



**noa**

**FINANCIAL STATEMENT**  
**YEAR ENDING 31 MARCH 2024**

Company limited by guarantee



2

**300+**

Girls supported a year



**37%**

Girls fall under  
10+ risk categories



3

**52**

Girls on the waiting list

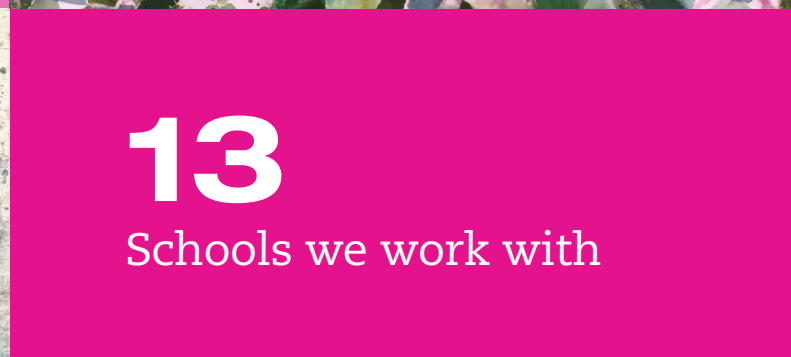


**100%**

Girls have taken 1+ steps  
towards recovery

**53**

Volunteers



**33,950+**

Hours of direct support  
from front-line staff

**2,360+**

Girls impacted through  
education programme



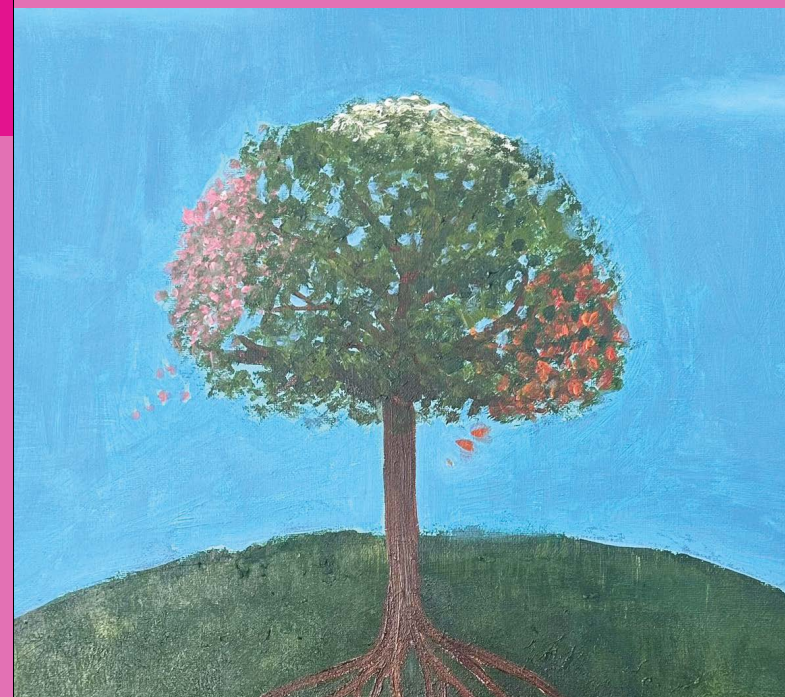
**13**

Schools we work with



**81**

Girls are accessing  
statutory and voluntary  
services with our support



**97%**

Girls say Noa has made  
a positive difference to  
their lives

**96%**

Engagement rate



# CONTENTS

TRUSTEES' ANNUAL REPORT	5
INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS	34
STATEMENT OF FINANCIAL ACTIVITIES	40
STATEMENT OF FINANCIAL POSTION	41
STATEMENT OF CASH FLOWS	42
NOTES TO THE FINANCIAL STATEMENTS	43



# TRUSTEES' ANNUAL REPORT

## (INCORPORATING THE DIRECTORS' REPORT)

THE TRUSTEES, WHO ARE ALSO THE DIRECTORS FOR THE PURPOSES OF COMPANY LAW, PRESENT THEIR REPORT AND THE FINANCIAL STATEMENTS OF THE CHARITY FOR THE YEAR ENDED 31 MARCH 2024.

# DEAR FRIENDS...

We want to extend our heartfelt thanks for your incredible support of Noa this year. Every girl who has taken positive steps towards recovery, overcome multiple challenges, and received life-changing support has been able to do so because of your generosity. *We hope this Trustees' Annual Report provides an insightful overview of the achievements we've accomplished together.*

This year, we've focused on deepening our services and expanding our reach. We have enhanced our support with the expansion of our Eating Disorder Programme and introduced new specialised programmes, including our Autism Empowerment Programme and our School Inclusion Programme for those struggling with school avoidance. In addition, we have broadened our impact across the community and strengthened mental resilience through our Education Programme.

We continue to witness the lifesaving impact of our unique, clinically-led, wrap-around services that creatively engage girls exactly where they are. Our 96% engagement rate and high recovery rates are particularly remarkable, especially given the resistant adolescent and often high-risk demographic we support. The success and innovation of our approach have been recognised through grants from national institutions and statutory bodies, as well as invitations to present our model for potential integration into NHS services. We are also deeply grateful for the continued encouragement and support from the community, evident in our annual fundraising campaign, which underscores our role as a vital community resource.

While the mental health crisis is not a new phenomenon, it certainly isn't fading. After a year of significant trauma and stress within the wider Jewish community, the need to build resilience and mental strength in our young people is greater than ever. Your support is crucial in making this change possible, empowering our community and shaping a brighter future for the girls we serve.

Thank you for standing with us and making such a profound difference.

Warm regards,



**KAREN HARRIS**  
CHAIR OF TRUSTEES



**NAOMI LERER**  
FOUNDER & CEO

“

*Noa has really changed my life and I know I can overcome any challenge life gives me”*

# OUR MISSION

## NO GIRL SHOULD STRUGGLE ALONE

Noa provides practical emotional and therapeutic support to adolescent girls in the Jewish community. We empower each girl to harness her innate strength, to move forward and overcome the obstacles in her life to live an independent positive and healthy future.

## OUR CORE BELIEFS

We believe in **EMPOWERMENT**. Our bespoke care plans equip girls with the emotional and practical tools they need to create a healthier, more independent future.

We believe our girls require **CREATIVE** and **FLEXIBLE** adolescent-centred support. Our holistic approach addresses every facet of girls' complex and interlinked challenges.

We believe that our **DYNAMIC** approach which builds on girls' innate strength and develops their emotional resilience. Our continuously expanding range of programmes and therapies allows girls to engage with our service, at their own pace and on their own terms.

We believe in a **CLINICIAN-LED** service, upholding the highest levels of professionalism, confidentiality and safeguarding.

We believe in working **COLLABORATIVELY** with community leaders, schools and other organisations in our sector. We act as a bridge to statutory and external services and ensure girls' care is aligned and comprehensive.

We believe in an **EVIDENCE-LED** approach. Our monitoring and evaluation systems enable us to demonstrate impact to key stakeholders and funders.

We believe in **CO-PRODUCTION**. Our girls' authentic voices and experiences, gathered through our youth advisory boards, feedback and thinktanks, shape and improve our service.

## OUR STRATEGIC AIMS

### SUPPORT

To provide each girl with the tailored practical emotional and therapeutic support she needs, empowering her to resiliently overcome her challenges.

### ACCESS

To reach girls where no-one else can through providing a culturally sensitive environment where girls feel safe and understood.

### EDUCATION

To raise awareness and reduce stigmas surrounding mental health and associated challenges, facilitating earlier detection of girls who are struggling and ensuring that they are guided to access effective support.

### GROWTH

To grow sustainably to meet the surge in demand for our service, and develop specialist programming to meet specific needs.

### OUTREACH

To create strong referral pathways with statutory and other external services, educating them about their cultural norms and needs of the community so that we can achieve better outcomes for the girls in the Orthodox Jewish community.



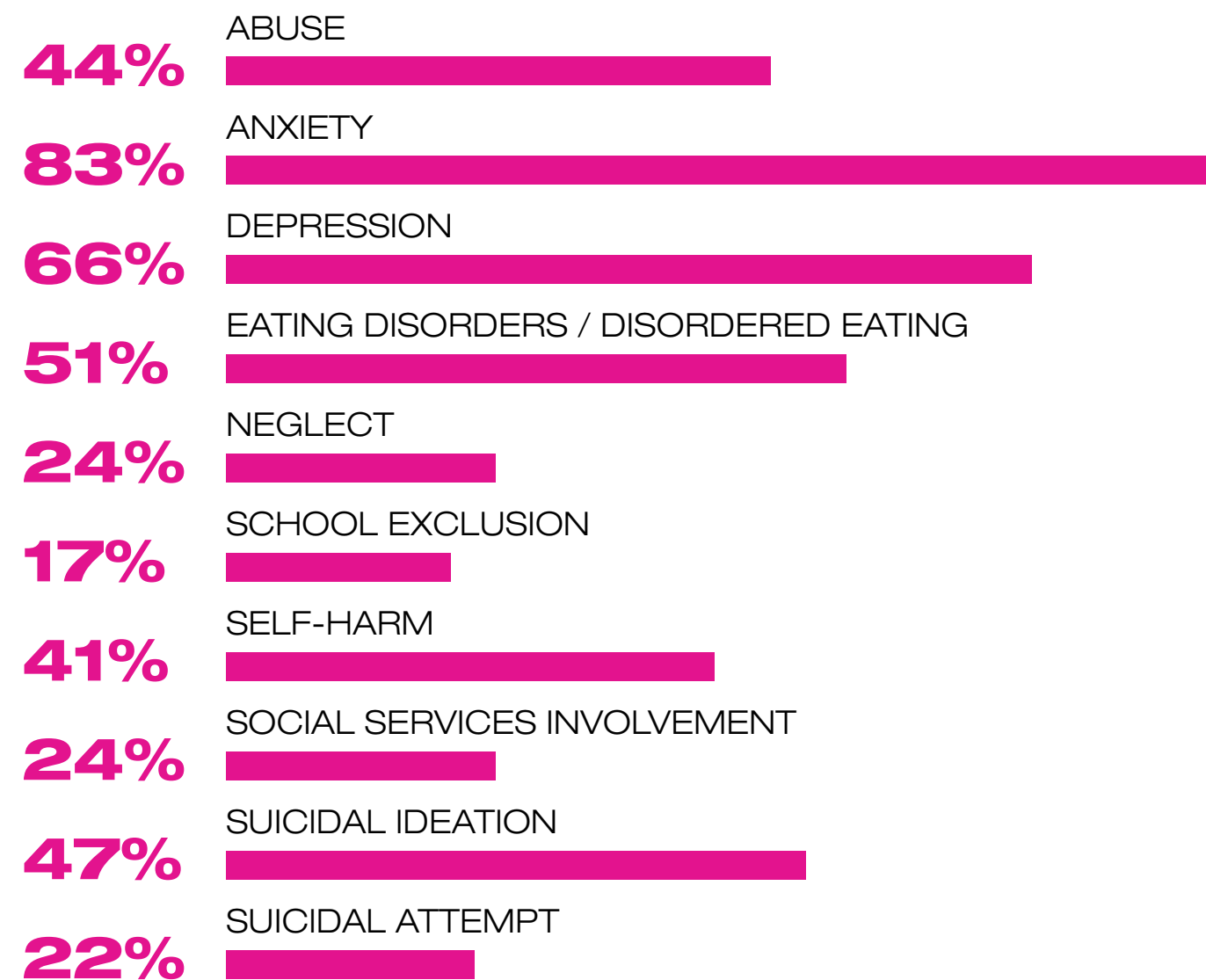


# OBJECTIVES AND ACTIVITIES

The trustees confirm their compliance with the duty to have due regard to the public benefit guidance published by the Charity Commission when reviewing the charity's aims and objectives and in planning future activities.

## WHO WE HELP

The girls we support struggle with often complex and severe mental health challenges, many of which stem from or are exacerbated by trauma and/or difficult home situations.

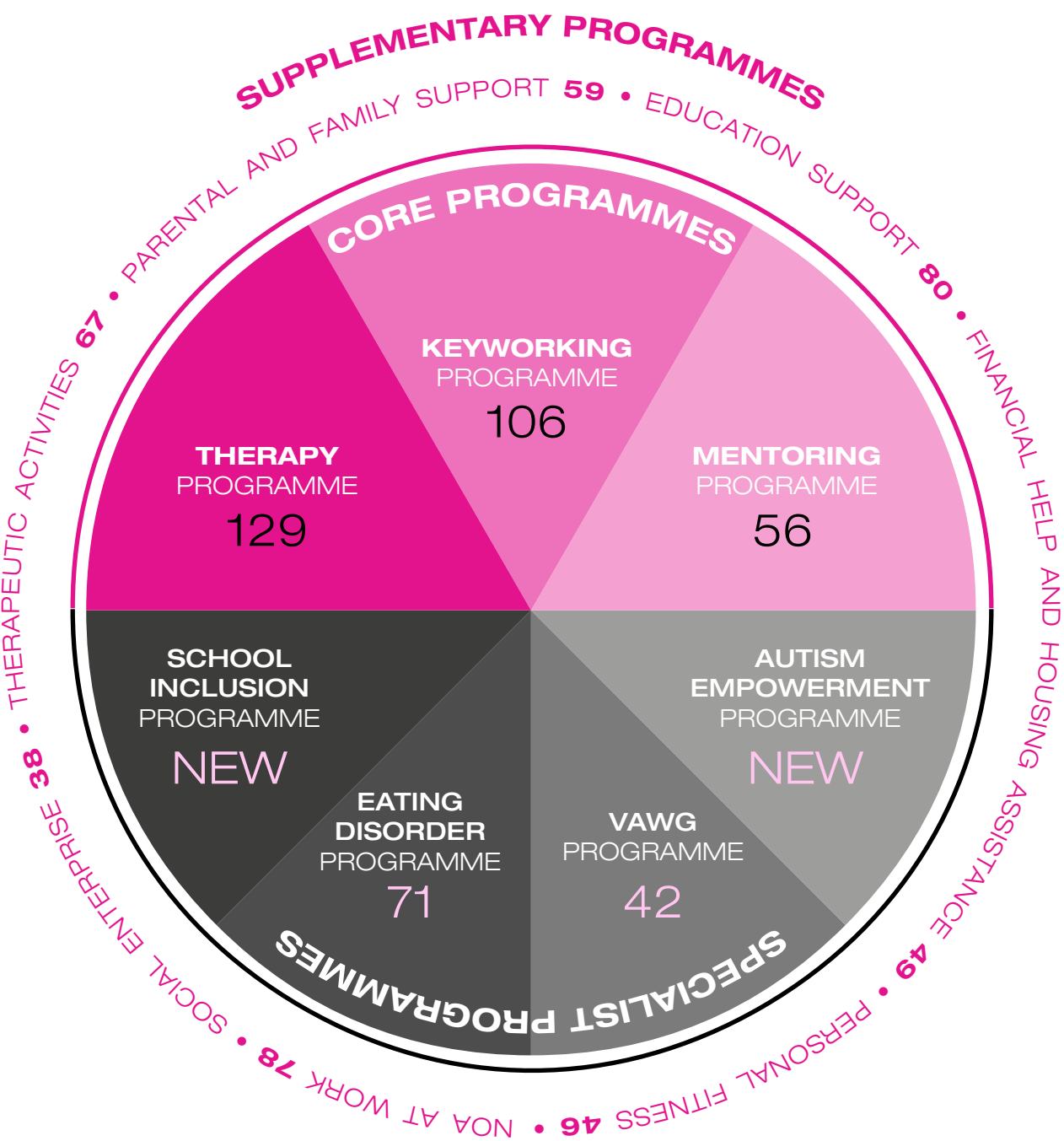




# WHAT WE DO

Noa offers girls wraparound and wide-ranging support, delivered through our clinical team of therapists, keyworkers, mentors and dedicated programme managers. *Each girl's support is tailored to her unique needs, strengths and goals.*

Our specialist programmes include an eating disorder programme, autism empowerment programme, VAWG programme and school avoidance programme. *All girls in service can access our full range of supplementary programmes.*



\* All numbers relate to girls supported by each programme.

## THERAPY

Therapy can be a crucial part of the recovery process. At Noa we seek and provide the most appropriate therapy for each girl including psychotherapy, CBT, art therapy and equine therapy. We also help girls at Noa to access therapy from other organisations and services such as CAMHS and the Tavistock.

93%

*of girls say "My therapist has supported me to develop more of an understanding of myself."*

## KEYWORKING

Girls are paired with keyworkers who provide one-to-one emotional and practical support tailored to their unique challenges. Keyworkers provide creative adolescent-friendly support for girls who are not ready or willing to engage in therapy and/or ensure our high-risk girls can receive the wraparound supportive framework they need to move towards recovery. Our keyworkers help girls access appropriate services and advocate for them in every area of need.

96%

*of girls say "Meetings with my keyworker have supported me to develop more confidence in myself and a greater sense of self-worth."*

## MENTORING

Mentors can bring a new perspective and the added benefit of their different life experiences. Girls are paired with volunteers from the community who share similar interests to them so they can explore and enjoy activities together outside of the pressures of daily life.

96%

*of girls say "I have a positive relationship with my mentor."*

**MIRI** had been the subject of severe bullying, and her self-esteem was extremely low. This was exacerbated by the fact that even though Miri worked hard in school, her grades were consistently weak due to undiagnosed learning difficulties. Miri had started to refuse to attend school and was socially isolated.

Miri's keyworker looked for ways to creatively engage Miri, who by now was highly distrustful of new people, and build up Miri's self-worth. They started doing therapeutic cooking in their sessions. Miri found it easier to open up whilst working alongside her keyworker and these sessions became the highlight of Miri's week.

Miri's keyworker encouraged her to join our social enterprise programme where she channelled her newfound culinary talents, her enjoyment of cooking and interest in healthy menus in our skill-development workshops. Miri started to view herself as successful, spurring her onto to tackle other areas of challenge. She joined our personal fitness programme and, whilst she was initially very self-conscious in sessions, they are now also building her confidence.

Miri recently switched schools, which has given her a fresh start and she has made several new friends. She has now decided to study wellness coaching as she feels that this journey of self-discovery has helped her recognise that this is one of her core values.

“

*You advocated for me and supported me through good times and bad times, believed in me, encouraged me, and stood by my side the entire time.”*



“

You supported me from darkness to light. I have found hope and strength.  
You healed my heart. Now I'm alive and thriving.”

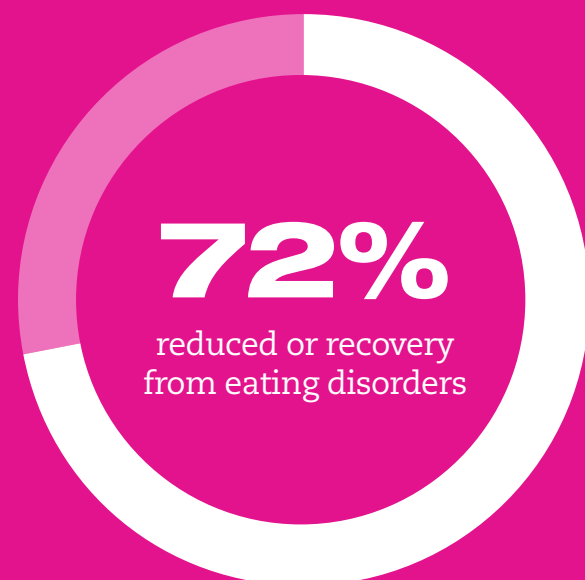




# SPOTLIGHT: EATING DISORDER PROGRAMME

Our ED programme is in high demand as eating disorders, the 2nd most fatal mental health disorder continue to increase in prevalence. Our ED programme is built as a specialized programme for those suffering from, or at risk of eating disorders integrated into our wider service. We have been fortunate to receive two substantial 3-year grants, from [The Maurice Wohl Charitable Foundation](#) and [The Charles Wolfson Charitable Trust](#), enabling us to significantly expand the programme and offer this vital support to more girls who desperately need it.

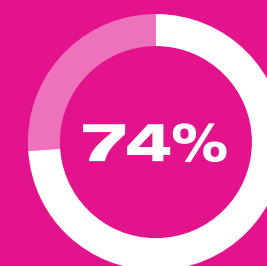
THE SUCCESS OF OUR PROGRAMME IS REFLECTED  
IN OUR RECOVERY RATES:



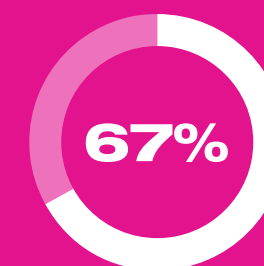
Under the leadership of Lubna Dar and Debbie Kanter (who both bring decades of experience from the NHS and specifically the Maudsley Hospital), our specialist service supported **71 GIRLS** this year, under a joined-up service which included:

- ASSESSMENTS
- ONE-TO-ONE EMOTIONAL AND PRACTICAL SUPPORT
- THERAPY
- NUTRITIONIST AND DIETICIAN SESSIONS
- MEAL SUPPORT
- PARENTAL SUPPORT AND FAMILY THERAPY
- EDUCATION
- CONSULTATIONS

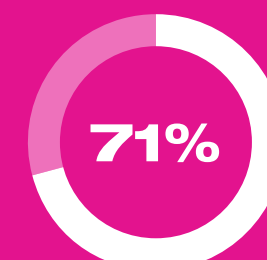
GIRLS IN THE EATING DISORDER PROGRAMME ARE ALSO SUPPORTED  
TO OVERCOME OTHER CHALLENGES IN THEIR LIVES:



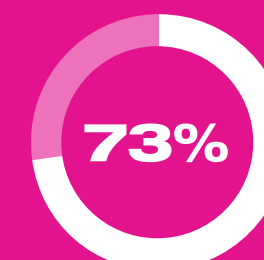
reduced or recovery  
from self-harming



of school refusers / girls  
out of education returned  
to education



reduced or recovery  
from suicide ideation



did not reattempt suicide  
in last 6 months





**ABI** came to Noa at age 13, after her older sibling passed away. She was showing signs of disordered eating, a clear attempt to retain some control in what had become a very chaotic life, and her attendance at school had become sporadic. Abi joined our eating disorder programme where our nutritionist helped her understand the impact of her restricted eating habits and redirected her towards healthier choices. Abi was paired with a therapist, who supported her to navigate and process her trauma, whilst a mentor provided her with a much-needed anchor of support and her own space to feel heard and understood. Abi has returned to school, has recovered from her disordered eating and has expressed that Noa has helped build her resilience.

“

*You saved my life. You taught me to live and showed me that I deserve care and for things to be better. Recovery is possible.”*

**AYALA;** Despite suffering from anorexia, it took Ayala a year of working with a keyworker at Noa before she agreed to see a therapist, and another 6 months building trust with the therapist before she would speak about her eating disorder. She is now engaged and honest in therapy and has gone from a ‘you can’t help me’ attitude to really valuing therapy and confronting her eating disorder directly. She has agreed to see a dietician which is a huge milestone for her, and recently began complementary EMDR work through CAMHS to work through the traumas that induced her anorexia. Ayala is no longer suicidal and is in a much better headspace. Her eating disorder has stabilised, and she is now in recovery.

“

*It is no exaggeration when we say that Noa helped save our daughter’s life. No stone has been left unturned, and no avenue unexplored for our daughter and for us, her parents.”*

As part of our Eating Disorder Programme, we have delivered education to:

**10**  
SCHOOLS

**1,665**  
STUDENTS

**368**  
TEACHERS AND  
YOUTH LEADERS

**310**  
COMMUNITY  
LEADERS AND  
PARENTS

**7**  
YOUTH  
MOVEMENTS  
AND CAMPS



# NEW AT NOA

## AUTISM EMPOWERMENT PROGRAMME

FUNDED THROUGH NHS - NCEL CAMHS AND COMPASS WELLBEING

Autism in girls is chronically underdiagnosed, misunderstood and stigmatised. Even when girls do seek support, they often do not engage well with mainstream approaches. Our new programme provides targeted interventions for girls with ASC, supporting them to navigate a neurotypical world from an empowered position. **It includes:**

- pre and post diagnosis guidance
- advocacy to parents, schools and care teams
- family/parental support
- practical support: help accessing referrals, assessments and educational consultations
- speech and language therapy groups, social skills support and supervised social groups
- autism awareness delivered to schools through our education programme
- research project interviewing high school girls with autism
- creating learning resources to share with other organisations in our sector

## SCHOOL INCLUSION PROGRAMME

FUNDED FOR 3 YEARS BY JOHN LYON'S CHARITY

Education is key to a girl's ability to build a strong, healthy and independent future. Yet, many girls in our service and the wider community find attending school a real struggle. Our new programme addresses emotionally based school avoidance. It supports girls who are showing initial signs of struggle, proactively preventing this escalating into full blown school refusal, girls whose attendance is beginning to lapse, and girls who have dropped out (either by choice or who cannot attend school due to mental health considerations eg. they are hospitalised). Alongside building girls' resilience, we are also working with their parents and schools to ensure the girls have the most conducive learning environment.

## YOUTH ADVISORY BOARDS

We are excited to have launched two youth advisory boards (one for girls currently receiving support at Noa, and one for graduates) and are looking forward to implementing their suggestions and hearing their insights on strategic development and specific programme design. These groups are an area of growth for us, enabling us to more formally solicit and integrate service users' input and ensure we are truly girl-led.



“

ALL I CAN SAY  
IS THANK YOU.

NOA SAVED  
HER LIFE.

THEY SAVED HER  
LIFE AND THEY  
CONTINUE TO  
SAVE HER LIFE.

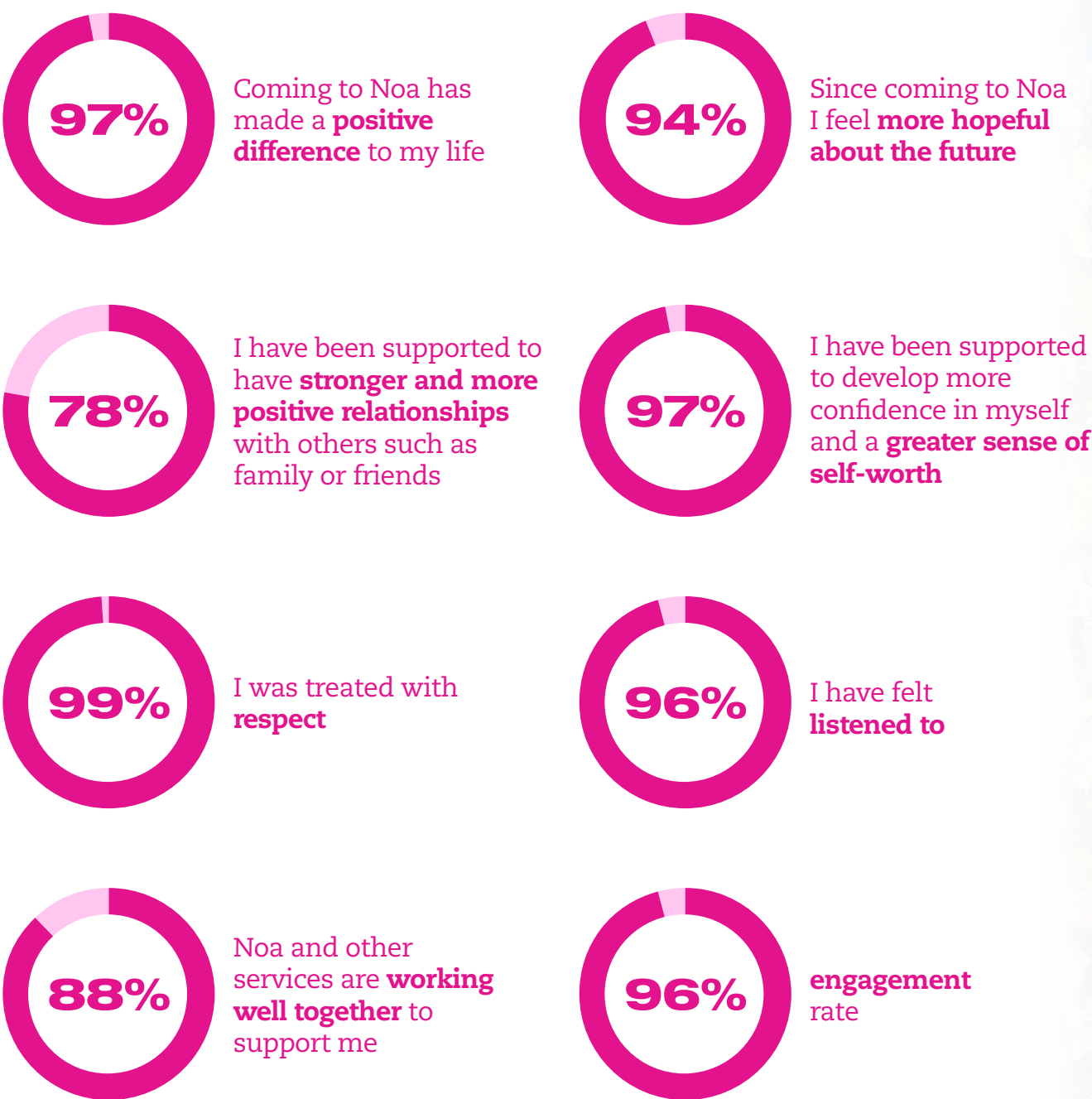
AND THROUGH  
SAVING HER THEY  
HAVE SAVED  
OUR FAMILY.

”



# ACHIEVEMENTS AND PERFORMANCE

Girls’ positive engagement has paved the way for girls to make real breakthroughs in their journey to recovery. *Girls have relayed that our support has been transformative (based on 139 girls).*



**FAMILY C** started family therapy at Noa to understand how to support their daughter Aliza, who was struggling with severe anxiety, depression and suicidal ideation. As naturally optimistic people, Aliza’s parents would share their positive outlook with Aliza when dealing with her many complexities.

Aliza’s coping mechanism was to face the darkness, so their approach left her feeling profoundly misunderstood. Family therapy helped Aliza’s parents to learn to sit with Aliza ‘in the darkness’ and give her the space to develop the outlets that work for her. Since this shift in parental attitudes, Aliza’s mental health struggles have reduced, and she is in a much better headspace.

Helping Aliza’s parents recognise how to meet Aliza’s emotional needs has been transformational for the entire family, including other siblings who have their own complex needs, and has paved the way for Aliza’s recovery.

**94%**  
of parents say “the support my daughter has received from Noa has had a positive impact on our family”

**100%**  
of parents say “the support from Noa has helped my daughter”

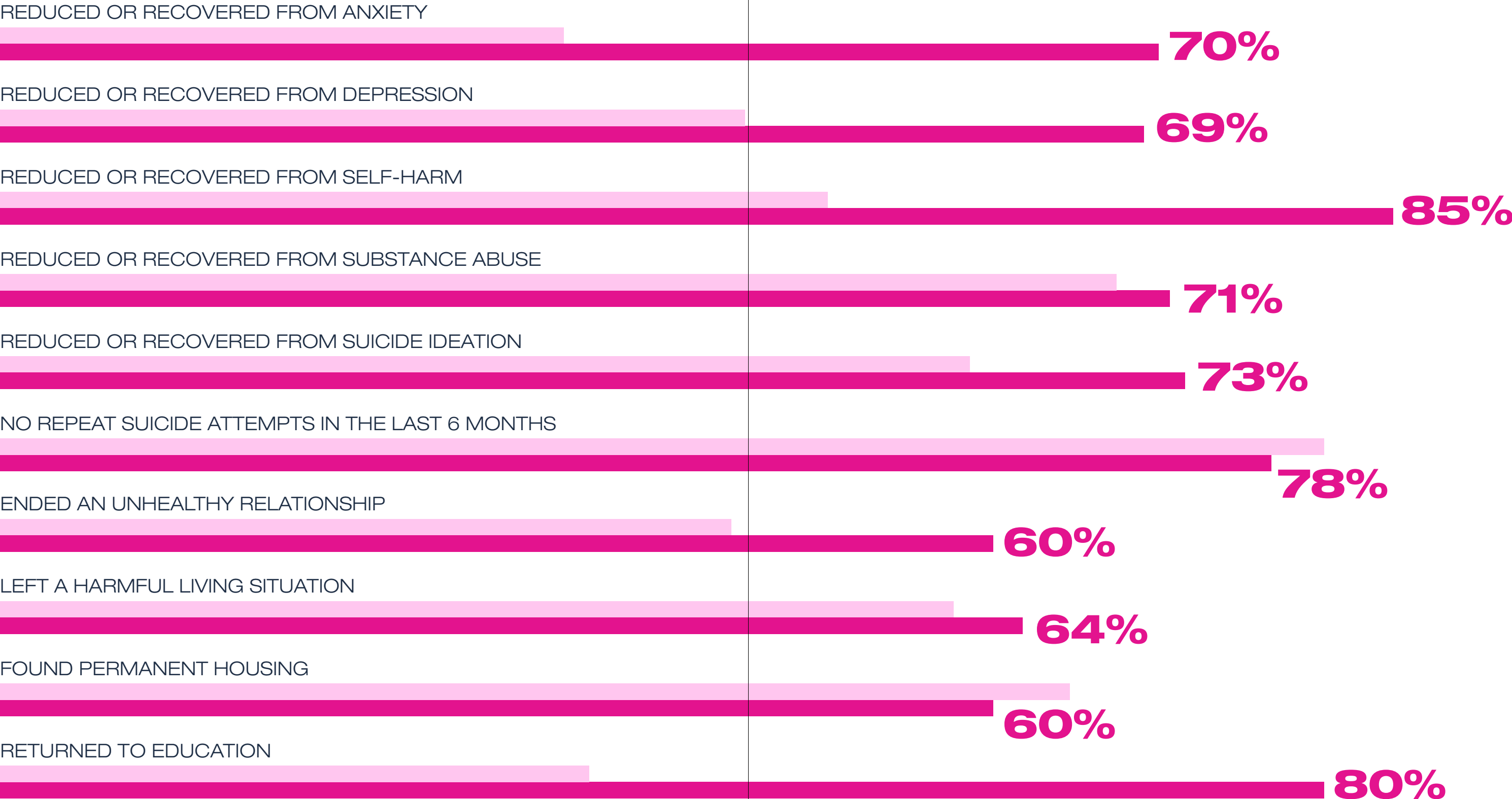
**88%**  
of parents say “Noa has supported me to understand my daughter’s difficulties”





# GIRLS ARE BRAVELY AND RESILIENTLY MAKING POSITIVE, HEALTHIER CHOICES

Girls who have been with Noa for **under a year**  
Girls who have been with Noa for **over a year**



*Data is based on 158 girls and relate to relevant milestones.*  
The significance of each of these milestones cannot be overstated. Girls often come to us at a point when they are overwhelmed and devoid of hope. Whether they are at early stages in their journey, where simply showing up week after week is way of winning the battle, or whether they are further down the line and have not relapsed to self-harming and risky behaviours for months, each girl's victory is recognised and celebrated.



# COMMUNITY IMPACT

**2,368**

GIRLS IMPACTED THROUGH  
OUR EDUCATION PROGRAMME

**13**

SCHOOLS

**7**

YOUTH MOVEMENTS

**5**

COMMUNITY EVENTS

**152**

SESSIONS

**129**

SHORT TERM INTERVENTIONS  
AND CONSULTANTS

SESSIONS DELIVERED TO:

**1,442**

STUDENTS

**441**

TEACHERS

**298**

PARENTS

**28**

COMMUNITY RABBIS

## EDUCATION PROGRAMME

Our mental health education programme has grown and is now being delivered to staff, parents and girls at 13 girls' high schools across the Northwest London and Hackney communities, raising awareness of our girls' challenges, breaking down stigmas and ensuring those who are struggling are identified faster and guided to access effective support. We have also run community education evenings and training sessions for Rabbinic and community leaders.

**NEW!** We are putting visuals to every safeguarding and psychological concept in our curriculum. Our goal is to develop a safe language for mental health that will ultimately be used across the community. This will give girls a more effective way to communicate distress and make mental health education more accessible to neurodiverse girls, especially those with autism.

**NEW!** Research and student surveys: We interviewed students who experience specific challenges and conducted surveys amongst students who attended our education programme sessions. Integrating girls' voices into our content ensures its relevance and impact.

“

*In short, Noa has changed the face of our school! From a school that really wanted to address mental health but didn't know how, we are now able to say that thanks to Noa, our school have clarity, vision and guidance in terms of mental health. This is no longer just another DFE requirement we need to fulfill; rather, it's at the focus of what we do, and the credit goes to Noa girls!”*

## COLLABORATION AND SHARED LEARNING

As part of the monitoring and evaluation framework of recent grants we were awarded from NHS-NCEL and CAMHS, we were visited by Compass Wellbeing representatives and their team.

Consequently, the East London NHS Foundation Trust invited us to present to the NCEL Clinical Quality Group (an NHS provider and commissioner forum), as they identified our eating disorder programme model as a potential model to replicate within the voluntary and statutory sector, particularly to other minority-ethnic groups. Our presentation (held in June) enabled us to share our learning and will hopefully lead to more commissioning from NCEL.

NCEL recently spotlighted Noa as one of their featured charities in their annual report which they have shared with their stakeholders, showcasing the impact of the Eating Disorder Programme.

Another initiative we launched this year is producing two pamphlets on the intersection between Pesach and Eating Disorders and the unique challenges Pesach presents to ED patients and those in recovery. The leaflets, one targeted to external services and one to both communal leaders and parents, were met with huge enthusiasm and positive feedback. We have created similar resources for Yom Kippur and other fast days which can also be triggering.

We distributed the leaflets to **27** professional organisations, **42** community leaders and Rabbis and it was posted on the NCEL GP websites.

*“I wish we had this when I was unwell”*  
Noa graduate (in recovery for an ED)

*“I wish we had something like this for the Muslim community”*  
GP

“

*Noa Girls work with a very specific community for us across our footprint and you know they really have been able to deliver a programme to a cohort of young people that I think we would find it really difficult to reach for a whole number of reasons...They were really impressive... I think it's important that we learn from this sector and not be afraid to say, can you come and share that with us?”*

Sheron Hosking,  
NCEL Provider Collaborative



# ACHIEVEMENTS AND PERFORMANCE CONTINUED

## ACHIEVEMENTS AGAINST SET OBJECTIVES

This period we have met a number of objectives that we set at the beginning of the year. We again set ourselves an ambitious budget to enable us to take on additional girls and, at the same time to expand and improve the service we provide the girls. Our total expenditure for the period stood at £1,973,003. As part of that expansion we continue to widen our funding base, both through new grants and additional sustainable funders. We continue to receive funding from local authorities in both Barnet and Hackney for individual girls as well as local authority funding through CY-IAPT training funding and NHS grants.

## FUNDING CAMPAIGN

We held our third matched funding campaign in October 2023, which enabled us to meet our budget, and widened our funding base within the community. We also used this campaign as an opportunity to spread awareness about mental health and to destigmatise the challenges our girls experience.

5,637

INDIVIDUAL DONATIONS

226

TEAM LEADERS

## HOW PERFORMANCE AND SUCCESS ARE MEASURED

In the last few years, we have invested heavily (thanks to a part of the grant from the National Lottery Community Fund) in our monitoring and evaluation systems to enable us to measure, analyse and report our successes and progress. A number of different evaluation forms are filled in regularly and inform our ongoing services and innovation of new programmes. We are working with CORC to further strengthen our monitoring systems to provide evaluation systems that work on national scales to place our work against other services including NHS services.

“

*The impact that Noa has had on my life is endless.”*

# STRUCTURE, GOVERNANCE AND MANAGEMENT

The charity is constituted as a company limited by guarantee and as such, its governing documents are its Memorandum and Articles of Association.

Its registered charity number is 1130834 and its company registration number is 6880752.

New trustees are appointed based on personal competence, specialist skills, availability and knowledge of and contact with institutions attending to the needs of adolescent girls at risk in the Jewish Community. New trustees are inducted into the workings of the charity by the existing trustees and the Senior Management team. All trustees, like staff are DBS checked and undergo safeguarding training.

The trustees administer the day-to-day affairs of the charity. None of the trustees have any beneficial interest in the charity and no expenses were paid in the year.

## OUR TEAM

### OUR CHARITY IS RUN FOR AND BY WOMEN.

Our team is currently made up of 45 members of staff (24 FTE). Our clinical staff includes clinical psychologists, counselling psychologists, child and adolescent psychotherapists and family therapists, giving our girls coverage for a broad number of issues similar to the composition of a local authority team.

We maintain a high level of professional supervision for all clinical staff, including weekly case supervision and monthly external clinical supervision with child and adolescent psychotherapists or clinical psychologists. In addition, we provide regular professional training for all staff to ensure the high level of skill and competence that we expect from all those working for Noa.

We have a team of 53 dedicated volunteers from across the community, many of whom serve as mentors to our girls.

“

*We as a family will always be eternally grateful to you and the whole team at Noa Girls.”*



# FINANCIAL REVIEW

The charity received donations and grants and other income totalling **£1,953,966** over the past 12 months and has continued to support girls at risk during the reporting period. The charity works with the girls one-to-one and creates a care plan for each of them which includes a keyworker, mentor and, in many cases, therapy.

The financial results of the charity for the period ended 31 March 2024 are fully reflected in the attached financial statements together with the notes thereon.

## RESERVES POLICY

The trustees aim to maintain reserves in order that they can continue to fulfil the objects of the charity.

As at 31 March 2024 the charity had total funds of £781,458, of which £347,703 are restricted funds and £433,755 are unrestricted funds. Unrestricted funds are readily available for use. The trustees consider the level of funds to be adequate having regard to the planned level of charitable activities to be undertaken by the charity.

## RISK MANAGEMENT

The trustees have identified and reviewed the major risks to which the charity is exposed, in particular those related to the operations and finance of the charity, and are satisfied that systems are in place to manage those risks.

## PLANS FOR FUTURE PERIODS

The trustees plan to continue to help adolescent girls at risk in the Orthodox Jewish Community by both continuing their current care plans and projects, whilst seeking to increase funding to develop new projects, in accordance with the charity’s objectives.

In order to achieve these objectives, the trustees successfully raised significant and much needed funds at a fundraising event during the year.

A huge thank you to all our generous funders, who have partnered with us and enabled us to change so many girls’ lives and build lasting mental strength in the community.

As well as the huge generosity and support from the community and private individuals, we are fortunate to be the recipients of grants from the following national institutions, statutory bodies and private trusts:

Barnet Local Authority	Masonic Charitable Foundation	The Carmela and Ronnie Pignatelli Foundation
BMR Foundation	NHS England	The Childwick Trust
City Bridge Trust	NHS NCEL	The Henry Smith Charity
Comic Relief	Pears Foundation	The Keren Mitzvah Trust
Compass Wellbeing	Rachel Charitable Trust	The Lawson Beckman Charitable Trust.
Davis Foundation	Rayne Foundation	The Maurice Wohl Charitable Foundation
Emmes Foundation	Shemtob Charitable Trust	The Max Barney Foundation
Investream Charitable Trust	Shoresh Trust	The National Lottery
JE Joseph Charitable Trust	The Arnold Lee Charitable Trust	The Rosenblatt Charitable Trust
John Lyon’s Charity	The Benson and Lionel Black	The Stanley and Zea Lewis Family Foundation
Kirsch Foundation	Charitable Trust	The Vernon May and Joyce Cohen Charitable Trust
Leathersellers’ Company	The Charles Wolfson	Yad Mordechai Trust
Matanel	Charitable Trust	





# ELLIE'S STORY

**ELLIE** struggled with depression, self-harm and suicidal ideation as a response to trauma she had experienced in her early childhood. She has been in and out of hospitals for the past couple of years and had resulting further trauma from those hospitalisations.

When Ellie first came to Noa, she was having an extremely difficult year as her multiple in-patient stays in hospitals, together with her family's desire not to let others know about her struggles, had made it hard for her to keep up with her friends and schoolwork. Her frequent absences, resulted in her friends drifting away, leaving Ellie extremely isolated.

Ellie received intensive support through her keyworker. Whilst Ellie began to show signs of recovery, her depleted self-esteem was a huge risk factor for a relapse. We offered Ellie, who had previously refused all offers of therapy, group equine therapy, giving her a chance to escape her worries and find a healthier coping mechanism for her anxieties. Ellie responded really well to this. She loved working with animals as she had developed social anxiety and found the animals a calming presence. Meeting new people in this safe environment was really positive for her and made interacting with new people a less intimidating and intense prospect. She had a reason to get out of the house, made friends within her group and these small victories helped her see herself in a new light.

Throughout the period, as well as keyworking and therapy, we offered Ellie tutoring to her catch her up for her GCSEs and provided Ellie's mother and father with extensive parental support. We also remained linked in with other agencies (including her psychiatrist at CAMHS), holding monthly meetings. Her team worked hard to put in place supporting factors to maintain sustained recovery. We encouraged Ellie to attend social events on her terms, which, due to her social anxiety is still challenging. Ellie started volunteering, took up personal fitness classes and recently started working with our Noa at Work manager to assess her long term career aspirations.

Ellie has recently graduated from Noa. She is no longer having suicidal thoughts and has not self-harmed in over a year. Ellie feels confident in the tools and skills she has gained to tackle her other challenges. Ellie is going to college to start her A-levels, which is a massive achievement for her, and is far less socially isolated. She is stable and excited about her future.

“

*Although I continue to struggle with my mental health, I want to acknowledge that the progress I've made, which might seem like tiny steps to others, is actually monumental for me. Your guidance has been invaluable in my journey, and I am truly thankful for your presence and support.”*



“

*There are victories that the world recognizes. Things you would consider BIG and courageous and impressive.*

*But there are also silent victories, that are no less impressive... The world doesn't know how massive of a triumph it is to live every single day with mental illness. The triumph of battling intrusive thoughts that threaten to harm you. The triumph of battling depression every day, pulling yourself out of bed when there are metaphorical weights all over you. Just the act of staying alive when your mind tells you it would prefer otherwise... There is no end to the list of daily triumphs that mental illness demands of a person.*

*Noa is that fan club behind those of us who have no choice but to battle these battles. Noa is one of the rare places that understand what it means to battle Mental illness. And the support they give is equivalent to all the medals and trophies in the world.*

*Noa is what makes it possible for me personally to win these massive victories day in and day out, again and again and again...”*



# REFERENCES AND ADMINISTRATIVE DETAILS

Registered Charity Name  
Noa Girls

Charity registration number  
1130834

Company registration number  
6880752

Principal office and registered office  
20 Russell Gardens  
London, NW11 9NL

The Trustees  
Mrs S L Green  
Mrs E J Weider  
Dr N E Katz Sacks  
Mrs J E Matyas Benjamin  
Mrs K F Harris  
Mrs H M Smith (Retired 5 December 2023)  
Dr T A Ezra  
Mrs F Hager  
Mrs N Rosenberg

Company Secretary  
Mrs N Lerer

Auditor  
Cohen Arnold  
Chartered Accountants & Statutory Auditor  
New Burlington House  
1075 Finchley Road  
London, NW11 0PU

“  
Thank you for being part of my journey in making (my) dream become a reality... a place a few years ago I never thought I would reach!”

## TRUSTEE’S RESPONSIBILITIES STATEMENT

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees’ report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

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 applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity’s transactions and 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.

## AUDITOR

Each of the persons who is a trustee at the date of approval of this report confirms that:

- so far as they are aware, there is no relevant audit information of which the charity’s auditor is unaware; and
- they have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity’s auditor is aware of that information.

The auditor is deemed to have been re-appointed in accordance with section 487 of the Companies Act 2006.

## SMALL COMPANY PROVISIONS

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees’ annual report was approved on 1 November 2024 and signed on behalf of the board of trustees by:



KAREN HARRIS  
CHAIR OF TRUSTEES



**NOA GIRLS**  
**COMPANY LIMITED BY GUARANTEE**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NOA GIRLS**  
**YEAR ENDED 31 MARCH 2024**

**OPINION**

We have audited the financial statements of Noa Girls (the 'charity') for the year ended 31 March 2024 which comprise the statement of financial activities (including income and expenditure account), statement of financial position, statement of cash flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- 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 the provisions available for small entities, in the circumstances set out in note 26 to the financial statements, 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.

**NOA GIRLS**  
**COMPANY LIMITED BY GUARANTEE**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NOA GIRLS**  
*(continued)*  
**YEAR ENDED 31 MARCH 2024**

**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. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, 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 audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. 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.

**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 for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report has been prepared in accordance with applicable legal requirements.

**MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION**

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.



**NOA GIRLS**  
**COMPANY LIMITED BY GUARANTEE**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NOA GIRLS**  
*(continued)*  
**YEAR ENDED 31 MARCH 2024**

**RESPONSIBILITIES OF TRUSTEES**

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors for the purposes 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 charity or to cease operations, or have no realistic alternative but to do so.

**NOA GIRLS**  
**COMPANY LIMITED BY GUARANTEE**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NOA GIRLS**  
*(continued)*  
**YEAR ENDED 31 MARCH 2024**

**AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS**

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:

- We obtained an understanding of the legal and regulatory frameworks that are applicable to the charity through discussion with the trustees and senior management. We identified financial reporting legislation (including related companies legislation and charities legislation), taxation legislation, employment legislation, anti-bribery legislation and other matters relating to the operations of the charity as being most significant to these financial statements.
- We communicated these identified frameworks amongst our audit team and remained alert to any indications of non-compliance throughout the audit. We ensured that the engagement team had sufficient competence and capability to identify or recognise non-compliance with laws and regulations.
- We discussed with the trustees and senior management the policies and procedures regarding compliance with these legal and regulatory frameworks.
- We assessed the susceptibility of the charity's financial statements to material misstatement due to non-compliance with legal and regulatory frameworks, including how fraud might occur, by enquiry with the trustees and senior management during the planning and finalisation stages of our audit and by using proprietary disclosure checklists. The susceptibility to such material misstatement was determined to be low.
- Based on this understanding, we designed our audit procedures to identify non-compliance with the identified legal and regulatory frameworks, which were part of our procedures on the related financial statement items.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.



**NOA GIRLS**  
**COMPANY LIMITED BY GUARANTEE**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NOA GIRLS**  
*(continued)*  
**YEAR ENDED 31 MARCH 2024**

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

**NOA GIRLS**  
**COMPANY LIMITED BY GUARANTEE**  
**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF NOA GIRLS**  
*(continued)*  
**YEAR ENDED 31 MARCH 2024**

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**USE OF OUR REPORT**

This report is made solely to the charity'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 charity'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 charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Mr B Leigh, FCA (Senior Statutory Auditor)

For and on behalf of  
Cohen Arnold  
Chartered Accountants & Statutory Auditor  
New Burlington House  
1075 Finchley Road  
LONDON  
NW11 0PU

1 November 2024



NOA GIRLS					
COMPANY LIMITED BY GUARANTEE					
STATEMENT OF FINANCIAL ACTIVITIES					
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)					
YEAR ENDED 31 MARCH 2024					
		2024		2023	
		Unrestricted	Restricted	Total funds	Total funds
	Note	funds	funds		
		£	£	£	£
<b>Income and endowments</b>					
Donations and legacies	5	617,636	755,792	1,373,428	1,154,533
Charitable activities	6	12,030	–	12,030	5,002
Fundraising events	7	560,531	–	560,531	834,076
Investment income	8	7,977	–	7,977	2,552
<b>Total income</b>		<u>1,198,174</u>	<u>755,792</u>	<u>1,953,966</u>	<u>1,996,163</u>
<b>Expenditure</b>					
Expenditure on raising funds:					
Costs of raising donations and legacies	9	(182,427)	(809)	(183,236)	(205,803)
Expenditure on charitable activities	10,11	(1,158,546)	(631,221)	(1,789,767)	(1,814,389)
<b>Total expenditure</b>		<u>(1,340,973)</u>	<u>(632,030)</u>	<u>(1,973,003)</u>	<u>(2,020,192)</u>
<b>Net expenditure and net movement in funds</b>					
		<u>(142,799)</u>	<u>123,762</u>	<u>(19,037)</u>	<u>(24,029)</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		<u>576,554</u>	<u>223,941</u>	<u>800,495</u>	<u>824,524</u>
<b>Total funds carried forward</b>		<u>433,755</u>	<u>347,703</u>	<u>781,458</u>	<u>800,495</u>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

NOA GIRLS					
COMPANY LIMITED BY GUARANTEE					
STATEMENT OF FINANCIAL POSITION					
31 MARCH 2024					
		2024		2023	
	Note	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	17		153,193		166,003
<b>CURRENT ASSETS</b>					
Debtors	18	40,484		68,786	
Cash at bank and in hand		675,958		714,045	
		716,442		782,831	
<b>CREDITORS: amounts falling due within one year</b>					
	19	(88,177)		(148,339)	
<b>NET CURRENT ASSETS</b>			628,265		634,492
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			781,458		800,495
<b>NET ASSETS</b>			781,458		800,495
<b>FUNDS OF THE CHARITY</b>					
Restricted funds			347,703		223,941
Unrestricted funds			433,755		576,554
<b>Total charity funds</b>	22		781,458		800,495

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

These financial statements were approved by the board of trustees and authorised for issue on 1 November 2024, and are signed on behalf of the board by:



Mrs K F Harris  
Trustee



NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
STATEMENT OF CASH FLOWS  
YEAR ENDED 31 MARCH 2024

	2024 £	2023 £
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Net expenditure	(19,037)	(24,029)
<i>Adjustments for:</i>		
Depreciation of tangible fixed assets	35,015	30,128
Other interest receivable and similar income	(7,977)	(2,552)
Accrued income	(3,856)	(6,337)
Deferred income	–	53,003
<i>Changes in:</i>		
Trade and other debtors	28,302	(31,264)
Trade and other creditors	(56,306)	24,373
Cash generated from operations	(23,859)	43,322
Interest received	7,977	2,552
Net cash (used in)/from operating activities	(15,882)	45,874
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase of tangible assets	(22,205)	(83,098)
Net cash used in investing activities	(22,205)	(83,098)
<b>NET DECREASE IN CASH AND CASH EQUIVALENTS</b>	(38,087)	(37,224)
<b>CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR</b>	<u>714,045</u>	<u>751,269</u>
<b>CASH AND CASH EQUIVALENTS AT END OF YEAR</b>	<u>675,958</u>	<u>714,045</u>

The notes on pages 43 to 51 form part of the financial statements.

NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS  
YEAR ENDED 31 MARCH 2024

1. GENERAL INFORMATION
- The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 20 Russell Gardens, London, NW11 9NL.
2. STATEMENT OF COMPLIANCE
- These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.
3. ACCOUNTING POLICIES
- Basis of preparation
- The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.
- The financial statements are prepared in sterling, which is the functional currency of the entity.
- The charity meets the definition of a public benefit entity under FRS 102.
- Going concern
- There are no material uncertainties about the charity's ability to continue.
- Judgements and key sources of estimation uncertainty
- The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There were no significant judgements or estimates made in the preparation of these financial statements.
- Fund accounting
- Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.
- Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.
- Restricted funds comprise of funds received via grants for specific purposes and donation campaigns run for specific projects. Restricted funds are available for use by the trustees limited by the conditions attached to those funds.
- Designated funds
- This applies where the charity has designated a portion of its funds to cover estimated future renovations to its premises.



NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS *(continued)*  
YEAR ENDED 31 MARCH 2024

3. ACCOUNTING POLICIES *(continued)*

Incoming resources

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations are recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- income from grants are recognised when receipt is probable and entitlement is established having regard to conditions attached to the grants and any time frame imposed on the grant.
- income from donated goods and services provided to the charity are recognised at fair value in the period in which they are received, when they can be quantified. A corresponding amount is included within the relevant category of expenditure.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

- |                       |   |                   |
|-----------------------|---|-------------------|
| Land and buildings    | - | 10% straight line |
| Fixtures and fittings | - | 20% straight line |
| Equipment             | - | 20% straight line |
| Building improvements | - | 2% straight line  |

Depreciation of an asset begins when it is in the location and condition necessary for it to be capable of operating in the manner intended by the charity.

NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS *(continued)*  
YEAR ENDED 31 MARCH 2024

3. ACCOUNTING POLICIES *(continued)*

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

4. LIMITED BY GUARANTEE

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £10.

5. DONATIONS AND LEGACIES

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
<b>DONATIONS</b>			
Donations received	551,136	–	551,136
<b>GRANTS</b>			
Grants receivable	66,500	585,846	652,346
Local authority grants receivable	–	169,946	169,946
	<u>617,636</u>	<u>755,792</u>	<u>1,373,428</u>

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
<b>DONATIONS</b>			
Donations received	475,686	4,690	480,376
<b>GRANTS</b>			
Grants receivable	34,600	460,412	495,012
Local authority grants receivable	–	179,145	179,145
	<u>510,286</u>	<u>644,247</u>	<u>1,154,533</u>



NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS (continued)  
YEAR ENDED 31 MARCH 2024

5. DONATIONS AND LEGACIES (continued)

Included within donations received is an amount of £81,600 relating to the provision of rent-free premises to the charity.

6. CHARITABLE ACTIVITIES

	Unrestricted Funds	Total Funds 2024	Unrestricted Funds	Total Funds 2023
	£	£	£	£
Sale of goods/services as part of direct charitable activities	640	640	–	–
Sale of goods/services made or provided by the beneficiaries of the charity	11,390	11,390	5,002	5,002
	<u>12,030</u>	<u>12,030</u>	<u>5,002</u>	<u>5,002</u>

7. FUNDRAISING EVENTS

	Unrestricted Funds	Total Funds 2024	Unrestricted Funds	Total Funds 2023
	£	£	£	£
Fundraising events	<u>560,531</u>	<u>560,531</u>	<u>834,076</u>	<u>834,076</u>

8. INVESTMENT INCOME

	Unrestricted Funds	Total Funds 2024	Unrestricted Funds	Total Funds 2023
	£	£	£	£
Bank interest receivable	7,977	7,977	2,545	2,545
Other interest receivable	–	–	7	7
	<u>7,977</u>	<u>7,977</u>	<u>2,552</u>	<u>2,552</u>

9. COSTS OF RAISING DONATIONS AND LEGACIES

	Unrestricted Funds	Restricted Funds	Total Funds 2024
	£	£	£
Costs of generating income - Fundraising	<u>182,427</u>	<u>809</u>	<u>183,236</u>
	Unrestricted Funds	Restricted Funds	Total Funds 2023
	£	£	£
Costs of generating income - Fundraising	<u>205,803</u>	<u>–</u>	<u>205,803</u>

The costs of generating income includes wages and salaries and associated costs for staff involved in raising funds and donations and grants for the charity, the administrative costs of raising funds and the cost of fundraising events.

NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS (continued)  
YEAR ENDED 31 MARCH 2024

10. EXPENDITURE ON CHARITABLE ACTIVITIES BY FUND TYPE

	Unrestricted Funds	Restricted Funds	Total Funds 2024
	£	£	£
Direct charitable activities	894,626	626,838	1,521,464
Support costs	263,920	4,383	268,303
	<u>1,158,546</u>	<u>631,221</u>	<u>1,789,767</u>
	Unrestricted Funds	Restricted Funds	Total Funds 2023
	£	£	£
Direct charitable activities	996,048	551,570	1,547,618
Support costs	258,883	7,888	266,771
	<u>1,254,931</u>	<u>559,458</u>	<u>1,814,389</u>

11. EXPENDITURE ON CHARITABLE ACTIVITIES BY ACTIVITY TYPE

	Activities undertaken directly	Support costs	Total funds 2024	Total fund 2023
	£	£	£	£
Direct charitable activities	1,521,464	248,790	1,770,254	1,793,757
Governance costs	–	19,513	19,513	20,632
	<u>1,521,464</u>	<u>268,303</u>	<u>1,789,767</u>	<u>1,814,389</u>

12. ANALYSIS OF SUPPORT COSTS

	Activities undertaken directly	Total 2024	Total 2023
	£	£	£
Staff costs	248,790	248,790	246,139
Governance costs	19,513	19,513	20,632
	<u>268,303</u>	<u>268,303</u>	<u>266,771</u>

13. NET EXPENDITURE

Net expenditure is stated after charging/(crediting):		
	2024	2023
	£	£
Depreciation of tangible fixed assets	<u>35,015</u>	<u>30,128</u>



NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS (continued)  
YEAR ENDED 31 MARCH 2024

14. AUDITORS REMUNERATION

	2024	2023
	£	£
Fees payable for the audit of the financial statements	19,280	20,400
Fees payable to the charity's auditor and its associates for other services: Other non-audit services	7,066	9,990

15. STAFF COSTS

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2024	2023
	£	£
Wages and salaries	1,065,766	1,052,490
Social security costs	91,239	92,701
Employer contributions to pension plans	20,872	19,062
	1,177,877	1,164,253

During the year the charity had 53 (2023: 51) volunteers assisting with direct charitable activities.

The average head count of employees during the year was 45 (2023: 47). The average number of full-time equivalent employees during the year is analysed as follows:

	2024	2023
	No.	No.
Key management personnel	3	3
Charitable activities	20	21
Support staff	1	2
	24	26

The average number of full time equivalent employees during the year was 24 (2023: 26).

The number of employees whose remuneration for the year fell within the following bands, were:

	2024	2023
	No.	No.
£80,000 to £89,999	—	1
£90,000 to £99,999	1	—
	1	1

Key Management Personnel

Key management personnel include all persons that have authority and responsibility for planning, directing and controlling the activities of the charity. The total compensation paid to key management personnel for services provided to the charity was £262,027 (2023: £206,201).

NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS (continued)  
YEAR ENDED 31 MARCH 2024

16. TRUSTEE REMUNERATION AND EXPENSES

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

No trustees expenses have been incurred.

17. TANGIBLE FIXED ASSETS

	Land and buildings £	Fixtures and fittings £	Equipment £	Building improvements £	Total £
<b>Cost</b>					
At 1 April 2023	31,032	29,865	112,492	68,271	241,660
Additions	—	—	9,057	13,148	22,205
Disposals	—	—	(14,308)	—	(14,308)
<b>At 31 March 2024</b>	<b>31,032</b>	<b>29,865</b>	<b>107,241</b>	<b>81,419</b>	<b>249,557</b>
<b>Depreciation</b>					
At 1 April 2023	12,413	15,831	45,540	1,873	75,657
Charge for the year	3,103	5,973	24,310	1,629	35,015
Disposals	—	—	(14,308)	—	(14,308)
<b>At 31 March 2024</b>	<b>15,516</b>	<b>21,804</b>	<b>55,542</b>	<b>3,502</b>	<b>96,364</b>
<b>Carrying amount</b>					
<b>At 31 March 2024</b>	<b>15,516</b>	<b>8,061</b>	<b>51,699</b>	<b>77,917</b>	<b>153,193</b>
At 31 March 2023	18,619	14,034	66,952	66,398	166,003

18. DEBTORS

	2024	2023
	£	£
Trade debtors	21,097	64,991
Prepayments and accrued income	15,922	330
Other debtors	3,465	3,465
	40,484	68,786

19. CREDITORS: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	33,939	26,420
Accruals and deferred income	29,318	86,177
Social security and other taxes	20,273	28,317
Other creditors	4,647	7,425
	88,177	148,339



NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS *(continued)*  
YEAR ENDED 31 MARCH 2024

20. DEFERRED INCOME

	2024	2023
	£	£
Amount deferred in year	–	53,003

Deferred income comprises grants to which the charity was entitled at the period end that substantively relate to the following year.

21. PENSIONS AND OTHER POST RETIREMENT BENEFITS

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £20,872 (2023: £19,062).

22. ANALYSIS OF CHARITABLE FUNDS

Unrestricted funds

	At 1 April 2023	Income	Expenditure	Transfers	At 31 March 2024
	£	£	£	£	£
General funds	476,554	1,198,174	(1,340,973)	100,000	433,755
Designated funds	100,000	–	–	(100,000)	–
	<u>576,554</u>	<u>1,198,174</u>	<u>(1,340,973)</u>	<u>–</u>	<u>433,755</u>

	At 1 April 2022	Income	Expenditure	Transfers	At 31 March 2023
	£	£	£	£	£
General funds	593,327	1,351,916	(1,460,734)	(7,955)	476,554
Designated funds	100,000	–	–	–	100,000
	<u>693,327</u>	<u>1,351,916</u>	<u>(1,460,734)</u>	<u>(7,955)</u>	<u>576,554</u>

NOA GIRLS  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS *(continued)*  
YEAR ENDED 31 MARCH 2024

22. ANALYSIS OF CHARITABLE FUNDS *(continued)*

Restricted funds

	At 1 April 2023	Income	Expenditure	Transfers	At 31 March 2024
	£	£	£	£	£
Various restricted funds	<u>223,941</u>	<u>755,792</u>	<u>(632,030)</u>	<u>–</u>	<u>347,703</u>

	At 1 April 2022	Income	Expenditure	Transfers	At 31 March 2023
	£	£	£	£	£
Various restricted funds	<u>131,197</u>	<u>644,247</u>	<u>(559,458)</u>	<u>7,955</u>	<u>223,941</u>

23. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Tangible fixed assets	153,193	–	153,193
Current assets	368,739	347,703	716,442
Creditors less than 1 year	(88,177)	–	(88,177)
Net assets	<u>433,755</u>	<u>347,703</u>	<u>781,458</u>

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Tangible fixed assets	166,003	–	166,003
Current assets	558,890	223,941	782,831
Creditors less than 1 year	(148,339)	–	(148,339)
Net assets	<u>576,554</u>	<u>223,941</u>	<u>800,495</u>

24. ANALYSIS OF CHANGES IN NET DEBT

	At 1 Apr 2023	Cash flows	At 31 Mar 2024
	£	£	£
Cash at bank and in hand	<u>714,045</u>	<u>(38,087)</u>	<u>675,958</u>

25. RELATED PARTIES

During the year, the charity received donations aggregating £54,783 (2023: £41,136) from the trustees and key management personnel, and their close family members.

26. ETHICAL STANDARDS

In common with many businesses of the charity's size and nature the charity uses its auditors to prepare and submit returns to the tax authorities, assist with the preparation of the financial statements and provide tax advice.





The Charles  
Wolfson  
Charitable  
Trust



The  
Henry Smith  
Charity  
founded in 1628



kirschfoundation



THE  
MOX  
BARLEY  
FOUNDATION



Bob &  
Michelle  
Shemtob  
CHARITABLE  
TRUST



YOUNG  
BARNET  
FOUNDATION

All the artwork in this report was created by girls in Noa and is reproduced and printed with their permission. The pieces were produced as part of their therapeutic journey and express different parts of their struggles, their support, their recovery and what Noa means to them.