

**We keep
smiles in
fashion.**



**Trustees report and financial statements
For the year ended 31 October 2022
Registered Charity Number: 1139859**

THE CHEER-UP SQUAD LIMITED
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FOR THE YEAR ENDING 31 OCTOBER 2022

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THE CHEER-UP SQUAD LIMITED

REPORT OF THE TRUSTEES

FOR THE YEAR ENDING 31 OCTOBER 2022

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 October 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

07419511 (England and Wales)

Registered Charity number

1139859

Registered office

Office 3

107 Dunsmure Road

London

N16 5HT

Trustees

Abraham Gluck

David Breuer

Moses Mandel

Independent Examiner

Balazs Nezmi FCCA

JS&CO Accountants Ltd

26 Theydon Road

London E5 9NA

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

OBJECTIVES AND ACTIVITIES

Objectives and aims

To provide relief and moral support to sick and ill people of all ages both in hospital and at home and to persons in prisons. To uplift and raise their spirits and to improve their condition in particular (but not exclusively) by arranging visits to and entertainment for the sick, elderly and frail, weekend activities and holidays for sick and ill people together with persons caring for them and visits to persons in prisons. To give presents to unwell children

The advancement of such other objects as are charitable according to English law.

Monies are raised through private donations and grants.

Review of activities and achievements

The trustees are pleased with results for the year.

ON BEHALF OF THE BOARD:



Moses Mandel - Trustee

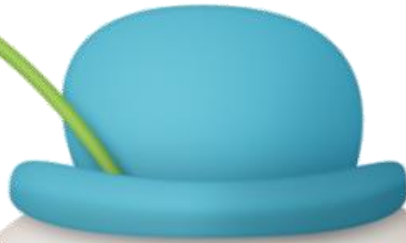
6th February 2023

This page does not form part of the statutory financial statements



ABOUT US

WELCOME



The Cheer-Up Squad, was established 12 years ago by a group of parents with ill children struggling to cope. Juggling care of the sick child with the needs of the rest of the family highlighted to the founders the lack of services to help families in similar circumstances.

What began as a pipe dream to give entertainment to bedridden children and adults evolved into a flourishing network of kindness and happiness. The Cheer-Up Squad comes into the lives of the ill, supporting and strengthening patients to brave their illness with laughter and cheer, simultaneously reducing social isolation and preventing anxiety and depression.

We help patients forget about gruelling treatments, hospital routines, medical procedures and appointments that have sadly become daily occurrences, and allow the whole family to smile and laugh again.



SERVICES

With our strong mission of spreading hope and joy, we provide a range of free and confidential services to hospitalised and home-bound people and their families.

Visits/Clown Care

Our enthusiastic team of selfless volunteers, magicians, jugglers, musicians, singers, scrapbooking & arts & crafts volunteers devote hours to visiting children, adults & elderly people.

We support anyone in need, whether recovering from an operation, suffering from a medical condition e.g. Crohn's & Colitis, or in hospital with a serious & long-term disease.

Perhaps the most admirable aspect of our work is the thoughtful consideration and attention to detail displayed by our dedicated volunteers. Visits are carefully planned to suit the patient and situation. We can whip up a magic show, cheerful songs, funny skits, or puppet show. Each visit is accompanied by a dazzling array of toys and games for the sick child. We leave a trail of laughter hope and warmth.


For the mature patient the squad might metamorphose into an impromptu concert complete with professional players, violinists and popular singers. We play stirring tunes and sing uplifting words of hope and faith, thus lifting their spirits and speeding recovery.



WINN-DIXIE WINNERS?



project is
any other
much
operate
zoom
well as

A silver laptop is shown from a three-quarter perspective, open and displaying a vibrant image of rolling sand dunes under a clear blue sky. A large, black magnifying glass icon is superimposed over the top right corner of the laptop screen, with its handle extending towards the top right of the frame. The magnifying glass contains a thick black plus sign (+), symbolizing a zoom or focus function.

BENZENE CLEAVAGE?

A collage of various toys including a teddy bear, a hippo, a mushroom, a star, a ball of yarn, and a puzzle piece featuring a pink swan.

These are perfect for bedside use, including toys, games & crafts for kids, & as the likes of intricate knitting sets, jigsaw puzzles or paint by number sets for the adults, filling long lonely hours spent in hospital or on bed rest.

SERVICES (continue)

Dvd Players, Dvd's, Ipads, Pianos and Electrical Games Library

Our collection of around 30 DVD players & vast library of DVD's are constantly updated with the newest releases to suit every age & interest.

These are loaned out to sick & bedridden people, providing hours of entertainment, relieving boredom & providing distraction from constant pain & illness.

The library is open every day & is carefully managed with a customised software program.



Gifting All Members Of The Patients Healthcare Team

The Cheer Up Squad is mindful of the patients healthcare team. Our visits provide a boost to the doctors and nurses working long and hard hours. We know how stressful it can be to work in a hospital environment.

We make sure to demonstrate our appreciation to the healthcare team, for their dedicated care to patients. We distribute ice cream, chocolate and goodies to all members of staff.



SERVICES (continue)

2024/05/05 (CONTINUED)

Cheer Up Day

The “Cheer Up Day,” is arranged for in advance, in conjunction with the providers of care, for the special needs children. “Cheer Up Day,” is anticipated with much excitement by all special needs children. It is the highlight of their year. Our volunteers pay meticulous attention to all details of the event.

Our Events Manager Alex Gluck coordinates the event and is an expert at delivering a highly successful fun packed day. The effect that “Cheer Up Day,” has on the special needs population is indescribable.

As one teacher told us “After Cheer Up Day, Dave – an uncommunicative autistic child, has become more responsive and has started to communicate with his peers.” Our events help foster youth cohesion.



Entertainment In Care Homes

Every fourth Saturday, our volunteers perform at the local old age home. These events are coordinated with the care home managers and are a much anticipated event.



TESTIMONIALS

"After your volunteers came my child was dancing around happily; something he didn't do since surgery!"

-F.D

*Thank you
very much!*

Appreciated

Thanks for sending a group to my uncle. He was a different person after you left!

Greatly appreciated!

-Josh

"Thank you so much for the DVD's!!!! It was a major help!!! You can't even imagine!"

-Anna

No words...

So Grateful

"Thanks for the books you sent, my son was busy with it the whole day and I finally had a bit of quiet time!"

-Sara

"I just want to say a big thank you to The Cheer-Up Squad. You literally revived Sammy he enjoyed your visit so much. You guys really made a difference to him and it was a very special evening!!

Keep up your great work!

-B.S

Thanks

"...Your guys are doing an excellent job. I can tell on patients when The Cheer-Up Squad visited—I notice that on those days they respond far better to treatment."

-Dr. H Busch, a doctor in Royal London Hospital



Facts and Figures

116

Volunteers



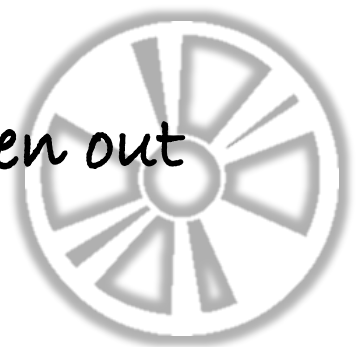
1,144

Patients visited a year (approx.)



18,142

DVDs Given out



29

Hospitals visited



Our Impact



99%

Reported
reduced
isolation



85%

Improved
communication



Improved physical
and mental health
wellbeing

95%



87%

Success rate
in preventing
anxiety and
depression



Prolonging
the life of

100's
Of people

Strengthening
resolve to fight
disease



98%

Relieved
From their
boredom



100%

Creating
Positive
mood

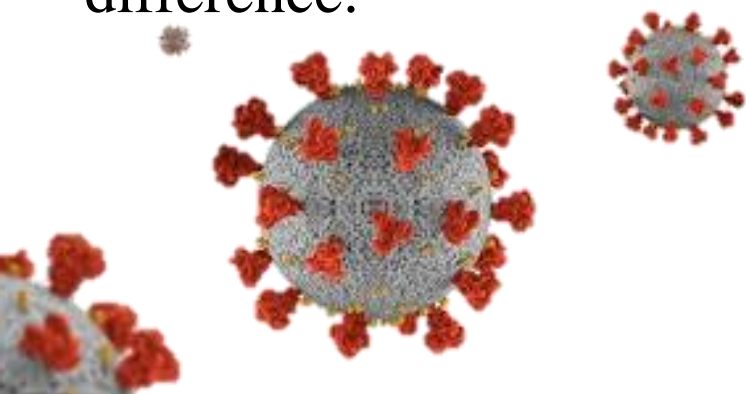


COVID-19 UPDATE

The current health crisis has affected The Cheer Up Squad greatly. Though far from our only one, the main service The Cheer Up Squad is famous for, is our visiting cheer-up service. Unfortunately, this service has been reduced due to new hospital visitation policies. Throughout that time, though, we have been working to ensure our beneficiaries are not forgotten. Some new Covid-safe initiatives have been carried out successfully, some are in progress, and some new ones are still in the planning stages.



Since Covid we have come up with a comprehensive list of initiatives at home or in hospitals that would help our beneficiaries by keeping them entertained, alleviating mental stress, and reducing boredom and social isolation. Many of these have actually been suggested multiple times by users, making us confident that these are much-needed, and will truly make a difference.



INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE CHEER-UP SQUAD LIMITED

I report on the accounts for the year ended 31 October 2022 set out on pages five to eight.

Respective responsibilities of trustees and examiner

The charity's trustees (who are also the directors for the purposes of company law) are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under Section 144(2) of the Charities Act 2011(the 2011 Act)) and that an independent examination is required.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under Section 145 of the 2011 Act
- to follow the procedures laid down in the General Directions given by the Charity Commission (under Section 145(5) (b) of the 2011 Act); and
- to state whether particular matters have come to my attention.

Basis of the independent examiner's report

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view ' and the report is limited to those matters set out in the statements below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that, in any material respect, the requirements
 - to keep accounting records in accordance with Section 386 and 387 of the Companies Act 2006; and
 - to prepare accounts which accord with the accounting records, comply with the accounting requirements of Sections 394 and 395 of the Companies Act 2006 and with the methods and principles of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)
- have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Balazs Nezmi FCCA
JS&CO Accountants Ltd
26 Theydon Road
London E5 9NA
6th February 2023

THE CHEER-UP SQUAD LIMITED

STATEMENT OF FINANCIAL ACTIVITIES

for the year ending 31 October 2022

| | Notes | Restricted funds £ | Unrestricted funds £ | Total 2022 £ | 2021 £ |
|--|-------|--------------------------|----------------------------|-----------------|-----------|
| INCOMING RESOURCES | | | | | |
| Incoming resources from generated funds | | | | | |
| Voluntary Income | | | 26,622 | 26,622 | 54,715 |
| Grants received | | 7,000 | 38,000 | 45,000 | 5,500 |
| Total Incoming resources | | 7,000 | 64,622 | 71,622 | 60,215 |
| RESOURCES EXPENDED | | | | | |
| Charitable activities | | | | | |
| Costs of charitable activities - by activity | | 7,000 | 54,365 | 61,365 | 56,909 |
| Governance costs | | 0 | 5,465 | 5,465 | 2,099 |
| Total resources expended | | 7,000 | 59,830 | 66,830 | 59,008 |
| NET INCOMING/(OUTGOING) RESOURCES | | 0 | 4,793 | 4,793 | 1,207 |
| RECONCILIATION OF FUNDS | | | | | |
| Total funds brought forward | | 0 | 10,612 | 10,612 | 9,405 |
| TOTAL FUNDS CARRIED FORWARD | | 0 | 15,405 | 15,405 | 10,612 |

The Notes form part of the financial statements

THE CHEER-UP SQUAD LIMITED

BALANCE SHEET

31-Oct-22

| | Notes | £ | 2022 £ | £ | 2021 £ |
|---|-------|---|---------------|---|---------------|
| FIXED ASSETS | | | | | |
| Fixtures & Fittings | 3 | | 2,135 | | 2,846 |
| CURRENT ASSETS: | | | | | |
| Cash at bank and in hand | | | 12,949 | | 22,040 |
| Other Debtors | | | <u>13,500</u> | | <u>22,040</u> |
| | | | 26,449 | | 22,040 |
| CREDITORS: amounts falling due within one year | 4 | | <u>-3,389</u> | | <u>-1,872</u> |
| Net Current assets/(liabilities) | | | <u>23,060</u> | | <u>20,168</u> |
| CREDITORS: Amounts falling due after more than one year | 5 | | -9,790 | | -12,402 |
| NET ASSETS: | | | <u>15,405</u> | | <u>10,612</u> |
| FUNDS | 6 | | | | |
| Restricted Funds | | | 0 | | 0 |
| Unrestricted funds | | | <u>15,405</u> | | <u>10,612</u> |
| TOTAL FUNDS | | | <u>15,405</u> | | <u>10,612</u> |

The Charitable company is entitled to exemption from audit under section 477 of Companies Act 2006 for the year ended 31 October 2022.

The trustees have not required the charitable company to obtain an audit of its financial statements for the year ended 31 October 2022 in accordance with section 476 of Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Section 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Section 394 and 395 and which otherwise comply with all the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small charitable companies and with the Financial reporting Standard for smaller entities (effective April 2008)

Approved by the board of Trustees on:
And signed on their behalf by:

06 February 2023



Moses Mandel - Trustee

The Notes form part of these financial statements

THE CHEER-UP SQUAD LIMITED
NOTES TO THE FINANCIAL STATEMENTS
for the year ending 31 October 2022

1 ACCOUNTING POLICIES

Accounting convention

These accounts have been prepared in accordance with the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (FRSSE) (effective January 2015). In preparing the accounts, the charity follows best practice as laid down in the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP) issued in March 2005. Where there is a conflict between the FRSSE and the SORP, the SORP has been adopted in accordance with paragraph 419ff of the SORP.

Incoming resources

Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is accounted for on accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources

Taxation

The Charity is exempt from tax on its charitable activities.

Fund accounting

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.

Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost residual value of each asset over its expected useful life, as follows:

Office equipment - 25% reducing balance

2 TRUSTEES REMUNERATION AND BENEFITS

No trustee received remuneration, allowance for or reimbursement of expenses.

EMPLOYEES

Average number of employees, during the year was as follows: 2 (2021: 2)

THE CHEER-UP SQUAD LIMITED
NOTES TO THE FINANCIAL STATEMENTS
for the year ending 31 October 2022

3 FIXED ASSETS

| | Office Equipment £ | Totals £ |
|--------------------|--------------------------|-------------|
| COST: | | |
| At 1 November 2021 | 21,860 | 21,860 |
| Additions | 0 | 0 |
| At 31 October 2022 | 21,860 | 21,860 |
| DEPRECIATION: | | |
| At 1 November 2021 | 19,014 | 19,014 |
| Charge for year | 712 | 712 |
| At 31 October 2022 | 19,726 | 19,726 |
| NET BOOK VALUE: | | |
| At 31 October 2022 | 2,135 | 2,135 |
| At 31 October 2021 | 2,846 | 2,846 |

4 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 2022 £ | 2021 £ |
|-----------------|-----------|-----------|
| Other creditors | 2,669 | 516 |
| Accruals | 720 | 1,356 |
| | 3,389 | 1,872 |

5 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

| | 2022 £ | 2021 £ |
|--|-----------|-----------|
| | 9,790 | 12,402 |

6 MOVEMENTS IN FUNDS

| | At 1.11.21 £ | Net movement in funds £ | At 31.10.22 £ |
|--------------------|-----------------|-------------------------------|------------------|
| Restricted funds | | | |
| Grants | 0 | 0 | 0 |
| Unrestricted funds | | | |
| General fund | 10,612 | 4,793 | 15,405 |
| TOTAL FUNDS | 10,612 | 4,793 | 15,405 |

Net movement in funds, included in the above are as follows:

| | Incoming resources £ | Resources expended £ | Movement in funds £ |
|--------------------|----------------------------|----------------------------|---------------------------|
| Restricted funds | | | |
| Grants | 7,000 | 7,000 | 0 |
| Unrestricted funds | | | |
| General fund | 64,622 | 59,830 | 4,793 |
| TOTAL FUNDS | 71,622 | 66,830 | 4,793 |

THE CHEER-UP SQUAD LIMITED
DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the year ending 31 October 2022

| | Restricted £ | Unrestricted £ | Total 2022 £ | 2021 £ |
|--|-----------------|-------------------|-----------------|-----------|
| INCOMING RESOURCES | | | | |
| Voluntary Income | | | | |
| Grant received | 7,000 | 38,000 | 45,000 | 5,500 |
| Donations | | 26,622 | 26,622 | 54,715 |
| | | | | |
| Total incoming resources | 7,000 | 64,622 | 71,622 | 60,215 |
| RESOURCES EXPENDED | | | | |
| Costs of charitable activities - by activity | | | | |
| Admin and Project management | | 12,091 | 12,091 | 9,676 |
| Gifts & activities | 2,008 | | 2,008 | 404 |
| DVD Players | 2,584 | | 2,584 | 3,146 |
| Toys and equipments | 2,408 | 5,510 | 7,918 | 16,664 |
| Printing, Postage & Stationary | | 5,081 | 5,081 | 3,977 |
| Insurance | | 289 | 289 | 279 |
| Rent | | 9,750 | 9,750 | 6,240 |
| Telephone | | 2,851 | 2,851 | 2,768 |
| Advertising | | 1,200 | 1,200 | 966 |
| wages | | 16,809 | 16,809 | 10,885 |
| Cleaning | | | 0 | 90 |
| Repairs | | | 0 | 515 |
| Sundries | | 72 | 72 | 350 |
| Depreciation | | 712 | 712 | 949 |
| | 7,000 | 54,365 | 61,365 | 56,909 |
| Governance costs | | | | |
| Accountancy | | 720 | 720 | 696 |
| Professional fees | | 4,401 | 4,401 | 1,313 |
| Bank charges & Interest | | 344 | 344 | 90 |
| | 0 | 5,465 | 5,465 | 2,099 |
| Total resources expended | 7,000 | 59,830 | 66,830 | 59,008 |
| NET INCOME FOR THE YEAR | 0 | 4,793 | 4,793 | 1,207 |
| RECONCILIATION OF FUNDS | | | | |
| NET INCOME FOR YEAR | 0 | 4,793 | 4,793 | 1,207 |
| Total Funds Brought Forward | 0 | 10,612 | 10,612 | 9,405 |
| Total Funds Carried Forward | 0 | 15,405 | 15,405 | 10,612 |

This page does not form part of the financial statement