

EMILY ASH TRUST
TRUSTEES' REPORT
AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2024

EMILY ASH TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST MARCH 2024

The Trustees present their report and the financial statements for the year ended 31st March 2024.

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 committed group of volunteers comprising:-

Ms. S. May
Mr. M. Rolfe
Mr. S. Alboni
Mr. A. King
Mrs. V Rolfe
Mrs Natasha Stevens
Mrs Nicky Murtagh
Mrs Karen Wilson
Gary Lucas
Rachel Lucas

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 2024
(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 2024 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 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;
- 2) providing in hospital Pamper Days for the families of children suffering from cancer related illnesses;
- 3) providing holiday accommodation;
- 4) providing trips abroad for the families of children suffering from cancer related illnesses;
- 5) providing gifts for children who had drawn up their own wish lists. These included televisions, laptops, weekend breaks and theatre/concert trips;
- 6) arranging a Winter Wonderland day at Christmas for families of children with cancer.
- 7) supporting bereaved parents with events to bring them together and share experiences;
- 8) providing families with the means of being able to spend quality time together.
- 9) continuing 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 2024
(continued)

ACHIEVEMENTS AND PERFORMANCE

The Trust has had another challenging year this year. Lockdown &/or the cost-of-living crises that followed seems to have changed peoples attitude to involving themselves in charitable activities and donating. This has been offset by the fact that we have had to reduce expenditure cancelling some of the more expensive activities so that we can continue helping families with their more day-to-day needs. However, 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;

- We continue to provide valuable breaks for beneficiaries in a cost effective and practical way
- Both our Summer event and Winter Wonderland have had to be cancelled although we intend to reinstate both for later in 2024 and 2025.
- 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 YL vs Cancer continues successfully and remains centred on the Royal Marsden in Sutton.
- The crEATe programme continues to be suspended until such time as we can be certain our financial position is sustainable

The input from our volunteers remains huge and greatly appreciated. We owe them great thanks for their support over the years. We have added Gary and Rachel Lucas and have plans to expand our Trustee base and re-organise our deployment of volunteers as we transition to Charitable Incorporated Organisation during 2025.

The Trust's website has been reviewed, rebuilt and relaunched during the year and we now have regular updates. Nicky Murtagh continues to do a great job with our social media presence.

The regular monthly finance practices and controls have continued to work effectively, making sure that all income and expenditure is up to date in the management accounts and available to the Trustees to review.

Fundraising efforts have continued in their different guise. The Annual Ball was again a bigger success than we could have hoped for. The change of venue has proved a great success. We have been able to continue introducing new contacts and supporters through the year. Funds raised in the year were again, much reduced. We have continued to focus on our development of new fundraising events and encouraging people to challenge themselves with new and unique ways to generate funds. I am delighted to say that this has been successful and towards the end of 2024 this has started to show in our fundraising income.

FINANCIAL REVIEW

The Trust has managed a to maintain its financial position and still carries a reasonable reserve of funds to support activities. Although this figure continues to be lower than previous years, 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 is starting to bear fruit. 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, and we have been able to help them on a one-to-one basis, despite the downturn in income.

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, Holidays, Build a Bear events, events for bereaved parents, our Winter Wonderland and Family Day events.
- 3) The crEATe programme for teenagers and young adults will be suspended until we see a marked upturn in our fundraising income
- 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 that can help us build regular fundraising support; and
- 7) Work to develop a range of new relationships with businesses and clubs to achieve sponsored charity status and participation in corporate giving as well as staff fund raising activity.
- 8) We will also investigate and progress a small-scale relationship with a professional fundraising organisation to see how beneficial this source of funding might be in the future.
- 9) On the horizon is a change in the NHS strategy for treating childrens cancer. This will likely mean a move away from the Royal Marsden in Sutton and a major disturbance in our key relationships. The Trustees are considering what this means for the Trust as the details of the likely changes unfold. It will likely mean significant change, but we are in a gradually strengthening position with the best base of volunteer help that we have ever had and feel confident in our ability to adapt and continue with the charities work.

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 "pre-Covid" years) in the event of no future donations being received. As at 31st March 2024 reserves totalled £184,403 (2023: £189,372).


EMILY ASH TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST MARCH 2024
(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 23rd January 2025 and signed on its behalf by:-


.....
T. ROLFE,
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 2024 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
18th January 2025

EMILY ASH TRUST
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST MARCH 2024

UNRESTRICTED FUNDS

	<u>Note</u>	<u>2024</u> £	<u>2023</u> £
INCOME FROM:			
Other trading activities	3	107,751	161,528
Investments		4	15
Profit on sale of fixed asset	7	-	-
		<u>107,755</u>	<u>161,543</u>
TOTAL		<u>107,755</u>	<u>161,543</u>
EXPENDITURE ON:			
Raising funds	4	<u>51,102</u>	<u>68,436</u>
Charitable activities			
Gifts, holidays, programmes etc.	5	<u>61,622</u>	<u>111,224</u>
		-	-
TOTAL		<u>112,724</u>	<u>179,660</u>
NET MOVEMENT IN FUNDS		(4,969)	(18,117)
Total funds brought forward		<u>189,372</u>	<u>207,489</u>
TOTAL FUNDS CARRIED FORWARD		<u>184,403</u> =====	<u>189,372</u> =====

EMILY ASH TRUST
BALANCE SHEET
AT 31ST MARCH 2024


	<u>Notes</u>	<u>2024</u>	<u>2023</u>
		£	£
FIXED ASSETS			
Tangible assets	7	-	-
CURRENT ASSETS			
Cash at bank and in hand		186,003	190,922
LIABILITIES			
Creditors: amounts falling due within one year	8	(<u>1,600</u>)	(<u>1,550</u>)
NET CURRENT ASSETS		<u>184,403</u>	<u>189,372</u>
TOTAL NET ASSETS		<u>184,403</u> =====	<u>189,372</u> =====
=====			

Represented by:

The funds of the Charity

Unrestricted funds	184,403 =====	189,372 =====
--------------------	------------------	------------------

The financial statements were approved by the Board of Trustees
on 23rd January 2025 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 2024

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 amounts 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 include 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 2024

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 2024

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
---------	---

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>2024</u>	<u>2023</u>
	£	£
Donations	43,159	100,534
Fundraising Activities	<u>64,592</u>	<u>60,994</u>
	<u>107,551</u>	<u>161,528</u>

4. RAISING FUNDS

	<u>2024</u>	<u>2023</u>
	£	£
Expenditure relating to the Ball	44,728	62,640
Other Fundraising Expenditure	1,888	3,935
Allocation of Support Costs	<u>4,486</u>	<u>1,861</u>
	<u>51,102</u>	<u>68,436</u>

5. GIFTS, HOLIDAYS, PROGRAMMES ETC.

	<u>2024</u>	<u>2023</u>
	£	£
Gifts and Events for Bereaved Parents	344	
486 Christmas Gifts/Experiences	-	23,970
Build a Bear Days	1,249	
830 Holidays and Other Trips	22,791	15,431
crEATe Programme	-	
27,706 Other Gifts	31,828	39,776
Allocation of Support Costs	<u>5,410</u>	<u>3,025</u>
	<u>61,622</u>	<u>111,224</u>

EMILY ASH TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2024

6. GOVERNANCE COSTS

Governance costs of £1,600 (2023: £1,550) are included within support costs. These relate solely to the cost of accountancy and bookkeeping.

7. TANGIBLE FIXED ASSETS

	<u>Caravans</u> £
Cost	
At 1.4.2023	-
At 31.3.2024	-
	=====
Depreciation	
At 1.4.2023	-
At 31.3.2024	-
	=====
Net book value	
At 31.3.2024	-
	=====
At 31.3.2023	-
	=====

The caravans were sold in 2017-18.

8. CREDITORS: amounts falling due within one year

	<u>2024</u> £	<u>2023</u> £
Accruals	1,600	1,550
	=====	=====

Included in the above creditors are financial liabilities of £1,600 (2022: £1,550) measured at amortised cost.