

EMILY ASH TRUST
TRUSTEES' REPORT
AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2021

EMILY ASH TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST MARCH 2021

The Trustees present their report and the financial statements for the year ended 31st March 2021.

REFERENCE AND ADMINISTRATIVE INFORMATION

REGISTERED CHARITY NO.	1106615
PRINCIPAL ADDRESS	106 Knightwood Crescent New Malden Surrey KT3 5JW

The Trustees who served during the year and subsequently were:-

Mr. T. Rolfe, Chairman
Mrs. H. Rolfe
Mrs. C. Forrester
Mr. P. Antino

The Trustees are assisted by a committee of volunteers comprising:-

Ms. S. May
Mr. M. Rolfe
Mr. S. Alboni
Mr. A. King
Mrs. V Rolfe
Mr T. Gaymor
Mr S. Exworth
Miss Emily Ash
Mrs Natasha Stevens
Mrs Nicky Murtagh

PROFESSIONAL ADVISORS

Bankers	TSB Bank 40 Woodcote Road Wallington Surrey SM6 0NN
Independent Examiner	Mr. N. Scott-Kilvert FCCA Corondale Preston Hill Wingham Kent CT3 1BY

EMILY ASH TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST MARCH 2021
(continued)

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Emily Ash Trust is governed by a Trust Deed dated 29th October 2004. The Trust Deed sets out the objects of the Trust and the way it is to operate. The Trust Deed requires a minimum of three Trustees with power to appoint new Trustees being vested in the existing Trustees. New Trustees are considered on the basis of whether their residence, occupation, employment, knowledge of the area of benefit or personal qualifications would enhance the charity.

During 2022 the Trustees will be considering changing the constitution to a Charitable Incorporated Organisation

RISK MANAGEMENT

The Trustees have examined the risks which the charity faces and confirm that systems have been put into place to mitigate those risks. A comprehensive insurance policy has also been taken out by the charity.

OBJECTS AND ACTIVITIES

The Trust has two main objectives:-

- 1) to improve the lives of children who are suffering from leukaemia and other child linked cancers; and
- 2) to help improve the lives of members of the family unit or guardians who are supporting such children and who are in need.

The Trust pursues these objectives in respect of children and families in the UK and Ireland and is constantly looking into the best means and methods to achieve these objectives.

In pursuing these objectives, the Trust has entered into a range of activities including:-

- 1) providing 'Top Shop' experience days for children and young adults recovering from cancer treatment. These days include a chauffeured limousine, shopping experience and lunch;
- 2) providing fun activity days for siblings and parents of children undergoing cancer treatment at local hospitals. This included rock climbing, archery, quad biking, with transport and refreshments provided;
- 3) providing in hospital Pamper Days for the families of children suffering from cancer related illnesses;
- 4) providing holiday accommodation;
- 5) providing trips abroad for the families of children suffering from cancer related illnesses;
- 6) providing gifts for children who had drawn up their own wish lists. These included televisions, laptops, weekend breaks and theatre/concert trips;
- 7) arranging a Winter Wonderland day at Christmas for families of children with cancer.
- 8) supporting bereaved parents with events to bring them together and share experiences;
- 9) providing families with the means of being able to spend quality time together.
- 10) developing a programme of support and events focused specifically on teenagers and young adults being treated or recovering from cancer.
- 11) expanding the focus on teenage and young adults to rehabilitation post treatment, helping reintegrate and return successfully to school, university or onwards to work.

EMILY ASH TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST MARCH 2021
(continued)

ACHIEVEMENTS AND PERFORMANCE

The Trust has had a challenging year this year. The Pandemic has meant that we have been unable to organise the fundraising events that we have relied on in the past. This has been offset by the fact that we have had reduced expenditure because many of the events we support have had to be cancelled because of the vulnerable nature of the children and families we support. However, our extremely loyal supporters have found new ways of generating funds through personal challenges and activities.

This has meant that we have been able to continue meeting the requests that we receive and continue the crEATe programme that is helping teenagers and young adults reintegrate to life post treatment. At all times we have maintained due regard for the Charity Commission's public benefit guidance when exercising any powers or duties.

Amongst the highlights;

- Although we have now sold the caravans we continue to provide valuable breaks for beneficiaries in a more cost effective and practical way
- We have had to suspend our regular programme of
 - Build-a-Bear days
 - Top Shop experiences
 - Pamper evenings at the Royal Marsden.
- Both our Summer event and Winter Wonderland have also had to be cancelled
- We have likewise suspended regular events to support bereaved parents
- We continue to use family breaks to help relieve the stresses of treatment as well as to help reunite families where a child has been lost. Our events supporting children in palliative care continue
- Our relationship with CLIC Sargent has successfully expanded to UCLH, Great Ormond St and Guys as well as the continued strong support centred on the Royal Marsden in Sutton.
- Our new crEATe programme to help re-integrate teenagers and young adults post treatment has been a great success and we have been able to continue this using technology to make it virtual and therefore compliant with the rules of lockdown during the period.

The input from committee members and voluntary help is huge and greatly appreciated. Our reach into the community and the ability we have to raise funds has been maintained in very difficult circumstances, and this in turn has allowed us to maintain the support we can offer the families we are here to help. We owe them great thanks for their support over the years.

Virginia Rolfe has taken over the Trusts website development and Nicky Murtagh the social media presence of the charity.

As stated above fundraising efforts have continued albeit in a different guise. The Annual Ball did not take place in 2021 which was a major loss of opportunity to raise funds and promote our cause. Despite that we have been able to continue introducing new contacts and supporters through the year that contribute both funds and input for the future. Funds raised in the year were, as a result, much reduced. We are now focussed on continuing our development of new fundraising events and kickstarting activity and planning of events going forward, post pandemic restrictions. Nonetheless, we have done all we can to expand our activity to make sure we can fulfil our promise of putting all the funds raised to immediate good use by running with a smaller working balance.

We have now completed the second cohort in the crEATe programme. This is a programme to assist teenagers and young adults that are hoping to make a transition into further education or work, having suffered a prolonged interruption from cancer treatments. It has been a great success despite much of it transitioning to a virtual basis. This is a high spend and heavier burden than the Trust has committed to in the past, so we are all very proud to have been able to deliver these benefits despite the headwinds.

I hope to report further growth and success in 2021/2022.

FINANCIAL REVIEW

The Trust has managed to maintain itself financially and still carries a healthy reserve of funds on deposit to support activities. Although this figure continues to be lower than in previous periods, it is a reflection of the unforeseen impacts on our ability to fundraise. However, the team have done amazingly well in finding new events and activities to challenge our supporters, which should hold us in good stead for the future. It is also in keeping with our philosophy of not holding high reserves but deploying the funds raised rapidly in aid of the intended beneficiaries,

The needs of the families we support haven't changed, in fact they have escalated, but we have been able to help them on a one-to-one basis, despite the pandemic.

PLANS FOR FUTURE YEARS

The Trust continues to build on the activities it manages both to raise funds and to distribute them appropriately. Amongst these are planned to be:

- 1) Sponsorship of information booklets etc for families requiring advice and guidance, as required;
- 2) Continued programme of Pamper Days, Top Shop Experience Days, Holidays, Build a Bear events, Family Days, events for bereaved parents, our Winter Wonderland and our Teenage and Young Adults work;
- 3) Ongoing development of the crEATe programme for teenagers and young adults
- 4) Utilising our new website and supporting documentation to maximise the profile and access to our services;
- 5) Continued development of links with the local community, support groups as well as new links to local hospitals in addition to the Royal Marsden, ensuring a better reach and profile for the Trust;
- 6) Development of new fundraising activities and links with new youth related groups that can help us build regular fundraising support; and
- 7) Work to develop a range of new relationships with businesses to achieve sponsored charity status and participation in corporate giving as well as staff fund raising activity.

RESERVES POLICY

It is the Trust's policy to hold sufficient reserves to enable the continued funding of charitable activities in the short term (up to three years) in the event of no future donations being received. As at 31st March 2021 reserves totalled £196,034 (2020: £185,146).

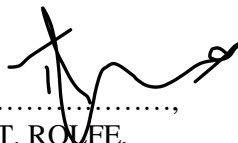
EMILY ASH TRUST
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(continued)

PUBLIC BENEFIT REQUIREMENT

The Trustees have complied with the duty in Section 4 of the Charities Act 2006 to have regard to guidance published by the Charity Commission concerning the public benefit requirement.

APPROVAL

The Report of the Trustees was approved by the Board of Trustees on 19th January 2022 and signed on its behalf by:-


.....
T. ROUFE,
TRUSTEE.

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF

EMILY ASH TRUST

I report on the accounts of the Trust for the year ended 31st March 2021 which are set out on pages 7 to 12.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act), as amended by section 28 of the Charities Act 2006) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts (under section 43 of the Act, as amended);
- follow the procedures laid down in the General Directions given by the Charity Commissioners (under section 43(7)(b) of the Act, as amended); and
- state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and the seeking of explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and, consequently, I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the trustees have not met the requirements to ensure that:
 - proper accounting records have been kept (in accordance with s41 of the Act); and
 - accounts have been prepared which agree with the accounting records and comply with the accounting requirements of the Act; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Mr. N. Scott-Kilvert FCCA
Corondale
Preston Hill
Wingham
Kent
CT3 1BY

15th January 2022

EMILY ASH TRUST
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST MARCH 2021

UNRESTRICTED FUNDS

	<u>Note</u>	<u>2021</u> £	<u>2020</u> £
INCOME FROM:			
Other trading activities	3	77,822	158,710
Investments		50	171
Profit on sale of fixed asset	7	<u>-</u>	<u>-</u>
		<u>77,872</u>	<u>158,881</u>
TOTAL		<u>77,872</u>	<u>158,881</u>
EXPENDITURE ON:			
Raising funds	4	<u>5,069</u>	<u>79,877</u>
Charitable activities			
Gifts, holidays, programmes etc.	5	61,915	179,747
Depreciation on caravan		<u>-</u>	<u>-</u>
		<u>61,915</u>	<u>179,747</u>
TOTAL		<u>66,984</u>	<u>259,624</u>
NET MOVEMENT IN FUNDS		10,888	(100,743)
Total funds brought forward		<u>185,146</u>	<u>285,889</u>
TOTAL FUNDS CARRIED FORWARD		<u>196,034</u> =====	<u>185,146</u> =====

The notes on pages 9 to 12 form part of these financial statements.

EMILY ASH TRUST
BALANCE SHEET
AT 31ST MARCH 2021

	<u>Notes</u>	<u>2021</u>	<u>2020</u>
		£	£
FIXED ASSETS			
Tangible assets	7	-	-
CURRENT ASSETS			
Cash at bank and in hand		197,484	186,596
LIABILITIES			
Creditors: amounts falling due within one year	8	(<u>1,450</u>)	(<u>1,450</u>)
NET CURRENT ASSETS		<u>196,034</u>	<u>185,146</u>
TOTAL NET ASSETS		<u>196,034</u> =====	<u>185,146</u> =====
 Represented by:			
 The funds of the Charity			
Unrestricted funds		<u>196,034</u> =====	<u>185,146</u> =====

The financial statements were approved by the Board of Trustees
on 19th January 2022 and signed on their behalf by:-


T. ROLFE - Trustee

The notes on pages 9 to 12 form part of these financial statements.

EMILY ASH TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2021

1. ACCOUNTING POLICIES

Accounting Convention

The Emily Ash Trust meets the definition of a public benefit entity under FRS 102. The financial statements have been prepared in accordance with 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 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The Emily Ash Trust meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amount in these financial statements are rounded to the nearest pound.

Going Concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular the trustees have considered the charity's forecasts and projections and have taken account of pressures on donation and investment income. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

The principal accounting policies adopted in the preparation of the financial statements are set out below:

Cash and Cash Equivalents

Cash and cash equivalents includes cash held in hand, deposits held at call with banks and cash held as investments.

Income

All incoming resources are recognised in the year in which the Charity is entitled to receipt, the amount can be measured with reasonable certainty and the receipt is probable.

Expenditure

Expenditure is included in the SOFA on an accruals basis.

Expenditure on raising funds are costs incurred in attracting voluntary income to support the charity's activities.

Charitable activities include grants payable to individuals in furtherance of the charitable objects of the trust, together with attributable support costs.

Grants payable are recognised in the year in which the claims have been recognised and approved by the Trustees.

EMILY ASH TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2021

1. ACCOUNTING POLICIES (continued)

Support costs include costs related to the approval and monitoring of grant awards together with central office and administration costs.

Governance costs, which are included within support costs, are costs incurred in connection with the strategic management of the charity and in compliance with constitutional and statutory requirements.

Financial Instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments. Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument. Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial instruments are measured at amortised cost.

Judgements and Key Sources of Estimation Uncertainty

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

The most significant estimates and assumptions which affect the carrying amount of assets and liabilities in the accounts relate to:

Useful Economic Lives - The annual depreciation charge for the caravans is sensitive to change in the estimated useful economic lives and residual value of the asset. This is reassessed annually and amended where necessary to reflect current circumstances. The caravans were sold in 2017-18.

Fund Accounting

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objects of the charity and which have not been designated for other purposes.

Taxation

As a registered charity, the Trust generally exempt from Corporation Tax but not from VAT. Irrecoverable VAT is, in accordance with standard accounting practice, included in the cost of those items to which it relates.

EMILY ASH TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2021

1. ACCOUNTING POLICIES (continued)

Fixed Assets

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is calculated at the following annual rate in order to write off each asset over its estimated useful life:

Caravan	30% per annum on a reducing balance basis
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2. STAFF COSTS

There were no employees who were paid in excess of £60,000 (including benefits in kind) in the period.

The charity considers that the key management personnel comprise the trustees. Neither the independent examiner, the trustees, nor any person connected with them, received any remuneration during the period.

3. INCOME FROM OTHER TRADING ACTIVITIES

	<u>2021</u>	<u>2020</u>
	£	£
Donations	65,397	86,691
Fundraising Activities	<u>12,425</u>	<u>72,019</u>
	<u>77,822</u>	<u>158,710</u>

4. RAISING FUNDS

	<u>2021</u>	<u>2020</u>
	£	£
Expenditure relating to the Ball	-	54,779
Other Fundraising Expenditure	4,675	23,544
Allocation of Support Costs	<u>394</u>	<u>1,554</u>
	<u>5,069</u>	<u>79,877</u>

5. GIFTS, HOLIDAYS, PROGRAMMES ETC.

	<u>2021</u>	<u>2020</u>
	£	£
Gifts and Events for Bereaved Parents	-	1,524
Sibling/Family Days	-	8,177
Christmas Gifts/Experiences	1,346	26,013
Top Shop Experiences	-	8,313
Build a Bear Days	896	4,912
Holidays and Other Trips	1,991	35,161
crEATe Programme	23,748	53,857
Other Gifts	29,118	38,294
Allocation of Support Costs	<u>4,816</u>	<u>3,496</u>
	<u>61,915</u>	<u>179,747</u>

EMILY ASH TRUST
NOTES TO THE FINANCIAL STATEMENTS
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6. GOVERNANCE COSTS

Governance costs of £1,450 (2020: £1,450) are included within support costs. These relate solely to the cost of accountancy and bookkeeping.

7. TANGIBLE FIXED ASSETS

	<u>Caravans</u>
	£
Cost	
At 1.4.2020	-
At 31.3.2021	-
	=====
Depreciation	
At 1.4.2020	-
At 31.3.2021	-
	=====
Net book value	
At 31.3.2021	-
	=====
At 31.3.2020	-
	=====

The caravans were sold in 2017-18.

8. CREDITORS: amounts falling due within one year

	<u>2021</u>	<u>2020</u>
	£	£
Accruals	1,450	1,450
	=====	=====

Included in the above creditors are financial liabilities of £1,450 (2020: £1,450) measured at amortised cost.

