

Registered number: 04942225

Charity number: 1100673

Imagine The Day Limited

Trustees' Report and Financial Statements

For the Year Ended 31 December 2024



Imagine The Day Limited
(A Company Limited by Guarantee)

Contents

	Page
Reference and Administrative Details of the Charity, its Trustees and Advisers	1
Trustees’ Report	2 - 6
Independent Auditors’ Report on the Financial Statements	7 - 11
Statement of Financial Activities	12
Balance Sheet	13
Statement of Cash Flows	14
Notes to the Financial Statements	15 - 36

Imagine The Day Limited
(A Company Limited by Guarantee)

Reference and Administrative Details of the Charity, its Trustees and Advisers
For the Year Ended 31 December 2024

Trustees Andrew Edmiston
 Gary Spicer
 Alison Edmiston
 Paul Manwaring
 Beth Williams (appointed 1 February 2024)
 Georgia Spicer (appointed 1 February 2024)

Company registered
number 04942225

Charity registered number 1100673

Registered office The Gate
 International Drive
 Solihull
 B90 4WA

Company secretary Michael Ison

Bankers HSBC plc
 1630 Warwick Road
 Knowle
 B93 0LB

Imagine The Day Limited
(A Company Limited by Guarantee)

Trustees' Report
For the Year Ended 31 December 2024

The Trustees present their annual report together with the audited financial statements of the Charity for the year 1 January 2024 to 31 December 2024. The Annual Report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual Report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Charity qualifies as small under section 382 of the Companies Act 2006, the Strategic Report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Objectives and activities

a. Policies and objectives

The Charity's work is that of the promotion and advancement of the Christian religion, the worship of God and the spreading of the Gospel of the Lord Jesus Christ in the UK and Overseas.

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.

b. Strategies for achieving objectives

The trustees work with and invest in other charities and individuals who can impact towns, regions, and the nation in their area of expertise whilst promoting and spreading the gospel.

c. Activities undertaken to achieve objectives

The charity runs the following programs:

- i. **The Lions** – This is a training and mentoring program for Christian social entrepreneurs who are given access to successful, talented, and experienced leaders. The charity works with them in year 1 and then the organisations and individuals are given a chance to “pitch” for seed funds and management support in year 2 as they develop their idea further.
- ii. **Strengthen** – This initiative brings together church pastors four times a year over three days to network, encourage and share both their passions and frustrations. This group also benefits from additional insight and expertise from highly successful leaders.
- iii. **Alive Kids** – Alive Kids exists to promote the gospel via running “Kids Camps” on an annual basis but also by managing the children's activities at Christian festivals.
- iv. **Consultancy** – Using the expertise available to it the charity supports other charitable organisations who may need short term management support to overcome challenges that they are currently facing and fulfil their charitable objectives. Where, either by request or large grant funding is made available, trustees of Imagine the Day may also be represented on the board of the charity or organisation.
- v. **Giving Grants** – The charity gives grants to other charities as it sees fit.

Imagine The Day Limited
(A Company Limited by Guarantee)

Trustees' Report (continued)
For the Year Ended 31 December 2024

Objectives and activities (continued)

d. Grant-making policies

The charity only gives grants to those charities that it works with or that it is aware of via its charitable activity programs and charitable objectives aligns.

Achievements and performance

a. Key performance indicators

The trustees receive reports from activities that are undertaken and look at impact both by the organisation and people.

b. Review of activities

- i. The Eternal Wall of Answered Prayer is making the deeds of Jesus known by building a monument, creating a visitor centre complete with landscaped grounds plus collecting, storing, and sharing stories of Answered Prayers. Imagine the Day has a long-term commitment to support this project. Support was given to support the ongoing operational activities and towards final design, testing, tender process and obtaining a fixed price for the construction of the mobius strip.
- ii. Imagine the Day supports the multiple ministries and outreach of Mosaic Church, Coventry including its operational activities, missions, conferences and supporting the cost of housing Ukraine families who are in the UK due to the Ukraine war.
- iii. The Alive Kids program was developed for 2025, and Alive Festivals was developed whereby our expertise could management the children's ministry at Christian festivals across the country.
- iv. Internal discussions were held to determine how the charity could enable Big Sing Soul to become a standalone charity to enable it to have a bigger impact in the community. With effect from 1st January 2025 Big Sing Soul activities transferred to a new standalone charity called SOUL (Singing, Outreach, Unity & Love), with its own trustees and ITD trustees look forward to hearing stories of how it will flourish under its new identity.
- v. This year we launched our new Strengthen Program with the aim of mentoring, encouraging, and training church leaders to develop themselves and their organisations to meet the needs of the modern world. Feedback from delegates highlighted how appreciative they were of this activity and the impact it was making on their work. As part of this work, visits were made to individual churches to help them review the impact of their children's ministry.
- vi. The Lions program continues to go from strength to strength and again in 2024 we were oversubscribed. Grants were awarded to second year delegates who had successfully pitched for their organisation in the "Lions Den". Towards the later part of the year filming took place for a Lions Podcast and we look forward to the future feedback on this new aspect of Lions.
- vii. Other organisations and individuals supported included, The Message Trust, Big Church Festival, urgent requests from families of school children for household items and groceries.

Imagine The Day Limited
(A Company Limited by Guarantee)

Trustees' Report (continued)
For the Year Ended 31 December 2024

Achievements and performance (continued)

c. Fundraising activities and income generation

The choirs of Big Sing once again chose Big Sing Soul, part of ITD, to be its nominated charity and fundraising efforts continued throughout the year such as cake sales, raffles, auctions, bucket collections, whilst everyone was having a good time, to raise funds for Big Sing Soul.

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing the financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies.

b. Reserves policy

The trustees/ directors review the reserves of the charitable company on a regular basis. This review encompasses the nature of income and expenditure streams, and the trustees have determined that a general reserve (excluding fixed assets) equivalent to at least one month's unrestricted spend (excluding grants and donations) should be maintained. As at December 31st, the value of the general reserve (excluding fixed assets) was £139,064 (2023: £132,710) and the average unrestricted monthly spend was £43,927 (2023: £25,419).

c. Principal risks and uncertainties

The charity maintains a risk register which is regularly reviewed by Trustees. Action is taken as required to keep risks at an acceptable level to Trustees.

d. Financial risk management objectives and policies

Trustees have a low-risk appetite for any investments and any surplus funds are put on deposit with our banking partner. Security of funds is the overriding requirement.

Structure, governance and management

a. Constitution

The Charity was formed under a deed of trust dated 23 October 2003, and the company was incorporated on the 23 of October 2003.

b. Methods of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected and co-opted under the terms of the Trust deed.

Imagine The Day Limited
(A Company Limited by Guarantee)

Trustees' Report (continued)
For the Year Ended 31 December 2024

Structure, governance and management (continued)

c. Organisational structure and decision-making policies

The trust board meets a minimum of three times per year. Day to day management of the organisation is delegated to the Executive Director who oversees the operations on behalf of the Trustees.

d. Policies adopted for the induction and training of Trustees

New trustees go through an induction program individually designed for them so that they can start to have an impact at the earliest opportunity.

e. Related party relationships

Trustees manage related party relationships using a risk-based approach. A standing agenda item encourages Trustees to identify and make known any meeting agenda items where there could be a related party issue. In addition, a formal annual return is required.

f. Trustees' indemnities

Trustees are indemnified by an insurance policy for any actions they take that could incur a personal liability.

Plans for future periods

The charity will continue to expand its involvement in charities and organisations it supports. Significant increases in funding will be required by the Eternal Wall of Answered Prayer as it moves into the build phase of the project.

The Lions programme continues to develop entrepreneurs and again in 2025 the decision has been made to exceed our maximum number.

Our Strengthen program continues to flourish and in 2025 we have added a second-year program.

The Alive Kids workstream is expanding plus we are supporting other Christian festivals by managing their children's work.

Imagine The Day Limited
(A Company Limited by Guarantee)

Trustees' Report (continued)
For the Year Ended 31 December 2024

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They 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.

Disclosure of information to auditors

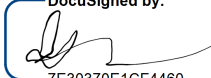
Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

Auditors

Dains Audit Limited were appointed as auditor of the Charity upon the resignation of Sachdev & Co Chartered Accountants. The auditors, Dains Audit Limited, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on 11 July 2025 and signed on their behalf by:

DocuSigned by:

7E30370E1CF4460...
Gary Spicer
Trustee

Imagine The Day Limited
(A Company Limited by Guarantee)

Independent Auditors' Report to the Members of Imagine The Day Limited

Opinion

We have audited the financial statements of Imagine The Day Limited (the 'charity') for the year ended 31 December 2024 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 Auditors' 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 United Kingdom, including the Financial Reporting Council'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

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Imagine The Day Limited
(A Company Limited by Guarantee)

Independent Auditors' Report to the Members of Imagine The Day Limited (continued)

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. 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. 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 course of 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 this gives rise to a material misstatement in the financial statements themselves. 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 for the financial year for which the financial statements are prepared is consistent with the financial statements.
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

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

We have nothing to report in respect of the following matters in relation to which Companies Act 2006 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
- the Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' Report and from the requirement to prepare a Strategic Report.

Imagine The Day Limited
(A Company Limited by Guarantee)

Independent Auditors' Report to the Members of Imagine The Day Limited (continued)

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 charitable company or to cease operations, or have no realistic alternative but to do so.

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the senior statutory auditor ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- the senior statutory auditor ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the company through discussions with directors and other management, and from our commercial knowledge and experience of the charity sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the company, including the financial reporting legislation, Companies Act 2006, taxation legislation, anti-bribery, employment, and environmental and health and safety legislation;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- identified laws and regulations were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

Imagine The Day Limited
(A Company Limited by Guarantee)

Independent Auditors' Report to the Members of Imagine The Day Limited (continued)

We assessed the susceptibility of the company's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading the minutes of meetings of those charged with governance;
- enquiring of management as to actual and potential litigation and claims; and
- reviewing correspondence with HMRC, relevant regulators and the company's legal advisors.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our Auditors' Report.

Other matters

The financial statements of the Charity for the year ended 31 December 2023 were audited by Sachdev & Co Chartered Accountants who expressed an unmodified opinion on these financial statements on 29 May 2024.

Imagine The Day Limited
(A Company Limited by Guarantee)

Independent Auditors' Report to the Members of Imagine The Day Limited (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. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditors' 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 and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

Signed by:

43BC1C32A70A4BD
Mark Gurney FCCA (Senior Statutory Auditor)

for and on behalf of
Dains Audit Limited

Statutory Auditor
Chartered Accountants

Birmingham

11 July 2025

Imagine The Day Limited
(A Company Limited by Guarantee)

Statement of financial activities (incorporating income and expenditure account)
For the Year Ended 31 December 2024

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £	Total funds 2023 £
	Note				
Income from:					
Donations and legacies	4	1,037,000	2,448,661	3,485,661	1,515,527
Charitable activities	5	32,385	26,156	58,541	41,808
Other income	6	6,797	854	7,651	3,152
Investments	7	12,574	-	12,574	8,583
Total income		1,088,756	2,475,671	3,564,427	1,569,070
Expenditure on:					
Charitable activities	9	1,085,750	2,515,479	3,601,229	1,618,154
Total expenditure		1,085,750	2,515,479	3,601,229	1,618,154
Net movement in funds before other recognised gains/(losses)		3,006	(39,808)	(36,802)	(49,084)
Other recognised gains/(losses):					
Losses on revaluation of fixed assets		(56,504)	-	(56,504)	-
Net movement in funds		(53,498)	(39,808)	(93,306)	(49,084)
Reconciliation of funds:					
Total funds brought forward		292,562	99,409	391,971	441,055
Net movement in funds		(53,498)	(39,808)	(93,306)	(49,084)
Total funds carried forward		239,064	59,601	298,665	391,971

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 15 to 36 form part of these financial statements.

Imagine The Day Limited
(A Company Limited by Guarantee)
Registered number: 04942225

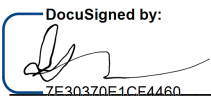
Balance Sheet
As at 31 December 2024

	Note	2024 £	2023 £
Fixed assets			
Tangible assets	14	100,000	159,852
Current assets			
Debtors	15	69,377	13,183
Cash at bank and in hand		280,516	247,712
		349,893	260,895
Creditors: amounts falling due within one year	16	(151,228)	(28,776)
Net current assets		198,665	232,119
Total assets less current liabilities		298,665	391,971
Total net assets		298,665	391,971
Charity funds			
Restricted funds	17	59,601	99,409
Unrestricted funds	17	239,064	292,562
Total funds		298,665	391,971

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

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

The financial statements were approved and authorised for issue by the Trustees on 11 July 2025 and signed on their behalf by:

DocuSigned by:

7E30370E1CE4460...
Gary Spicer
Trustee

The notes on pages 15 to 36 form part of these financial statements.

Imagine The Day Limited
(A Company Limited by Guarantee)

Statement of Cash Flows
For the Year Ended 31 December 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net cash used in operating activities	20	20,230	(146,515)
Cash flows from investing activities			
Interest received		12,574	8,583
Change in cash and cash equivalents in the year		32,804	(137,932)
Cash and cash equivalents at the beginning of the year		247,712	385,644
Cash and cash equivalents at the end of the year	21	280,516	247,712

The notes on pages 15 to 36 form part of these financial statements

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

1. General information

Imagine The Day Limited is a private company limited by guarantee, incorporated in the United Kingdom and registered in England and Wales. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the Charity. The company number and the address of the registered office is given in the front page and the Reference and Administrative Details (page 1), respectively of these financial statements. The nature of the Charity's operations and principal activities are detailed on page 2.

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) and the Companies Act 2006.

Imagine The Day Limited 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 financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

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.

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.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

2. Accounting policies (continued)

2.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

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

Grants payable are charged in the year when the offer is made except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attaching are fulfilled. Grants offered subject to conditions which have not been met at the year end are noted as a commitment, but not accrued as expenditure.

All expenditure is inclusive of irrecoverable VAT.

2.5 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.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

2. Accounting policies (continued)

2.6 Tangible fixed assets and depreciation

Tangible fixed assets costing £2,500 or more are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Long-term leasehold property assets are initially recognised at cost. After recognition, under the revaluation model, Long-term leasehold property assets whose fair value can be measured reliably shall be carried at a revalued amount, being their fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Revaluations are made with sufficient regularity to ensure that the carrying amount does not differ materially from that which would be determined using fair value at the end of the reporting date.

Fair values are determined from market-based evidence by appraisal that is normally undertaken by professionally qualified valuers. If there is no market-based evidence of fair value because of the specialised nature of the tangible fixed asset and it is rarely sold, except as part of a contributing business, a Charity may need to estimate fair value using an income or depreciated replacement cost approach.

Gains and losses on revaluation are recognised in the Statement of Financial Activities, with a separate revaluation reserve being shown in the Statement of funds note.

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:

Long-term leasehold property	-	over the term of the lease
Office equipment	-	33% straight-line

2.7 Debtors

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

2.8 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.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

2. Accounting policies (continued)

2.9 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

2.10 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.11 Pensions

2.12 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.

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 costs of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Investment income, gains and losses are allocated to the appropriate fund.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

3. Critical accounting estimates and areas of judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Critical areas of judgement:

The preparation of the financial statements in conformity with generally accepted accounting principles requires the directors to make estimates and assumptions that affect the reported amount of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results in the future could differ from those estimates. In this regard, the directors believe that the critical accounting policies where judgements or estimating are necessarily applied are summarised below.

Leasehold property

The Charity carries its leasehold property at fair value, with changes recognised as a gain or loss in the Statement of Financial Activities. The Charity engages professional valuers periodically to determine the fair value of leasehold property made on an open market value for existing use basis. There is inevitably a degree of judgement involved in that each property is unique and the value can only be reliably tested in the market itself.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or the period of the revision and future periods if the revision affects both current and future periods.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

4. Income from donations and legacies

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Donations	7,000	17,547	24,547
Grants	1,030,000	2,430,140	3,460,140
Gift Aid	-	974	974
	1,037,000	2,448,661	3,485,661

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Donations	-	24,689	24,689
Grants	1,180,000	285,170	1,465,170
Gift Aid	25,668	-	25,668
	1,205,668	309,859	1,515,527

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

5. Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Income from charitable activities	32,385	26,156	58,541

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Income from charitable activities	34,779	7,029	41,808

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

6. Other income

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Other income	6,797	854	7,651

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Other income	2,152	1,000	3,152

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

7. Investment income

	Unrestricted funds 2024 £	Total funds 2024 £
Bank interest receivable	12,574	12,574
	Unrestricted funds 2023 £	Total funds 2023 £
Bank interest receivable	8,583	8,583

8. Analysis of grants

	Grants to Institutions 2024 £	Total funds 2024 £
Grants	2,973,311	2,973,311
	Grants to Institutions 2023 £	Total funds 2023 £
Grants	1,252,073	1,252,073

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

9. Analysis of expenditure on charitable activities

Summary by fund type

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Direct costs	1,085,750	2,515,479	3,601,229

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Direct costs	1,279,552	338,602	1,618,154

10. Analysis of expenditure by activities

	Activities undertaken directly 2024 £	Grant funding of activities 2024 £	Support costs 2024 £	Total funds 2024 £
Direct costs	519,188	2,973,311	108,730	3,601,229

	Activities undertaken directly 2023 £	Grant funding of activities 2023 £	Support costs 2023 £	Total funds 2023 £
Direct costs	326,213	1,252,073	39,868	1,618,154

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

10. Analysis of expenditure by activities (continued)

Analysis of direct costs

	Activities 2024 £	Total funds 2024 £
Staff costs	144,138	144,138
Contractor fees	158,812	158,812
Other staff costs	30,385	30,385
Events	185,853	185,853
	<u>519,188</u>	<u>519,188</u>

	Activities 2023 £	Total funds 2023 £
Staff costs	59,145	59,145
Contractor fees	147,417	147,417
Other staff costs	19,775	19,775
Events	99,876	99,876
	<u>326,213</u>	<u>326,213</u>

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

10. Analysis of expenditure by activities (continued)

Analysis of support costs

	Activities 2024 £	Total funds 2024 £
Depreciation	3,348	3,348
Administrative costs	69,997	69,997
Fundraising activities	13,264	13,264
Legal and professional	22,121	22,121
	<u>108,730</u>	<u>108,730</u>

	Activities 2023 £	Total funds 2023 £
Depreciation	3,348	3,348
Administrative costs	26,264	26,264
Fundraising activities	2,387	2,387
Legal and professional	7,869	7,869
	<u>39,868</u>	<u>39,868</u>

11. Auditors' remuneration

	2024 £	2023 £
Fees payable to the Charity's auditor for the audit of the Charity's annual accounts	7,150	3,600
Fees payable to the Charity's auditor in respect of:		
All non-audit services not included above	<u>1,200</u>	<u>-</u>

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

12. Staff costs

	2024 £	2023 £
Wages and salaries	125,845	52,676
Social security costs	10,747	3,477
Contribution to defined contribution pension schemes	7,546	2,992
	<u>144,138</u>	<u>59,145</u>

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

	2024 No.	2023 No.
Employees	<u>6</u>	<u>4</u>

No employee received remuneration amounting to more than £60,000 in either year.

13. Trustees' remuneration and expenses

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

During the year ended 31 December 2024, no Trustee expenses have been incurred (2023 - £NIL).

14. Tangible fixed assets

	Long-term leasehold property £	Office equipment £	Total £
Cost or valuation			
At 1 January 2024	170,000	7,372	177,372
	<u>170,000</u>	<u>7,372</u>	<u>177,372</u>
At 31 December 2024	170,000	7,372	177,372
	<u>170,000</u>	<u>7,372</u>	<u>177,372</u>

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

14. Tangible fixed assets (continued)

	Long-term leasehold property £	Office equipment £	Total £
Depreciation			
At 1 January 2024	10,148	7,372	17,520
Charge for the year	3,069	-	3,069
Impairment charge	56,783	-	56,783
	<u>70,000</u>	<u>7,372</u>	<u>77,372</u>
Net book value			
At 31 December 2024	<u>100,000</u>	<u>-</u>	<u>100,000</u>
At 31 December 2023	<u>159,852</u>	<u>-</u>	<u>159,852</u>

Following a review conducted at the reporting date, the Trustees have identified indicators of impairment in respect of a long-term leasehold property held by the charity. An assessment of the recoverable amount has been undertaken in accordance with Section 27 of FRS 102, and an impairment loss has been recognised in the accounts to reflect the decline in the asset's service potential.

15. Debtors

	2024 £	2023 £
Due within one year		
Trade debtors	17,048	9,993
Prepayments and accrued income	52,329	3,190
	<u>69,377</u>	<u>13,183</u>

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

16. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	58,921	24,414
Other taxation and social security	2,821	762
Other creditors	1,824	-
Accruals and deferred income	87,662	3,600
	<u>151,228</u>	<u>28,776</u>
	2024	2023
	£	£
Resources deferred during the year	<u>32,282</u>	<u>-</u>

Deferred income comprises 2025 delegate fees.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

17. Statement of funds

Statement of funds - current year

	Balance at 1 January 2024 £	Income £	Expenditure £	Gains/ (Losses) £	Balance at 31 December 2024 £
Unrestricted funds					
General funds	292,562	1,088,756	(1,085,750)	(56,504)	239,064
Restricted funds					
Big Sing Soul	41,997	61,290	(86,650)	-	16,637
Eternal Wall of Answered Prayer	-	2,344,381	(2,344,381)	-	-
Grace Foundation Fund	19,421	-	(8,301)	-	11,120
Ukraine Capital	(2,009)	70,000	(56,147)	-	11,844
Ukraine Operations	40,000	-	(20,000)	-	20,000
	99,409	2,475,671	(2,515,479)	-	59,601
Total of funds	391,971	3,564,427	(3,601,229)	(56,504)	298,665

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

17. Statement of funds (continued)

Statement of funds - prior year

	Balance at 1 January 2023 £	Income £	Expenditure £	Balance at 31 December 2023 £
Unrestricted funds				
General funds	320,930	1,251,181	(1,279,549)	292,562
Restricted funds				
Albania Fund	10	90	(100)	-
Big Sing Soul	37,245	65,798	(61,046)	41,997
Eternal Wall of Answered Prayer	-	179,000	(179,000)	-
Grace Foundation Fund	21,634	-	(2,213)	19,421
Ukraine Capital	11,236	73,000	(86,245)	(2,009)
Ukraine Operations	50,000	-	(10,000)	40,000
	120,125	317,888	(338,604)	99,409
Total of funds	441,055	1,569,069	(1,618,153)	391,971

Restricted funds:

Albania funds are used to provide support for the work of charities in Albania.

Big Sing Soul provides a gospel choir experience in schools, prisons and hospitals for those who cannot afford to pay.

The Eternal Wall of Answered Prayer is funding provided to help build a national Christian monument.

Grace Foundation Fund provides support for income deprived families in schools.

Ukraine Capital Fund provides support for the costs of housing Ukrainian families at Coleshill Manor who are fleeing the Ukraine war.

Ukraine Operation Fund is used to support any extraordinary housing costs for displaced Ukrainian families housed at Coleshill Manor.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

18. Summary of funds

Summary of funds - current year

	Balance at 1 January 2024 £	Income £	Expenditure £	Gains/ (Losses) £	Balance at 31 December 2024 £
General funds	292,562	1,088,756	(1,085,750)	(56,504)	239,064
Restricted funds	99,409	2,475,671	(2,515,479)	-	59,601
	<u>391,971</u>	<u>3,564,427</u>	<u>(3,601,229)</u>	<u>(56,504)</u>	<u>298,665</u>

Summary of funds - prior year

	Balance at 1 January 2023 £	Income £	Expenditure £	Balance at 31 December 2023 £
General funds	320,930	1,251,181	(1,279,549)	292,562
Restricted funds	120,125	317,888	(338,604)	99,409
	<u>441,055</u>	<u>1,569,069</u>	<u>(1,618,153)</u>	<u>391,971</u>

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

19. Analysis of net assets between funds

Analysis of net assets between funds - current period

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total funds 2024 £
Tangible fixed assets	100,000	-	100,000
Current assets	290,292	59,601	349,893
Creditors due within one year	(151,228)	-	(151,228)
Total	239,064	59,601	298,665

Analysis of net assets between funds - prior period

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total funds 2023 £
Tangible fixed assets	159,852	-	159,852
Current assets	161,486	99,409	260,895
Creditors due within one year	(28,776)	-	(28,776)
Total	292,562	99,409	391,971

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

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

	2024	2023
	£	£
Net expenditure for the period (as per Statement of Financial Activities)	(36,802)	(49,084)
Adjustments for:		
Depreciation charges	3,069	3,348
Interest received	(12,574)	(8,583)
(Increase)/decrease in debtors	(56,194)	3,572
Increase/(decrease) in creditors	122,731	(95,768)
Net cash provided by/(used in) operating activities	20,230	(146,515)

21. Analysis of cash and cash equivalents

	2024	2023
	£	£
Cash in hand	280,516	247,712
Total cash and cash equivalents	280,516	247,712

22. Analysis of changes in net debt

	At 1 January		At 31
	2024	Cash flows	December
	£	£	2024
			£
Cash at bank and in hand	247,712	32,804	280,516
	247,712	32,804	280,516

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

23. Related party transactions

Andrew Edmiston

Payments in respect of the use of facilities were made to I.M. Facilities Limited, a company in which Andrew Edmiston is a director, by the charity of £14,780 (2023 £9,839). At the balance sheet date the amount due to I.M. Facilities Limited was £Nil (2023 £Nil). Donation income of £3,444,381 (2023 £1,432,000) has been received from I.M. Group Limited, a company in which Andrew Edmiston is a director. Payments have been to I.M. Group Limited for the recharge of Training Course costs of £Nil (2023 £222). At the balance sheet date the amount due to I.M. Facilities Limited was £Nil (2023 £Nil). Income of £6,414 (2023 £Nil) has been received from Mosaic Church Coventry, a charity in which Andrew Edmiston is a trustee. Grants have been paid to Mosaic Church Coventry of £235,146 (2023 £251,745). At the balance sheet date the amounts outstanding to Mosaic Church Coventry was £Nil (2023 £Nil).

Andrew Edmiston & Georgia Spicer

Donation income of £Nil (2023 £2,151) has been received from Grace Foundation, a charity in which Andrew Edmiston and Georgia Spicer are trustees. At the balance sheet date the amounts outstanding from Grace Foundation was £Nil (2023 £Nil).

Paul Manwaring

Payments in respect of fees and disbursements relating to the provision of a training and mentoring programme were made to Paul Manwaring by the charity of £13,725 (2023 £5,320). At the balance sheet date, the amount due to Paul Manwaring was £1,162 (2023 £1,081).

Paul Manwaring & Gary Spicer

Paul Manwaring & Gary Spicer are trustees of Eternal Wall of Answered Prayer and grants of £2,645,581 (2023 £491,000) were paid during the year. At the balance sheet date the amount outstanding to Eternal Wall of Answered Prayer was £Nil (2023 £Nil).

Gary Spicer

Payments in respect of fees and disbursements relating to the provision of Management Services were made to Radical Outreach Limited, a company in which Gary Spicer is a director, by the charity of £66,714 (2023 £61,456). At the balance sheet date the amount due to Radical Outreach Limited was £5,533 (2023 £5,940). Payments in respect of fees and disbursements relating to the provision of a children's programme were made to Naomi Baskerville, the daughter of Gary Spicer, by the charity of £4,680 (2023 £Nil). At the balance sheet date the amount due to Naomi Baskerville was £510 (2023 £Nil).

24. Financial commitments

Financial commitments authorised but not contracted of £Nil (2023 - £38,700) relate to money committed by the Charity to 2nd year delegates on the "Lions experience" for projects backed by the Charity.

Imagine The Day Limited
(A Company Limited by Guarantee)

Notes to the Financial Statements
For the Year Ended 31 December 2024

25. Pension commitments

The Charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the Charity in an independently administered fund. The pension cost charge represents contributions payable by the Charity to the fund and amounted to £Nil (2023 - £Nil) were payable to the fund at the balance sheet date and are included in creditors.