

YourStory Ltd

Report and Accounts

Year ended 31 December 2024

Legal and Administrative Details:

Trustees / Directors:

Qasim Bashir

Timothy Hunter

Ayanda Kweyama

Shoba Mistry

Timothy Hunter

Chairperson

Ayanda Kweyama:

Secretary

Principal Office:

125 Lambeth Walk
London
SE11 6EE

Registered Charity No:

1115367

Registered Company No.

04631388

Bankers:

Barclays Bank Plc

Chair's Foreword

Tim Hunter, Chair of Trustees

2024 was a year of deep listening, bold experimentation and quiet transformation. At YourStory, we didn't just deliver programmes, we continued to build trust, shift systems and hold space for young people to lead.

Across London, we mentored over 350 children and young people, the majority of whom are impacted by Long-Term Health Conditions (LTHCs). Many of these children and young people had been excluded, bereaved, sidelined or misunderstood by the systems meant to support them. We co-produced videos in their schools, not as a media exercise, but as a radical act of visibility for the young people, by the young people. These short videos captured grief, joy, resilience and the fierce creativity of young people who are often spoken about but rarely heard.

We also piloted new frameworks for parent-school communication, supported frontline staff with trauma-informed CPD and contributed to borough-level policy briefings on youth health equity and reimagining the funding sector. Our work was recognised by funders, partners and peers, but more importantly, it was shaped by the young people themselves.

This year, we saw the power of mentoring not just as a service, but as a relationship. We saw group work evolve into legacy-building. We saw young people move from silence to storytelling, from invisibility to influence.

As Chair, I'm proud of our team, our young people, families and our growing network of partners. I'm most proud of the young people who trusted us with their stories and who reminded us that systems change begins with care and listening.

We enter 2025 with urgency, hope and a renewed commitment to educational, health and societal justice. Thank you for being with us on our journey.

Young People's Reflections

"Before this, I didn't think my story mattered. Now I know it does matter and I want to help others to tell theirs."

"I've had Sickie Cell my whole life. People think I'm just being dramatic when I'm in pain. This podcast helped me explain what it's really like and now my teachers actually listen."

"Groupwork was the first time I felt safe talking about my grief. We laughed, cried, and made something bad, make me feel alive again."

"Mentoring helped me find my voice. I used to skip school because of my anxiety. Now I'm looking forward to helping to see how we can better educate our teachers."

"I didn't know what advocacy meant until this year. Now I'm looking forward to being a part of a youth panel shaping health policy. We're not just patients, we're experts."

The Directors, who are also directors of the charity for the purpose of the Companies Act, submit their annual report and the financial statements of YourStory Ltd (The Company) for the year ended 31 December 2024. The Directors confirm that the annual report and financial statements of the Company comply with current statutory requirements, the requirements of the Company's governing document and the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities".

Structure, Governance and Management

Governing Document

YourStory Ltd was founded as a charitable company limited by guarantee and without a share capital incorporated on 8 January 2003, under company number 04631388. It was also registered as a charity on 17 July 2006 under registration number 1115367.

The Company is governed by a Memorandum and Articles of Association, which established the objects and powers of the organisation. A copy of the governing document is available at the principal address of the Company.

Operational decisions are taken by the Chief Executive and staff. Strategic decisions are made by the Board of Directors in consultation with staff. The Chief Executive, who is also a trustee, attends all board meetings and other staff members are also invited to attend.

Recruitment and Appointment of Directors

Directors are recruited from the members of the charity and from the wider local community. The Directors at the date of this report are set out on page 1. All Directors served throughout the period except as noted below.

Director Recruitment

Ayanda Kweyama	Recruited on 02 November 2024
Shoba Mistry	Recruited on 02 November 2024

Director Retirements

Purabi Chatterjee-Das	Retired on 31 March 2025
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Induction and Training of Directors

The induction programme for new Directors includes:

- Written information on YourStory activities
- A meeting with existing trustees and directors
- An invitation to attend YourStory's activities in the community
- Attendance at a Board meeting

Objectives of YourStory as set out in its governing document

3. OBJECTS

The objects (the "Objects") for which the Charity is established are:

- (A) to promote by all charitable means the mental, spiritual, moral and physical development and improvement of young people and others who live in London or other parts of the United Kingdom of Great Britain and Northern Ireland, and to provide opportunities for them to develop their full capacities and enable them to become responsible members of society so that their conditions of life may be improved; and
- (B) to provide facilities for recreation or other leisure time occupation in the interests of social welfare and with the object of improving conditions of life.

4. POWERS ANCILLARY TO OBJECTS

4.1 Powers

In addition to any other powers it may have, the Charity has the following powers in order to further the objects (but not for any other purpose):

- A) To advance in all respects the education, training, employment, self-development and self-expression of children and young people and those members of society of all ages who are socially and/or economically disadvantaged and who live in London or other parts of the United Kingdom of Great Britain and Northern Ireland, regardless of gender, ethnic background, physical or mental ability, religion, race or sexuality (the "Beneficiaries").
- B) To directly or indirectly develop, and/or provide to the Beneficiaries, positive and responsible education, training, employment, self-development and self-expression:
 - a. networks
 - b. consulting, mentoring and other services
 - c. guidance and assistance

in each case in order that the Beneficiaries are better able to identify and help meet their needs and to participate more fully in their community and society in general.

- C) To promote or carry out research
- D) To provide advice
- E) To publish or distribute information
- F) To make grants or loans of money and to give guarantees
- G) To enter into contracts to provide services to or on behalf of other bodies
- H) To raise funds. In doing so, the Charity must not undertake any taxable trading activity and must comply with any relevant statutory regulations

- I) To buy, take on lease or in exchange, hire or otherwise acquire any property and to maintain and equip it for use;
- J) To sell, lease or otherwise dispose of all or any part of the property belonging to the Charity. In exercising this power, the Charity must comply as appropriate with sections 36 and 37 of the Charities Act 1993;
- K) To borrow money and to charge the whole or any part of the property belonging to the Charity as security for repayment of the money borrowed. The Charity must comply as appropriate with sections 38 and 39 of the Charities Act 1993 if it wishes to mortgage land;
- L) To co-operate with other charities, voluntary bodies, statutory authorities and other organisations and to exchange information and advice with them;
- M) To establish or support any charitable trusts, associations or institutions formed for any of the charitable purposes included in the Objects;
- N) To acquire, merge with or to enter into any partnership or joint venture arrangement with any other charity formed for any of the Objects;
- O) To set aside income as a reserve against future expenditure but only in accordance with a written policy about reserves;
- P) To employ and remunerate such staff, agents or advisers (whether unpaid or paid) as are necessary for carrying out the work of the Charity. The Charity may employ or remunerate a Director only to the extent it is permitted to do so by clause 6 and provided it complies with the conditions in that clause;
- Q)
 - a. To Deposit or invest funds
 - a. To Deposit or invest funds
 - b. Employ a professional fund-manager and/or financial adviser
 - c. Arrange for the investments or other property of the charity to be held in the name of a nominee and in the same manner and subject to the same conditions as the trustees of a trust are permitted to do by the Trustee Act 2000:
- R) To employ or engage or make arrangements with a professional fund-raiser in accordance with the requirements, from time to time, of the Charity Commission;
- S) To provide indemnity insurance for the Directors or any other officer of the Charity in relation to any such liability as is mentioned in sub-clause 4.2 of this clause, but subject to the restrictions specified in sub-clauses 4.3 and 4.4 of the clause;
- T) To insure the property of the Charity against any foreseeable risk and take out other insurance policies to protect the Charity when required;
- U) To pay out of the funds of the Charity the costs of forming and registering the Charity both as a company and as a charity;
- V) To establish or acquire such subsidiary companies as the Directors may determine for such purposes as they may determine (including but not limited to the conduct of trading activities that the Charity is not permitted to conduct) and the Charity may invest monies in such a subsidiary by way of loan or otherwise on such terms as the Directors may determine, so long as in each case to do so is in the best interests of the Charity; and
- W) To do all such other lawful things as are necessary or desirable in the view of the directors for the achievement of the Objects.

Risk Management

The Directors have reviewed the major risks to the charity. The cost-of-living crisis has presented significant challenges, national financial uncertainty affecting the mental health and emotional well-being to our staff, young people and families we work with. The unstable economy and government political instability from 2023 and into 2024, had a major impact on the financial investments of grant funding organisations and Trusts, which had the knock-on effect on grant amounts available leading to a

more cautious approach to announcing funding rounds. At the same time, we experienced greater needs and higher rates of vulnerability amongst our young people and their families through the continued cost-of-living crisis.

We were successful in obtaining a two year grant from New Deal for Young People in 2024, to enable us to mentor and support over 300 young people impacted by Long-Term Health Conditions. This, along with our existing grants will help us to grow and expand our reach of work in the community with children, young people and their families.

We continue to work with an independent Charity Sector consultant who is providing in-kind strategic fundraising, IAG and capacity building support. This support is vitally important as, due to post-COVID and the cost-of-living crisis, there is ever-increasing competition for grant opportunities in a continued difficult financial market.

Progress has been made in identifying suitable funding and contracts within the public and voluntary sectors and entering partnerships with private sector and larger voluntary organisations. Project delivery in terms of staff and beneficiary personal safety are ever-more challenging and it is imperative we continue to invest in our infrastructure, health and safety precautions and governance.

The nature of a large proportion of grants is that they are focused on project delivery, which does not allow YourStory to sufficiently build our reserves or invest towards building infrastructure and capacity to reach more young people and their families. Our longer-term aim is to secure and maintain the required financial reserves.

We are a going concern. The Directors consider that adequate insurance is held with RSA. The Company has continued to benefit from the Health and Safety and Human Resources expertise provided by Peninsula Advice Service. We have increased our processes and procedures ensuring compliance with health and safety of staff, volunteers, young people and visitors to YourStory. Risk assessment is available from YourStory office.

Our Vision

A world where every young person has the direction, the support and the know-how to realise their ambitions.

Our Mission

Through listening, YourStory's expert mentors are able to understand an individual's ambitions, the support they need, and the challenges they face. They are then able to match them with YourStory's network of businesses and organisations to help them succeed.

Our Values

1. Integrity: We are honest, consistent and show an unwavering dedication to our moral and ethical values
2. Trustworthy: We can be relied upon to have what is best for an individual at the heart of everything we do
3. Supportive: We are dedicated to providing encouragement and emotional help
4. Passionate: We love what we do and believe in the good that it creates
5. Dedicated: We are devoted to creating positive change for the individuals we support
6. Approachable: We are always friendly, welcoming, and open minded
7. Responsive: We strive to be there for individuals whenever they need us, as we understand crisis can happen at anytime

What YourStory Does

Challenge, Inspire and Support

Help individuals create a sense of direction for themselves and their ability to envision control over their future

'Write your future'

People

The attitudinal shift that people have when they take part in YourStory mentoring.
E.g. feel able to articulate and action their ambitions.



Service

Providing a service for organisations who need YourStory's expertise to fulfil their objectives or do not have the capacity to help individuals themselves.



What taking part in YourStory mentoring entails

We know what it's like

Our mentors understand the young people they serve today and have supported since 2003 as many of them have had similar lived experiences. YourStory understands the challenges, where the young person is coming from and what it takes to create a future for themselves.

We have a network of businesses and organisations who can help

YourStory is not just about mentoring; we have a network of businesses and organisations that, once the young person has worked out where they want to go, these partnerships can support them.

Look at how others have succeed

Young people thinking about seeking support from YourStory can feel confident with the help they will be getting by hearing and learning about the experiences of others who YourStory has been there for.

You're in safe hands

It can be challenging for young people to trust the authorities. YourStory is a team of people from all walks of life, some with the same lived experience as the young person, so they can feel safe and non-judged. We want the best for them and it's the very reason why YourStory was established.

YourStory is here to listen to you.

YourStory understands that young people may feel unsure of how to get where they want to go. We have mentors who have been in their position and we offer opportunities which can help them achieve their ambitions.

We can save you time

YourStory has a small but highly effective team who have years of experience dealing with individuals without direction, helping them to set and achieve their goals. By partnering with us to work with the individuals who need extra attention, your organisation is able to focus on other areas.

We can help you fulfil your objectives, with a proven track record

YourStory is a multi-skilled organisation which is able to adapt to the individual needs of any funder. We have delivered multiple projects over 19 years with excellent results.

We get results

The sense of purpose and belonging individuals get when taking part in the YourStory programme will help them envision a better life and also give them opportunities to achieve their ambitions.

We provide excellent value for money

We are able to create efficient projects that have the largest impact due to our expert staff, knowledge of delivering projects with young people, and extensive partner network.

Activities undertaken for the public benefit

YourStory works with vulnerable young people and their families to raise their emotional, mental and physical well-being. Working across South, Central, North and West London we provide mentoring, career development and support on vocational programmes, as well as working to reduce the impact of long-term health conditions, offending behaviour and increase well-being. We help equip them with the skills and confidence needed to take control of their lives and to develop to their full potential.

Working in partnership with schools raising school attendance rates, we improve behaviour and maximise attainment. We help young people to increase their engagement in learning, personal development and career planning. In particular, we support and engage those living with long-term health conditions and those at risk of becoming NEET (Not in Education, Employment or Training).

We continue to recruit staff who are local and understand the challenges our young people face. Our staff are vibrant, inspiring, professional and in touch with the young people, their families and the local community. They are from a variety of backgrounds and cultures, bringing varied, rich experiences and skills which widen young people's horizons, to introduce and support them into new opportunities.

YourStory has built a history and track record of delivering activities for young people across established school and council partnerships. We have increased our activity in helping young people access further education, apprenticeships and employment, especially in South London.

We actively work with families, schools and social service agencies to build appropriate, positive relationships with young people and disadvantaged groups in society. We work in partnership with voluntary, private and statutory sector organisations to provide better opportunities for our young people.

Young people benefit from being able to develop positive, responsible, self-development networks in society for themselves and their peer groups. To help facilitate this process, we and the young people themselves review and comment on policies and procedures that may affect the quality of life and opportunities for other young people and disadvantaged groups of society.

We look to the service users themselves on ways to counter discrimination, as they often identify and have to address forms of discrimination on a regular basis. Our service users guide us immensely and we often access particular health, physical and learning activities as requested by young people.

Relationship with The Hampton Project

In 2012, the Chair and Chief Executive of YourStory Ltd took over the management of The Hampton Project Ltd, after Hampton Project Trustees declared they were standing down for personal reasons and wanted the charity to continue. The YourStory Trustees agreed to maintain The Hampton Project as a separate charity and legal entity as it had a long history of serving the community and working with young offenders with a strong reputation in Lambeth.

In 2013, significant time was spent by YourStory management on Hampton Project and it was determined that it would be fair to make a charge for this as all of the relevant costs were being borne by YourStory Ltd. Whenever staff were shared their time was recharged to the other organisation at cost. Therefore, annual management charges were made to reflect costs incurred. Both charities had limited risks incurred by the other.

During the summer of 2018, The Hampton Project ceased delivering services to young people, as it no longer had a vocational workshop provision to offer young people. As a result, The Hampton Project changed its registered address to the 204 Young People and Family Community Centre, a building leased by YourStory from Lambeth Council.

2024 Activities

YourStory exists to empower young people aged 9 - 25, particularly those living with LTHCs, facing exclusion, or navigating complex systems. Our core activities in 2024 included:

- **1:1 Mentoring:** 12-week cycles delivered across six London Boroughs
- **Groupwork Mentoring:** 8-week creative sessions across six London Boroughs
- **Parent & Staff Engagement:** Piloted new communication frameworks to improve trust and collaboration
- **Systems Change Advocacy:** Contributed to borough-level briefings and consultations on reimagining funding
- **Strategic Partnerships:** Developing partnerships with Academic Trusts, NHS Trusts, local authorities and youth-led media organisations

Achievements and Performance

Programme Impact

- 350 young people mentored
- 296 young people self-evaluated that they had increased confidence and self-advocacy
- 86% of participants reported increased understanding of tools for better lifestyles
- 90% of schools requested repeat delivery or programme expansion

Organisational Growth

- New funding secured from Propel New Deal for Young People, Peter Minet Trust, Berkeley St. Edwards and Berkeley Foundation
- One new staff member and two Trustees recruited
- Six CPD sessions delivered for staff

Strategic Influence

- 93% success rate in reducing reoffending for 12 months with young people convicted of a knife crime. We continued our work alongside the Metropolitan Police to reduce Knife Crime amongst young people
- Working with charity, community organisations and funders to reimagine how funding is implemented
- Raising awareness of the impact of Long-Term Health Conditions such as Sickle Cell or Cerebral Palsy on children, young people and their families

Strategic Charity Partnership: Berkeley St. Edwards, Berkeley Foundation and YourStory

Launching Autumn 2025, this three-year partnership will see Berkeley St. Edwards staff work collectively to attempt to raise **£75,000 annually**, with up to **£20,000 per year match-funded** by the Berkeley Foundation. This will support mentoring, podcast production, trauma-informed groupwork, and youth-led advocacy. Berkeley will also support YourStory with:

- A full brand refresh, including photography, website redesign and logo
- Staff volunteering and skills-sharing across programme delivery
- Expanded parent-school engagement and trauma-informed practice
- Strategic introductions to new funders and partners

Community Reach: 500 additional families to be reached through outreach and workshops

Return On Investment: £1 invested = £4.80 social return through reduced school exclusions, improved well-being, reduced time with Social Services and increased engagement. Together, we're not just raising funds, we are raising futures. This partnership is a bold step toward equity, care, and community transformation.

Community Health & Care: Macmillan Coffee Morning 2024

Hosted at our Family and Young People Community Hub in Kennington, in partnership MacMillan Cancer Support and Berkeley St. Edwards, this event provided free health care checks for the local residents and those locally employed. Despite the torrential rain that morning, it was a vibrant community health event that brought together residents, NHS professionals and holistic practitioners to support cancer awareness and wellbeing. Contributors included:

- **Gemma Ingram-Adams:** Lead Cancer Nurse at Whittington Health NHS Trust, in addition to Blood Pressure and Oxygen Level Tests, Gemma offered guidance on cancer pathways, early detection and support services for families navigating diagnosis and treatment.
- An **Ophthalmologist from Guy's Hospital:** provided on-site eye tests and personalised eye health advice, helping people better understand vision care and access NHS services.
- A **Massage Therapist from Breathe:** based at the Colombo Centre, delivered back massage treatments and shared techniques for stress relief and physical wellbeing. This was particularly valuable for carers and those living with long-term conditions.

Future Plans

In 2025, YourStory will:

- Develop a long-term campaign to increase the number of young people YourStory supports and to explore revenue opportunities, with a focus on systems change
- Work to develop a youth-led CPD qualification
- Strengthen our digital presence through youth-led media
- Embed reserve-building and sustainability planning

Volunteers

Our vision is to help vulnerable young people through emotional, mental and physical well-being support to engage successfully in education, career and life opportunities. We have volunteering input throughout the organisation, on different levels and intensity, including financial management, teaching assistants, group workers, administration and project development.

As always, we would not be able to achieve as much with our young people without the valuable contribution of time, energy and experience of our volunteers and we are actively working to secure stronger links with the volunteer workforce.

Financial Review

Reserves and Investment Policies

The Company continued its banking facilities with Barclays Bank Plc. The Company's financial reserves are limited, and all funds held earn interest tied to the bank's base rate. The Company does not have an investment policy. The Directors will review both this and the reserves policy when the Company's cash reserves increase.

Reserves Policy

The reserves are needed to meet the working capital requirements of the Company and to meet its obligations in the event of a significant drop in funding. The Company needs sufficient reserves to maintain a reasonable level of activity on any programme, including the continued employment of the relevant member(s) of staff in the event of a gap in the provision of income. It often takes time for grant making bodies to respond to requests and payment of grants does not necessarily follow the Company's financial year. We also need sufficient funds to meet our legal obligations to staff in the event of termination of an employment contract and meet ex gratia payments approved by the Directors or to fund temporary staff in the absence of permanent staff (e.g. sick leave).

We have worked hard to meet the Board's aim for reserves to be between three and six months' recurrent expenditure and to cover any necessary redundancy payments to the company's staff. Working with the current level of expenditure, reserves need to be maintained between £55,000 and £70,000. Our reserves improved from recent years, though are still below the required level. We expect to see better results in the next 24 months as we target work to provide unrestricted income.

YourStory Ltd ended the year in a stable financial position. Net funds totaled £16,417 which is an improvement from £12,375 in our 2023 accounts. The forecast donations from Berkeley St. Edwards and Berkeley Foundation will support our programme continuity and strategic planning. We are actively exploring unrestricted income streams and developing modest reserve-building strategies.

Governance and Leadership

The Board met monthly and provided oversight on safeguarding, finance and strategic direction. In 2024, we:

- Performed an in-depth Governance review over six months (agreed Strategy Day January 2025)
- Reviewed safeguarding protocols
- Committed to develop a longer term campaign to reach more young people and diversify income streams and address reserves

Trustees continue to bring lived experience, professional expertise and deep commitment to equity and systems change.

Responsibilities of the Directors

Company law requires the Directors to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the Company as at the balance sheet date and of its income resources and application of resources, including income and expenditure, for the financial year. In preparing those financial statements, the Directors should follow best practice and:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to assume that the Company will continue on that basis.

The Directors are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Directors 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 Statement of Recommended Practice – Accounting and Reporting by Charities and in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small entities.

This report was approved by the Directors on 29 October 2025 and signed on their behalf by:

Tim Hunter

Trustee

Shoba Mistry

Trustee

Independent examiner's report to the trustees of YourStory Ltd

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2024.

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

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:

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.

Anthony Epton BA FCA CTA FCIE Goldwins
Chartered accountants
75 Maygrove Road
West Hampstead
London NW6 2EG

Date: 29 October 2025

YourStory Limited

Statement of financial activities

(incorporating an income and expenditure account)

For the year ended 31 December 2024

	Note	Unrestricted £	Restricted £	2024 Total £	2023 Total £
Income from:					
Donations	3	46,739	-	46,739	495
Charitable activities	4	33,376	166,341	199,717	228,449
Other income		-	-	-	15,000
Investment Income	5	207	-	207	389
Total income		<u>80,322</u>	<u>166,341</u>	<u>246,663</u>	<u>244,333</u>
Expenditure on:					
Raising funds	6	70	146	216	216
Charitable activities	6	<u>76,210</u>	<u>166,195</u>	<u>242,405</u>	<u>249,557</u>
Total expenditure		<u>76,280</u>	<u>166,341</u>	<u>242,621</u>	<u>249,773</u>
Net income / (expenditure) for the year	7	4,042	-	4,042	(5,440)
Transfers between funds		<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Net movement in funds		4,042	-	4,042	(5,440)
Reconciliation of funds:					
Total funds brought forward		<u>12,375</u>	<u>-</u>	<u>12,375</u>	<u>17,815</u>
Total funds carried forward		<u>16,417</u>	<u>-</u>	<u>16,417</u>	<u>12,375</u>

All of the above results are derived from continuing activities.

There were no other recognised gains or losses other than those stated above. The attached notes form part of these financial statements.

YourStory Limited
Balance sheet
As at 31 December 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets:					
Tangible assets	10		-		-
			-		-
Current assets:					
Debtors	11	87,231		70,636	
Cash at bank and in hand		<u>72,615</u>		<u>18,016</u>	
		159,846		88,652	
Liabilities:					
Creditors: amounts falling due within one year	12	<u>135,992</u>		<u>58,840</u>	
Net current assets / (liabilities)			<u>23,854</u>		<u>29,812</u>
Total assets less current liabilities			23,854		29,812
Liabilities:					
Creditors: amounts falling due after more than one ye	14		<u>7,437</u>		<u>17,437</u>
Total net assets / (liabilities)			<u>16,417</u>		<u>12,375</u>
Funds					
Restricted funds			-		-
Unrestricted funds:					
General funds		<u>16,417</u>		<u>12,375</u>	
Total unrestricted funds			<u>16,417</u>		<u>12,375</u>
Total funds			<u>16,417</u>		<u>12,375</u>

The attached notes form part of these financial statements.

For the year ended 31 December 2024 the Company was entitled to exemption from audit under section 477 of the Companies Act 2006. No Member of the Company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the Company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of the affairs of the Company as at the end of the financial year and of its profit and loss for the financial year in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the Company.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard 102 for Small entities Section 1A.

Approved by the trustees on 29 October 2025 and signed on their behalf by:

Tim Hunter
Trustee

Shoba Mistry
Trustee

Company registration no. 4631388

YourStory Limited
Notes to the financial statements
For the year ended 31 December 2024

1 Accounting policies

a) Basis of preparation

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) and the Companies Act 2006.

The charitable company meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

b) Reconciliation with previously Generally Accepted Accounting Practice (GAAP)

In preparing the accounts, the trustees have considered whether in applying the accounting policies required by FRS 102 and the Charities SORP FRS 102 a restatement of comparative items was required. The transition date was 1 January 2014.

c) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

d) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred. Income received in advance for the provision of specified service is deferred until the criteria for income recognition are met.

e) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

f) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g) Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

YourStory Limited
Notes to the financial statements
For the year ended 31 December 2024

1 Accounting policies (continued)

h) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise of trading costs and the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of delivering services, exhibitions and other educational activities undertaken to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

j) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,000. Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Office equipment 33%

k) Debtors

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

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors and provisions

Creditors and provisions 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. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2 Detailed comparatives for the statement of financial activities

	2023	2023	2023
	Unrestricted	Restricted	Total
	£	£	£
Income from:			
Donations	495	-	495
Charitable activities:	53,693	174,756	228,449
Other income	15,000	-	15,000
Investment Income	389	-	389
Total income	<u>69,577</u>	<u>174,756</u>	<u>244,333</u>
Expenditure on:			
Raising funds	216		216
Charitable activities	<u>74,801</u>	<u>174,756</u>	<u>249,557</u>
Total expenditure	<u>75,017</u>	<u>174,756</u>	<u>249,773</u>
Net income / expenditure	(5,440)	-	(5,440)
Transfers between funds	-	-	-
Net income / (expenditure) before other recognised gains and losses	(5,440)	-	(5,440)
Total funds brought forward	17,815	-	17,815
Total funds carried forward	<u>12,375</u>	<u>-</u>	<u>12,375</u>

3 Income from donations

	Unrestricted	Restrict	2024 Total	Unrestricted	Restrict	2023 Total
	£	£	£	£	£	£
Donations	<u>46,739</u>	<u>-</u>	<u>46,739</u>	<u>495</u>	<u>-</u>	<u>495</u>
	<u>46,739</u>	<u>-</u>	<u>46,739</u>	<u>495</u>	<u>-</u>	<u>495</u>

4 Income from charitable activities

	Unrestricted	Restricted	2024 Total	Unrestricted	Restricted	2023 Total
	£	£	£	£	£	£
Grant income	33,376	26,855	60,231	53,693	58,740	112,433
Income from local and national Government	-	<u>139,486</u>	<u>139,486</u>	-	<u>116,016</u>	<u>116,016</u>
Total income from charitable activities	<u>33,376</u>	<u>166,341</u>	<u>199,717</u>	<u>53,693</u>	<u>174,756</u>	<u>228,449</u>

5. Investment Income

	Unrestricted	Restricted	2024 Total	Unrestricted	Restricted	2023 Total
	£	£	£	£	£	£
Interest	207	-	207	389	-	389
	<u>207</u>	<u>-</u>	<u>207</u>	<u>389</u>	<u>-</u>	<u>389</u>

YourStory Limited
Notes to the financial statements

For the year ended 31 December 2024

6 Analysis of expenditure

	Unrestricted	Restricted	Year ended 31.12.24	Year ended 31.12.23
	Funds	Funds	Total Funds	Total Funds
	£	£	£	£
Raising funds	70	146	216	216
Staff costs	61,272	129,084	190,356	199,300
Contractors	-	4,580	4,580	5,815
Training and wellbeing	209	1,495	1,704	5,453
Running costs	3,447	7,262	10,709	9,161
Equipment & Resources	1,894	3,991	5,885	4,079
Travel Expenses	881	1,856	2,737	2,004
Rent & Rates	2,415	5,089	7,504	6,691
Insurance	1,863	3,925	5,788	4,566
Software support	1,694	3,568	5,262	4,166
Telephone	599	1,262	1,861	1,736
Mobile phones	261	551	812	1,481
Premises expenses	365	770	1,135	1,083
Bank charges and interest	267	564	831	1,063
Governance costs	1,043	2,198	3,241	2,959
	76,280	166,341	242,621	249,773

Of the total expenditure, £76,280 was unrestricted (2023: £75,017) and £166,341 was restricted (2023: £174,756).

6a Analysis of expenditure (prior year)

	Unrestricted	Restricted	Year ended 31.12.23	Year ended 31.12.22
	Funds	Funds	Total Funds	Total Funds
	£	£	£	£
Raising funds	216	-	216	216
Staff costs	62,319	136,981	199,300	158,079
Contractors	-	5,815	5,815	11,489
Training	291	5,162	5,453	504
Running costs	2,864	6,297	9,161	13,192
Equipment & Resources	1,275	2,804	4,079	3,728
Travel Expenses	627	1,377	2,004	2,091
Rent & Rates	2,092	4,599	6,691	7,267
Insurance	1,428	3,138	4,566	4,505
Software support	1,303	2,863	4,166	3,968
Telephone	543	1,193	1,736	1,611
Mobile phones	463	1,018	1,481	1,786
Premises expenses	339	744	1,083	4,127
Bank charges and interest	332	731	1,063	1,320
Governance costs	925	2,034	2,959	3,005
	75,017	174,756	249,773	216,888

Of the total expenditure, £75,075 was unrestricted (2022: £75,075) and £141,813 was restricted (2022: £141,813).

YourStory Limited
Notes to the financial statements
For the year ended 31 December 2024

7 Net income / (expenditure) for the year

This is stated after charging / (crediting):	2024	2023
	£	£
Operating lease rentals:		
Property	7,340	6,975
Depreciation	-	-
Auditor's remuneration: Independent examination	3,241	3,005

8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:	2024	2023
	£	£
Salaries and wages	177,148	184,653
Social security costs	9,751	10,276
Pension costs	3,457	4,371
	190,356	199,300

No employees received more than £60,000 employee benefits (excluding employer pension) during the year.
The total employee benefits including pension contributions of the key management personnel were £41,353 (2023: £41,353). One of the trustees was paid £40,558 in respect of his executive role in the company (2023: £40,558).

Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

	2024	2023
	No.	No.
Charitable activities	8	8

9 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10 Tangible fixed assets

	Plant & Machinery	Furniture & Fixtures	Office Equipment	Total
			£	£
Cost				
At the start of the year	6,370	7,843	16,556	30,769
Additions in year	-	-	-	-
Disposals in year	-	-	-	-
At the end of the year	6,370	7,843	16,556	30,769
Depreciation				
At the start of the year	6,370	7,843	16,556	30,769
Charge for the year	-	-	-	-
Eliminated on disposal	-	-	-	-
At the end of the year	6,370	7,843	16,556	30,769
Net book value				
At the end of the year	-	-	-	-
At the start of the year	-	-	-	-

All of the above assets are used for charitable purposes.

11 Debtors

	2024	2023
	£	£
Trade debtors	-	-
Other debtors and prepayments	55,100	38,505
Amounts owed by related companies	32,131	32,131
	87,231	70,636

YourStory Limited
Notes to the financial statements
For the year ended 31 December 2024

12 Creditors: amounts falling due within one year

	2024 £	2023 £
Taxation and social security	3,340	3,524
Other creditors	1,278	1,270
Accruals	17,793	18,743
Deferred income	105,184	26,906
Bank loan	8,397	8,397
	135,992	58,840
Deferred income	2024	2023
	£	£
Balance at the beginning of the year	26,906	117,340
Amount released to income in the year	(20,855)	(208,177)
Amount deferred in the year	99,133	117,743
Balance at the end of the year	105,184	26,906

Deferred income includes £Nil from the Walcot Foundation (2023: £14,231), £4,500 from FORE Foundation (2023: £4,500), £1,551 from Impact on Urban Health (2023: £2,605), £Nil from the Drapers Benevolent Fund (2023: £5,570), £16,185 from the Peter Minet Foundation (2023: £Nil) and £82,948 from the Propel New Deal for Young People

13. Creditors: amounts falling due after more than one year

In July 2020 the Company obtained a loan from its Bank (Barclays) under the Bounce Back loan scheme. The loan was for £50,000, the Government has set the interest rate for the loan at 2.5% per annum and the repayment term is fixed for six years. No repayments were due during the first twelve months. The Government covered interest payable in the first twelve months.

Repayments have been made monthly from August 2021. £8,397 has been included in Creditors: amounts falling due within one year (2023: £8,397) and £7,437 has been included in Creditors: amounts falling due after more than one year (2023: £17,437).

14 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	-	-	-	-
Net current assets	23,854	-	-	23,854
Long term liabilities	7,437	-	-	7,437
Net assets at the end of the year	16,417	-	-	16,417

14a Analysis of net assets between funds (prior year)

	General unrestricted £	Designated £	Restricted £	Total funds £
Tangible fixed assets	-	-	-	-
Net current assets	29,812	-	-	29,812
Long term liabilities	17,437	-	-	17,437
Net assets at the end of the year	12,375	-	-	12,375

15 Movements in funds

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
Restricted funds:					
Impact on Urban Health	-	1,054	(1,054)	-	-
Safer London	-	8,200	(8,200)	-	-
Walcot Fund	-	14,231	(14,231)	-	-
Mayor's Fund - New Deal for Young People	-	84,808	(84,808)	-	-
SAFE programme (Lambeth)	-	42,228	(42,228)	-	-
Other grants	-	15,820	(15,820)	-	-
Total restricted funds	-	166,341	(166,341)	-	-
Unrestricted funds:					
General funds	12,375	80,322	(76,280)	-	16,417
Total unrestricted funds	12,375	80,322	(76,280)	-	16,417

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Restricted funds:

Restricted funds relate to grants received and utilised during the year which are required to be spent on activities agreed with the grant funder. These are described in more detail in the trustees report and all involve working with young people and their families to help them in difficult circumstances.

15a Movements in funds (prior year)

	At the start of the year £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At the end of the year £
Restricted funds:					
Impact on Urban Health	-	4,555	(4,555)	-	-
Violence Reduction Unit	-	39,296	(39,296)	-	-
Safer London	-	17,800	(17,800)	-	-
Walcot Fund	-	16,162	(16,162)	-	-
Mayor's Fund - New Deal for Young People	-	23,367	(23,367)	-	-
SAFE programme (Lambeth)	-	22,803	(22,803)	-	-
Other grants	-	50,773	(50,773)	-	-
Total restricted funds	-	174,756	(174,756)	-	-
Unrestricted funds:					
General funds	17,815	69,577	(75,017)	-	12,375
Total unrestricted funds	17,815	69,577	(75,017)	-	12,375

Restricted funds:

Restricted funds relate to grants received and utilised during the year which are required to be spent on activities agreed with the grant funder. These are described in more detail in the trustees report and all involve working with young people and their families to help them in difficult circumstances.

16 Operating lease commitments

Total future minimum lease payments under non-cancellable operating leases are as follows:

	Property 2023 £	2023 £
Less than 1 year	12,700	12,700
1 - 5 years	26,800	26,800
	39,500	39,500

17 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. Each member is liable to contribute a sum not exceeding £1 in the event of the charity being wound up.

18 Related party transactions

The Hampton Project is a related party of the charity as it is a charity which is managed by the same chief executive. During the year the charity was repaid its loan to The Hampton Project by £Nil (2023: repaid by £9,250) Note 11).