Company Registration No. 05349202
(Limited by Guarantee)

Registered Charity No. 1108999

The Mulberry Centre

Report and Accounts

For the Year ended 31 March 2025

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Chair's Report

This has been a year of contrasts. The Mulberry Centre continues to provide high quality compassionate support to everyone seeking our help. We have been able to respond to the growing demands for our services by continuing to innovate and being flexible to the needs of our clients. Details of the full range of our activities are covered in this report, demonstrating the breadth and depth of the support we give to individual clients and our local communities.

However, this is also a year when we saw a drop in income, and a financial deficit, having seen income growth over the last five years. Fortunately, we have reserves to draw on to meet this deficit. This is a timely reminder that we can't take anything for granted when it comes to our funding and our funders. We are grateful to everyone who has supported us during the last year and can assure them that the monies they donate to us are used wisely for the benefit of our clients. We are continuing to renew and refresh our fundraising efforts with a strengthened team at the centre.

We offer our services free to everyone who seeks our help. This was one of our founding pledges, one which remains essential to The Mulberry Centre being accessible to all. We are thankful that we can continue to deliver on this pledge with our volunteers and the small group of paid staff making The Mulberry Centre such a welcoming haven. Thank you to our Chief Executive, Raj Athwal and the whole team for everything you do for our clients.

This last year has seen work starting on the new Ambulatory Diagnostic Centre at the West Middlesex Hospital. Once it opens in 2026, we expect to see many more people receiving cancer diagnosis and treatment close by to The Mulberry Centre. We are working to prepare for this increase in demand for our services in collaboration with the team at the Hospital and CW+, the fundraising charity for the hospital group. We share the aims of offering the best patient/client experience, and this underpins our preparation for this new expanded service close by the centre.

In 2026 we are looking forward to celebrating the 25th anniversary of the opening of the centre. Plans are being developed for a range of activities during the year marking this important milestone in the history of The Mulberry Centre. We will also be encouraging local organisations and groups to get involved and support us during this important year.

I would like to thank the Trustees for all the help and support they give to The Mulberry Centre. They share the benefit of their expertise from a wide range of backgrounds benefitting the centre and its clients. In the summer of 2024, the Trustees held a sponsored walk, supported by close family members. In the process we raised £10,000 for the centre. We welcomed a new Trustee Paul Dunn who joined us in September 2024. Paul has been a longstanding volunteer at The Mulberry Centre as a health and wellbeing practitioner, providing complementary therapy support to our clients. Also in September 2024, Trustee Jacqueline Docherty was appointed Deputy Chair.

The Mulberry Centre succeeds in delivering for our clients through wide ranging community support. Thank you to everyone who supports and engages with us.

Aileen McLeish

Chair of Trustees

The Trustees present their report and the financial statements of The Mulberry Centre for the accounting year ended 31 March 2025. In order to meet all the regulatory requirements, some specific terms have to be used and disclosures made on some subjects, but wherever possible we try to make the report and the financial statements clear and easy to read.

VISION, MISSION, VALUES AND PUBLIC BENEFIT STATEMENT

Our Vision: To be recognised as a specialist centre of excellence for cancer support.

Our Mission: Our core mission is to improve the lives of anyone affected by cancer, by enhancing their emotional, psychological and physical well-being.

Who we are and our Values: Our award-winning staff and unique volunteers are caring and experienced professionals, dedicated to supporting others, in a relaxing and welcoming environment, and promoting excellence in cancer support. We are:

- **Inclusive**: Welcoming anyone affected by cancer, irrespective of who they are.
- **Responsive**: Tailoring our support to individual needs.
- **Caring**: Acting in a gentle and compassionate manner out of genuine concern.
- **Positive**: Having a real optimism that what we do will improve peoples' well-being.
- **Professional**: Collaborating to deliver an excellent service in which people can have confidence.
- **Respectful**: Of our clients' and colleagues' needs.

What we do: We promote cancer awareness, and support people to live well with cancer. With empathy, passion and care, we help individuals begin to rebuild their lives, and encourage self-management. Our holistic approach includes counselling, complementary therapies, wellbeing classes, information workshops, and a wide range of social, creative and fitness activities, all tailored to the individual needs of our clients. Our services are provided free of charge at our dedicated centre in West London, within the community, and online, creating a space where people can find rest, support, and a sense of connection. We also offer specialist end-of-life support. We have developed a complementary therapies education and training programme to extend the principles of 'The Mulberry Way', our unique, person-centred approach to care. This helps us reach more people, and ensure that the benefits of our approach are accessible to all, regardless of background or circumstance. Everything we do is grounded in best practice, strong governance, and a deep commitment to the people we serve.

Who we support: We provide vital support to adults affected by cancer, including individuals with a diagnosis, carers, family members, friends and those who are bereaved. Our services are open to people from all backgrounds, and we are proud to support the richly diverse communities of West London. We work in close partnership with local GPs, community organisations, and healthcare providers, including West Middlesex University Hospital (WMUH) and CW+ (the official charity of Chelsea and Westminster Hospital NHS Foundation Trust), to ensure that our support reaches those who need it most. These collaborations allow us to engage with people at key points in their cancer journey, and help us reach individuals from under-represented and hard-to-reach groups. Through these strong partnerships and a commitment to accessibility and inclusion, we continue to extend our impact and ensure that no-one faces cancer alone.

In setting out the vision and mission of The Mulberry Centre and developing its activities, the trustees have had regard to the Charity Commission's guidance on **public benefit**. The activities described in the following paragraphs fulfil charitable purposes that fall within the following headings defined by The Charities Act 2011:

- The advancement of education
- The advancement of health or the saving of lives
- The advancement of citizenship or community development
- The relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage.

OBJECTIVES, ACHIEVEMENTS AND PERFORMANCE

Strategic framework and priorities

During the year we have continued to focus on the implementation of our five-year strategy to 2027-28, which is built around five areas:

- **Clients and Services**: Be recognised as a centre of excellence for cancer support, develop 'The Mulberry Way', and meet the expected growth in client demand for our services.
- **Collaborative Partnerships**: Develop our collaborative and mutually beneficial relationships with healthcare organisations, local community groups and other relevant groups, to help us identify clients needing support, raise money, raise awareness of The Mulberry Centre, and demonstrate the impact of the support and value we deliver.
- **People and Governance**: Invest in our staff and volunteers, and further increase our diversity to reflect the communities we serve.
- **Funding and Finance**: Develop and grow diverse and sustainable income streams to secure the funding required to support more clients.
- **Operations**: Invest in operational effectiveness to allow our outstanding staff and volunteers to focus more time on clients, and address physical constraints of our existing premises.

2024-25 achievements

This year has continued to be both busy and successful, marked by a consistently high demand for our core cancer support and information services. Rising cancer diagnosis rates, driven by an ageing population, greater awareness, and improved detection have significantly contributed to this growth. Additionally, the lasting impact of the pandemic, including delays in GP visits and cancer screenings, has led to more late-stage cancer diagnoses. While cancer has traditionally been more common among older adults, we are increasingly seeing a concerning trend of more individuals under 50 diagnosed with cancer, often referred to as early or young-onset cancer. This shift underscores the evolving nature of cancer incidence and the broadening spectrum of support needs across age groups. In response, we have continued to support a client base comparable to last year, maintaining our commitment to accessible, high-quality, and personalised care. Despite the increasing complexity of needs, the vast majority of our clients continue to report highly positive experiences, consistently emphasising the meaningful impact our services have on their well-being and quality of life.

In addition to our face-to-face services, we have continued to offer online services and to introduce new elements of the support we offer, based on our clients' needs and preferences. This year, we significantly expanded our presence within the local community, ensuring our support reached more people. Across the London Boroughs of Richmond, Hounslow and Ealing, we delivered 33 presentations and hosted 114 community engagement stalls, connecting directly with individuals, community groups, and local organisations. Our talks covered a range of important topics, including the services we offer, cancer awareness, and the importance of early detection and screening. These outreach activities play a vital role in raising awareness, breaking down barriers to support, and building strong relationships with the diverse communities we serve. This work was made possible through our contracts with NHS South West London in Richmond, West London NHS Trust in Ealing, along with funding from the London Borough of Hounslow.

As we continue to strengthen referral pathways to The Mulberry Centre through collaboration with local health services, a key focus this year has been on deepening partnerships that help us fulfil our mission. Ensuring that individuals are aware of our support from the earliest stages of their cancer journey remains a top priority. To extend our reach and improve accessibility, we have launched an initiative to establish satellite centres within the community. This involves delivering our services directly in settings such as care homes and hospices. For instance, our Cancer Information and Support Advisors (CISAs) supported client registrations at LiveWell Kew, making it easier for individuals who may find it difficult to travel to the Centre to access our services. We also formed new partnerships with Meadow House Hospice and Maryville Care Home, where we have begun offering wellbeing activities, therapies, and counselling sessions. These efforts reflect our commitment to bring personalised, holistic support closer to those who need it most.

The Mulberry Centre is deeply committed to supporting individuals with an end-of-life diagnosis to live as independently and meaningfully as possible, and to pass away with dignity and comfort. In January 2024, with funding from the London Borough of Hounslow, we expanded our end-of-life services to better support people nearing the end of their lives, along with their families and carers. This included support within care homes and hospices, with our Soul Midwife playing a central role to offer compassionate, holistic, and non-clinical support, visiting individuals, listening deeply, exploring any fears around death and dying, and offering practical advice and emotional reassurance. We create calming environments using therapeutic oils and scents, which help to unlock emotions, surface unspoken beliefs and wishes, and foster a sense of peace. Gentle soothing touch therapy is also offered. We also provided bereavement counselling to family members, carers, and close friends, ensuring that no one feels alone in their journey through grief and loss.

During National Volunteers' Week in June 2024, we hosted a volunteers' picnic at Kew Gardens, an informal and enjoyable opportunity to celebrate and thank our volunteers for their invaluable contributions to The Mulberry Centre. We also organised a range of volunteer networking activities throughout the year, including regular coffee mornings. These gatherings provide a welcoming space for volunteers to connect, share experiences, and stay connected to our wider mission.

In September 2024, we held our second Open Day, welcoming members of the community to discover more about the wide range of services we offer and the many ways they can support The Mulberry Centre. It was a fantastic opportunity to open our doors and connect with new and familiar faces. Our wonderful volunteers played a key role in the day's success, offering taster sessions of some of our complementary therapies, giving attendees a firsthand experience of the care and support we provide.

We were proud to retain the Macmillan Quality Environment Mark (MQEM) in 2024. The assessors were especially complimentary about the welcoming, homely atmosphere of the Centre, and described our garden as one of the most beautiful inner-city gardens they have encountered, a true sanctuary for our clients and visitors. The Mulberry Centre was also a winner at the 2024 London Dangoor Awards, in the Health & Wellbeing category. These awards celebrate innovative and impactful projects across London, and our win highlights the meaningful difference we're making in the lives of those we support, and is a testament to the dedication, compassion, and hard work of our staff and volunteers, who bring heart and purpose to everything we do.

We were also delighted to celebrate several individual volunteer achievements this year. One of our valued volunteers received the 'Helping Hand' award at the Richmond Community Heroes Awards 2024, while other members of our team were shortlisted for the Lifetime Achievement and Outstanding Volunteer awards, further recognition of the incredible contributions our volunteers make to the Centre and wider community. Additionally, The Mulberry Centre was chosen as one of the charities to send a volunteer and guest to attend a Carol Service at Westminster Abbey in 2024. The service honoured inspiring volunteers who go above and beyond in their support of others, and we were thrilled to see one of our own celebrated in this special way.

This year, we were proud to launch our new 'Education Centre', offering a series of accredited oncology qualifications specifically designed for aromatherapists, massage therapists, and reflexologists. These courses allow us to share our extensive experience in how complementary therapies can best support individuals with a cancer diagnosis, equipping therapists with the knowledge, skills, and confidence to deliver safe and effective care. The response from participants has been overwhelmingly positive, with many valuing the practical insights and professional development the courses provided. We look forward to expanding our educational offerings in 2025–26, further strengthening the role of complementary therapies in holistic cancer support.

One of our key priorities this year was to strengthen our fundraising efforts, which included the introduction of Beacon, a new fundraising CRM system to help us manage donor relationships more effectively and streamline our fundraising activities. With the generous support of the National Lottery, we also transitioned to a fully cloud-based IT environment. This has significantly improved our operational efficiency, enhanced data security, and enabled greater flexibility for staff and volunteers working across different locations.

Fundraising became more challenging in the second half of the year, and we ended the year with a financial deficit, which has been funded from reserves. This is explained in more detail in the Financial Review.

Plans for 2025-26

Looking ahead, we are preparing for a series of high-profile fundraising and awareness initiatives to mark The Mulberry Centre's 25th anniversary in 2026. This milestone offers a unique opportunity not only to celebrate our achievements but also to amplify our impact and broaden our reach within the community.

A key focus during this period will be supporting the launch of the new Ambulatory Diagnostic Centre at West Middlesex University Hospital (WMUH), expected to open in 2026. This significant development will greatly increase diagnostic and treatment capacity, including an expansion in chemotherapy chairs from 10 to 18 which will enable approximately 3,000 additional cancer treatments over the next decade. As the number of early cancer diagnoses rises, we anticipate a parallel increase in demand for emotional support and complementary therapies. We are planning to expand our team and services to meet this growing need.

We are also prioritising the strengthening of our fundraising capacity, to ensure our financial sustainability. This includes the introduction of strategies focused on research, relationship-building, and providing excellent stewardship to both corporate partners and major donors. These efforts will play a critical role in shaping broader fundraising strategies that support our organisational growth and long-term sustainability. In addition, we will be launching a legacy giving programme, working closely with solicitors, accountants, financial advisors, and other professionals to engage potential legators and encourage long-term support for our mission.

Our priorities also include continuing to deepen our collaborative and mutually beneficial partnerships with key strategic partners, while remaining committed to investing in our staff and volunteers, who are at the heart of everything we do.

Above all, as we approach this important anniversary, we remain focused on maximising every opportunity to support people affected by cancer, and ensuring we have the resources, partnerships, and funding needed to continue delivering high-quality, life-enhancing services into the future.

The work of The Mulberry Centre – Our service range

The services offered to clients by The Mulberry Centre during the year are briefly described below. All our services are provided free of charge. Further details can be found on The Mulberry Centre website (www.themulberrycentre.co.uk)

- Welcome Assessment, Information and Library
- Counselling, Coaching, Wellbeing Calls and Emotional Support
- Facilitated Client Support Groups
- Complementary Therapies
- Wellbeing Classes
- Informative Workshops
- Social/Creative Activities
- Legal Information Service
- Welfare and Benefits Information Service

The Mulberry Centre is open to anyone affected by cancer, including those with a diagnosis, carers and the bereaved, offering care and support in a non-clinical, compassionate and empathetic environment. In addition to our core services, we continued to extend our support to healthcare professionals and deliver a wide range of Community Engagement activities to raise awareness, and reach those who may benefit from our services. We have also been able to offer support to anyone living in the London Borough of Hounslow who experienced bereavement for any reason, helping individuals navigate grief and find comfort during difficult times.

Welcome Assessment, Information and Library

The care and support offered at The Mulberry Centre begins with a Welcome Assessment, which can be completed either in person at the Centre or remotely. This initial assessment allows us to understand each individual's unique and changing needs, enabling us to tailor our services and therapies accordingly. It also provides an opportunity to introduce clients to the range of support available, make referrals where appropriate, and offer helpful information and literature. Our library is open to all clients, and provides a calm, safe space where they can read, reflect, or borrow books for a 4-week period.

We have seen a noticeable increase in visitors to the Centre, including those who choose to drop in without an appointment, especially when they're feeling lonely or in need of connection. Clients are always welcome to enjoy a cup of tea, chat with other visitors or our friendly Welcomer volunteers, play a game of Scrabble or table tennis, or simply relax and complete a jigsaw puzzle in our warm, inclusive environment.

Counselling, Coaching, Wellbeing Calls and Emotional Support

We continue to provide both in-the-moment and ongoing emotional support to our clients, offering wellbeing calls and face-to-face counselling, which remains the preferred choice for many. We also maintain some remote counselling options to accommodate different needs. Some clients simply want to speak to someone when they feel the need for emotional support, and our Cancer Information and Support Advisors (CISAs) are always available to provide this service. They also reach out to clients at key stages of their cancer journey, such as when receiving test results, starting treatment or surgery, providing a check-in until counselling sessions are available. This courtesy is also extended around the time of a loved one's funeral, ensuring clients know we are here and offering support in case their needs have shifted.

Our volunteer counsellors adopt a 'person-centred' approach to counselling, focusing on the client's natural self-healing process. This method, also known as non-directive counselling, allows clients to bring forward the issues and concerns that are most important to them. The counselling process is led by the client, not the counsellor, reflecting the belief that the individual is the expert on their own experiences. It is grounded in the idea that the client knows best, as no one else can fully understand their unique journey.

We ensure that our Counselling Service adheres to the rigorous standards set by the British Association for Counselling and Psychotherapy (BACP). Our counselling team is made up of both qualified and trainee counsellors, all of whom undergo a thorough selection, induction and training process. They are also required to engage in relevant Continuing Professional Development (CPD) training. All volunteer counsellors are BACP members and participate in monthly group supervision led by our qualified supervisors to ensure they are receiving the support and guidance needed to maintain high standards of care.

We offer coaching services, which we see as a natural progression for some individuals following counselling. However, coaching is available to all clients, regardless of whether they have received counselling from us. Coaching provides clients with new insights and perspectives on their lives, helping them decide how they would like to make changes. It aids in identifying problem-solving options and building resilience. All of our coaches are fully qualified, ensuring a high standard of support.

With funding from the London Borough of Hounslow we were also able to offer an End of Life (EOL) and Bereavement Service for people living in the Borough of Hounslow or for patients who have had a recent hospitalisation at WMUH under the Palliative Care Project (PCP). In line with the Department of Health and Social Care's strategy for EOL care, our services are available to anyone with a life expectancy of less than one year, regardless of whether cancer is involved. We also support individuals who have experienced bereavement, for any reason.

Our EOL service includes extended counselling for up to one year for patients. We also offer Soul Midwife support, a unique service providing emotional support to both patients and their families during the final weeks of life.

Within WMUH, we offer bedside psychological support to patients in palliative care and their family members, as well as welfare and benefits support, and complementary therapies to patients, and on occasions, we have been able to demonstrate to family members a gentle hand massage they can give to their loved ones. We also offer clinical supervision and complementary therapies to the palliative care team of consultants and nurses. And as part of inhouse 'End of Life' training delivered by the palliative care team to Clinical Nurse Specialists working throughout WMUH, we deliver a 'How to Manage Stress' element of this study day.

Facilitated Client Support Groups

Our support groups provide a safe and confidential space for individuals to come together regularly and openly discuss any concerns they may have. Confidentiality is a key aspect of these groups, ensuring that all topics related to life, death and personal experiences can be shared in a supported and respectful environment.

Each group is led by a specialist facilitator, who helps participants express their thoughts and emotions, while guiding conversations in a constructive way. These groups are ongoing, and new participants are welcome to join at any time. To ensure the group is the right fit, anyone wishing to join a support group first has a one-to-

one meeting with our Counselling Lead, who will assess their suitability. To maintain a supportive and manageable environment, group sizes are limited, with the largest group having a maximum of twelve attendees. Currently, we run three facilitated support groups:

- Cancer Patient Group. This group meets weekly, and is open to those currently living with cancer.
- Bereavement Group: Meeting fortnightly, this group is for individuals who have experienced the loss of a loved one.
- Men's Support Group: A newly established group that meets monthly, offering support to men impacted by cancer, whether as a patient, carer, or in the context of bereavement.

Each of these groups provides a crucial space for connection, sharing, and mutual support, ensuring that everyone affected by cancer or loss can find the care they need.

Complementary Therapies

The Mulberry Centre offers a variety of therapies, free of charge, to help improve the quality of life for those affected by cancer. These therapies are designed to complement conventional cancer treatments, working safely alongside them. It's important to note that our therapies are not intended to treat cancer itself, nor are they a substitute for medical treatment. They are provided to support individuals in managing the physical, emotional, and psychological impacts of cancer, enhancing overall well-being during their journey.

Complementary therapies are carried out by highly qualified and professional practitioners who have gone through a rigorous selection, induction, mentoring and training process. All hold their own personal insurance and professional indemnity, are registered with the Complementary and Natural Healthcare Council (CNHC) and adhere to a professional code of conduct.

Our offerings consist of Massage, Aromatherapy as massage or inhaler sticks to help with symptoms of cancer or its treatment, Reflexology, Reiki, Shiatsu and Acupuncture, and clients are invited to attend a course of any one of these therapies. Emotional Freedom Technique (EFT) is offered as a group workshop as well as a one-to-one therapy regardless of whether a client takes up a course of one of the other complementary therapies.

Wellbeing Classes – Relaxation Techniques and Movement Classes

We continue to offer a very successful 6 week 'Relaxation and Breathwork' online session every Tuesday morning, as well as an advanced session once a month. The advanced session serves as a refresher for those who have completed the initial course, allowing them to revisit and reinforce the techniques they've learned.

In addition to relaxation and breathwork, we provide a variety of movement classes designed to address both physical and social needs. Our Yoga offerings are diverse, including Yoga Chair Dance, Yin Yoga, Seated Yoga, Yoga for Prostate Health, Yoga for Breast Cancer, and Yoga for Menopause. We also offer Pilates, Tai Chi and 'Move it or Lose it' sessions, all aimed at promoting health and encouraging movement.

For clients who are unable to attend classes at the Centre, we have successfully extended our movement classes to be conducted outside the Centre this year, ensuring that our support reaches those who need it, no matter their location.

Informative Workshops and Social/Creative Activities

The Mulberry Centre has established a diverse range of informative workshops and social and creative activities that address the physical, psychological and practical needs of our clients. This year we've been able to expand our offerings and deliver more face-to-face sessions, including our popular Health Walks, as well as more leisurely social walks. In addition, our programme has included Mandala Workshops, Watercolour Classes, Book Club, Creative Writing, Headscarf Tying, Bra Fitting Workshop, Dealing with Emotions when Cancer Treatment Ends, Empowering Carers, How People Grieve, Prostate Cancer Talk, Social Coffee Mornings, Arts and Crafts Workshops, Focused Nutrition Workshops, Managing Stress Workshop, Wig Workshop, Look Good Feel Better, and a Welfare and Benefits Workshop. All these workshops were developed in response to client needs and have been highly evaluated. Feedback indicates that they have successfully helped participants feel more confident and reduced stress levels, which has been incredibly rewarding.

Legal Information Service

We have established a partnership with a locally-based firm of solicitors, who provide monthly one-to-one sessions to our clients, including patients, carers and the bereaved. These sessions cover important matters such as wills, probate, estates and power of attorney.

One of the trustees of The Mulberry Centre is also a director of this firm of solicitors.

Welfare and Benefits Information Service

Cancer has a profound impact on the financial aspects of people's lives, particularly during periods of high inflation, rising interest rates, and uncertain economic conditions. Many of our clients and carers find themselves overwhelmed by both a cancer diagnosis and financial challenges, including job loss, which can lead to logistical issues such as housing problems. Often, they are unaware of the financial support available to them, and the emotional toll of their situation makes it difficult to complete complex forms or navigate through assistance processes. Having access to financial help and understanding what support is available can significantly alleviate stress during such a challenging time.

This year, thanks to funding received, we have employed a Welfare Advisor, who works five days a week to offer Welfare and Benefits advice to our clients. Through this role, we have been able to significantly reduce stress by providing essential information and guidance on a range of issues, including benefits, housing concerns (through referrals to the London Borough of Hounslow), grant access, and pensions.

Community Engagement

A key priority has been to strengthen referral pathways to The Mulberry Centre through local health services, ensuring that people hear about us at the earliest stage of their cancer journey. In the past year, we participated in local fayres and fetes, while also continuing to offer online information and presentations within the community. We maintain strong working relationships with WMUH, local Macmillan centres, GPs, social prescribers, and local care homes and hospices. This collaborative engagement serves to raise awareness of The Mulberry Centre, ensuring people have access to the support they need, and empowering them to prioritise their health and wellbeing. We also signpost our clients to other support networks in the area when appropriate, enabling us to provide a holistic package of care, tailored to the individual needs of each client.

The Chief Executive represents The Mulberry Centre on the Executive Board of the Hounslow Community Network and is a co-opted member of the Health and Adult Care Scrutiny Panel for the Borough of Hounslow, ensuring the Centre is up to speed on local initiatives and plans. The Chief Executive also attends a monthly meeting of the Hounslow Localities Community Hub Partners Working Group. The Volunteer Lead has initiated contact with many local Schools and Universities and keeps in regular contact with Richmond, Ealing and Hounslow Community Voluntary Services. The Head of Client Services sits on various Community of Practice and steering groups, including for end-of-life, mental health wellbeing, and suicide awareness.

We continue to publish articles on our website and distribute them in local newsletters and e-Newsletters.

This year we have strengthened our links within the local community, and have been able to increase our reach and offer our support and services to clients from sites outside of the Centre.

Our Clients

This year, The Mulberry Centre welcomed 904 new client registrations, reflecting sustained and growing demand for our wide range of support services. In total, we supported 1,555 unique individuals, including both newly-registered clients and those continuing their engagement from previous years. In addition to formal registrations, many others accessed informal support, such as one-off emotional guidance or conversations with our team. Overall attendance across all services reached 10,484, demonstrating the high level of ongoing client engagement, with many individuals returning regularly for counselling, complementary therapies, wellbeing activities, and other support.

Total client attendances during the year at sessions of various kinds were as follows:

TOTAL CLIENT ATTENDANCES 2024-25	
Session Description	**Total**
Welcome sessions, and emotional/financial and other support *(incl. Macmillan grants, befriending, Health Needs Assessments, wellbeing calls, info given, and 1:1 Welfare & Benefits sessions)*	1,881
One-to-one Counselling and Coaching sessions	2,155
PCP - Emotional Support & Complementary Therapy	500
Support Groups	333
One-to-one Complementary Therapy sessions, including to chemotherapy patients at WMUH	2,058
Wellbeing Classes	2,218
Informative Workshops	694
Social and Creative Activities	645
Total	**10,484**

The Mulberry Centre continues to support individuals across a broad section of West and South-West London. Approximately 80% of our clients live in the London Boroughs of Hounslow and Richmond, with the remaining 20% coming from Ealing, Spelthorne, and other nearby areas. While our physical location is in West London, we remain committed to ensuring our services are accessible to anyone who needs them. We do not impose any geographical restrictions on eligibility, reflecting our inclusive approach to care and support.

Making it possible

The Mulberry Centre could not reach and support so many people affected by cancer without the dedication of our staff, contractors, volunteers, donors and other supporters. We are deeply grateful to everyone who has helped us deliver our services, raise vital funds and keep The Mulberry Centre running.

Staff and contractors

To deliver The Mulberry Centre's services and to manage our fundraising and key support activities, we are fortunate to have a team of dedicated professionals, who are deeply aligned with our mission and values. During the year, our staff team consisted of twenty-one positions, including four full-time roles.

Having a strong value proposition to attract and retain good people is one of our strategic priorities. We work hard to create a happy work environment for our staff, and we support a healthy work-life balance, encourage greater collaboration and team-spirit, support professional and personal development, and provide flexible working hours, as well as hybrid and homeworking options. We also pay at least the London Living Wage, provide a range of employee benefits, promote diversity and inclusion, and support each of our employees individually with care and compassion, in the same way that we expect they will support our clients.

We continue to actively involve our staff in shaping our values and five-year strategy, ensuring they have a voice in decision-making. Our quarterly staff days bring the entire team together to share insights, listen to one another, connect, and discuss key priorities.

Volunteers

Volunteers are vital to the work of The Mulberry Centre. The wide range of counselling and therapies we provide, outlined earlier in this report, is made possible by skilled professionals who generously donate their time and expertise. We also rely on volunteers to welcome visitors, support fundraising events, and assist with the day-to-day running and upkeep of the Centre. Their dedication and generosity are at the heart of what we do.

At the end of March 2025, our core volunteer team was as follows:

Complementary and Group Therapists	31
Counsellors & Coaching	25
Workshops & Social Activities	18
Welcomers	25
Community Engagement	21
Fundraising and Administration	16
Telephone Befrienders	7
Estates and Facilities – gardeners and general help	9
Trustees & Patrons	18
Total	**170**

In 2024-25, our dedicated volunteers generously donated a total of 11,781 hours to The Mulberry Centre.

The majority of our volunteers are directly involved with clients, making it essential that we uphold rigorous selection procedures and provide thorough induction, as well as ongoing training and professional development.

We are incredibly fortunate that the mission and work of The Mulberry Centre continue to attract dedicated, high calibre volunteers. The trustees and management team would like to express their heartfelt appreciation to all who have so generously given their time. Their enthusiasm and professionalism embody the values at the heart of The Mulberry Centre.

Financial support

The Mulberry Centre's facility on the West Middlesex University Hospital ('WMUH') campus was created using charitable funds raised specifically for that purpose. The site has been secured by means of a lease agreement with WMUH at a nominal annual rental.

The Financial Review provides details of our income and donors.

FINANCIAL REVIEW

For the year ended 31 March 2025, our financial statements show a £77,000 operational deficit (income less expenditure) and a £5,000 unrealised loss on investments. This £82,000 deficit has been funded from reserves.

2024-25 was challenging for fundraising, and we were not able to meet our income targets in the second half of the year. Despite this, we increased charitable expenditure as planned, to meet growing demand for our services, and completed an important IT cloud migration project (with National Lottery funding).

Addressing financial sustainability is very important for The Mulberry Centre's long-term success, and this will be a key priority for 2025-26.

Income

Income decreased slightly to £648,000 (2024: £668,000). A broad breakdown of income during the 12 months to 31 March 2025 by source is as follows:

	£000
National Lottery Community Fund	141
Other Grants:	
• Public Authorities – London Borough of Hounslow	117
• Charitable Trusts and Foundations	187
Contracts:	
• West Middlesex University Hospital Palliative Care Pathway (PCP) Project	30
• NHS South West London	25
• West London NHS Trust	5
Education Centre course fees	3
Individual Giving	68
Legacies	2
Fundraising Events and Supporter-led Challenges	32
Community Groups/Clubs	9
Corporates	17
Investment Income and Bank Interest	11
Other Earned Income	1
Total	**648**

Grants from the **National Lottery, London Borough of Hounslow, and Charitable Trusts and Foundations** contributed almost 70% of total income. We highly value our partnerships with funders who have supported our work for many years, often with multi-year grants which really help us plan for the future with confidence. We also successfully developed relationships with new funders this year.

Note 13 to the financial statements sets out the detail of the Restricted grant income. This has provided significant funding towards the cost of our full range of charitable activities, and volunteer development and support, as well as supporting our move to a full IT cloud environment, and allowing us to replace the boiler.

Some restricted grants are for time periods extending beyond the year end, and will be spent in the next financial year. We also received £6,000 restricted grants for 2025-26 projects, which are treated as Deferred Income in the accounts.

Contract income includes our Palliative Care Project at the West Middlesex University Hospital, which falls under the Chelsea and Westminster NHS Foundation Trust. We also had contracts with the NHS South West London Integrated Care Board Health Inequalities Fund, for Community Engagement activities in the London Boroughs of Richmond and Kingston, and with West London NHS Trust, for services and community engagement to the local BAME population affected by cancer. The two NHS contracts ended in 2024-25.

Our **Education Centre** launched this year, and we received £3,000 income from courses which give accredited oncology qualifications to complementary therapists in the areas of aromatherapy, massage, and reflexology.

Income from **Individuals, Legacies, Events, Supporter Challenges, Community Groups and Clubs, and Corporates** contributed almost 20% of the year's income, and we are seeking to grow these areas to diversify our income. **Earned Income** also increased, due to higher bank interest rates.

Our "Hope Under the Tree" Christmas appeal raised an amazing £25,000 – a big thank you to all who made this a success. Whether you attended our "Music and Market" event, entered our Christmas raffle or donated prizes, held Christmas jumper days, joined us for the Rotary Twickenham-upon-Thames Christmas collection (with Santa), did a fundraiser over the festive season, or made a donation, your support truly made a difference. We also held a Plant Sale and Spring Raffle, and a bucket collection around Twickenham stadium for the Gallagher Premiership Rugby Final. Our brilliant supporters raised amazing amounts of money with walks, runs, cycle rides, treks, raffles, golf days, and our Trustees raised £10,000 with a 10k sponsored walk in Bushy Park. We thank all the local community groups and companies who selected The Mulberry Centre as their charity of the year and partnered with us. We continue to encourage regular giving, and for those who prefer card over cash, we now have contactless donation devices available.

From time to time, The Mulberry Centre receives legacies; we are most grateful that individuals choose to express their appreciation of our work in this way. We received just one legacy totalling £2,000 this year.

We really appreciate the generosity and efforts of everyone who makes donations and raises money for us, including our staff, volunteers and supporters in the community. We recognise the extraordinary dedication and enthusiasm of all those who organise imaginative events to support us and we gratefully thank everyone who, both alone and in teams, take on often heroic challenges to support what we do.

We would also like to thank all the organisations that supported The Mulberry Centre in this financial year, among whom are the following:

Barnes Choir
Boston Manor House
Cadent (matched giving)
Chelsea and Westminster NHS Foundation Trust
Chiswick House & Gardens Trust
City Bridge Trust
Clare King Charitable Trust
CP Cases
Farrer-Brown Charitable Trust
Friends of Plane Saver
Garfield Weston Foundation
Garner & Hancock Solicitors
Gowling WLG Charitable Trust
Grove Park Primary School
Hampton Fund
Hampton Inspired Hub
Heathrow Community Trust
Hillier Garden Centres
Hounslow Borough Council
Inspire Hounslow
Isleworth & Hounslow Charity
Isleworth Lodge, Province of Middlesex
Isleworth and Brentford Sorting Office
Isleworth Town Primary School
Kew Village Market
Lampton School
London Marathon Foundation
London Welsh RFC
Mortlake Crematorium
National Lottery Community Fund
NHS South West London
Pink Ribbon Foundation
Richmond Foundation
Rotary Club of Twickenham-upon-Thames
Russell Finex
St James's Place Charitable Foundation
Sir Jules Thorn Charitable Trust
Teddington Choral Society
Tesco (Twickenham Extra)
The Childwick Trust
The D'Oyly Carte Charitable Trust
The Elizabeth Frankland Moore and Star Foundation
The February Foundation
The Hampton Wick United Charity
The Hobson Charity
The Hospital Saturday Fund
The Royal Oak Isleworth
The Shanly Foundation
The Squire Patton Boggs Charitable Trust
The Worshipful Company of Parish Clerks
Trinjan Women's Social & Community Group
West London NHS Trust

Expenditure

Total Expenditure was £725,000 (2024: £669,000). Although we keep a close eye on costs to make the most of our resources, we continued to invest in our people, transitioned to a fully cloud-based IT environment, and introduced a new fundraising CRM system. The expenditure reported in the accounts does not include the time cost of unpaid volunteers who deliver many charitable activities and support our fundraising.

£555,000 (2024: £511,000) - 77% of the total - was spent on charitable activities (our programmes of help and support to people dealing with cancer) and to keep The Mulberry Centre up and running, and operating effectively and efficiently.

£170,000 (2024: £158,000) was spent to raise funds, to enable our vital support to continue and expand; this includes the costs of the small fundraising team and fundraising activities.

Reserves and Reserves policy

At 31 March 2025, we had £346,000 in total funds (£63,000 in restricted funds and £283,000 in unrestricted funds). Free reserves (unrestricted funds less tangible fixed assets) were £240,000 (2024: £339,000).

Our Reserves Policy is designed to ensure that we hold sufficient funds to maintain the charity's activities, to meet any short-term drop in income or unexpected expenditure, to provide a contingency against unforeseen challenges, and to allow investment in projects and strategic initiatives. A healthy level of reserves underpins the future sustainability and financial resilience of The Mulberry Centre. Reserves are held mainly in cash and readily realisable investments.

Our aim is to hold free reserves of between three and six months of the operational expenditure expected for the following year. The Board of Trustees considers that this target range provides sufficient flexibility for operational requirements, and protection against fluctuating income or expenditure, whilst at the same time ensuring that we do not retain income for longer than required.

The financial deficit in 2024-25 has been funded from reserves. At 31 March 2025, our free reserves of £240,000 were 3.7 months of expenditure budgeted for 2025-26, which is at the lower end of our target range. Addressing financial sustainability is very important for The Mulberry Centre's long-term success, and this will be a key priority for 2025-26.

Investments

Our Investment Policy and the overall investment risk appetite was reviewed by the Board of Trustees this year.

At 31 March 2025 we held £145,000 (2024: £150,000) of investments in pooled investment funds for charities, to provide an investment return (from income and growth in capital), with long term protection from inflation, within an acceptable level of risk. We invest in funds which adopt clear ethical and responsible investment policies, including no investment in companies whose primary business is involved in tobacco or alcohol. The small £5,000 unrealised investment loss, due to world stock market volatility at the end of the financial year, was offset by £4,000 investment income received.

At 31 March 2025 we also held £188,000 (2024: £311,000) in bank current and savings accounts. We aim to keep at least two months' operational expenditure in cash and short-term deposits, to meet day-to-day requirements.

FUNDRAISING

The Mulberry Centre is registered with the Fundraising Regulator, and committed to the Fundraising Promise and the Code of Fundraising Practice. We do not use contracted third-party fundraising suppliers.

Most people who donate to us want to know how their money is making a difference. We ask whether they'd like us to keep in touch with them, so we can update them on our work and how they've helped us. From time to time, we ask supporters if they'd like to support us further – for example, by increasing their donation or by taking part in a particular event. We ask supporters how they'd prefer us to communicate with them. We give them the option to let us know if they prefer less contact or no longer wish to hear from us, and always respect their wishes. We do not sell or share personal details to third parties for the purposes of marketing. Our website includes our privacy statement.

There were no complaints received regarding fundraising for the year to 31 March 2025.

PRINCIPAL RISKS AND UNCERTAINTIES

Risk management

The Mulberry Centre's Risk Management Policy is to identify, evaluate and monitor risks, in order to eliminate them or manage them to acceptable levels. This is done through a risk register, and systems, policies and procedures designed to minimise the impact on the Charity should risks materialise.

We consider strategic high-level risks (which require the attention of both the management team and the Board of Trustees), and operational risks (which concern mainly internal processes and controls, managed through effective systems and good practices). Risk management is an integral part of the Charity's decision-making and is incorporated within our strategic and operational planning. The Board of Trustees regularly discusses continuing and emerging major risks, and whether priority action is needed to effect better control.

Major risks

During the year, the Board has discussed the following major risks:

- **Income and Financial Sustainability**: Income fell in 2024-25 and this year's financial deficit was funded from reserves. We are largely funded by voluntary donations, and the fundraising environment is challenging: public authorities have reduced their budgets, charitable trusts and foundations receive more applications than they can support, and cost-of-living pressures impact supporters' ability to make donations. We need income growth to meet the demand for our services, and pay competitive salaries and benefits to our people (and meet the higher employer national insurance costs in 2025-26). The fundraising team is being strengthened, and fundraising re-focused. Costs are also being reviewed to cut any unnecessary spending while keeping key services running.
- **People**: We face some challenges to attract and retain the right people with the skills and experience we need, and we are highly dependent on a core group of staff. We are focused on staff and volunteer development, leadership succession planning as the Centre grows, and evolving the organisation structure with the support of the Organisational Design group. We plan to improve the diversity of the Board of Trustees, to reflect the communities we serve.
- **Clients**: Clients are at the heart of what we do, and we have a comprehensive set of policies and procedures for all contacts with clients, and to ensure compliance with best practice and legislation, which are overseen by the Service Delivery and Development group. Although The Mulberry Centre does not engage in clinical medical activities, the Board is aware of the issues that may arise from face-to-face contact with a large number of individuals, which may involve a combination of information provision, signposting, counselling and therapy. We have an agreed policy on the safeguarding of vulnerable adults and children.

  Staff employment and volunteer placements are conditional on the provision of a satisfactory Disclosure and Barring Certificate (DBS) of a level appropriate to each post (in addition to the normal reference process); people must hold relevant qualifications and insurance, and undertake induction training. We have public liability insurance which covers volunteers while they are volunteering. In addition, counsellors and therapists must have their own annual professional indemnity insurance cover, and have valid registrations with their professional bodies.
- **Growth in demand**: To meet the higher demand for our services, as more people are diagnosed with cancer and at a later stage, we must resource ourselves properly, address the capacity constraints of our centre, and increase income. These are all key pillars of our strategic plan to 2027-28. Our new 'Education Centre' for complementary therapists launched this year. The opening of the new Ambulatory Diagnostic Centre at WMUH in 2026 also offers an exciting opportunity to expand our services and outreach.
- **Information Security:** We are alert to the risks of cyber-attacks, and new technology such as Artificial Intelligence (AI). We moved to a fully cloud-based IT environment this year. The Mulberry Centre is registered with the Information Commissioner's Office (ICO), and all personal data is processed in line with the Data Protection Act.
- **Investment volatility:** The Board discussed the "risk appetite" for investments as part of the Investment Policy review this year, and the Finance Committee monitors investment performance.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Form of organisation and governing documents

The Mulberry Centre opened its doors in 2001. It is a charitable company limited by guarantee, incorporated and registered as a charity in 2005. The company is governed by its Articles of Association, which sets out the Charity's objects and powers. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity.

Board of Trustees

The business of The Mulberry Centre is governed by the Board of Trustees, each of whom is also a member and a director of the company. The Articles provide for a maximum of 15 Trustees, and there must be at least 5 Trustees. One-third of the Trustees retire by rotation at each annual general meeting. Trustees may serve up to five consecutive terms. The Board of Trustees may delegate their functions to a committee of at least two Trustees.

The Board of Trustees seeks to ensure that the diversity of the Trustee body reflects the range of needs of the charity, including skills and knowledge in providing services in the voluntary sector, fundraising, clinical experience as a health professional caring for cancer patients, and operational management.

Appointments of Trustees are decided by the Board, based on consideration of candidates by a panel of three existing Board members (one of whom must be the Chair).

New Trustees undertake an induction programme suitable to their needs, which includes the provision of key documents and information relating to The Mulberry Centre, a tour of the Centre, introduction to the Chief Executive and key staff, and an outline of the duties, responsibilities and obligations of being a Trustee. An appropriate existing Trustee will also help bring the new Trustee up to speed.

Governance and organisation

The Board of Trustees meets at least four times a year, and usually also has an annual away day. The Board is collectively responsible for the governance of The Mulberry Centre in accordance with the Articles of Association and its charitable objectives.

The Board is responsible for determining the strategic direction and policies of The Mulberry Centre. With the updated strategy in place, the Board's Strategy Committee was paused last year, it will be reconvened if a strategic issue requires in-depth discussion. The Board also has a Finance Committee.

The Chief Executive is responsible, within the agreed framework, for the overall management of The Mulberry Centre and leadership of the team of staff and volunteers. Key roles include developing and implementing service enhancements, fundraising and promotional strategy, staff recruitment and development, and building relationships with stakeholders. The Chief Executive is assisted by a Management Team as set out on Page 19.

A number of operational "Dynamic Groups", with joint membership of staff and trustees, support the implementation of our strategic priorities. This year, these groups were focused on Fundraising and Relationships, Service Delivery and Development, PR/Marketing and Communications, and Organisational Design. We have also set up a planning group for the 25th anniversary events in 2026.

The Board supports the principles of good governance set out in the Charity Governance Code for smaller charities. A review this year concluded that we are in broad compliance with the Code's recommendations. A few areas were also identified where we might improve or review our approach. We will regularly review our governance approach, and ensure that the Board reflects the balance of skills, experience and diversity needed.

Remuneration policy

We recognise that we have a duty to deliver our services effectively and maximise the use of our resources. To do this, we need to attract and retain diverse, generous and experienced professionals, with the right skills, knowledge and experience, and pay them fairly and responsibly.

The Board decides the remuneration of the Chief Executive, and, taking advice from the Chief Executive, determines staff salaries and contractors' rates. We take into account market forces affecting recruitment, benchmark against available information, and seek to pay salaries that are affordable and sustainable.

Reference information

Charity name:	The Mulberry Centre
Charity registration number:	1108999
Company registration number:	05349202
Registered office and operational address:	The Mulberry Centre West Middlesex University Hospital Twickenham Road Isleworth Middlesex TW7 6AF 020 8321 6300 talk@themulberrycentre.co.uk

WHO WE ARE

Founder Patron
Jane Kelly

Patrons
Alun Armstrong
The Rt Hon Sir Vincent Cable
Colonel Jane Davis OBE QVRM TD DL
Mohinder Dosanjh
Paul Kennerley RD

Board of Trustees

Aileen McLeish	Chair
Piers Allen	
Christopher Bezant	
Dame Jacqueline Docherty DBE	Deputy Chair (from September 2024)
Paul Dunn (from September 2024)	
Nigel George	
Grace Gibbs	
Joanne Grinbergs (to May 2024)	
Joy Pearce	Secretary
Suzanne Rawcliffe	
Gayatri Shah	
Heather Taylor	Treasurer
Mathias Winkler-Wulff	

Management Team

Raj Athwal	Chief Executive
Angie Forero	Head of Finance and Operations
Daniel O'Brien	Head of Fundraising and Engagement (to December 2024)
Lydia Plews	Head of Fundraising and Engagement (from January 2025)
Julie Quinn	Head of Client Services

Independent Examiner
Hartley Fowler LLP
27-37 St George's Road
Wimbledon
London SW19 4EU

Principal Bankers
Charities Aid Foundation (CAF Bank)
25 Kings Hill Avenue
Kings Hill
West Malling
Kent ME19 4JQ

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees (who are also the directors of The Mulberry Centre 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), including Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities Statement of Recommended Practice (SORP);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company, 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 company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Independent Examiner

The Board has determined that the charity will exercise its right under Company and Charity legislation to an audit exemption report for the accounting year ended 31 March 2025 and has appointed Hartley Fowler LLP as Independent Examiner.

Approved by the Trustees on 4 July 2025 and signed on their behalf by:

Aileen McLeish

Chair of Trustees

Independent Examiner's report to the trustees of The Mulberry Centre ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2025.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since your charity's gross income exceeded £250,000, your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

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

Jonathan Askew FCA
Institute of Chartered Accountants in England and Wales

Hartley Fowler LLP, Chartered Accountants
27-37 St George's Road
Wimbledon
London SW19 4EU

Date: 4 July 2025

Statement of Financial Activities for the year ended 31 March 2025

Incorporating an Income and Expenditure Account

	2025			*Comparative data for the year ended 31 March 2024*			
	Restricted funds £000	**Unrestricted funds £000**	**Total £000**	***Restricted funds £000***	***Unrestricted funds £000***	***Total £000***	
Income from							
Donations and Legacies							
National Lottery Community Fund	141	0	**141**	*117*	*0*	***117***	Note 2
Other Grants	270	34	**304**	*328*	*32*	***360***	Note 2
Donation and legacy income	0	122	**122**	*0*	*144*	***144***	Note 2
	411	156	**567**	*445*	*176*	***621***	
Charitable activities	0	63	**63**	*0*	*31*	***31***	Note 2
Other trading activities	0	7	**7**	*0*	*6*	***6***	Note 2
Investments	0	11	**11**	*0*	*10*	***10***	Note 2
Total Income	**411**	**237**	**648**	***445***	***223***	***668***	
Expenditure on							
Raising funds	22	148	**170**	*25*	*133*	***158***	Note 3
Charitable activities	366	189	**555**	*414*	*97*	***511***	Note 3
Total Expenditure	**388**	**337**	**725**	***439***	***230***	***669***	
Net income/(expenditure) before gains/(losses) on investments	**23**	**(100)**	**(77)**	***6***	***(7)***	***(1)***	
Net gains/(losses) on investments	0	(5)	**(5)**	*0*	*13*	***13***	Note 9
Net income / (expenditure)	**23**	**(105)**	**(82)**	***6***	***6***	***12***	
Transfers between funds	(3)	3	**0**	*0*	*0*	***0***	Note 13
Net movement in funds	**20**	**(102)**	**(82)**	***6***	***6***	***12***	
Reconciliation of funds:							
Total funds brought forward	43	385	428	*37*	*379*	*416*	Note 13
Total funds carried forward	**63**	**283**	**346**	***43***	***385***	***428***	Note 13

Unrestricted funds include Free Reserves of £240,000 (2024: £339,000)

Balance Sheet as at 31 March 2025

	Total Funds 2025 £000	Prior year Funds 2024 £000	
Fixed Assets			
Tangible assets	43	46	Note 8
Investments	145	150	Note 9
Total fixed assets	**188**	**196**	
Current Assets			
Debtors	11	22	Note 10
Cash at bank and in hand	188	311	
Total current assets	**199**	**333**	
Liabilities			
Creditors: amounts falling due within one year	41	101	Note 11
Net current assets	**158**	**232**	
Net assets	**346**	**428**	
Funds of the Charity			
Restricted funds	63	43	Note 13
Unrestricted funds	283	385	Note 13
Total funds	**346**	**428**	

Unrestricted funds include Free Reserves of £240,000 (2024: £339,000)

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the accounting year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the accounting year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for:
(a) ensuring that the company keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006 and
(b) preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirement of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

These financial statements were approved by the Board of Trustees on 4 July 2025 and signed on its behalf by:

Heather Taylor

Heather Taylor Trustee and Treasurer

Statement of cash flows

	Year ended 31 March:	
	2025	**2024**
	£000	**£000**
Cash flows from operating activities:		
Net cash provided by (used in) operating activities	**(129)**	(32)
Cash flows from investing activities:		
Dividends and interest received	**11**	10
Purchase of fixtures, fittings and computer equipment	**(5)**	(1)
Net cash provided by (used in) investing activities	**6**	9
Change in cash and cash equivalents in the year	**(123)**	(23)
Cash and cash equivalents at the beginning of the year	**311**	334
Cash and cash equivalents at the end of the year	**188**	311
Analysis of cash and cash equivalents		
Cash at bank and in hand	**188**	311

Reconciliation of net income/(expenditure) to net cash flow from operating activities

	Year ended 31 March:	
	2025	**2024**
	£000	**£000**
Net income/(expenditure) for the year (as per the statement of financial activities)	**(82)**	12
Adjustments for:		
Depreciation and amortisation	**8**	9
(Gains)/losses on investments	**5**	(13)
Dividends and interest received	**(11)**	(10)
(Increase)/decrease in debtors	**11**	(4)
Increase/(decrease) in creditors	**(60)**	(26)
Net cash inflow from operating activities	**(129)**	(32)

1. Accounting policies

General information

The charitable company is incorporated and domiciled in England and Wales. The address of its registered office is The Mulberry Centre, Twickenham Road, Isleworth, Middlesex, TW7 6AF. The registered number of the company is 05349202. The registered number of the charity is 1108999.

The financial information presented is for the year ended 31 March 2025 and 31 March 2024. The financial information is presented in sterling, and amounts are rounded to the nearest '000.

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, 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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006.

The financial statements have been prepared under the historical cost convention, with the exception of investments stated at market value.

a) Preparation of the accounts on a going concern basis

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern, having regard to the current financial position, the level of reserves, future plans, and future cash flow forecasts.

b) Significant accounting judgements and estimates

Preparation of the financial statements requires management to make accounting judgements and estimates. The main areas are considered to be the allocation of costs between charitable activities and the cost of raising funds, and the useful economic lives of tangible fixed assets. The assumptions are reviewed annually.

Income recognition

Income is recognised in the accounts when the charity is entitled to the income, it is probable that the income will be received, and the amount can be measured reliably.

Grants are recognised when the charity has been notified in writing of both the amount and payment date, unless the grant relates to a future time period, in which case it is treated as deferred income in the balance sheet.

Income from charitable activities relates to income received for services provided under contracts in furtherance of our charitable objectives, and Education Centre course fees. This income is credited to the Statement of Financial Activities when it is earned.

Legacies are recognised on a case-by-case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and payment date.

Income from donated goods for resale is recognised when the goods are sold.

Bank interest and dividend income from investments is included when received.

Expenditure

Expenditure is recognised on an accruals basis in the period in which it is incurred. Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

Direct costs comprise expenditure attributable to an activity, and the cost of resources shared between activities. The direct cost of raising funds includes staff costs, and direct expenditure including event costs. The direct cost of charitable activities relates to providing information and support services to people affected by cancer, and includes staff and contractor costs, volunteer expenses and supervision, and direct service costs.

Support costs include management staff, and the costs of maintaining our property, IT, administration, finance, HR, insurance and other professional services. These costs are apportioned on the basis of estimated usage of each physical area of the Centre.

Governance costs are the costs of the external Independent Examiner and legal advice for the Board of Trustees.

1. Accounting policies (continued)

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost. Items of equipment are capitalised where the purchase cost exceeds £500.

Depreciation is provided at rates calculated to write off the cost of each asset over its expected useful life, namely:

IT equipment	3 years
Other fixtures and fittings and equipment	5 years

Leasehold improvements are amortised over 22 years.

Investments

Investments are included in the Balance Sheet at market value at the Balance Sheet date. The change in market value since the previous Balance Sheet date is included in the Statement of Financial Activities under 'Net gains/(losses) on investments' and forms part of the net movement in funds.

Debtors

Debtors are recognised at the agreed amount due.

Cash at bank and in hand

Cash at bank and in hand includes current and deposit accounts with UK banks, undeposited cheques and cash.

Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

Financial instruments

The Charity has only 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.

Fund accounting

Restricted funds are those which are to be used for purposes specified under the terms of an agreement with the provider of the particular fund. Income arising through a restricted fund is applied against expenditure which meets the specified criteria, including a fair allocation of management and support costs. Any unapplied balance at the end of the financial year is reported as part of Restricted Funds.

Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Volunteers

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers, details of which are given in our Annual Report. In accordance with the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the accounts.

2. Analysis of income

	Restricted funds £000	Unrestricted funds £000	2025 £000	2024 £000
Donations and Legacies				
National Lottery Community Fund	141	-	141	117
Grants - Public Authorities	117	-	117	136
Grants - Charitable Trusts & Foundations	153	34	187	224
Individuals, Community Groups, Corporates	-	110	110	102
Gift Aid on donations	-	10	10	16
Legacies	-	2	2	26
	411	156	567	621
Income from Charitable Activities				
Contracts - Health Bodies	-	60	60	31
Education Centre - course fees	-	3	3	-
	0	63	63	31
Other Trading Activities				
Sales of donated goods	-	-	0	1
The Mulberry Centre fundraising events	-	6	6	4
Occasional rental of premises	-	1	1	1
	0	7	7	6
Investment Income				
Investment dividends and interest	-	4	4	4
Bank interest	-	7	7	6
	0	11	11	10
Total Income	**411**	**237**	**648**	**668**

3. Expenditure

					Comparative data for the year ended 31 March 2024		
		Raising funds £000	**Charitable activities** £000	**Total 2025** £000	**Raising funds** £000	**Charitable activities** £000	**Total 2024** £000
Direct costs							
Staff and contractor remuneration and expenses		148	373	**521**	136	341	**477**
Volunteer expenses and supervision		-	10	**10**	-	9	**9**
Other direct costs		10	7	**17**	7	10	**17**
Total Direct		**158**	**390**	**548**	**143**	**360**	**503**
Allocated support costs							
Staff and contractor remuneration and expenses		4	75	**79**	4	84	**88**
General Office, IT and Administration costs		5	60	**65**	7	34	**41**
Facilities and Depreciation		3	30	**33**	4	33	**37**
Total Allocated		**12**	**165**	**177**	**15**	**151**	**166**
Total Expenditure		**170**	**555**	**725**	**158**	**511**	**669**
of which using:	*Restricted funding*	*22*	*366*	*388*	*25*	*414*	*439*
	Unrestricted funding	*148*	*189*	*337*	*133*	*97*	*230*

Charitable activities: The charity has one activity, to provide information and support services to people affected by cancer.
Total **Governance** costs included in Support costs are £3,000 (2024: £3,000).

4. Net Income

This is stated after charging depreciation of £8,000 (2024: £9,000) and Independent Examiner's remuneration of £3,000 (2024: £3,000).

5. Staff costs and numbers

	2025	**2024**
	£000	**£000**
Gross salary costs	519	480
Employer's NI contributions	41	37
Employer's pension costs	31	28
Total	**591**	**545**

The average number of employees during the year was 21 (2024: 20), and the average number of full-time equivalent employees was 15 (2024: 14).

The Chief Executive was supported by the Head of Client Services, Cancer Information and Support Advisors, Service Coordinators, Volunteer Lead, Welfare Advisor, Counselling and Complementary Therapies Leads, the Head of Finance and Operations, Finance and Operations Coordinator, the Head of Fundraising and Engagement with a Supporter Engagement Lead, Philanthropy and Partnerships Lead, Marketing and Communications Lead, and Community Engagement Leads.

The pension costs shown in the table above represent payments into (a) the NEST workplace pension scheme and (b) employees' personal pension schemes.

One employee received emoluments (excluding employer NI and employer pension costs) between £60,000 and £70,000 during the year (2024: nil).

The total employment costs, including employer NI and employer pension costs, for key management personnel (defined as the Chief Executive and other members of the Management Team on Page 19) was £217,000 (2024: £212,000). The charity also engaged the services of two members of the Management Team to develop and deliver complementary therapies courses for the new Education Centre, and made payments of £1,000 (2024: £5,000), of which £nil (2024: £2,000) was accrued at the year-end.

6. Trustees' remuneration and expenses

No member of the Board of Trustees received any remuneration during the year.
In the prior year, one trustee, Ms Joanne Grinbergs, provided complementary therapies services to the charity, for the new Education Centre, and received remuneration of £2,000.
The Articles of Association permit payments to trustees for the supply of services to the charity.

No member of the Board of Trustees received any reimbursement of trustees' expenses during the year or during the prior year.

7. Taxation

The charity is exempt from corporation tax on its charitable activities.

8. Tangible Fixed Assets

	Fixtures, fittings and computer equipment	Leasehold improve-ments	Total
	£000	£000	£000
Cost			
At beginning of year	53	49	102
Additions	5	0	5
Disposals	(9)	0	(9)
At end of year	**49**	**49**	**98**
Depreciation/Amortisation			
At beginning of year	43	13	56
Depreciation/Amortisation	6	2	8
Disposals	(9)	0	(9)
At end of year	**40**	**15**	**55**
Net book value at beginning of the year	**10**	**36**	**46**
Net book value at end of the year	**9**	**34**	**43**

The fixed asset disposals were old fully depreciated computer equipment.

9. Investments

	2025	2024
	£000	£000
Market value at beginning of the year	150	137
Additions to investments at cost	-	-
Net gain/(loss) on revaluation	(5)	13
Market value at end of the year	**145**	**150**

Investments are in pooled investment funds, managed in the UK by CCLA, a charity fund manager.

10. Debtors

	2025	2024
	£000	£000
Prepayments	8	1
Other debtors (including grant/contract funding)	3	21
Total	**11**	**22**

11. Creditors: amounts falling due within one year

	2025	2024
	£000	£000
Taxation and social security	11	10
Other creditors	7	20
Accrued costs	15	16
Deferred income (Note 12)	8	55
Total	**41**	**101**

12. Deferred Income

	2025	2024
	£000	£000
Deferred income at beginning of year	55	88
Released to income during the year	(55)	(88)
Income deferred in the year	8	55
Deferred income at end of year	**8**	**55**

Deferred income is grant income received in advance, for projects in the next financial year, and Education Centre course fees received in advance.

13. Movements of Funds

	Balances at 1 April 2024 £000	Income £000	Expenditure £000	Transfers £000	Balances at 31 March 2025 £000
Restricted Funds					
National Lottery Community Fund:					
Welcome, Assessment and Key Support Services	6	129	(132)	-	3
Additional funding for IT Cloud Migration project	-	12	(12)	-	-
	6	**141**	**(144)**	-	**3**
Public Authorities:					
LBH: End of Life and Bereavement support services	-	46	(46)	-	-
LBH: End of Life support	13	25	(38)	-	-
LBH: Community Engagement	11	-	(11)	-	-
LBH: Welfare & Benefits	-	46	(27)	-	19
	24	**117**	**(122)**	-	**19**
Charitable Trusts and Foundations:					
Hampton Fund: Staff costs	-	40	(40)	-	-
Richmond Foundation: Support services, and End of Life support in LBRuT	-	20	(10)	-	10
City Bridge Trust: Support to Londoners over 65	-	28	(28)	-	-
Other: Welcome Assessment, Key Support Services	-	10	(5)	-	5
The February Foundation: Counselling	1	6	(6)	-	1
St James's Place Charitable Foundation: Counselling	9	-	(9)	-	-
Pink Ribbon Foundation: Emotional support at breast cancer clinics	1	-	(1)	-	-
The D'Oyly Carte Charitable Trust: Welcome Assessment & Information	-	3	(3)	-	-
The Shanly Foundation: Counselling & Coaching	-	3	(3)	-	-
The Childwick Trust: All Services	-	10	(2)	-	8
Isleworth & Hounslow Charity: Community Engagement in Hounslow	-	3	-	-	3
London Marathon Foundation: Exercise project	-	11	(1)	-	10
Heathrow Community Trust: Volunteer development	1	3	(4)	-	-
Clare King Charitable Trust: Therapies	1	-	(1)	-	-
The Hampton Wick United Charity: Support to Hampton Wick residents	-	6	(3)	-	3
The Hospital Saturday Fund: Therapies in Outpatients	-	2	(2)	-	-
Inspire Hounslow: Welcome Assessment & Information	-	2	(1)	-	1
The Hobson Charity: New Boiler	-	6	(3)	(3)	-
	13	**153**	**(122)**	**(3)**	**41**
Total Restricted Funds	**43**	**411**	**(388)**	**(3)**	**63**
Unrestricted Funds	385	237	(337)	3	288
Investments: Unrealised loss					(5)
					283
Total Funds	**428**	**648**	**(725)**	-	**346**

Notes:

LBH: London Borough of Hounslow

LBRuT: London Borough of Richmond upon Thames

The transfer from Restricted to Unrestricted is expenditure on fixed assets, to fulfil the purpose of the grant.

13. Movements of Funds (continued) – Prior Year

	Balances at **1 April 2023** £000	Income £000	Expenditure £000	Transfers £000	Balances at **31 March 2024** £000
Restricted Funds					
National Lottery Community Fund:					
Welcome, Assessment and Key Support Services	-	**117**	**(111)**	-	**6**
Public Authorities:					
LBH: End of Life and Bereavement support services	-	43	(43)	-	-
LBH: Support to Carers	8	-	(8)	-	-
LBH: Bereavement support	26	36	(62)	-	-
LBH: End of life support	-	26	(13)	-	13
LBH: Community Engagement	-	15	(4)	-	11
Spelthorne Borough Council: Support to Spelthorne residents	-	3	(3)	-	-
LB Ealing: Support to local BAME population/Community Engagement	-	13	(13)	-	-
	34	**136**	**(146)**	-	**24**
Charitable Trusts and Foundations:					
Hampton Fund: Staff costs	-	30	(30)	-	-
Richmond Foundation: Community Engagement in LBRuT	-	20	(20)	-	-
City Bridge Trust: Support to Londoners over 65	-	33	(33)	-	-
CW+: Complementary therapies to chemotherapy patients	-	24	(24)	-	-
Other: Welcome Assessment, Key Support Services	-	20	(20)	-	-
The February Foundation: Counselling	-	6	(5)	-	1
St James's Place Charitable Foundation: Counselling	-	10	(1)	-	9
Pink Ribbon Foundation: Emotional support at breast cancer clinics	-	3	(2)	-	1
The D'Oyly Carte Charitable Trust: Welcome Assessment & Information	2	-	(2)	-	-
The Edward Gostling Foundation: Therapies & Wellbeing classes	-	10	(10)	-	-
Isleworth & Hounslow Charity: Support to Hounslow residents	-	3	(3)	-	-
London Catalyst: Service development in the community	-	2	(2)	-	-
London Marathon Foundation: Exercise project	-	10	(10)	-	-
Heathrow Community Trust: Volunteer development	-	4	(3)	-	1
Clare King Charitable Trust: Therapies	-	1	-	-	1
The Hampton Wick United Charity: Support to Hampton Wick residents	-	6	(6)	-	-
B&Q Foundation: Garden decking	-	8	(8)	-	-
The Percy Bilton Charity: Counselling rooms blinds	-	1	(1)	-	-
Inspire Hounslow: Welcome Assessment & Information	-	1	(1)	-	-
The Munro Charitable Trust: Welcome Assessment & Information	1	-	(1)	-	-
	3	**192**	**(182)**	-	**13**
Total Restricted Funds	**37**	**445**	**(439)**	-	**43**
Unrestricted Funds	379	223	(230)	-	372
Investments: Unrealised gains					13
					385
Total Funds	**416**	**668**	**(669)**	-	**428**

Notes:

LBH: London Borough of Hounslow

LB Ealing: London Borough of Ealing

LBRuT: London Borough of Richmond upon Thames

13. Movements of Funds (continued)

Description of Restricted Funds:

National Lottery Community Fund: Funding from the Reaching Communities programme towards the Welcome & Assessment, Counselling and Therapies services. Additional funding in 2024/25 for the IT cloud migration project.

London Borough of Hounslow (LBH): A range of funding in both years for end-of-life support and bereavement support and counselling services in Hounslow. Funding has also been received for community engagement activities, and to provide welfare & benefits advice and support in Hounslow.

Spelthorne Borough Council: Funding in 2023/24 towards the cost of supporting residents from the Borough of Spelthorne for all services.

London Borough of Ealing: Funding in 2023/24 towards the cost of providing support services to the local BAME population affected by cancer, to improve their mental wellbeing, and for community engagement in Ealing.

Hampton Fund: Funding towards staff costs to provide services for beneficiaries from Hampton Fund postcodes.

Richmond Foundation (previously Richmond Parish Lands Charity): Funding in 2024/25 towards support and information services for people affected by cancer in Richmond, and to support residents with an end-of-life diagnosis. Funding in 2023/24 was for Community Engagement activities in LBRuT.

City Bridge Trust: Funding towards the cost of supporting Londoners over 65, for all services.

Other: Funding towards the cost of Welcome Assessments, Counselling and Therapies services (donor anonymity requested).

The February Foundation: Funding towards the cost of Counselling services.

St James's Place Charitable Foundation: Funding towards the cost of Counselling services.

Pink Ribbon Foundation: Funding towards staff costs to provide emotional support at breast cancer clinics, and breast cancer awareness sessions.

The D'Oyly Carte Charitable Trust: Funding towards the cost of Welcome Assessment and Information services.

The Shanly Foundation: Funding towards the cost of Counselling and Coaching services.

The Childwick Trust: Funding towards the cost of all support services, including Counselling, Coaching, Well-being classes, Information Workshops, and Social and Creative activities.

Isleworth & Hounslow Charity: Funding for support to Hounslow residents, including 2024/25 funding for Community Engagement activities.

London Marathon Foundation: Funding for an exercise project (including guided table tennis sessions and low-impact weights exercise) to improve the activity of people affected by cancer.

Heathrow Community Trust: Funding for volunteer development.

Clare King Charitable Trust: Funding towards the cost of Therapy services.

The Hampton Wick United Charity: Funding towards the cost of supporting residents from Hampton Wick and Teddington, for all services.

The Hospital Saturday Fund: Funding towards staff costs to provide Complementary Therapies in Outpatients.

Inspire Hounslow: Funding towards the cost of Welcome Assessment and Information services.

The Hobson Charity: Funding for a new boiler.

Prior year funding was received in 2023/24 from **CW+** for a pilot scheme to offer complementary therapies to cancer patients undergoing chemotherapy in the WMUH out-patients department, **The Edward Gostling Foundation** towards the cost of complementary therapies and well-being classes, **London Catalyst** towards service development in the community, **B&Q Foundation** for garden decking, **The Percy Bilton Charity** for replacement blinds in Counselling rooms. In 2022/23, funding was received from **The Munro Charitable Trust** towards the cost of Welcome, Assessment and Information services.

14. Analysis of net assets between funds

	Restricted funds	Unrestricted funds	2025 Total funds	2024 Total funds
	£000	£000	£000	£000
Tangible fixed assets	0	43	43	46
Fixed asset investments	0	145	145	150
Current assets	69	130	199	333
Current liabilities	(6)	(35)	(41)	(101)
Total net assets	**63**	**283**	**346**	**428**

15. Capital commitments

At 31 March 2025, there were no capital commitments (2024: £nil).

16. Related Party transactions

During the year ended 31 March 2025, the trustees made donations to the charity of £15,000 (2024: £12,000). Some of these donations were for the trustees' sponsored walk, which raised £10,000 for the charity in 2024-25.

17. Legal status of charity and guarantee

The charity is a company limited by guarantee and has no share capital. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £10 per member of the charity.