly, managing a significant income drop that we forecast right at the start of the year, alongside our strong and clear intention to reorientate our services. This was essential to make sure we could continue to support our existing beneficiaries during a period in which lockdown and restrictions would make access to services very difficult for families.

Alongside this we set our passion for growth and to extend our reach in the full knowledge that a very significant number of children and young people would be affected by grief and bereavement as a result of someone close to them dying during the pandemic. This was a complex series of challenges for us, and we have made some courageous and difficult decisions along the way.

The results you see here are an indication that these decisions have been the right ones.

Demand for our support shifted quickly to the online environment and we were able to meet the needs for support, for knowledge and for training very quickly. We brought through a service redesign that was already in train which not only protected the service users we were supporting in the early part of the year, it also has meant that we have been able to extend our service reach across the UK, giving us a strong basis from which to build in the years ahead.

It was, in some ways, a year of two halves with the first part of the year about understanding the context we found ourselves in and responding quickly to that, and the second half of the year embedding our new model and structure and our blended working approach.

Amidst the challenges there have been some very significant achievements and these include:

- The development and delivery of a new model of support for the organisation.
- Reaching more professionals through direct training than ever before with our free online training offer and transition to remote delivery for our 'classroom' based delivery. released early in the Pandemic.
- Supporting the children that came to us for help quickly as our new model allows us to react when families want and need the help.
- Increasing our age range up to 25 years to encompass more young adults into the service.

We enter the year ahead energised and confident that we are now set up to ensure that we can reach many more of the children and young people who will need us in the period ahead and as the true scale of grief and bereavement during the pandemic becomes clearer.

As in the previous year's report, as a Board, we are confident that, whilst material uncertainty exists about future income, the immediate future of the organisation is secure in the foreseeable future and Section 4 of the Trustees' Report "Securing a Sustainable Future" provides details on how it has arrived at this conclusion.

Perhaps more than ever this year I must, again give my heartfelt thanks to our amazing staff, volunteers, donors, supporters and of course my fellow Trustees for everything they do for us and for bereaved children.

Nigel Purveur, Chair of Trustees  
Date: 6 October 2021



---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

The Trustees of Winston's Wish have pleasure in presenting their report and financial statements for the year ended 31st March 2021.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (Charities SORP (FRS 102)).

At the outset, it is true to say that all of the support we delivered as an organisation this year must be set within the context of the COVID-19 pandemic in which a very significant number of people died, and a public discourse of death and bereavement which has strongly impacted on children and young people. All of our support work has been delivered through remote or digital means this year as we closed our offices to protect our staff and play our part in reducing the spread of COVID-19.

#### **Our strategy**

Our strategy (published in April 2016) is outcomes focussed and leads us towards our ultimate goal: making sure that children and young people who experience bereavement can go on to live full and flourishing lives. Our activity is grouped under four strategic aims:

1. Reach the children who need us
2. Work with others so that children are better supported
3. Shape the big picture
4. Secure a sustainable future

#### **1. Reach the children who need us**

As the pandemic spread during the initial lockdown, our team reacted quickly to provide more online guidance on supporting bereaved children and young people cut off from their usual support networks. Through successive waves of the pandemic, the team continued to make sure the information we were providing was attuned to the needs of children, families and professionals and we progressively increased the range of free resources and training available through the website.

We also brought forward a change programme already underway to transform our bereavement support service delivery methodology and increase the amount of online and remote support we could offer to children, young people and families across the country. Because of our existing direction of travel, we were able to transition in March 2020 to a completely remote service model, and this was followed by a reshaping of our organisation and our bereavement support services in line with our new vision. This work was completed by the end of the summer, and from September 2020 we had introduced a new service, the Family Bereavement Support Service (FBSS) to complement a refreshed Children and Young People's Service (CYP).

Key for us has been to decrease our response times, as we appreciate that families contact us when they are ready to receive support and long waiting lists are unhelpful at best. Within our new model, for the families who need more ongoing support than our helpline practitioners are able to offer and are therefore referred into our longer term support services (FBSS and CYP), we have set a maximum waiting time of 5 days. This is a significant change and only possible with our new delivery model. We have been able to meet this target consistently throughout the year and will use it as a measure of resource required in the coming months, as we see referrals increase post pandemic life.

Our website was an essential resource for many, many families and professionals seeking information after a death this year. Overall, there were more than 438,000 visitors to our websites an increase of 55% on the same figure for 2019-20. Our young people's website, help2makesense.org saw an uplift in visitors of 36% this year as more young people searched for help online.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

Our **Freephone Helpline** continued to operate as a significant stand-alone national service and a pathway to access our family and individual support. This year our expert practitioners continued to respond sensitively to the needs of each caller, sometimes providing support over a series of calls, taking referrals into our new Family Bereavement Support Service and our Children and Young People's service, and sending out our specialist publications and resources.

Like many other services across our sector, we saw a drop in calls during the first three months of the pandemic as families navigated the difficulty of lockdown and home-schooling, and as they turned to the web for information and advice. While call numbers were down over the year, call length increased significantly, illustrating the ever more complex scenarios that families found themselves in.

The call volume rose significantly from September 2020 and then continued to increase rapidly. In total, we recorded over 4,900 conversations, which equates to indirect support to more than 9,800 children and young people – a year-on-year decrease of 18%. We feel confident that this number will bounce back for 2021-2022, as call rates returned to pre-pandemic levels from September 2020.

Digital Support is currently provided via an online chat service and the "ASK" e-mail service. We responded to 3,533 requests for help through both services (2019-20: 3,259) – a small increase on the comparable figure last year. As the majority of these contacts are from parent/carers asking advice for their families or professionals looking to support classrooms of children or whole families, we are using a multiplier of 2 children per contact as a modest estimate of the numbers supported in total. This gives us a figure of over 7,000 children indirectly supported through these digital means.

In September 2020 we launched two new services to broaden our offers of support to **children, young people and families directly** – the Family Bereavement Support Service (FBSS) and the Children and Young People's service (CYP).

The Family Bereavement Support Service (FBSS) is aimed at parents, caregivers and young people up to the age of 25, from across the UK. Through this service, our expert practitioners offer emotional and practical help, delivered in up to six scheduled and guided telephone-based sessions. In just six months (September 2020 – March 2021) the FBSS team (of 1.5fte) supported 267 children.

The expert practitioners within our Children and Young People's Service (CYP) offer one-off drop-in sessions and a series of 6-10 face to face online or in person bereavement support sessions for children and young people. Unfortunately, due to the social restrictions that we were subjected to, neither the in person drop-in sessions or in-person ongoing support sessions were able to take place, so all support was delivered online. We have been able to start to offer online groups to provide invaluable group support sessions and these have allowed some de-isolation for young people at this time. It is clear that the value of these online groups will be felt in the post-pandemic world too, as geographies shrink and young people look for a safe space to talk to people who have had similar experiences.

During 2020-21 we provided direct support for 877 children and young people across the UK, compared to 1,713 in 2019-20. The decrease here was due to a drop in demand during the first wave of Covid, as previously mentioned. We anticipate seeing this continue to rise as communities return to pre-pandemic ways of life and we receive referrals from areas that we previously struggled to support, due to the distances involved. In total, we supported more than 18,000 children and young people across our range of services during the course of the year, representing a decrease on last year, as expected following the impact of the early stages of the pandemic on lifestyles and children's contact with professionals.

Because of the significant changes we have made to our service offer to increase access and to minimise the impact of the pandemic, it is difficult to compare year-on-year figures for direct support. Some families that would previously had a direct, face to face service, have been supported by the FBSS team whilst others have gone to the CYP team – it has been important to refer the family/child/young person to the service that best meets their individual needs. We are delighted to be able to offer more choice for our beneficiaries.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**2. Work with others so that children are better supported**

Work has continued this year as part of a number of key national partnerships including the Support After Suicide Partnership, the Childhood Bereavement Network and the Children and Young People's Mental Health Coalition. Our practitioners continued their work with other local groups and services, including providing advice and support in the online environment.

Much of this work has been curtailed by the pandemic, but we have contributed to online resources and articles when asked or where we have seen an opportunity.

**3. Shape the big picture**

With relationships, sex education and health education becoming a statutory part of the national curriculum this year, we worked with the PSHE Association to develop a range of lesson plans, assembly content and resources for key stages 1-4. The suite of materials was written by PSHE teachers and Winston's Wish practitioners and they have been awarded a Quality Mark by the PSHE Association. Between the resources going live in January 2021 and the end of the 2020-2021 financial year, the resources had been accessed by a total of 2,329 professionals in schools all over the UK.

As well as releasing free online training for professionals during the early stages of the pandemic, we transferred our classroom training to the online environment. We have seen demand increase significantly for this training as the online environment once again shrinks geographies and eliminates travel times and costs.

We secured a grant from The National Lottery to offer free, bespoke training to schools over a 6-month period. We found that a proactive approach from practitioners who were able to offer not only training, but also advice on specific situations that teachers and school staff found themselves in, was extremely well received.

In total, we trained over 62,000 professionals over a range of courses from short introductory online sessions, three day more intensive courses, bespoke courses and specialist training for professional's supporting children with SEND.

**4. Secure a sustainable future**

In March 2020, as the Covid-19 pandemic reached the UK with earnest, it was clear that we needed to revise our previously budgeted income of £2.5m for the 2020-2021 year down as a response. This revision was reached with all available data however, predicting how individuals, grant making bodies and companies would be affected by a global pandemic that was, at the time, seen as likely to be relatively short lived, is definitely more of an art than a science. With no similar scenario to base our predictions on in living memory, we made sensible decisions. We revised our predicted income down to £1.6m and made plans to reduce our cost base swiftly.

We finished the year having secured over £1.8m from our donors and supporters. We managed to keep a tight rein on costs throughout the year, giving a resultant increase in our unrestricted reserves of £210,391 in the year, of which £91,218 was gains on investments.

We have sought advice and feel that under the current unpredictable and changeable markets, it is sensible to hold on to slightly higher levels of unrestricted reserves than we would have done pre-pandemic. Demand for our service is predicted to increase as more children have been bereaved during the pandemic and our move towards digital delivery means that we are more accessible to a larger number of children and young people.

In order to meet the likely demand, Winston's Wish will draw on its unrestricted reserves alongside the vital support from our donors and supporters. It is only with their help and belief that we will be able to help the families that need us.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

We are clear that we need to grow the reach of our service over the coming years and work to drive the demand from the need that we know is out there. We feel that the support we provide is vital to our beneficiaries and we cannot allow that support to be scaled back due to a drop in funding in year. We will use our unrestricted reserves to ensure that our service can maintain, and grow, during periods when income is harder to secure.

**FINANCIAL RESULTS**

During the year we recorded an overall net increase in our funds of £113,842 (2020: £143,399). It should be noted that in a number of instances income is received in advance of the associated costs and therefore whilst we have recorded a net increase this year in our funds the associated costs and cash outlay for these will occur in future periods.

£96,549 (2020: £20,548) was released from restricted reserves – income of £387,288 against expenditure of £483,837 from those funds.

The balance of £210,391 was added to unrestricted reserves (2020: £163,947).

The total funds held in reserve at the end of the year were £1,433,851, of which £166,000 are designated funds, £1,009,360 are unrestricted general funds and £258,491 are restricted funds (2020: £1,320,009, of which £964,969 were unrestricted general funds and £355,040 were restricted).

We consider that our unrestricted reserves equate to 6.3 months' unrestricted fund expenditure. The Trustees believe this is supportive of the Charity's future plans while also remaining prudent in the current economic climate.

Our investments generated income of £13,047 (2020: £10,950), and there were gains on investments of £91,218 (2020: loss on investments of £35,201).

**Public benefit**

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Winston's Wish supports bereaved children and young people across the UK up to the age of 25.

The Trustees have referred to Public Benefit guidance when reviewing our strategic aims and in planning the future activities of the Charity. The benefits that Winston's Wish brings to families, children and young people are delivered through a wide range of activities; from helpline and website support, through to individual or family assessments delivered by trained staff. At all times we are guided by what is most timely and helpful to the families we see. Our support services are free of charge to all those who need them.

**Constitution**

Winston's Wish is both a registered Charity and a company limited by guarantee. It was established in 1992, initially by trust deed and was incorporated as a limited company on 7th March 1997. It is governed by its Memorandum of Association, last updated 24 October 2020. Its company number is 03329289, charity number is 1061359, Scottish charity number SC041140.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**Governance and management**

The Articles of Association require that there are at least three Trustees. New Trustees are nominated by members of the Board of Trustees and appointed where they have the necessary skills to contribute to the Charity's development. Trustees can serve for a maximum term of 3 years and can be reappointed for two further terms. The Board of Trustees meets quarterly and in addition holds a whole day meeting to review and develop the strategy of the Charity. Each new Trustee is given appropriate induction and training relevant to their responsibility.

**Fundraising**

Winston's Wish is registered with the Fundraising Regulator and is compliant with the standards set by the Regulator in its 'Code of Fundraising Practice'. We are pleased to make this commitment and feel it gives both our donors' and supporters' confidence in our fundraising practices. In addition to this, Winston's Wish is an organisational member of the Institute of Fundraising.

All fundraising activities are organised directly by the staff at Winston's Wish, or a community-based fundraiser who is monitored by a staff member as an account manager. We do not engage third party professional fundraisers or other commercial participators to raise funds on our behalf. We are mindful during our fundraising activities not to be unreasonably persistent or to apply undue pressure on anyone, or to intrude on anyone's privacy. The Charity did not undertake any telephone, doorstep or lottery fundraising in the year.

During the year ended 31 March 2021 Winston's Wish received two complaints (2020: no complaints) relating to its fundraising activities. These were all dealt with and resolved internally and there was no requirement to escalate these outside of the charity.

**Pay policy for key management personnel**

The Trustees consider the Board of Trustees and the senior management team comprise the key management personnel of the Charity in charge of directing and controlling, running and operating the Charity on a day to day basis. All Trustees give of their time freely and no Trustee received remuneration in the year. Details of Trustees' expenses and related party transactions are disclosed in note 12 to the financial statements. The pay of the chief executive officer and senior staff is reviewed annually based on performance and normally increased in accordance with average earnings. The remuneration is set to ensure it is both fair but also will attract and retain staff of the appropriate calibre and experience required by the Charity.

**Staff and volunteers**

Throughout the year Winston's Wish employed an average of 47 full and part time staff and had approximately 100 clinically trained volunteers and several hundred other volunteers helping with fund-raising, profile raising and office administration. In addition, 15 young people aged from 15 – 26 make up our Young Ambassador programme; most are bereaved themselves and were supported by Winston's Wish. All our supporters are vital to the work of the Charity and they have contributed enormously to the success of the organisation and to the services it provides. The Trustees record their sincere appreciation of the contribution from all our staff and volunteers.

**Reserves Policy**

While the Charity has a broad range of income generating activities to support its charitable activities, Winston's Wish is heavily reliant on voluntary donations. The majority of this income must be newly generated each year and the Trustees duly consider the uncertainties around funding when setting the Charity's reserves policy.

Given the nature of Winston's Wish services and our ongoing commitment to deliver more services to more families across the UK, the Trustees have established a reserves policy that covers two fundamental priorities:

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

That reserves should be sufficient to underpin the commitment to the continued growth and development of our services and sufficient to cover any significant or sudden fluctuations in income so as to help avoid any undue disruption to service levels or other key functions.

To that end the target is to hold unrestricted reserves at a level that equates to at least 6 months of unrestricted fund expenditure. The maximum unrestricted reserves held at any time should not exceed nine months unrestricted fund expenditure. The level of unrestricted reserves at 31 March 2021 is equivalent to 6.3 months unrestricted expenditure which Trustees believe is appropriate.

The Trustees are pleased to report that the Charity has a robust balance sheet which will be used to continue to provide services to families across the UK.

**Investment Policy**

The Trustees believe that its available reserves should provide a reasonable level of income to help support its activities and that its capital values should be protected from erosion in value and keep pace with inflation. Brewin Dolphin manages the Charity's investments on a full discretionary basis with a balanced approach between income generation, capital growth and risk. The portfolio is well diversified with a low degree of risk. The Trustees consider this is appropriate for a Charity the size of Winston's Wish.

**Risk management**

The Trustees assess the major risks to which the Charity is exposed, in particular those related to the operations and finances of the Charity, and are satisfied that systems are in place to manage exposure to the major risks. The Charity takes action as appropriate to reduce the overall level of risk.

**Responsibilities of the Trustees**

The Trustees are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the Charity and of the surplus or deficit of the Charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the financial statements comply with Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

---

**WINSTON'S WISH**  
(A company limited by guarantee)

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

In so far as the Trustees are aware:

1. there is no relevant audit information of which the Charity's auditors are unaware; and
2. the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

**Auditors**

Hazlewoods has been reappointed as auditors for year ending 31 March 2022 and they have confirmed their willingness to continue in office.

Approved by order of the members of the board of Trustees on 6 October 2021 and  
signed on their behalf by:



**Nigel Purveur, Chair of Trustees**  
(Chair of Trustees)

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH**

---

**Opinion**

We have audited the financial statements of Winston's Wish for the year ended 31 March 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the Charitable Company's affairs as at 31 March 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations (as amended).

**Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the Charitable Company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

**Other information**

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Opinion on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' report, which includes the strategic report, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report, which includes the strategic report, has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

**Responsibilities of trustees**

The Trustees are responsible for the other information. As explained more fully in the Trustees' Responsibilities statement the Trustees (who are also the Directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the Charitable Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF WINSTON'S WISH (CONTINUED)**

---

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

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

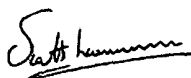
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtained an understanding of the legal and regulatory frameworks applicable to the charity financial statements or that had a fundamental effect on the operations of the charity. We determined that the most significant laws and regulations included UK GAAP, UK Companies Act 2006, and taxation laws;
- We assessed the susceptibility of the company's financial statements to material misstatement, including how fraud might occur. Audit procedures performed by the engagement team included challenging assumptions and judgments made by management in its significant accounting estimates and identifying and testing journal entries, in particular any journal entries posted with unusual characteristics.

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

**Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's Trustees, as a body, in accordance with Regulation 10 of the Charity Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.



**Scott Lawrence FCA (Senior statutory auditor)**  
for and on behalf of  
**Hazlewoods LLP**  
Chartered Accountants and Statutory Auditors  
Staverton Court  
Staverton  
Cheltenham  
Gloucestershire  
GL51 0UT

Date: 11 October 2021

**WINSTON'S WISH**  
(A company limited by guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 31 MARCH 2021**

	Note	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
<b>Income from:</b>					
Donations and legacies	4	1,296,801	387,288	1,684,089	2,239,444
Charitable activities	5	142,411	-	142,411	180,403
Investments	6	11,259	-	11,259	13,047
		<u>1,450,471</u>	<u>387,288</u>	<u>1,837,759</u>	<u>2,432,894</u>
<b>Expenditure on:</b>					
Raising funds	7	521,123	-	521,123	586,001
Charitable activities	8	810,175	483,837	1,294,012	1,668,293
		<u>1,331,298</u>	<u>483,837</u>	<u>1,815,135</u>	<u>2,254,294</u>
<b>Net income/(expenditure) before net gains/(losses) on investments</b>					
		119,173	(96,549)	22,624	178,600
Net gains/(losses) on investments	14	91,218	-	91,218	(35,201)
		<u>210,391</u>	<u>(96,549)</u>	<u>113,842</u>	<u>143,399</u>
<b>Net movement in funds</b>					
<b>Reconciliation of funds:</b>					
Total funds brought forward	18	964,969	355,040	1,320,009	1,176,610
Net movement in funds		210,391	(96,549)	113,842	143,399
		<u>1,175,360</u>	<u>258,491</u>	<u>1,433,851</u>	<u>1,320,009</u>
<b>Total funds carried forward</b>	18	<u>1,175,360</u>	<u>258,491</u>	<u>1,433,851</u>	<u>1,320,009</u>

The notes on pages 16 to 34 form part of these financial statements.

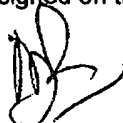
**WINSTON'S WISH**  
**(A company limited by guarantee)**  
**REGISTERED NUMBER: 03329289 (England and Wales)**

**BALANCE SHEET**  
**AS AT 31 MARCH 2021**

	Note	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets	13	40,213	51,146
Investments	14	574,285	477,352
		<u>614,498</u>	<u>528,498</u>
<b>Current assets</b>			
Stocks		34,717	36,299
Debtors	15	90,389	93,051
Cash at bank and in hand		813,323	759,852
		<u>938,429</u>	<u>889,202</u>
Creditors: amounts falling due within one year	16	(119,076)	(97,691)
		<u>819,353</u>	<u>791,511</u>
<b>Net current assets</b>		<u>819,353</u>	<u>791,511</u>
<b>Total net assets</b>		<u><u>1,433,851</u></u>	<u><u>1,320,009</u></u>
<b>Charity funds</b>			
Restricted funds	18	258,491	355,040
Unrestricted funds	18	1,175,360	964,969
<b>Total funds</b>		<u><u>1,433,851</u></u>	<u><u>1,320,009</u></u>

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

The financial statements were approved and authorised for issue by the Trustees on 6 October 2021 and signed on their behalf by:



**Nigel Purveur**  
**Chair**

The notes on pages 16 to 34 form part of these financial statements.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

	Note	2021 £	2020 £
<b>Cash flows from operating activities</b>			
Net cash provided by operating activities	20	<b>56,369</b>	<b>206,262</b>
<b>Cash flows from investing activities</b>			
Dividends and interest from investments		<b>11,259</b>	<b>13,047</b>
Purchase of tangible fixed assets		<b>(8,442)</b>	<b>-</b>
Proceeds from sale of investments		<b>61,438</b>	<b>191,448</b>
Purchase of investments		<b>(58,544)</b>	<b>(194,093)</b>
Movement on cash held for reinvestment		<b>(8,609)</b>	<b>(4,089)</b>
<b>Net cash (used in)/provided by investing activities</b>		<b>(2,898)</b>	<b>6,313</b>
<b>Change in cash and cash equivalents in the year</b>		<b>53,471</b>	<b>212,575</b>
Cash and cash equivalents at the beginning of the year		<b>759,852</b>	<b>547,277</b>
<b>Cash and cash equivalents at the end of the year</b>	21	<b>813,323</b>	<b>759,852</b>

The notes on pages 16 to 34 form part of these financial statements

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**1. General information**

Winston's Wish is a company limited by guarantee (number: 03329289 England and Wales) and a registered charity in England and Wales and Scotland (numbers: 1061359 and SC041140). Its registered office address is 17 Royal Crescent, Cheltenham, GL50 3DA.

**2. Accounting policies**

**2.1 Basis of preparation of financial statements**

The financial statements 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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Companies Act 2006 and the Charities Act 2011.

Winston's Wish meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

**2.2 Going concern**

The Trustees assess whether the use of going concern is appropriate, i.e. whether there are any material uncertainties related to events or conditions that may cast a significant doubt on the ability of the Charity to continue as a going concern. The Trustees make this assessment in respect of a period of one year from the date of approval of the financial statements. On review, which includes a review of the impact of Covid-19 on future income streams and events, the pipeline of income, income secured to date, the fixed and variable costs the charity has, along with the actions the charity could take to reduce expenditure, the Trustees have concluded that they are to adopt the going concern basis in preparing the annual financial statements.

**2.3 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

The recognition of income from legacies is dependent on establishing entitlement, the probability of receipt and the ability to estimate with sufficient accuracy the amount receivable. Evidence of entitlement to a legacy exists when the Charity has sufficient evidence that a gift has been left to them (through knowledge of the existence of a valid will and the death of the benefactor) and the executor is satisfied that the property in question will not be required to satisfy claims in the estate. Receipt of a legacy must be recognised when it is probable that it will be received and the fair value of the amount receivable, which will generally be the expected cash amount to be distributed to the Charity, can be reliably measured.

Grants are included in the Statement of financial activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

On receipt, donated professional services and facilities are recognised on the basis of the value of

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**2. Accounting policies (continued)**

**2.3 Income (continued)**

the gift to the Charity which is the amount it would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

Income from training activities is recognised when the training takes place.

**2.4 Expenditure**

All expenditure is accounted for under the accruals concept.

Costs are allocated between charitable costs and the cost of raising funds. Office running costs have been apportioned across these two headings and where appropriate into restricted expenditure, according to best estimate of usage. The irrecoverable amount of VAT is included within the item of expense to which it relates. Depreciation is allocated to expenditure headings on the basis of the use of the assets concerned.

**2.5 Government grants**

Grants from government bodies are received for specific projects/costs and are recognised in accordance with their individual terms and conditions. Income is recognised when the Charity has entitlement to the funds which is when any performance conditions attached are met, it is probable that the income will be received and the amount can be reliably measured. Grant income will be deferred if received in advance of meeting performance conditions or if the funder specifically states that the income may be spent in a future accounting period.

**2.6 Interest receivable**

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the Charity; this is normally upon notification of the interest paid or payable by the institution with whom the funds are deposited.

**2.7 Taxation**

The Charity is exempt from taxation on its income applied exclusively to charitable purposes.

**2.8 Tangible fixed assets and depreciation**

All expenditure on acquisition, enhancement, production and installation and all fixed assets received by way of donation are capitalised as fixed assets. Fixed assets are stated in the Balance Sheet at cost less depreciation, or in respect of donated assets, at estimated value at the date of donation less depreciation.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**2. Accounting policies (continued)**

**2.8 Tangible fixed assets and depreciation (continued)**

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Leasehold improvements	-	20%
Fixtures and fittings	-	15%
Computer equipment	-	25%

**2.9 Investments**

Investments listed on a recognised stock exchange are stated at mid-market value in the Balance Sheet. All movements in value arising from changes and revaluations are included in the Statement of Financial Activities.

**2.10 Stocks**

Stock is valued at the lower of cost and net realisable value. Cost is represented by purchase price. Net realisable value is estimated selling price less any further costs expected to be incurred to completion and disposal.

**2.11 Debtors**

Trade, other debtors and accrued income are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**2.12 Cash at bank and in hand**

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

**2.13 Liabilities and provisions**

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

**2.14 Financial Instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

**2.15 Operating leases**

The cost of and income from operating leases is charged and credited to the Statement of Financial Activities on a straight line basis over the lease term.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**2. Accounting policies (continued)**

**2.16 Pensions**

Contributions payable on behalf of employees to the defined contribution pension scheme are charged to the Statement of Financial Activities as they become payable in accordance with the rules of the scheme.

**2.17 Redundancy**

Redundancy costs arise from the periodic reviews of staffing levels and are charged to the Statement of Financial Activities in the year in which the Charity is demonstrably committed to the employee leaving the Charity.

**2.18 Fund accounting**

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

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

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

**3. Critical accounting estimates and areas of judgement**

Preparation of the financial statements requires management to make judgements and estimates. The Trustees consider that there are no material judgements in applying accounting policies or key sources of estimation uncertainty.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**4. Income from donations and legacies**

	2021 £	2020 £
<b>Donations</b>		
Individuals and Individual Fundraisers	728,162	1,073,705
Companies	210,653	341,370
Charitable Foundations	468,277	573,519
Grants and income from Statutory Authorities	176,003	223,834
	1,583,095	2,212,428
<b>Legacies</b>		
Legacies	10,000	27,016
Government grants: Coronavirus Job Retention Scheme	90,994	-
	1,684,089	2,239,444

Of the Income from donations and legacies £387,288 (2020: £895,002) was restricted.

**5. Income from charitable activities**

	2021 £	2020 £
Provision of Clinical Services and Training	32,700	42,823
Sales of Publications and Resources	109,711	137,580
	142,411	180,403

All income from charitable activities is unrestricted.

**6. Investment income**

	Unrestricted funds 2021 £	Total funds 2021 £	Total funds 2020 £
Income from investments	10,770	10,770	11,803
Bank interest	489	489	1,244
	11,259	11,259	13,047

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**7. Expenditure on raising funds**

**Costs of raising voluntary income**

	<b>Unrestricted funds 2021 £</b>	<b>Total funds 2021 £</b>	<b>Total funds 2020 £</b>
Costs of raising voluntary income - other costs	129,503	129,503	183,327
Costs of raising voluntary income - wages and salaries	288,386	288,386	329,683
Costs of raising voluntary income - depreciation	3,875	3,875	4,293
Allocated centrally incurred fundraising and governance costs	99,359	99,359	68,698
	<u>521,123</u>	<u>521,123</u>	<u>586,001</u>

Within the above "Costs of raising voluntary income - other costs" are direct costs of fundraising of £68,054 and an allocated proportion of office overheads and admin costs of £61,449.

The figure for "Allocated centrally incurred fundraising and governance costs" cover items such as additional support staff wages where a percentage has been applied to fundraising activities. These are not direct costs of fundraising but, in line with the Charities SORP, are allocated central costs.

**8. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Unrestricted funds 2021 £</b>	<b>Restricted funds 2021 £</b>	<b>Total funds 2021 £</b>	<b>Total funds 2020 £</b>
Regional Activities	-	-	-	935,912
National Programmes	810,175	483,837	1,294,012	732,381
	<u>810,175</u>	<u>483,837</u>	<u>1,294,012</u>	<u>1,668,293</u>
<b>Total 2020</b>	<u>752,743</u>	<u>915,550</u>	<u>1,668,293</u>	

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**9. Analysis of charitable activities expenditure**

	Activities undertaken directly 2021 £	Support costs 2021 £	Total funds 2021 £	Total funds 2020 £
Regional Activities	-	-	-	935,912
National Programmes	1,011,222	282,790	1,294,012	732,381
	<u>1,011,222</u>	<u>282,790</u>	<u>1,294,012</u>	<u>1,668,293</u>
<i>Total 2020</i>	<u>1,472,714</u>	<u>195,579</u>	<u>1,668,293</u>	

Due to the transforming delivery model implemented in 2020 - 2021 all activities are now deemed to have a national reach and hence are now shown as national programmes. For comparison year on year, the totals should be considered.

**Analysis of direct costs**

	Regional Activities 2021 £	National Programmes 2021 £	Total funds 2021 £	Total funds 2020 £
Staff costs	-	668,637	668,637	1,012,146
Depreciation	-	12,982	12,982	13,181
Other costs	-	329,603	329,603	447,387
	<u>-</u>	<u>1,011,222</u>	<u>1,011,222</u>	<u>1,472,714</u>
<i>Total 2020</i>	<u>826,192</u>	<u>646,522</u>	<u>1,472,714</u>	

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**9. Analysis of charitable activities expenditure (continued)**

**Analysis of support costs**

	Regional Activities 2021 £	National Programmes 2021 £	Total funds 2021 £	Total funds 2020 £
Staff costs	-	251,369	251,369	152,859
Depreciation	-	1,864	1,864	2,630
Other costs	-	22,556	22,556	32,890
Auditor's remuneration	-	7,001	7,001	7,200
	-	282,790	282,790	195,579
<i>Total 2020</i>	<i>109,720</i>	<i>85,859</i>	<i>195,579</i>	

Included within support costs are:

**Governance costs**

	2021 £	2020 £
Auditor's remuneration	9,461	7,122
Trustees' costs	1,870	5,100
Other	13	26
Staff costs	25,425	30,810
Allocated support costs and depreciation	388	6,936
	<u>37,157</u>	<u>49,994</u>

**10. Auditor's remuneration**

	2021 £	2020 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	<u>7,800</u>	<u>7,200</u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**11. Staff costs**

	2021 £	2020 £
Wages and salaries	1,079,412	1,296,530
Social security costs	90,428	111,535
Contribution to defined contribution pension schemes	101,389	138,229
Redundancy costs	25,482	2,100
	<u>1,296,711</u>	<u>1,548,394</u>

The Charity operates a salary sacrifice scheme for employees to make additional contributions to the pension scheme or receive childcare vouchers. The pension cost figure above includes both employee and employer contributions, including any element arising from the salary sacrifice scheme. The salaries figure includes the cost of childcare vouchers arising out of the associated salary sacrifice scheme.

Redundancy costs relate to departmental restructuring resulting in improved efficiencies and cost savings. Redundancy payments totalled £25,481 (2020: £2,100).

The average number of persons employed by the Charity during the year was as follows:

	2021 No.	2020 No.
Family services	27	26
Fundraising and publicity	11	10
Administration	9	6
	<u>47</u>	<u>42</u>

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2021 No.	<i>Restated</i> 2020 No.
In the band £60,001 - £70,000	1	-
In the band £70,001 - £80,000	1	1

The key management personnel of the Charity comprises the Chief Executive Officer, The Director of Family Services (until September 2020), Director of Finance and Resources (until November 2020) and Director of Fundraising and Communications. The total employee benefits of the key management personnel of the Charity were £245,480 (2020: £297,198 restated).

The Charity is supported by a large number of volunteers who receive no remuneration. The value of this support has not been included in these financial statements.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**12. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (2020 - £NIL).

During the year ended 31 March 2021, expenses totalling £nil were reimbursed or paid directly to Trustee (2020 - £5,100 to 10 Trustees). The prior year expenses related to expenses for attending meetings and duties directly related to their duties as Trustees.

**13. Tangible fixed assets**

	Leasehold improvements £	Fixtures and fittings £	Computer equipment £	Total £
<b>Cost or valuation</b>				
At 1 April 2020	18,960	22,618	57,968	99,546
Additions	-	-	8,442	8,442
At 31 March 2021	18,960	22,618	66,410	107,988
<b>Depreciation</b>				
At 1 April 2020	7,584	10,296	30,520	48,400
Charge for the year	3,792	3,393	12,190	19,375
At 31 March 2021	11,376	13,689	42,710	67,775
<b>Net book value</b>				
At 31 March 2021	7,584	8,929	23,700	40,213
At 31 March 2020	11,376	12,322	27,448	51,146

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**14. Fixed asset investments**

	<b>Listed investments £</b>
<b>Cost or valuation</b>	
At 1 April 2020	477,352
Additions	58,544
Disposals	(61,438)
Revaluations	91,218
Movement on cash held for reinvestment	8,609
<b>At 31 March 2021</b>	<b>574,285</b>

**15. Debtors**

	<b>2021 £</b>	<b>2020 £</b>
Trade debtors	16,852	26,263
Other debtors	3,765	4,620
Prepayments and accrued income	69,772	62,168
	<b>90,389</b>	<b>93,051</b>

**16. Creditors: Amounts falling due within one year**

	<b>2021 £</b>	<b>2020 £</b>
Trade creditors	32,170	5,257
Other taxation and social security	22,321	31,084
Other creditors	7,481	10,887
Accruals and deferred income	57,104	50,463
	<b>119,076</b>	<b>97,691</b>

Deferred income relates to deposits received before the year end in lieu of future charitable work that may be carried out. These deposits would only be used when they were authorised to do so by the donor and would be repaid on demand if not used.

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**17. Financial instrument**

	2021 £	2020 £
<b>Financial assets</b>		
Financial assets measured at fair value through income and expenditure	<u>574,285</u>	<u>477,352</u>

Financial assets measured at fair value through income and expenditure comprise listed investments.

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**18. Statement of funds**

**Statement of funds - current year**

	Restated Balance at 1 April 2020 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2021 £
<b>Unrestricted funds</b>						
<b>Designated funds</b>						
Digital and Online Development	-	-	-	75,000	-	75,000
London Bereavement Support Services	-	-	-	45,000	-	45,000
Income Development	-	-	-	46,000	-	46,000
	-	-	-	166,000	-	166,000
<b>General funds</b>						
General Fund	964,969	1,450,471	(1,331,298)	(166,000)	91,218	1,009,360
<b>Total Unrestricted funds</b>	<b>964,969</b>	<b>1,450,471</b>	<b>(1,331,298)</b>	<b>-</b>	<b>91,218</b>	<b>1,175,360</b>
<b>Restricted funds</b>						
West Sussex CCG	-	50,000	(50,000)	-	-	-
BBC Children in Need	-	54,342	(48,509)	-	-	5,833
National Lottery Community Fund	-	46,505	(46,505)	-	-	-
St James Place Charitable Foundation	-	72,000	-	-	-	72,000
Kyslant Charitable Trust	90,009	-	(7,010)	-	-	82,999

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**18. Statement of funds (continued)**

**Statement of funds - current year (continued)**

	Balance at 1 April 2020 £	Income £	Expenditure £	Transfers in/out £	Gains/ (Losses) £	Balance at 31 March 2021 £
JESCP Joint Emergency Services Charitable Partnership	66,674	(60,000)	(2,225)	-	-	4,449
St James Place Foundation (exisiting)	62,110	-	(38,710)	-	-	23,400
John Lyons Charity	30,000	-	(28,487)	-	-	1,513
Brighton and Hove Pan Sussex	-	15,000	(7,500)	-	-	7,500
The Ernest Kleinwort Charitable Trust	-	20,000	(20,000)	-	-	-
Gloucestershire CCG	-	75,000	(75,000)	-	-	-
< £15k 2021	-	109,441	(83,969)	-	-	25,472
< £15k 2020	106,247	5,000	(75,922)	-	-	35,325
	<u>355,040</u>	<u>387,288</u>	<u>(483,837)</u>	<u>-</u>	<u>-</u>	<u>258,491</u>
<b>Total of funds</b>	<u><u>1,320,009</u></u>	<u><u>1,837,759</u></u>	<u><u>(1,815,135)</u></u>	<u><u>-</u></u>	<u><u>91,218</u></u>	<u><u>1,433,851</u></u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**18. Statement of funds (continued)**

**Statement of funds - prior year**

	<i>Balance at 1 April 2019 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Gains/ (Losses) £</i>	<i>Balance at 31 March 2020 £</i>
<b>Unrestricted funds</b>					
General Fund	801,022	1,537,892	(1,338,744)	(35,201)	964,969
<b>Restricted funds</b>					
BBC Children in Need	2,947	37,896	(37,780)	-	3,063
Masonic Charitable Foundation	6,250	25,000	(25,000)	-	6,250
Wigan Family Welfare Income	15,866	-	(15,866)	-	-
Checkmate Limited	-	25,000	-	-	25,000
Kyslant Charitable Trust	120,466	-	(30,457)	-	90,009
JESCP	66,753	-	-	-	66,753
St James Place Foundation (exisiting)	49,344	70,028	(57,262)	-	62,110
John Lyons Charity	-	30,000	-	-	30,000
Gustav-Stiegle-Stiftung Foundation	-	20,000	(20,000)	-	-
NHS Horsham and Mid Sussex	-	50,000	(50,000)	-	-
NHS Gloucestershire CCG	-	75,000	(75,000)	-	-
June Stevens Foundation	-	17,000	(17,000)	-	-
Grenfell Appeal	44,007	15,177	(57,222)	-	1,962
The Henry Smith	14,583	24,067	(35,194)	-	3,456
The Ernest Kleinwort Charitable Trust	-	30,000	(30,000)	-	-
Help for Heroes Grant	1,000	42,117	(42,117)	-	1,000
Victim Support Grant	-	77,157	(77,157)	-	-
Hummingbird Charitable Trust	-	203,249	(188,332)	-	14,917
MET Police and City Orphans	5,000	15,000	(15,000)	-	5,000
< £15k 2020	49,372	138,311	(142,163)	-	45,520
	<u>375,588</u>	<u>895,002</u>	<u>(915,550)</u>	<u>-</u>	<u>355,040</u>
<b>Total of funds</b>	<u><u>1,176,610</u></u>	<u><u>2,432,894</u></u>	<u><u>(2,254,294)</u></u>	<u><u>(35,201)</u></u>	<u><u>1,320,009</u></u>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**18. Statement of funds (continued)**

The individual fund balances at 1 April 2020 have been restated to more clearly show the material restricted funds for the benefit of the reader. There is no overall change on the balance brought forward.

West Sussex CCG - To fund the provision of services in Sussex.

BBC Children in Need - To fund bereavement support programme for children and young people bereaved by suicide (including a South West Suicide Lead Practitioner).

National Lottery Community Fund - To fund bespoke training to schools and youth services.

St James Place Charitable Foundation - To fund Child Bereavement services in Bristol.

Kyslant Charitable Trust - To fund service provision in Worcestershire.

JESCP - as these funds could no longer be spent in line with the wishes laid down by the donor these funds were returned during the year.

John Lyons Charity - To fund a child bereavement service for families and communities affected by the Grenfell Tower Fire.

Brighton and Hove Pan Sussex - To fund the provision of services in Sussex

Ernest Kleinwort Charitable Trust - To fund the provision of services in Sussex

Gloucestershire CCG - To fund provision of services in Gloucestershire.

**19. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	Unrestricted funds 2021 £	Restricted funds 2021 £	Total funds 2021 £
Tangible fixed assets	40,213	-	40,213
Fixed asset investments	574,285	-	574,285
Current assets	679,938	258,491	938,429
Creditors due within one year	(119,076)	-	(119,076)
<b>Total</b>	<b>1,175,360</b>	<b>258,491</b>	<b>1,433,851</b>

**WINSTON'S WISH**  
(A company limited by guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021**

**19. Analysis of net assets between funds (continued)**

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2020 £</i>	<i>Restricted funds 2020 £</i>	<i>Total funds 2020 £</i>
Tangible fixed assets	51,146	-	51,146
Fixed asset investments	477,352	-	477,352
Current assets	534,162	355,040	889,202
Creditors due within one year	(97,691)	-	(97,691)
<b>Total</b>	<u>964,969</u>	<u>355,040</u>	<u>1,320,009</u>

**20. Reconciliation of net movement in funds to net cash flow from operating activities**

	<b>2021 £</b>	<b>2020 £</b>
Net income for the year (as per Statement of Financial Activities)	<u>113,842</u>	<u>143,399</u>
<b>Adjustments for:</b>		
Depreciation charges	19,375	20,104
(Gains)/losses on investments	(91,218)	35,201
Dividends and interest from investments	(11,259)	(13,047)
Decrease/(increase) in stocks	1,582	(7,992)
Decrease in debtors	1,277	59,493
Increase/(decrease) in creditors	22,770	(30,896)
<b>Net cash provided by operating activities</b>	<u>56,369</u>	<u>206,262</u>

**21. Analysis of cash and cash equivalents**

	<b>2021 £</b>	<b>2020 £</b>
Cash in hand	<u>813,323</u>	<u>759,852</u>
<b>Total cash and cash equivalents</b>	<u>813,323</u>	<u>759,852</u>

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**22. Contingent liabilities**

The Charity has given three indemnities to solicitors to cover funds received in respect of Residual Client Accounts that they held. The solicitors had made the assessment that the balances on these accounts would never be claimed and so, with the prior approval of the Solicitors Regulation Authority, they paid these account balances to Winston's Wish. The indemnity means that should the legal owner of the residual balance be traced and/or legitimately claims the residual balance then Winston's Wish will return the funds to the solicitors. The Trustees believe that it is extremely unlikely that these monies would be reclaimed. However, as the Charity holds a high level of unrestricted funds, any reclaim could easily be met without it having any detrimental effect on the Charity. At the year end the Charity had given six indemnities totalling £37,060 (2020: £35,468).

**23. Pension commitments**

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund (for employee and employer contributions as explained in note 11) and amounted to £101,389 (2020 - £139,229) Contributions totaling £7,481 (2020: £10,887) were payable to the fund at the balance sheet date and are included in other creditors.

**24. Operating lease commitments**

At 31 March 2021 the Charity had commitments to make future minimum lease payments under non-cancellable operating leases as follows:

	2021	2020
	£	£
Not later than 1 year	67,956	97,956
Later than 1 year and not later than 5 years	38,868	99,362
	<u>106,824</u>	<u>197,318</u>

The following lease payments have been recognised as an expense in the Statement of financial activities:

	2021	2020
	£	£
Operating lease rentals	97,956	97,978

**25. Members' liability**

The Charitable Company does not have share capital and is limited by guarantee. Each of the members is a guarantor to the extent of £1 in the event of the Charitable Company being wound up whilst they are members, in respect of debts and liabilities contracted before they ceased to be a member. There were 10 members at 31 March 2021 (2020: 10 members).

---

**WINSTON'S WISH**  
**(A company limited by guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

**26. Related party transactions**

There were no related party transactions during this or the prior year.