

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)

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

Patrons	Julie Stokes OBE MSc (Founder) Baroness Rennie Fritchie Randolph Churchill Barbara Want (Vice Patron) Emily Eavis and Nick Dewey
Honorary President	The Duchess Of Richmond and Gordon
Trustees	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)
Company registered number	03329289 (England and Wales)
Charity registered numbers	1061359 (England and Wales) and SC041140 (Scotland)
Registered office	Regus Conway House 31 Worcester Street Gloucester GL1 3AJ
Chief Executive Officer	Fergus Crow
Independent auditor	Hazlewoods Staverton Court Staverton Cheltenham Gloucestershire GL51 0UT
Bankers	Barclays Bank plc Gloucester Docks Gloucester GL1 2DH

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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.

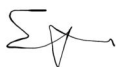
Of course, it was not all plain sailing. It has been a tough year for our staff, volunteers and beneficiaries; some of the digital service changes that we planned at the start of the year eluded our ambitious timelines and some of our service goals. Our EDI plan was similarly ambitious and although we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

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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

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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	Always on 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

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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

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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.

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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.

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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.

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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 41 volunteers 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

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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.

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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 onand signed on their behalf by:



Liz Gratton, Acting Chair of Trustees

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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 £
Income from:					
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>
Total income					
Expenditure on:					
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>
Total expenditure					
Net income before net gains on investments					
		(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>
Net movement in funds					
Reconciliation of funds:					
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>
Total funds carried forward		<u>1,073,329</u>	<u>391,864</u>	<u>1,465,193</u>	<u>1,992,179</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
Fixed assets	Note	£	£
Tangible assets	13	49,665	49,643
Investments	14	<u>551,790</u>	<u>588,211</u>
		601,455	637,854
Current assets			
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>
Net current assets		<u>863,739</u>	<u>1,354,325</u>
Total net assets		<u>1,465,193</u>	<u>1,992,179</u>
Charity funds			
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

		2023	2022
	Note	£	£
Cash flows from operating activities			
Net cash provided by operating activities	20	(412,464)	621,287
Cash flows from investing activities			
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)
		(19,271)	(32,874)
Net cash used in investing activities			
Change in cash and cash equivalents in the year		(431,735)	588,413
Cash and cash equivalents at the beginning of the year		1,401,736	813,323
Cash and cash equivalents at the end of the year	21	970,001	1,401,736

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
	£	£
Donations		
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
	<u>1,966,759</u>	<u>2,148,094</u>
 Legacies	 8,551	 257,841
	<u><u>1,975,310</u></u>	<u><u>2,405,935</u></u>

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

	2023	2022
	£	£
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

	Total funds 2023 £	Total funds 2022 £
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

	Total funds 2023 £	Total funds 2022 £
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	<u>95,779</u>	<u>84,320</u>
	<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

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

9. Analysis of charitable activities expenditure

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

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

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

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

	National programmes 2023 £	Total funds 2023 £	<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	<u>7,415</u>	<u>7,415</u>	<u>7,415</u>
	<u>272,601</u>	<u>272,601</u>	<u>239,989</u>

Included within support costs are:

Governance costs

	2023 £	<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	<u>421</u>	<u>481</u>
	<u>53,781</u>	<u>33,677</u>

10. Auditor's remuneration

	2023 £	<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

	2023	2022
	£	£
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	12,276	13,724
	<u>1,729,953</u>	<u>1,286,882</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:

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

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

	2023	2022
	No.	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 (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 £
Cost or valuation				
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)
	<u>-</u>	<u>5,107</u>	<u>67,481</u>	<u>72,588</u>
At 31 March 2023				
Depreciation				
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)
	<u>-</u>	<u>3,945</u>	<u>18,978</u>	<u>22,923</u>
At 31 March 2023				
Net book value				
At 31 March 2023	<u>-</u>	<u>1,162</u>	<u>48,503</u>	<u>49,665</u>
At 31 March 2022	<u>3,792</u>	<u>12,833</u>	<u>33,018</u>	<u>49,643</u>

WINSTON'S WISH
(A company limited by guarantee)

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

14. Fixed asset investment

	Listed investments £	Cash deposits £	Total £
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

	2023 £	2022 £
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

	2023 £	2022 £
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 £
Financial assets		
Financial assets measured at fair value through income and expenditure	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 £
Unrestricted funds						
Designated funds						
Income Development	87,000	-	(36,000)	-	-	51,000
Service Development	88,500	-	(88,489)	-	-	11
Marketing Development	75,000	-	(66,667)	-	-	8,333
Extending our National Reach	32,000	-	(27,909)	-	-	4,091
	<u>282,500</u>	<u>-</u>	<u>(219,065)</u>	<u>-</u>	<u>-</u>	<u>63,435</u>
General funds						
General Fund	1,302,197	1,559,550	(1,809,559)	-	(42,254)	1,009,894
Total Unrestricted funds	<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 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 £
Restricted funds						
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 Bently	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	-	15,000	(15,000)	-	-	-
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
	-	20,000	-	-	-	20,000
< £15k	29,606	98,256	(117,651)	-	-	10,211
	407,482	627,989	(643,607)	-	-	391,864
Total of funds	1,992,179	2,187,539	(2,672,271)	-	(42,254)	1,465,193

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>
Unrestricted funds						
Designated funds						
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>
General funds	<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>
Total Unrestricted funds	<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
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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>
Restricted Funds						
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>
Total of funds	<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>

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**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.

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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

	Unrestricted funds 2023	Restricted funds 2023	Total funds 2023
	£	£	£
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)
Total	<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>
	<i>£</i>	<i>£</i>	<i>£</i>
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)
Total	<u><u>1,584,697</u></u>	<u><u>407,482</u></u>	<u><u>1,992,179</u></u>

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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

	2023	2022
	£	£
Net income for the year (as per Statement of Financial Activities)	<u>(526,986)</u>	<u>558,328</u>
Adjustments for:		
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
Net cash provided by operating activities	<u><u>(412,464)</u></u>	<u><u>621,287</u></u>

21. Analysis of cash and cash equivalents

	2023	2022
	£	£
Cash in hand	970,001	1,401,736
Total cash and cash equivalents	<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).

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**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:

	2023	2022
	£	£
Not later than 1 year	32,788	50,456
Later than 1 year and not later than 5 years	8,539	912
	<u>41,327</u>	<u>51,368</u>

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

	2023	2022
	£	£
Operating lease rentals	50,456	67,956
	<u>50,456</u>	<u>67,956</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 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.