

Charity registration number 1122062

Company registration number 06424810 (England and Wales)

**BAUER RADIO'S CASH FOR KIDS CHARITIES**

(A company limited by guarantee)

**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2024**

**Tree Accountancy Limited  
Chartered Certified Accountants & Registered Auditors  
3rd Floor  
Eastgate  
Castle Street  
Castlefield  
Manchester  
M3 4LZ**

# BAUER RADIO'S CASH FOR KIDS CHARITIES

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# BAUER RADIO'S CASH FOR KIDS CHARITIES

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Trustees</b>	D Simpson G Stein S Aitchison MBE S Marley S Voss Mr S Kilby
<b>Chair</b>	S Aitchison MBE
<b>Secretary</b>	T Lynas
<b>Charity number</b>	1122062
<b>Company number</b>	06424810
<b>Registered office</b>	Hampdon House Falcon Court Preston Farm Industrial Estate Stockton-On-Tees TS18 3TS
<b>Auditor</b>	Tree Accountancy Limited Chartered Certified Accountants & Registered Auditors 3rd Floor, Eastgate Castle Street Castlefield M3 4LZ
<b>Bankers</b>	Bank of Scotland St James Gate 14-16 Cockspur Street London SW1Y 5BL
<b>Solicitors</b>	Womble Bond Dickinson LLP St Ann's Wharf 112 Quayside Newcastle Upon-Tyne NE1 3DX

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# BAUER RADIO'S CASH FOR KIDS CHARITIES

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 DECEMBER 2024

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The trustees present their annual report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)".

### Background

In 2024 Cash for Kids gave children a safe place to sleep, put food on the table and provided heating for their homes. We put Christmas gifts under the tree, granted specialist equipment for those with additional support needs, and provided a lifeline for families with nowhere else to turn.

Cash for Kids is the official charity of Bauer Media. We are dedicated to improving the lives of disadvantaged children and young people from the moment they are born up to and including the age of 18.

Our mission is to be there when they need us the most, helping combat poverty, illness, and neglect, making living with additional needs that little bit easier, or simply offering a helping hand.

We believe that every child deserves the opportunity to thrive and be their true selves. We work together with businesses, charities and community groups that share our vision so we can make a difference to families with nowhere else to turn, by providing grant funding year-round and Christmas gifts during the festive season.

We are a national charity with 23 locally based teams across the UK. This gives us the opportunity to engage with national supporters whilst maintaining a grass roots connection with local communities.

Each locally based team has a Local Executive Board made up of local sector professionals. Each brings something unique, come from a range of backgrounds which provide valuable insights that enhance our work and support the distribution of funds through our granting programme. Our unique structure of operating locally with national gravitas aids us to be flexible and strategic in our grant-giving and partnerships and ensures we can respond to issues facing our communities both locally and UK-wide.

The support we receive from **Bauer Media** is extensive including access to buildings, HR, Legal, Operational, Advertising functions and receipt of substantial donations. It is this support that enables us to deliver a minimum contribution of 80% and in 2024 this figure was 83%.

### About Bauer Media Group

Bauer Media Group are a media business focused on creating content that matters to millions of people across Europe. They cover print and online publishing, audio broadcasting and entertainment, Out of Home advertising, and investments in other media related sectors. They are one of Europe's largest Publishers, with almost 500 million copies sold each year. From women's and celebrities' magazines and TV listings to food and special interest, they own some of Europe's most popular digital and print publishing brands. The Audio business operates more than 150 radio and podcast brands, reaching over 61 million listeners every week. Bauer Media Outdoor is one of Europe's leading Out of Home advertising businesses, with more than 100,000 advertising panels. Family-owned in the 5th generation, Bauer Media focuses on the long-term with a consumer first mindset. With a workforce of over 12,000 sharing a common purpose: to deliver content and services that enrich people's everyday lives. For more information go to [www.bauermedia.com](http://www.bauermedia.com).

Cash for Kids are a small but mighty team of 26 (average employee numbers) with one clear vision; to improve the lives of children and young people in our local communities. We have a strong ethos, mission, and values that every member of the team lives by. The team understand cost control is key to ensuring the maximum can be distributed in grants. We operate strict event margin guidelines to ensure we are delivering events that generate fundraising revenue in line with our ambitions.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

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### 2024 Results

2024 was a highly successful year for Cash for Kids despite the challenges that the Cost-of-Living crisis brought. The fundraising total delivered was an impressive £15,249,185 thanks to our amazing donors and supporters. More importantly this enabled us to support over 385,958 children across England, Northern Ireland, and Wales. We have a loyal army of supporters and volunteers who help us achieve our goals of helping more children.

Annually we have three major fundraising campaigns, Cash for Kids Day, Mission Christmas, and Sports challenge.

**Cash for Kids Day** – All Bauer Audio brands came together with one mission to ensure children did not go hungry or face isolation in the school holidays. £698,000 was raised to support Holiday Hunger projects, providing food and activities for disadvantaged children in the school holidays. Highlights included Hits Radio's Sam Thompson recruiting schools & businesses to get involved in Round the World Steps challenge, Greatest Hits Radio holding a Vinyl revival fundraiser selling limited edition t-shirts and a vinyl raffle, on Absolute Radio Bush & Richie took on a 300 Mile cycle challenge between Everton and Arsenal's stadiums over three days and Magic Radio leant into a Bake Day Challenge. The activity was further amplified in Bauer Lifestyle titles with editorial support in Take a Break, That's Life and Mother and Baby. Thanks to the players of 'Make me a winner' we were able to fund food for 15,545 children over the summer holidays across the UK.

**Mission Christmas** - The UK's biggest toy appeal. One simple mission - that every child wakes up to gifts on Christmas morning. Donors are asked to purchase one extra gift when out shopping or online via our Gift List. This campaign gives parents the dignity of being able to wrap gifts for their children and ensures that those children and young people not expecting a visit from Santa experience the joy of receiving a gift on Christmas morning.

Donations are delivered to our 19 Mission Christmas HQs across the UK where 4,000 volunteers help sort gifts for collection by social services, schools, and small charities for distribution in time for Christmas. We bulk buy stock from a network of procurement partners and receive significant discounts on aspirational gifts, making every penny donated stretch as far as possible. In 2024 Mission Christmas raised £11,890,975 and helped 255,669 children.

With help from our key partners, B & M, Foresters Financial and Wickes plus many supporters in each local region Mission Christmas is now the largest gift appeal in the UK.

We would like to thank **The George Michael Fund** for an incredibly special donation to mark the 40th anniversary of Last Christmas. This donation was used to purchase 18,500 gifts which directly helped 12,000 children.

Skipton Building Society donated an incredible **£50,000** to the campaign. This was multiplied in stock to **£145,000** of gifts which were distributed across the UK.

**Sports Challenge** - Cash for Kids Sports Challenge has been running since 2018. Developed in response to a considerable increase in the number of Sports Clubs applying to Cash for Kids for grants as they faced funding cuts, difficulties securing team sponsorship and, in some cases, were at risk of closure. A fundraising challenge, designed to help grassroots Sports Clubs build new fundraising skills, with expert guidance from Cash for Kids. Clubs keep everything they raise so ultimately; they can help more disadvantaged children access sport. In addition to keeping every penny raised, all participating Clubs also can receive top-up grants funded by Cash for Kids to further support projects/services. Together we are working to secure the long-term future of grass root sports clubs in communities across England, Wales & Northern Ireland. In 2024 the campaign raised £715,351.

### Beneficiary impact

Our focus is on raising funds and distributing them quickly with grants distributed quarterly. We are praised by beneficiaries on the efficient application process, strong due diligence but without onerous forms. Our finance team are driven to distribute funds quickly to enable beneficiaries to be supported at point of need. We consult our beneficiaries about what they need, rather than being prescriptive, and have a mantra of Listen, Learn, Act.

### Strategic report

The description under the headings "Achievements and performance" and "Financial review" meet the company law requirements for the trustees to present a strategic report.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

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### Six key areas of support:

Poverty, Mental Health and wellbeing, Sport and physical wellbeing, Disability and life limiting illness, Education and essential skills, Diversity, and Inclusion.

**Poverty** - "The families greatly appreciated this straightforward, non-judgemental real practical help. Families are often made to feel guilty about asking for help or feel they have failed but this process was kinder. These grants helped us build relations with families who came for a small grant but now use other services regularly and have built up a network of friends." Community Project.

**Mental Health and Wellbeing** – "Young person aged 14 struggling with her own wellbeing, she would self-harm and often put herself at risk. She struggled to attend school and had limited positive peer friendships. Since the support of Cash for Kids she has shown an improvement and she said, "it made her feel that she was worth something and that someone cared." Social worker

**Sport and Physical Wellbeing** - "Without these funds, the team would struggle to meet basic needs, potentially limiting participation, reducing competitive opportunities, and hindering the overall growth and sustainability of the club. The funds will help us continue to nurture young talent, support their progression in the sport, and keep the club thriving for years to come." Rugby club

**Disability and life limiting illness** – "We cannot thank Cash for kids enough. It's simply great seeing him out on his trike, building his confidence. It has made such a difference. He loves being able to ride his trike while his sister rides her bike. His confidence has rocketed in such a short time, and we can't believe it." Mum

**Education and essential skills** – "Providing funding for improvements to the outdoor space and creating calm areas for a school which serves one of the most deprived areas in England. Around 70% of children live in the lowest 10% of socio-economic activity. Many were unable to access experiences other children take for granted, such as meaningful and stimulating outdoor play, engaging with nature, risk-happy and adventurous activities and play with expert practitioners to guide.' Teacher

**Diversity and inclusion** – "Thank you so much for giving our young people the opportunity to engage in confidence building activities. The young people have all enjoyed the sessions that your funding has afforded us to do. The drama workshops in particular have brought a marginalised group of people together to explore themselves through creative outlets." Youth worker

### Beneficiary feedback

98% strongly agree that the CFK grant had a positive impact.

95% strongly agree that the support from CFK was vital.

93% strongly agree that the application process was straightforward.

76% strongly agree that CFK was the only option available to them.

(Sept 24-April 25)

### Support from Bauer Radio Limited

We are very grateful for the continued support that Cash for Kids receives from Bauer Media. The on-air exposure they give to us increases our fundraising and demonstrates to our donors how their money is helping local children. In addition, we are supported by Bauer HR, Legal, Production and IT Teams. Sally Aitchison (Managing Director) and Emma Brown (Marketing and Communications Director) are 100% funded by Bauer Media. This is a huge CSR commitment from Bauer Media.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

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### Innovation

We have a precedent in adapting new technologies to bolster our mission. We are forward thinking in our approach to digital transformation driving growth and enhancing social impact, namely through the development of our own in-house digital fundraising and administration platform, GivingIsEasy™.

GivingIsEasy™ processes thousands of donations annually, reducing manual tasks and resource. Free from payment bottlenecks, we now deliver large-scale, integrated digital fundraising appeals, facilitate in-house Peer-2-Peer fundraising campaigns and create bespoke integrations with global leaders such as Amazon, Strava, Google, PayPal and Apple.

As part of "Next Level Cash for Kids" we have integrated a state-of-the-art donor relationship system, revolutionising how we connect with donors and streamlining operations for greater efficiency. This project embodies the bold, incremental activity that has transformed how we work and what we can achieve. By embedding this innovative system into every layer of our organisation, we have created a more efficient, impactful, and donor-centric charity.

### Excellence and achievements

**Savanta Brand Vue annual survey 2024-** Cash for Kids is the UK's 4th most loved children's charity. This is an important metric as it demonstrates the deep connection with our values.

**Audit and professional memberships** - We pride ourselves on consistently clean audits and our memberships with the Fundraising Regulator, Charity Commission and OSCR. We received praise from the auditors on our financial governance.

**Charity Governance Awards 2024** – Runner Up – Transforming with Digital

### Financial review

The results for the period and financial position of the company are as shown on pages 14 and 15. Total income in the year was £15,249,185 (2023 - £17,223,105) and net income for the year of (£1,007,560) (2023 £1,480,282) (deficit)/surplus.

The net movement in funds for the charity was (£1,007,560) and was fully in line with our expectations. In January 2024 we brought forward funds of £5,321,506 and this enabled us to distribute £13,699,735 in grants to our beneficiaries. We were able to hold regular grant rounds throughout the year ensuring that we could help as many sick and disadvantaged young people as possible.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level at least equivalent to between three and six months of operating costs. Our current level of free reserves is £525,000. The Trustees consider that free reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

We believe our reserves policy will give our existing and potential funders, donors, beneficiaries, and other stakeholder's confidence that the charity's finances are being properly managed by demonstrating good stewardship and active financial management. It also manages the risk to our reputation from holding unspent funds at the year-end without explanation.

The charity has a strategic plan in place which clearly outlines all planned income activities, costs of generating funds, overheads, and surplus funds available for granting to beneficiaries. The plans are reviewed and monitored on a very tight basis and action plans are implemented for any potential drop in income.

# **BAUER RADIO'S CASH FOR KIDS CHARITIES**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

### **FOR THE YEAR ENDED 31 DECEMBER 2024**

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#### **Structure, governance and management**

The trustees' who are the directors of the charity in compliance with s414C of the Companies Act 2006, present their report with the financial statements of the charity for the year ending 31st December 2024. The Trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities.

The charity is controlled by its governing document and constitutes a limited company, limited by guarantee, as defined by the companies Act 2006. The Members are the subscribers to the Memorandum. Subsequent Members shall be appointed by the Trustees who shall have consented in writing to become Members and whose names appear in the Register. Each Member has a maximum liability under the guarantee of £1. The Trustees are apportioned in accordance with the procedures set out in the Memorandum and Articles of Association.

The trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

M Ball	(Resigned 18 October 2024)
D Simpson	
G Stein	
S Aitchison MBE	
S Marley	
S Voss	
Mr S Kilby	

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

#### **Principal Activity**

The principal activity of the charity in the period under review was to help any child up to the age of 18 years who is sick or disadvantaged. Funds are allocated to local charitable and voluntary projects that work directly with children living in poverty, suffering abuse, have life limiting illnesses or need additional support to achieve their potential.

The diversity of the grants demonstrates that we are a charity fulfilling a growing need that is not supported by other charities.

#### **Reserves policy**

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level at least equivalent to between 3 and 6 months of operating costs. Our current level of free reserves are £525,000. Free reserves are represented as the total assets available for use to the charity less restricted and designated funds, and fixed assets. The Trustees consider that free reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

We believe our reserves policy will give our existing and potential funders, donors, beneficiaries, and other stakeholder's confidence that the charity's finances are being properly by demonstrating good stewardship and active financial management. It also manages the risk to our reputation from holding unspent funds at the year-end without explanation. The charity has a strategic plan in place which clearly outlines all planned income activities, costs of generating funds, overheads, and surplus funds available for granting to beneficiaries. The plans are reviewed and monitored on a very tight basis and action plans are implemented for any potential drop in income.

#### **Recruitment and Appointment of Trustees**

Until otherwise determined by the members, the number of trustees shall not be less than three nor more than ten and shall consist of up to six nominated trustees and up to four co-opted trustees. The nominated trustees are appointed by the members and the co-opted trustees are nominated by the other trustees.



# **BAUER RADIO'S CASH FOR KIDS CHARITIES**

## **TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED)**

### **FOR THE YEAR ENDED 31 DECEMBER 2024**

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When appointing new Trustees, our focus is to ensure that we find the people best placed to help the charity. Consideration is given to what skills we would like new trustees to bring. This could be anything from operational or frontline experience to fundraising, accounting, policy of legal knowledge.

#### **Pay and Remuneration of the Charity's Key Management Personnel**

The pay of senior staff is reviewed in April annually and normally increased in accordance with average earnings. Our HR team and Trustees/Directors benchmark against pay levels of other charities in each geographical area. We have a pay structure for Regional Managers, Senior Staff, and employees. The remuneration benchmark is the mid-point of the range paid for similar roles. If recruitment has proven difficult in the recent past a market addition is also paid with the pay maximum no greater than the highest benchmarked salary for a comparable role. Merit awards may be awarded and are directly linked to outstanding year on year performance and achievement of stretched targets.

#### **Grant making policy**

The Local Executive Boards are responsible for reviewing applications from persons wishing to receive support from the Charity (in accordance with eligibility criteria); considering applications received and interviewing applicants for grants (where appropriate); selecting potential grant recipients ("beneficiaries") to receive support from the Charity and making recommendations in writing to the Trustees; supporting the beneficiaries and, as and when required, ensuring that funds are applied properly and for the purposes for which they were given; monitoring the use of the Charity's funds by beneficiaries in accordance with any directions given by the Trustees; reviewing the grant making policy documents that are drawn up by the Trustees in relation to the charity and ensuring that such policies are complied with.

The key categories of grants are Poverty, Education & Essential Skills, Mental Health and Wellbeing; Sport and Physical Wellbeing; Disability and Life Limiting Illness; Diversity and Inclusion.

Cash for Kids grants to children so they can enjoy experiences that would teach new skills, both soft social skills and hard skills, build confidence and many of the projects we grant to operate through the school holidays. Many children will not get a hot meal when the schools are on holiday.

We have also supported children with equipment ranging from sensory equipment to wheelchairs and specialist trikes.

We have supported sporting projects. This includes funding individuals and groups to allow them to take part in sporting activities. These activities offer inclusion and build self-confidence, they also teach the children social skills vital for adult life. In addition, they encourage a healthy lifestyle. Cash for Kids makes grants to children living in poverty. These include purchasing beds, coats, shoes, furniture, carpets, and washing machines. Many children are sharing beds with siblings, in some cases they are sleeping on the floor. This leaves the children tired and unable to concentrate at school. We continue to focus on ensuring we give visibility to our donors of where their money is going and how it is helping children and young people reach their potential. Their priority is that they understand the charity is well governed and that their generous donations will get to the children they are intended for. We charge every charity team with goals on a minimum contribution of 80% and minimising any costs linked to fundraising to ensure this is the case. The achievements this year are only made possible through the passion and dedication of our staff, trustees, volunteers, and supporters. I would like to thank all of them for their contribution to helping Cash for Kids grow and help more children every year.

#### **Key Performance Indicators**

Each member of the Cash for Kids team has SMART objectives and KPI's lined to the income and performance of the charity. They are monitored quarterly through momentum meetings. All merit awards on salary would only be considered if all KPI's were achieved within these objectives. Bonus criteria is linked to the stretched targets and cost control. All business plans and KPI's are reviewed by Charity Managers, Managing Director, and Finance Director.

#### **Auditor**

In accordance with the company's articles, a resolution proposing that Tree Accountancy Limited be reappointed as auditor of the company will be put at a General Meeting.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) *FOR THE YEAR ENDED 31 DECEMBER 2024*

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### **Conclusion**

I would like to give my personal thanks to the full Cash for Kids team for their outstanding response in 2024. Their passion and commitment were the key to making a difference to so many struggling families.

Thank you to all our trustees and Local Executive Board members for the time, guidance and support they volunteer to our charity and to everyone who donated, supported, volunteered, and worked with us across the year. We would not be able to continue our important work without your support.

The trustees' report was approved by the Board of Trustees.



.....  
S Aitchison MBE

**Trustee**

Date: 29th September 2025

# **BAUER RADIO'S CASH FOR KIDS CHARITIES**

## **STATEMENT OF TRUSTEES' RESPONSIBILITIES**

### ***FOR THE YEAR ENDED 31 DECEMBER 2024***

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The trustees, who are also the directors of Bauer Radio's Cash for Kids Charities for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### **Statement as to disclose of information to auditors**

So far as the Trustees are aware, there is no relevant audit information (as defined by Section 418 of the Companies Act 2006) of which the charitable company's auditors are unaware. and each Trustee has taken all the steps that they ought to have taken as a Trustee in order to make them aware of any audit information and to establish that the charitable companies' auditors are aware of that information.

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## INDEPENDENT AUDITOR'S REPORT

### TO THE TRUSTEES OF BAUER RADIO'S CASH FOR KIDS CHARITIES

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#### Opinion

We have audited the financial statements of Bauer Radio's Cash for Kids Charities (the 'charity') for the year ended 31 December 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

In our opinion, the financial statements:

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

#### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Conclusions relating to going concern

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

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

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

#### Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## INDEPENDENT AUDITOR'S REPORT (CONTINUED)

### TO THE TRUSTEES OF BAUER RADIO'S CASH FOR KIDS CHARITIES

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#### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

#### **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

#### **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities, the trustees, who are also the directors of the charity for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

#### **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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

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

#### **Identifying and assessing potential risks related to irregularities**

In identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, we considered the following:

# **BAUER RADIO'S CASH FOR KIDS CHARITIES**

## **INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

### **TO THE TRUSTEES OF BAUER RADIO'S CASH FOR KIDS CHARITIES**

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The nature of the industry and sector in which the company operates; the control environment and business performance including key drivers for directors' remuneration, bonus levels and performance targets.

- The outcome of enquiries of local management and parent company management, including whether management was aware of any instances of non-compliance with laws and regulations, and whether management had knowledge of any actual, suspected, or alleged fraud
- Supporting documentation relating to the Company's policies and procedures for:
  - Identifying, evaluating, and complying with laws and regulations
  - Detecting and responding to the risks of fraud
- The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- The outcome of discussions amongst the engagement team regarding how and where fraud might occur in the financial statements and any potential indicators of fraud.
- The legal and regulatory framework in which the Company operates, particularly those laws and regulations which have a direct effect on the financial statements, such as the Companies Act 2006, pensions and tax legislation, or which had a fundamental effect on the operations of the Company, including General Data Protection requirements, and Anti-bribery and Corruption.

#### **Audit response to risks identified**

Our procedures to respond to the risks identified included the following:

- Reviewing the financial statements disclosures and testing to supporting documentation to assess compliance with the provisions of those relevant laws and regulations which have a direct effect on the financial statements.
- Discussions with management, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud.
- Evaluation and testing of the operating effectiveness of management's controls designed to prevent and detect irregularities.
- Enquiring of management about any actual and potential litigation and claims.
- Performing analytical procedures to identify any unusual or unexpected relationships which may indicate risks of material misstatement due to fraud. We have also considered the risk of fraud through management override of controls by:
  - Testing the appropriateness of journal entries and other adjustments. We have tested a sample of manual journals which may pose a heightened risk of material misstatement, whether due to fraud or error.
  - Challenging assumptions made by management in their significant accounting estimates, and assessing whether the judgements made in making accounting estimates are indicative of a potential bias; and
  - Evaluating the business rationale of any significant transactions that are unusual or outside the normal course of business.

We also communicated relevant identified laws and regulations and potential fraud risks to all engagement team members and remained alert to any indications of fraud or non-compliance with laws and regulations throughout the audit.

There are inherent limitations in the audit procedures described above, and the further removed non-compliance with laws and regulations are from the events and transactions reflected in the financial statements, the less likely we would become aware of them. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

#### **Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body for our audit work, for this report, or for the opinions we have formed.

# **BAUER RADIO'S CASH FOR KIDS CHARITIES**

## **INDEPENDENT AUDITOR'S REPORT (CONTINUED)**

### **TO THE TRUSTEES OF BAUER RADIO'S CASH FOR KIDS CHARITIES**

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**Nicholas Ian Hynes FCCA (Senior Statutory Auditor)**  
**for and on behalf of Tree Accountancy Limited**

.....

**Chartered Certified Accountants & Registered Auditors**

Chartered Certified Accountants  
3rd Floor, Eastgate  
Castle Street  
Castlefield  
M3 4LZ

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 DECEMBER 2024**

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
	Notes						
<b>Income from:</b>							
Donations and sponsorships	2	867,079	9,751,247	10,618,326	970,718	9,835,839	10,806,557
Charitable activities	3	2,473,612	2,122,284	4,595,896	3,932,025	2,477,869	6,409,894
Investments	4	34,963	-	34,963	6,654	-	6,654
<b>Total income</b>		<b>3,375,654</b>	<b>11,873,531</b>	<b>15,249,185</b>	<b>4,909,397</b>	<b>12,313,708</b>	<b>17,223,105</b>
<b>Expenditure on:</b>							
Raising funds	5	757,684	-	757,684	1,850,312	-	1,850,312
Charitable activities	6	3,677,955	11,821,106	15,499,061	1,525,868	12,366,643	13,892,511
<b>Total expenditure</b>		<b>4,435,639</b>	<b>11,821,106</b>	<b>16,256,745</b>	<b>3,376,180</b>	<b>12,366,643</b>	<b>15,742,823</b>
<b>Net (outgoing)/incoming resources before transfers</b>		<b>(1,059,985)</b>	<b>52,425</b>	<b>(1,007,560)</b>	<b>1,533,217</b>	<b>(52,935)</b>	<b>1,480,282</b>
Gross transfers between funds		778	(778)	-	-	-	-
<b>Net (expenditure)/income for the year/</b>							
<b>Net movement in funds</b>		<b>(1,059,207)</b>	<b>51,647</b>	<b>(1,007,560)</b>	<b>1,533,217</b>	<b>(52,935)</b>	<b>1,480,282</b>
Fund balances at 1 January 2024		5,233,032	88,474	5,321,506	3,699,815	141,409	3,841,224
<b>Fund balances at 31 December 2024</b>		<b>4,173,825</b>	<b>140,121</b>	<b>4,313,946</b>	<b>5,233,032</b>	<b>88,474</b>	<b>5,321,506</b>

All income and expenditure derive from continuing activities.

The funds breakdown is shown in notes 16 and 17.



# BAUER RADIO'S CASH FOR KIDS CHARITIES

## BALANCE SHEET

AS AT 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
<b>Fixed assets</b>					
Intangible assets	13		105,004		55,293
Tangible assets	14		11,459		14,362
			<u>116,463</u>		<u>69,655</u>
<b>Current assets</b>					
Stocks	15	-		1,158	
Debtors	16	1,163,154		621,812	
Cash at bank and in hand		4,262,333		5,744,718	
		<u>5,425,487</u>		<u>6,367,688</u>	
<b>Creditors: amounts falling due within one year</b>	17	(1,228,004)		(1,115,837)	
Net current assets			<u>4,197,483</u>		<u>5,251,851</u>
<b>Total assets less current liabilities</b>			<u><u>4,313,946</u></u>		<u><u>5,321,506</u></u>
<b>Income funds</b>					
Restricted funds	19		140,121		88,474
General unrestricted funds	21		4,173,825		5,233,032
			<u><u>4,313,946</u></u>		<u><u>5,321,506</u></u>

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements were approved by the Trustees on 29th September 2025



.....  
S Aitchison MBE  
Chair & Trustee

Company registration number 06424810

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
<b>Cash flows from operating activities</b>					
Cash (absorbed by)/generated from operations	24		(1,428,278)		1,698,603
<b>Investing activities</b>					
Purchase of intangible assets		(85,815)		(36,284)	
Purchase of tangible fixed assets		(3,255)		(4,410)	
Investment income received		34,963		6,654	
<b>Net cash used in investing activities</b>			(54,107)		(34,040)
<b>Net cash generated from financing activities</b>			-		-
<b>Net (decrease)/increase in cash and cash equivalents</b>			(1,482,385)		1,664,563
Cash and cash equivalents at beginning of year			5,744,718		4,080,155
<b>Cash and cash equivalents at end of year</b>			4,262,333		5,744,718

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 DECEMBER 2024

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#### 1 Accounting policies

##### Charity information

Bauer Radio's Cash for Kids Charities is a private company limited by guarantee incorporated in England and Wales. The registered office is Hampdon House, Falcon Court, Preston Farm Industrial Estate, Stockton-On-Tees, TS18 3TS.

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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)". The charity is a Public Benefit Entity as defined by FRS 102.

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

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

#### 1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Gifts, including Gifts in kind are accounted for at a reasonable estimate of their value to the charity or the amount actually realised. Gifts in kind for sale or distribution are included in the accounts as gifts only when sold or distributed by the charity. Gifts in kind for use by the charity are included in the SoFA as incoming resources when receivable.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

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#### 1 Accounting policies

(Continued)

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

##### **Investment income**

The charity has no investments other than in UK bank deposit accounts held in the charities name. Interest is recognised as and when received.

#### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

##### **Charitable activities**

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

##### **Grant provisions**

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

##### **Support costs**

Support costs include central functions and have been allocated to activity cost categories on a basis consistent with the use of resources, for example, allocating property costs by floor areas, or per capita, staff costs by the time spent and other costs by their usage.

#### 1.6 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Software

Straight line over 5 years

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2024**

---

### **1 Accounting policies**

**(Continued)**

#### **1.7 Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	20% Straight line basis
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The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

#### **1.8 Impairment of fixed assets**

At each reporting end date, the charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

#### **1.9 Stocks**

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

#### **1.10 Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### **Trade creditors**

Creditors are normally recognised at their settlement amount after allowing for any trade discount.

##### **Fund structure**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

#### **1.11 Financial instruments**

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

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#### 1 Accounting policies

(Continued)

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

##### **Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

##### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

#### 1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### 1.13 Leases

Leases are classified as finance leases whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessees. All other leases are classified as operating leases.

Assets held under finance leases are recognised as assets at the lower of the assets fair value at the date of inception and the present value of the minimum lease payments. The related liability is included in the balance sheet as a finance lease obligation. Lease payments are treated as consisting of capital and interest elements. The interest is charged to net income/(expenditure) for the year so as to produce a constant periodic rate of interest on the remaining balance of the liability.

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

#### 1.14 Company status

Bauer is a company limited by guarantee. The members of the company are the Trustees names on page 1. In the event of Bauer being wound up, the liability in respect of the guarantee is limited to £1 per member of Bauer.

## BAUER RADIO'S CASH FOR KIDS CHARITIES

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2024**

#### 2 Donations and sponsorships

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2024 £	2024 £	2024 £	2023 £	2023 £	2023 £
Donations and gifts	556,396	9,751,247	10,307,643	529,463	9,835,839	10,365,302
Corporate sponsorship	310,683	-	310,683	441,255	-	441,255
	<u>867,079</u>	<u>9,751,247</u>	<u>10,618,326</u>	<u>970,718</u>	<u>9,835,839</u>	<u>10,806,557</u>
<b>Donations and gifts</b>						
Gifts in kind	-	9,723,753	9,723,753	-	9,792,957	9,792,957
Donations	169,469	27,494	196,963	123,398	42,882	166,280
Gift Aid	356,525	-	356,525	406,065	-	406,065
Other	30,402	-	30,402	-	-	-
	<u>556,396</u>	<u>9,751,247</u>	<u>10,307,643</u>	<u>529,463</u>	<u>9,835,839</u>	<u>10,365,302</u>

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 3 Income from fundraising activities

	2024 £	2023 £
Charitable activities	4,595,896	6,409,894
<b>Analysis by fund</b>		
Unrestricted funds	2,473,612	3,932,025
Restricted funds	2,122,284	2,477,869
	4,595,896	6,409,894

	2024 £	2023 £
<b>Restricted funds</b>		
Mission Christmas	1,021,867	869,748
Schools	304,441	258,456
Sporting Events	697,855	1,349,665
Other	98,121	-
	2,122,284	2,477,869

### 4 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest receivable	34,963	6,654



# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 5 Expenditure on raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
<b>Fundraising and publicity</b>		
Other fundraising costs	543,377	1,388,198
Staff costs	214,307	462,114
	<u>757,684</u>	<u>1,850,312</u>

### 6 Expenditure on fundraising activities

	Total 2024 £	Total 2023 £
Staff costs	1,354,510	1,078,266
Depreciation and impairment	42,262	28,148
Rent and rates	42,127	35,690
Heat, light and power	-	8,727
Printing, stationery and telephone	5,048	6,510
Maintenance	75,565	106,888
Marketing	44,492	47,475
Audit and accountancy	12,000	11,309
Professional fees	36,455	9,568
Bank charges and online giving fees	75,959	73,229
Travel/Car/Hotel	110,908	116,000
Bad debt	-	4,058
	<u>1,799,326</u>	<u>1,525,868</u>
Grant funding of activities (see note 7)	13,699,735	12,366,643
	<u>15,499,061</u>	<u>13,892,511</u>
<b>Analysis by fund</b>		
Unrestricted funds	3,677,955	1,525,868
Restricted funds	11,821,106	12,366,643
	<u>15,499,061</u>	<u>13,892,511</u>

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2024

### 7 Grants payable

	Restricted	Unrestricted	Total	Total
	2024	2024	2024	2023
	£	£	£	£
Grants to institutions:				
Cerebral Palsy	13,995	4,297	18,292	19,719
Sensory room equipment/ garden	-	7,840	7,840	
Computer equipment	-	4,660	4,660	660
Mission Christmas GIK	9,619,034	-	9,619,034	9,650,426
Mission Christmas cash	1,021,867	-	1,021,867	869,750
Big Day Out/ family activities	65,059	-	65,059	97,114
Autism	-	9,665	9,665	
Easter eggs	1,804	-	1,804	987
Trikes/ go karts/ quad bikes	-	3,525	3,525	
Furniture	-	2,440	2,440	
Beds/ bedding	-	24,202	24,202	35
Family	-	501	501	
Abuse/ neglect	-	4,058	4,058	
Special needs	10,534	799	11,333	
School/ clubs/ youth groups	-	16,188	16,188	
Primary school	219,808	57,481	277,289	239,326
Sport	742,876	165,564	908,440	871,002
Cost of Living Grants	602	990,836	991,438	479,948
Welfare	-	9,365	9,365	
Panto theatre	-	3,920	3,920	180
Cancer	-	2,150	2,150	
Educational	409	4,972	5,381	
Mental health	-	6,812	6,812	
Tickets for events	7,887	-	7,887	4,752
Clothing	12,780	2,102	14,882	54,316
Kidney/Renal	-	500	500	
Refuge	-	876	876	
Period Poverty	-	1,550	1,550	
Downs syndrome	-	446	446	
Christmas party/ wishes	-	-	-	1,095
Bereavement	-	4,420	4,420	
Day trips/ outings	-	11,569	11,569	
Disabilities	-	18,694	18,694	2,991
Poverty	-	35,021	35,021	
ADHD	-	1,425	1,425	
Secondary school	18,356	-	18,356	5,819
Holiday hunger	-	444,680	444,680	
General	-	-	-	17,591
Activity packs	-	-	-	24,420
Meningitis	20,649	13,970	34,619	1,695
Mobility	-	3,799	3,799	
Residential	-	3,594	3,594	
Appliances	-	1,976	1,976	
Special Needs School	41,631	-	41,631	23,193
Music/Therapy Room	-	774	774	

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 7 Grants payable (Continued)

Blood Control Kits	23,815	13,363	37,178	
Baby Equipment/Food	-	595	595	1,625
	<u>11,821,106</u>	<u>1,878,629</u>	<u>13,699,735</u>	<u>12,366,643</u>

### 8 Net movement in funds

	2024 £	2023 £
--	-----------	-----------

The net movement in funds is stated after charging/(crediting):

Fees payable for the audit of the charity's financial statements	12,000	11,309
Depreciation of owned tangible fixed assets	6,158	6,283
Amortisation of intangible assets	36,104	21,857
	<u>54,262</u>	<u>39,449</u>

### 9 Auditor's remuneration

Fees payable to the charity's auditor and associates:	2024 £	2023 £
---	-----------	-----------

#### For audit services

Audit of the financial statements of the charity	12,000	11,309
	<u>12,000</u>	<u>11,309</u>

### 10 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

### 11 Employees and key management personnel

There were no employees and key management personnel whose annual remuneration was more than £60,000.

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	33	32
	<u>33</u>	<u>32</u>

### Employment costs

	2024 £	2023 £
--	-----------	-----------

Wages and salaries	1,422,471	1,422,457
Social security costs	111,098	81,210
Other pension costs	35,248	36,155
Recruitment	-	558
	<u>1,568,817</u>	<u>1,540,380</u>

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 11 Employees and key management personnel (Continued)

### 12 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

### 13 Intangible fixed assets

Software  
£

#### Cost

At 1 January 2024

179,774

Additions - separately acquired

85,815

At 31 December 2024

265,589

#### Amortisation and impairment

At 1 January 2024

124,481

Amortisation charged for the year

36,104

At 31 December 2024

160,585

#### Carrying amount

At 31 December 2024

105,004

At 31 December 2023

55,293

### 14 Tangible fixed assets

Fixtures and  
fittings  
£

#### Cost

At 1 January 2024

67,819

Additions

3,255

At 31 December 2024

71,074

#### Depreciation and impairment

At 1 January 2024

53,457

Depreciation charged in the year

6,158

At 31 December 2024

59,615

#### Carrying amount

At 31 December 2024

11,459

At 31 December 2023

14,362

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 15 Stocks

	2024 £	2023 £
Finished goods and goods for resale	-	1,158

### 16 Debtors

	2024 £	2023 £
<b>Amounts falling due within one year:</b>		
Other debtors	1,156,415	612,176
Prepayments and accrued income	6,739	9,636
	<u>1,163,154</u>	<u>621,812</u>

### 17 Creditors: amounts falling due within one year

	2024 £	2023 £
Other creditors	<u>1,228,004</u>	<u>1,115,837</u>

### 18 Retirement benefit schemes

#### Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

#### 19 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	Movement in funds			Movement in funds				
	Balance at 1 January 2023	Incoming resources	Resources expended	Balance at 1 January 2024	Incoming resources	Resources expended	Transfers	Balance at 31 December 2024
	£	£	£	£	£	£	£	£
CFM	17,062	401,634	(404,624)	14,072	411,210	(421,744)	-	3,538
Downtown	-	1,286,380	(1,286,380)	-	1,222,310	(1,195,158)	-	27,152
Hallam	33,716	830,108	(849,826)	13,998	774,215	(788,210)	(3)	-
Hits	52,616	1,453,405	(1,471,013)	35,008	1,442,274	(1,462,923)	-	14,359
National	-	645,631	(645,631)	-	930,372	(875,347)	-	55,025
North East	2,267	2,368,614	(2,370,293)	588	2,351,902	(2,351,902)	-	588
Pulse	22,380	733,655	(735,196)	20,839	723,778	(723,273)	(262)	21,082
City	-	1,651,191	(1,651,191)	-	1,419,748	(1,401,979)	-	17,769
Rock	12,854	514,036	(524,037)	2,853	422,013	(424,258)	-	608
Viking	514	423,266	(422,664)	1,116	441,494	(442,097)	(513)	-
Wave 105	-	1,035,528	(1,035,528)	-	882,110	(882,110)	-	-
Midlands	-	633,267	(633,267)	-	572,256	(572,256)	-	-
The Wave Swansea	-	90,620	(90,620)	-	133,868	(133,868)	-	-
Pirate	-	246,373	(246,373)	-	145,981	(145,981)	-	-
	141,409	12,313,708	(12,366,643)	88,474	11,873,531	(11,821,106)	(778)	140,121

**BAUER RADIO'S CASH FOR KIDS CHARITIES**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**  
***FOR THE YEAR ENDED 31 DECEMBER 2024***

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**19    Restricted funds**

**(Continued)**

The specific purposes for which the funds are to be applied are as follows:  
The purpose of each fund is to provide grants and support in the catchment area of the radio station to which it is associated with in line with the objectives of that fund.

All other restricted funds have been raised by campaigns to help individuals within each station's local area. These funds are not yet required by the recipient and are therefore held by the charity until such date.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 20 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
<b>At 31 December 2024:</b>			
Intangible fixed assets	105,004	-	105,004
Tangible assets	11,459	-	11,459
Current assets/(liabilities)	4,057,362	140,121	4,197,483
	<u>4,173,825</u>	<u>140,121</u>	<u>4,313,946</u>
	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>At 31 December 2023:</b>			
Intangible fixed assets	55,293	-	55,293
Tangible assets	14,362	-	14,362
Current assets/(liabilities)	5,163,377	88,474	5,251,851
	<u>5,233,032</u>	<u>88,474</u>	<u>5,321,506</u>



# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

#### 21 Unrestricted funds

The income funds of the charity include the following unrestricted funds:

	Movement in funds				Movement in funds			
	Balance at 1 January 2023	Incoming resources	Resources expended	Balance at 1 January 2024	Incoming resources	Resources expended	Transfers	Balance at 31 December 2024
	£	£	£	£	£	£	£	£
CFM	249,504	117,652	(156,481)	210,675	103,547	(163,779)	-	150,443
Downtown	1,170,887	642,968	(594,565)	1,219,290	607,709	(757,964)	-	1,069,035
Hallam	154,773	253,621	(177,750)	230,644	116,630	(191,490)	3	155,787
Hits	260,994	480,238	(279,598)	461,634	284,333	(431,282)	-	314,685
Magic/ National	245,852	805,779	(144,616)	907,015	560,859	(525,222)	-	942,652
North East	307,199	690,332	(411,611)	585,920	547,113	(595,474)	-	537,559
Aire	308,569	253,218	(210,729)	351,058	122,162	(237,747)	262	235,735
City	322,241	547,337	(455,374)	414,204	313,823	(447,486)	-	280,541
Rock	147,063	184,015	(187,759)	143,319	139,649	(221,072)	-	61,896
Viking	68,238	218,002	(171,185)	115,055	171,031	(223,193)	513	63,406
Wave 105	286,242	240,243	(220,597)	305,888	142,126	(272,584)	-	175,430
Midlands	120,080	411,510	(329,839)	201,751	229,881	(281,169)	-	150,463
Pirate	21,993	44,227	(16,950)	49,270	21,802	(58,525)	-	12,547
The Wave Swansea	36,180	20,255	(19,126)	37,309	14,989	(28,652)	-	23,646
	<u>3,699,815</u>	<u>4,909,397</u>	<u>(3,376,180)</u>	<u>5,233,032</u>	<u>3,375,654</u>	<u>(4,435,639)</u>	<u>778</u>	<u>4,173,825</u>

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

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### 22 Operating lease commitments

#### Lessee

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2024 £	2023 £
Within one year	18,711	15,768
Between two and five years	89,846	90,000
	<u>108,557</u>	<u>105,768</u>

### 23 Related party transactions

#### Transactions with related parties

During the year the charity entered into the following transactions with related parties:

#### Bauer Radio Limited

During the year costs have been recharged in relation to salaries, national insurance, pension contributions and other expenses for staff of the charity from its corporate member, Bauer Radio Limited to the value of £1,752,764 (2023 - £1,609,473). At the balance sheet date the amount due to/from Bauer Radio Limited was £257,449 (2023- £294,057).

The ultimate controlling party is Bauer Radio Limited as the corporate member of the charity. In addition there is support from all of Bauer radio stations along with no charge being transferred to the charity for their use within their office spaces, IT and HR support.

# BAUER RADIO'S CASH FOR KIDS CHARITIES

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

24	Cash (absorbed by)/generated from operations	2024 £	2023 £
	(Deficit)/surplus for the year	(1,007,560)	1,480,282
	<b>Adjustments for:</b>		
	Investment income recognised in statement of financial activities	(34,963)	(6,654)
	Depreciation and impairment of tangible fixed assets	42,262	28,148
	<b>Movements in working capital:</b>		
	Decrease/(increase) in stocks	1,158	(1,158)
	(Increase) in debtors	(541,342)	(62,527)
	Increase in creditors	112,167	260,512
	<b>Cash (absorbed by)/generated from operations</b>	<b>(1,428,278)</b>	<b>1,698,603</b>
25	<b>Analysis of changes in net funds</b>		
	The charity had no material debt during the year.		