



CHEER -UP SQUAD

ANNUAL REPORT

2024

WE KEEP SMILES IN FASHION

Trustees Report and Financial Statements

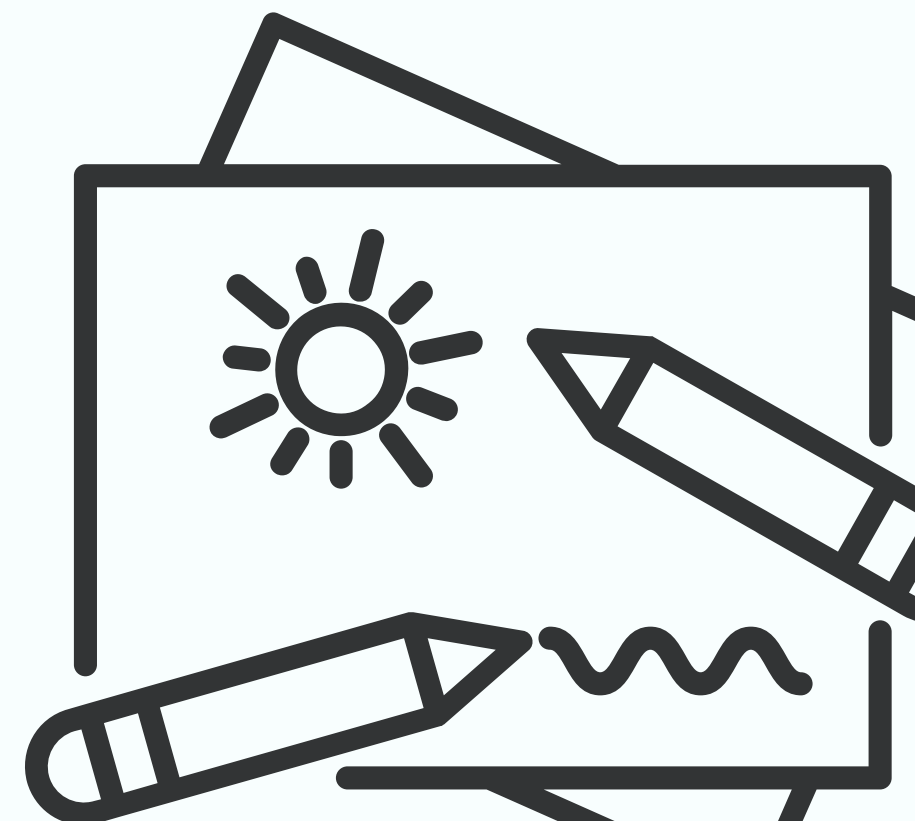
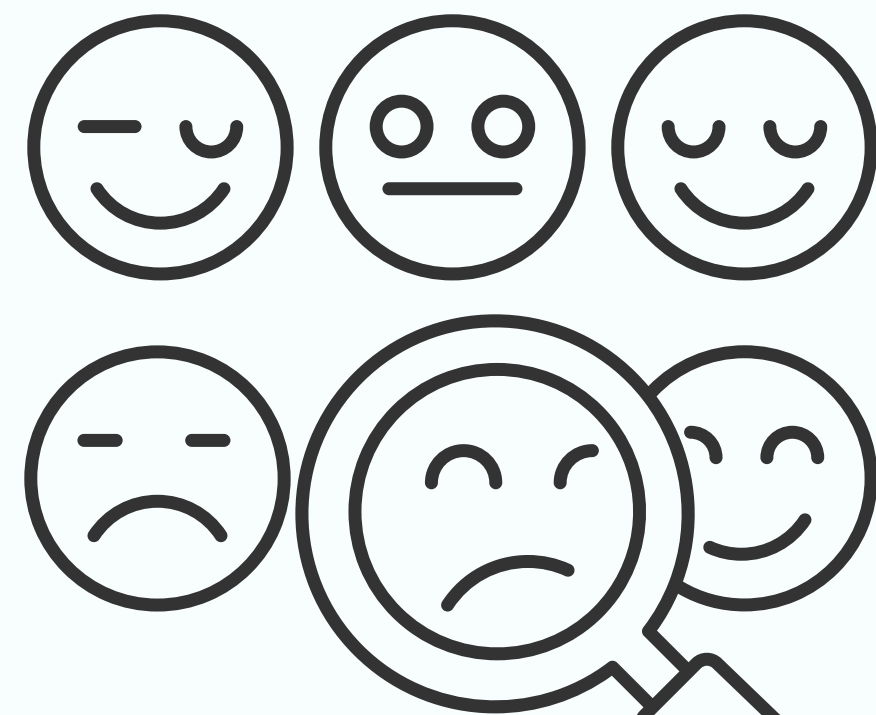
Registered Charity Number: 1139859





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ABOUT US

The Cheer-Up Squad, established 12 years ago by a group of parents with ill children, emerged from the challenging reality of caring for a sick child while balancing the needs of the entire family. Our founders realised the lack of support services for families in similar situations, which inspired them to create an initiative designed to bring comfort, joy, and hope to those facing illness. What began as a dream to provide entertainment to bedridden individuals has blossomed into a flourishing network of care that touches the lives of ill and disabled children, adults, and elderly individuals across London.

Our compassionate services help patients forget their grueling treatments, hospital routines, and medical appointments, creating an environment where laughter and joy take center stage. Our work reduces social isolation, combats anxiety and depression, and nurtures a sense of community. Our unwavering commitment is at the heart of our mission to make families smile and laugh again, even during the most difficult times.

SERVICES

Driven by a mission to spread hope and joy, we offer a range of free and confidential services to brighten the lives of hospitalized and home-bound individuals and their families.

VISITS / CLOWN CARE

Our enthusiastic team of selfless volunteers, magicians, jugglers, musicians, singers, scrapbooking, and arts and crafts volunteers spend hours visiting children, adults, and elderly people in need. 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 severe 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 shows. 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 adult patients, our crew can turn into a mini-concert featuring professional musicians, 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

Our Magical Moments project allows patients who can't make it to family weddings or gatherings to still take part in the festivities in real time. Instead of typical video calls, this service lets patients control the camera to zoom in and capture special moments from different angles—making it a much more personal and immersive experience.

BEDSIDE CREATIVES

We send packages with educational and entertainment content to kids in hospitals all over London. These packages include toys, games, and crafts for the little ones, and for the adults, more complex activities like knitting sets, jigsaw puzzles, and paint-by-number kits. They help fill those long, lonely hours spent in hospitals or on bed rest.



TECH CONNECT

Our service that lets patients borrow iPads, laptops, and DVDs has become a lifeline for those looking for comfort and distraction during tough times. They can check out devices from our tech library to stay connected with the outside world, like video call family members, dive into entertainment, explore creative pursuits, or just pass the time with something fun while in the hospital. These devices help make things feel more normal and combat feelings of loneliness and boredom.



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.

FOOD DISTRIBUTION

We help families with food vouchers that they can use at local butcher shops or grocery stores. This takes some financial pressure off and allows parents to focus on their children's needs. Additionally, we have offered daily breakfasts to 100 children over 20 days, giving families a break from meal prep and ensuring kids begin their day with healthy, nutritious food.

Our volunteers also extend support by distributing sandwiches and snacks to patients during cheer-up visits, providing comfort and lifting spirits. This comprehensive approach addresses immediate hunger and builds a sense of community care, supporting families and individuals facing illness.

EXPANSION TO NORTH WEST LONDON

With the support of Awards For All funding, The Cheer-Up Squad expanded its reach by opening a new branch in Golders Green, Barnet. This grant helped us bring on a dedicated administrator to run our new office, ensuring we can deliver our services smoothly to people who are ill or disabled in the area. Having a local presence means families don't have to travel far, making it easier for those who need our support. Through partnerships with local health services, schools, and community centers, we raised awareness and engaged with potential beneficiaries. This expansion is a big step forward in our mission to bring care and support across London, building on our success in Hackney.

HEALTHCARE TEAM GIFTS

We also love to show appreciation for the healthcare workers who devote so much to caring for patients. Our volunteers bring ice cream, chocolates, and other treats to doctors, nurses, and hospital staff to acknowledge their hard work and relieve some of the stress of their demanding roles.



OUR PATH FORWARD

The Cheer-Up Squad is committed to scaling its operations to meet the growing demand for its services. As part of our goals, we plan to refurbish our offices to create a more welcoming and functional space for our staff, volunteers, and beneficiaries. This refurbishment will include updating office furniture, enhancing accessibility features, and creating dedicated areas for volunteer training and resource distribution.

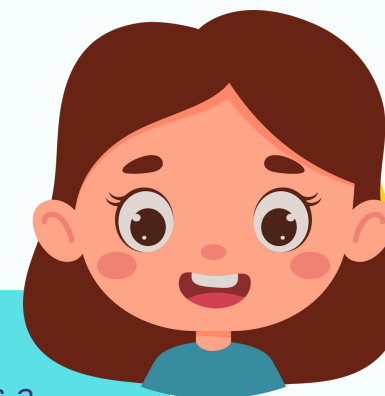
In addition, we aim to expand our inventory of toys, educational kits, and technological devices to better serve individuals in need. By increasing our stock, we can ensure every patient, regardless of age, receives high-quality resources to brighten their day and support their recovery.

Building on the success of our existing branches in London, we are excited to extend our services further to Manchester and Liverpool. These cities have significant populations of individuals facing chronic illness and disability, and we are eager to bring our unique brand of care and joy to these communities. We plan to recruit and train volunteers from these areas, partner with local hospitals and charities, and kick off awareness campaigns to reach those who will benefit the most. This expansion will help us spread joy and hope, making a lasting difference across the UK.

The Cheer-Up Squad will keep growing, bringing comfort and smiles to families wherever they are.



TESTIMONIALS



"I can't thank you enough for the Cheer Up Day. My son's face lit up when the clowns arrived. He hasn't laughed like that in months. Truly incredible." – L.M.

"The volunteers at the hospital gave us a much-needed break. I was able to rest while my child enjoyed the crafts and toys. Thank you, Cheer Up Squad!" – N.G.

"The Cheer-Up Squad's visits truly show that laughter is the best medicine. I've seen how their interactions brighten patients' spirits and ease stress. It's a remarkable addition to the healing process." Dr. J.T, Homerton University Hospital

"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 at Royal London Hospital

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

"I just want to say a big thank you to The CheerUp 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 for sending a group to my uncle. He was a different person after you left! Greatly appreciated!" -Josh

"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



FACTS AND FIGURES



116
Volunteers

1,352

Patients visited in a year
(approximately)



18,200

DVDs given out



31

Hospitals visited

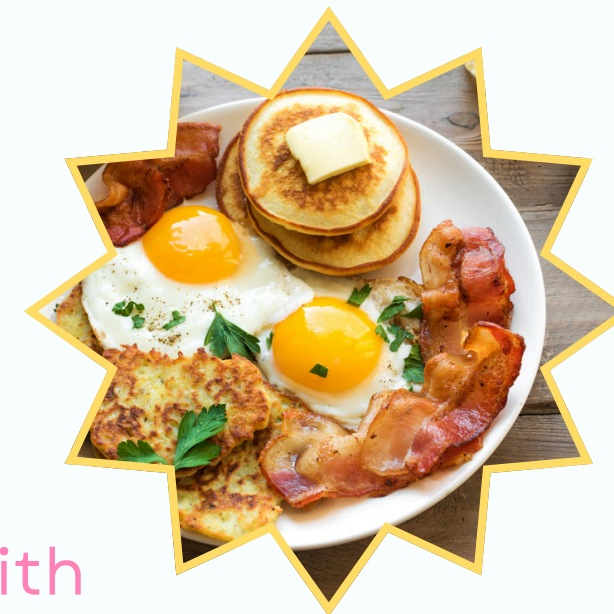


FACTS AND FIGURES



92
families
supported with
food vouchers


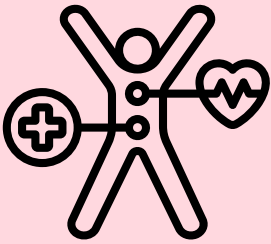

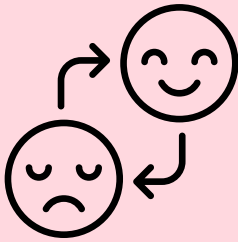






100
children served with
breakfast for 20 days



2
branches
operating in
Hackney and
Barnet



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		99%	Feeling supported by the community
	90%	Improved communication		88%	Success rate in preventing anxiety and depression
	92%	Increased social interaction		100's	Prolonging the life of people



THE CHEER -UP SQUAD LIMITED

**TRUSTEES' REPORT AND
FINANCIAL STATEMENTS
FOR THE YEAR ENDED
31 OCTOBER 2024**

THE CHEER-UP SQUAD LIMITED
(A company limited by guarantee)

**Trustees' report and financial statements
for the year ended 31 October 2024**

THE CHEER-UP SQUAD LIMITED

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 31 OCTOBER 2024**

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THE CHEER-UP SQUAD LIMITED
REPORT OF THE TRUSTEES
FOR THE YEAR ENDING 31 OCTOBER 2024

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.

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

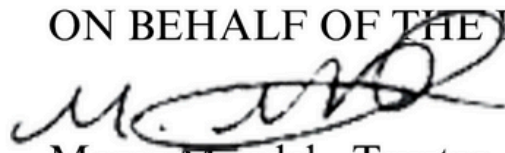
To provide relief and moral support to sick and ill people of all ages both in hospital and at home and to persons in prisons. To uplift and raise their spirits and to improve their condition in particular (but not exclusively) by arranging visits to and entertainment for the sick, elderly and frail, 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
23rd April 2025

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 2024 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.

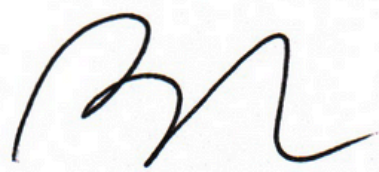
Independent examiner's statement

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
23rd April 2025

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 2024

	Notes	Restricted Funds £	Unrestricted Funds £	Total 2024 £	2023 £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		44,486	0	44,486	56,147
Grants received		0	39,343	39,343	6,000
Total Incoming resources		44,486	39,343	83,829	62,147
EXPENDITURE ON					
Fundraising			7,277	7,277	0
Expenditure on charitable activities		33,800	42,116	75,916	49,357
Total		33,800	49,393	83,193	49,357
NET INCOME/(EXPENDITURE)		10,686	-10,050	636	12,790
RECONCILIATION OF FUNDS					
Total funds brought forward		0	28,194	28,194	15,404
TOTAL FUNDS CARRIED FORWARD		10,686	18,144	28,830	28,194

THE CHEER-UP SQUAD LIMITED

BALANCE SHEET 31-Oct-24

	Notes	£	2024 £	£	2023 £
FIXED ASSETS					1,601
Fixtures & Fittings	3		2,231		
CURRENTT ASSETS					
Cash at bank and in hand		8,232		22,956	
Other Debtors		<u>26,259</u>		<u>11,855</u>	
		34,491		34,811	
CREDITORS: amounts falling due within one year	4	<u>-3,254</u>		<u>-1,040</u>	
Net Current assets/(liabilities)			<u>31,237</u>		<u>33,771</u>
CREDITORS: Amounts falling due after more than one year	5		-4,638		-7,178
NET ASSETS			<u>28,830</u>		<u>28,194</u>
FUNDS	6				
Restricted Funds			10,686		0
Unrestricted Funds			<u>18,144</u>		<u>28,194</u>
TOTAL FUNDS			<u>28,830</u>		<u>28,194</u>

The Charitable company is entitled to exemption from audit under section 477 of Companies Act 2006 for the year ended 31 October 2024.

The trustees have not required the charitable company to obtain an audit of its financial statements for the year ended 31 October 2024 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 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: 23 April 2025

And signed on their behalf by:



Moses Mandel - Trustee

The notes form part of the financial statements

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THE CHEER-UP SQUAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS for the year ending 31 October 2024

1 ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 2019) Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

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.

Expenditure

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

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: 4 (2023: 3)

THE CHEER-UP SQUAD LIMITED

NOTES TO THE FINANCIAL STATEMENTS for the year ending 31 October 2024

3 FIXED ASSETS

	Office Equipment £	Totals £
COST:		
At 1 November 2023	21,860	21,860
Additions	<u>1,375</u>	<u>1,375</u>
At 31 October 2024	<u>23,235</u>	<u>23,235</u>
DEPRECIATION:		
At 1 November 2023	20,260	20,260
Charge for year	<u>744</u>	<u>744</u>
At 31 October 2024	21,004	21,004
NET BOOK VALUE:		
At 31 October 2024	<u>2,231</u>	<u>2,231</u>
At 31 October 2023	<u>1,600</u>	<u>1,600</u>

4 CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Other Creditors	2,254	260
Accruals	<u>900</u>	<u>780</u>
	<u>3,254</u>	<u>1,040</u>

5 CREDITORS: AMOUNTS FALLING DUE AFTER ONE YEAR

2024 £	2023 £
<u>4,368</u>	<u>7,178</u>

6 MOVEMENTS IN FUNDS

	At 1.11.23 £	Net movement in funds £	At 31.10.24 £
Restricted funds			
Grants	0	10,686	10,686
Unrestricted funds			
General fund	<u>28,194</u>	<u>-10,050</u>	<u>18,144</u>
TOTAL FUNDS	<u>28,194</u>	<u>636</u>	<u>28,830</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Restricted funds			
Grants	44,486	33,800	10,686
Unrestricted funds			
General fund	<u>39,343</u>	<u>49,393</u>	<u>-10,050</u>
TOTAL FUNDS	<u>83,829</u>	<u>83,193</u>	<u>636</u>

THE CHEER-UP SQUAD LIMITED

DETAILED STATEMENT OF FINANCIAL ACTIVITIES for the year ending 31 October 2024

	Restricted £	Unrestricted £	Total 2024 £	2023 £
INCOMING RESOURCES				
Donations and legacies		39,343	39,343	56,147
Grants received	44,486		44,486	6,000
Total incoming resources	44,486	39,343	82,829	62,147
RESOURCES EXPENDED				
Fundraising	0	7,277	7,277	0
Costs of charitable activities - by activity				
Admin and Project management	5,900	11,000	16,900	0
Food, Gifts & Activities	7,758	6,054	13,812	6,270
Toys and equipment	115		115	9,979
Printing, Postage & Stationery		2,886	2,886	622
Rent		13,430	13,430	9,836
Telephone		3,377	3,377	2,983
Advertising		2,579	2,579	1,873
Wages	20,027		20,027	14,863
Sundries		103	103	0
Depreciation		744	744	533
	33,800	40,173	73,973	46,959
Governance costs				
Accountancy		900	900	780
Professional fees		738	738	1,282
Bank charges & Interest		305	305	336
	0	1,943	1,943	2,398
Total resources expended	33,800	42,116	75,916	49,357
NET INCOME FOR THE YEAR	10,686	-10,050	636	12,790
RECONCILIATION OF FUNDS				
NET INCOME FOR YEAR	10,686	-10,050	636	12,790
Total Funds Brought Forward	0	28,194	28,194	15,404
Total Funds Carried Forward	10,686	18,144	28,830	28,194

This page does not form part of the financial statement