The Cheer-Up Squad

0208 800 0008

CHEER -UP SQUAD

ANNUAL REPORT

2023

WE KEEP SMILES IN FASHION

Trustees Report and Financial Statements
Registered Charity Number: 1139859

CHEER UP SQUAD ANNUAL REPORT 2023

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ABOUT US

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 occurences, and allow the whole family to smile and laugh again.

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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 and arts and crafts volunteers devote hours to visiting children, adults and elderly people. We support anyone in need, whether recovering from an operation, suffering from a medical condition e.g. Crohn's and Colitis, or in hospital with a serious and 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.

MAGICAL MOMENTS

Magical Moments ensures that people who are unable to attend family/friends weddings due to their illness or vulnerability will be able to view their loved ones live and to join the wedding in true spirit. This project is very different to Skype, Google Hangouts or any other means of chatting via video.

This project is innovative in that it offers so much more, by giving patients complete control to operate the apparatus independently. They pam, tilt and zoom in to view things from all different angles as well as zooming in for a clearer sharper view.

BEDSIDE CREATIVES

The Squad distributes packages with educational and entertainment content to all ill children in hospitals across London. These are perfect for bedside use, including toys, games and crafts for kids, and 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.

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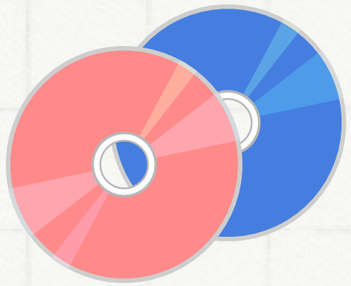
DVD PLAYERS, DVD'S, IPADS, PIANOS, AND ELECTRICAL GAMES LIBRARY

Our collection of 30 DVD Players and vast library of DVDs are constantly updated with the newest releases to suit every age and interest. We also lend out laptops and iPads, uploaded with games and videos, so that patients can enjoy some free entertainment and use the laptops for educational benefits, such as completing school assignments, so that they don't fall behind in their studies when they finally are able to go back to their regular school life.



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

The library is open every day and is carefully managed with a customized software program, to maximise the effectiveness for our users.

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.

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FOOD DISTRIBUTION

We offer families food vouchers redeemable at local butchers or groceries, alleviating financial burdens and enabling parents to prioritise their children's needs, ensuring nutritious meals. Additionally, our volunteers extend support by distributing sandwiches and snacks to patients during cheer-up visits, providing comfort and lifting spirits. This comprehensive approach not only addresses immediate hunger, but also fosters a sense of community care, supporting both families and individuals facing illness.

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.

ENTERTAINMENT IN CARE HOMES

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

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TESTIMONIALS

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

-F.D

"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

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

-Josh

"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

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

-Anna

"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

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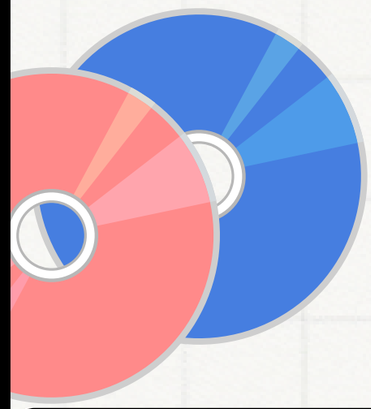
FACTS AND FIGURES

116
Volunteers

1,144
Patients visited in a year
(approximately)

18,142



DVD's given out

29

Hospital visited

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IMPACT

99% Reported reduced isolation

95% Improved physical and mental health wellbeing

96% Strengthening resolve to fight disease

100% Creating positive mood

98% Relieved from the boredom

87% Success rate in preventing anxiety and depression

85% Improved communication

Prolonging the life of **100's** people

THE CHEER-UP SQUAD LIMITED

REPORT OF THE TRUSTEES
FOR THE YEAR ENDING 31 OCTOBER 2023

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 2020. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005.

THE CHEER-UP SQUAD LIMITED

REPORT OF THE TRUSTEES
FOR THE YEAR ENDING 31 OCTOBER 2023

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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
19th April 2024

This page does not form part of the statutory financial statements

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

I report on the accounts for the year ended 31 October 2023 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
19th April 2024

This page does not form part of the statutory financial statements

THE CHEER-UP SQUAD LIMITED

STATEMENT OF FINANCIAL ACTIVITIES
for the year ending 31 October 2023

	Notes	Restricted funds £	Unrestricted funds £	Total 2023 £	2022 £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary Income		6,500	49,647	56,147	26,622
Grants received		6,000	0	6,000	45,000
Total Incoming resources		12,500	49,647	62,147	71,622
RESOURCES EXPENDED					
Charitable activities					
Costs of charitable activities - by activity		12,500	34,460	46,960	61,365
Governance costs		0	2,398	2,398	5,465
Total resources expended		12,500	36,858	49,358	66,830
NET INCOMING/(OUTGOING) RESOURCES		0	12,790	12,790	4,792
RECONCILIATION OF FUNDS					
Total funds brought forward		0	15,404	15,404	10,612
TOTAL FUNDS CARRIED FORWARD		**0**	**28,194**	**28,194**	**15,404**

The Notes form part of the financial statements

THE CHEER-UP SQUAD LIMITED

BALANCE SHEET
31-Oct-23

	Notes	£	2023 £	£	2022 £
FIXED ASSETS					
Fixtures & Fittings	3		1,601		2,134
CURRENT ASSETS:					
Cash at bank and in hand		22,956		12,949	
Other Debtors		11,855		13,500	
		34,811		26,449	
CREDITORS: amounts falling due within one year	4	-1,040		-3,389	
Net Current assets/(liabilities)			33,771		23,060
CREDITORS: Amounts falling due after more than one year	5		-7,178		-9,790
NET ASSETS:			28,194		15,404
FUNDS	6				
Restricted Funds			0		0
Unrestricted funds			28,194		15,404
TOTAL FUNDS			28,194		15,404

The Charitable company is entitled to exemption from audit under section 477 of Companies Act 2006 for the year ended 31 October 2023.

The trustees have not required the charitable company to obtain an audit of its financial statements for the year ended 31 October 2023 in accordance with section 476 of Companies Act 2006.

The trustees acknowledge their responsibilities for
a) ensuring that the charitable company keeps accounting records that comply with Section 386 and 387 of the Companies Act 2006 and
b) preparing financial statements which give a true and fair view of the state of affairs of the 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 relaiting to financila stataments, 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: 19 April 2024
And signed on their behalf by:

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 2023

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 accurals 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 consitent 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: 3 (2022: 2)

THE CHEER-UP SQUAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS
for the year ending 31 October 2023

3 FIXED ASSETS

	Office Equipment	Totals
COST:	£	£
At 1 November 2022	21,860	21,860
Additions	0	0
At 31 October 2023	21,860	21,860
DEPRECIATION:		
At 1 November 2022	19,726	19,726
Charge for year	534	534
At 31 October 2023	20,260	20,260
NET BOOK VALUE:		
At 31 October 2023	1,601	1,601
At 31 October 2022	2,134	2,134

4 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Other creditors	260	2,669
Accurals	780	720
	1,040	3,389

5 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

2023	2022
£	£
7,178	9,790

6 MOVEMENTS IN FUNDS

	At 1.11.22	Net movement in funds	At 31.10.23
Restricted funds	£	£	£
Grants	0	0	0
Unrestricted funds			
General fund	15,404	12,790	28,194
TOTAL FUNDS	15,404	12,790	28,194

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

	Incoming resources	Rescources expended	Movement in funds
Restricted funds	£	£	£
Grants	12,500	12,500	0
Unrestricted funds			
General fund	49,647	36,858	12,790
TOTAL FUNDS	62,147	49,358	12,790

THE CHEER-UP SQUAD LIMITED

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
for the year ending 31 October 2023

	Restricted	Unrestricted	Total 2023	2022
INCOMING RESOURCES	£	£	£	£
Voluntary Income				
Grant received	6,000		6,000	45,000
Donations	6,500	49,647	56,147	26,622
Total incoming resources	12,500	49,647	62,147	71,622
RESOURCES EXPENDED				
Costs of charitable activities - by activity				
Admin and Project management			0	12,091
Food, Gifts & Activities	6,000	270	6,270	2,008
Toys and equipments	6,500	3,479	9,979	10,502
Printing, Postage & Stationary		622	622	5,081
Insurance			0	289
Rent		9,836	9,836	9,750
Telephone		2,983	2,983	2,851
Advertising		1,873	1,873	1,200
wages		14,863	14,863	16,809
Sundries			0	72
Depreciation		534	534	712
	12,500	34,460	46,960	61,365
Governance costs				
Accountancy		780	780	720
Professional fees		1,282	1,282	4,401
Bank charges & Interest		336	336	344
	0	2,398	2,398	5,465
Total resources expended	12,500	36,858	49,358	66,830
NET INCOME FOR THE YEAR	**0**	**12,790**	**12,790**	**4,792**
RECONCILIATION OF FUNDS				
NET INCOME FOR YEAR	0	12,790	12,790	4,792
Total Funds Brought Forward	0	15,404	15,404	10,612
Total Funds Carried Forward	0	28,194	28,194	15,404

This page does not form part of the financial statement