

Charity Registration No. 1076993

HEARTCRY TRUST
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 SEPTEMBER 2024



**HEARTCRY
FOR CHANGE**

Heartcry Ministries | CMS House | Watlington Rd | Oxford | OX4 0EZ | UK

office@heartcry.co.uk

heartcryforchange.com

Registered charity no 1076993

HEARTCRY TRUST ANNUAL REPORT FINANCIAL YEAR 1st October 2023 – 30th September 2024

Charity registration number: 1076993

Objectives and activities

Heartcry Trust was established by Declaration of Trust dated 23 May 1999 and registered as a charity on 11 August 1999.

Heartcry Trust is a Christian charity which seeks to facilitate people through teaching, training and resources to connect with their communities to bring transformation. We seek to equip the Church to be an agent of positive and practical change in communities and nations. Heartcry seeks to carry an encouraging Christian message of hope with a generous, practical demonstration of kindness towards the poor and broken in our communities.

To that end, Heartcry has continued with many speaking and training opportunities both in the UK and other nations.

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

Achievements and performance

Rachel Hickson and Helen Azer have travelled extensively on behalf of the Trust delivering training and speaking at conferences, leadership development retreat and mentoring days as well as engaging supporters with updates on the Trust's projects, notably the relief work in Moldova and Ukraine. In person visits have taken place in 28 cities across the UK and multiple cities in 16 other nations including USA, Norway, Germany, France, Austria, Italy, Canada, Republic of Ireland, Slovenia, Croatia, Malaysia, Australia and New Zealand. Heartcry Trust has also continued to offer online teaching and training material for use through the Trust's social media platforms, notably Facebook and YouTube. These resources have been provided free of charge in line with Heartcry's charitable purposes and have attracted donations into the Trust from those who have wanted to partner with the Trust to further its public benefit at this time. Rachel Hickson and Helen Azer have also continued to offer leadership mentoring, training and seminars via zoom at the request of churches and other organisations.

Heartcry Trust also continues to support social action programmes in the nations. Our main area of social action investment has been through a continuation of the Trust's work into some of the poorest communities in Eastern Europe, notably our partnerships





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in Moldova, where we were able to provide practical resources as well as leadership training and mentoring support to workers on the ground there. Over the winter months of 2023, the Trust was able to contribute to the support of around 750 families through the provision of coal and food parcels.

Since the outbreak of war in Ukraine in February 2022, the Trust has been able to support the humanitarian relief effort among refugees fleeing Ukraine into Moldova. Due to the Trust's extensive network of partners in Moldova and their links into multiple cities across Ukraine, the Trust has been in a position to get aid and donations directly to the frontline as well as supply practical provisions to centres in Moldova who are housing refugees. Voluntary financial contributions from the Trust's network of supporters towards this aid have supported this work this financial year. Due to the increased intensity of the war in Ukraine along the Moldovan border and the advice of those on the ground, the trustees recommended a postponement of the scheduled site visit to Moldova in July 2023 for security reasons. This visit was successfully re-scheduled in November 2023 and Rachel Hickson was able to personally review each of the social and humanitarian projects and assess the needs on the ground. As a result of this visit, it was agreed with the Trustees that the restricted funds dedicated to the Moldova/Ukraine work would be distributed in monthly instalments of £2,000. This would ensure a reliable monthly income stream to support the ongoing work in the Girls' Academy and refuge homes while safeguarding funds from potential local Moldovan bank instability in the volatile climate on the ground by sending smaller amounts at more regular intervals than single larger sums. This strategy has proved very sustainable and a healthy means of supporting the work. Receipts for the use of these funds have also been provided monthly by the partners on the ground in Moldova which has given great oversight and accountability.

We continue to develop our website and marketing information to enable people to connect with us. Our social media platforms (Facebook, YouTube & Instagram) have sustained interest and engagement and provided regular updates on projects including the work in Moldova. This has given donors a greater sense of partnership. Revenue generated through the sale of our resources in the UK has enabled us to donate materials into key projects in the UK and overseas. We continue to prioritise the support of rehabilitation centres for drug and alcohol dependency, notably through our links with Betel UK.

Our website continues to be updated on a regular basis with the latest security software installed in order to maintain the site's compliance for online donations and allow donors to complete Gift Aid declarations online as well.





Structure, Governance and Management

The Trustees met once in person and once on zoom during the year. Mrs Clare Sheaf was re-elected as the Chair of the Trust and has been nominated as designated Safeguarding Lead Trustee and Ms Claire Minns was re-elected as Secretary. Mr Alan Penry continues to advise the Trustees on compliance and ensured that the Trust policy documents were reviewed and updated. Mr Andrew Lang advises on legal matters. Mr Peter Jones advises on organisational change and leadership development.

It is the Trust's practice that trustees are selected on the basis of their active interest and engagement with the Trust in an informal capacity for some years prior to their appointment as trustees. This ensures that trustees have an understanding and appreciation of the range of the Trust's activities and are already relationally connected to the Trust. Trustees are also selected on the basis of the skill set they will bring to the Trust's governance and management so that current trustees have legal, educational and business/managerial experience between them and are able to advise not only on the projects the Trust is engaged with but also on compliance issues. New trustees are appointed by the Trustees and apart from receiving the Trust Deeds and Charity Commission guidelines and resources on becoming a charity trustee, the Trust's usual practice is for them to be inducted and trained by attending meetings for a period prior to their appointment as well.

The Trust has continued to retain the services of RDP Newmans LLP as our accountants to assist us with financial advice and the Independent Examiners report for the Charity Commission. Mr David Finn continues to oversee our accounts at RDP Newmans. Heartcry Trust has continued to operate from the office in Oxford located in CMS House, Watlington Rd, Oxford OX4 6BZ. During the last year, the Trust has recorded short video updates for financial and other supporters as well as hosting meetings in Oxford for those interested in the work of the Trust. These gatherings provide an informal setting to meet the team and listen to more personal reports and stories and gain a greater understanding of the work of the Trust.

Financial Review

A summary of the income, expenditure and assets for the financial year is attached. The UK income total for this financial year was £70,269 (2023: £79,827) while the total expenditure was £107,840 (2023: £88,716) resulting in a deficit of £37,571 (2023 deficit: £8,889) of which £13,595 deficit is restricted funds dedicated to the Moldova/Ukraine projects. As at 30 September 2024, net assets amounted to £61,709, of which £40,794 were restricted funds. The Charity accounts were independently examined by RDP Newmans LLP, Lynwood House 373/375 Station Road, Harrow, Middlesex, HA1 2AW under the supervision of Mr David Finn.





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Registered Charity No. 510993

Reference and Administrative details

Charity name: Heartcry Trust

Other name the charity uses: Heartcry for Change; Heartcry Ministries

Registered charity number: 1076993

Charity's principal address: CMS House, Watlington Rd, Oxford OX4 6BZ.

Names of the Charity's Trustees:

Trustee names

- 1 Peter Jones
- 2 Andrew Lang
- 3 Clare Sheaf (Chair)
- 4 Alan Penry
- 5 Claire Minns (Secretary)

Declarations

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

Signed on behalf of the charity's trustees

Signature(s)

Full name(s) Clare Sheaf

Position Chair of Trustees

Date:

6/3/25



INDEPENDENT EXAMINER'S REPORT

Independent Examiner's Report to the Trustees of Heartcry Trust

I report to the trustees on my examination of the accounts of Heartcry Trust ('the charity') for the year ended 30 September 2024 which comprise the summary of receipts and payments and the statement of assets and liabilities.

This report is made solely to the charity's trustees, as a body, in accordance with section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

Responsibilities and basis of report

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

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

An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the accounts. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no audit opinion on the accounts and my report is limited to those specific matters set out in the independent examiner's statement.

Independent examiner's statement

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

- accounting records were not kept in respect of the charity as required by section 130 of the Act; or
- the accounts do not accord with those records.

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



Mr D Finn FCA

RDP Newmans LLP

Chartered Accountants

Lynwood House
373 – 375 Station Road
Harrow
Middlesex
HA1 2AW

Dated: 12/3/25

Heartcry Trust**RECEIPTS AND PAYMENTS SCHEDULE****FOR THE YEAR ENDED 30TH SEPTEMBER 2024****(THIS DOES NOT INCLUDE TRANSFERS BETWEEN CURRENT AND TRACKER BANK ACCOUNTS)**

	Unrestricted Funds 2024	Restricted Funds 2024	Total Funds 2024	2023
	£	£	£	£
Receipts				
Covenant refunds	7,526		7,526	5,788
Donations and Gifts from UK/Other	43,734		43,734	35,746
Donations- Moldova/Ukraine		5,228	5,228	21,034
Donations - Roundhouse	1,915		1,915	7,529
Refunds	4,206		4,206	3,133
Interest/Charges returned	550		550	378
Sales	4,622		4,622	3,374
Conference	2,488		2,488	2,845
Total receipts	65,041	5,228	70,269	79,827
Payments				
Conference expenses	3,936		3,936	3,632
Donations and Gifts	650		650	1,000
Missions projects - Moldova/Ukraine		18,823	18,823	12,709
Mission projects - Roundhouse	5,924		5,924	2,051
Office expenses	10,415		10,415	11,086
Consultancy fees	30,107		30,107	31,726
Tapes, Books, CD Resources	6,010		6,010	4,114
Travel and subsistence	31,975		31,975	22,398
Total payments	89,017	18,823	107,840	88,716
Net of Receipts/(Payments)	(23,976)	(13,595)	(37,571)	(8,889)
Fund balances as at 1 October 2023	44,891	54,389	99,280	108,169
Net balance as at 30 September 2024	20,915	40,794	61,709	99,280


Heartcry Trust

STATEMENT OF ASSETS AND LIABILITIES

AS AT 30TH SEPTEMBER 2024

	Unrestricted Funds 2024	Restricted Funds 2024	Total Funds 2024	2023
<u>Fixed Assets</u>	£	£	£	£
Office furniture	996		996	996
<u>Cash funds</u>				
Cash at bank - Current Account 1	-		-	18,843
Cash at bank - Current Account 2	5,406		5,406	-
Cash at bank - Deposit Account	-		-	79,441
Cash at bank - Deposit Account 2	14,513	40,794	55,307	-
<u>Net assets</u>	<u>20,915</u>	<u>40,794</u>	<u>61,709</u>	<u>99,280</u>

The financial statements were approved by the Trustees on 6/3/25



Trustee

Heartcry Trust
NOTES TO THE ACCOUNTS
AS AT 30TH SEPTEMBER 2024

1)

RELATED PARTY TRANSACTIONS

During the year, the charity reimbursed expenses of £6,253 to Mr & Mrs G Hickson (Founder and her spouse) and paid consultancy fees, honorarium and conference fees of £9,739 to Mr & Mrs G Hickson.

The charity bought books from Mr & Mrs G Hickson for £4,875 during the year. Mr & Mrs G Hickson donated £2,034 to the Charity during the year ended 30 September 2024.

Miss H Azer, a Leader, was paid consultancy fees/honorarium of £22,168 during the year. Miss H Azer donated £3,884 to the charity during the year ended 30 September 2024. The charity reimbursed expenses of £878 to Miss H Azer in the year.

Ms C Mirns, a Trustee, donated £250 to the Charity during the year ended 30 September 2024.