

# IMAGE AND PREGNANCY HELPLINE

England & Wales · Charity number 1141832

## Details

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**Other names** IMAGE

**Status** Registered

**Legal form** Charitable company

**Company number** [07480065](#)

**Registered** 2011-05-11

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** The Wesley Centre  
Royce Road  
Manchester  
M15 5BP

**Phone** 01612738090

**Email** [office@imagenet.org.uk](mailto:office@imagenet.org.uk)

**Website** [www.imagenet.org.uk](http://www.imagenet.org.uk)

## Activities

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**Objects:** a. To preserve and protect the good health both mental and physical of those in pregnancy crisis or with pregnancy loss. b. To relieve the poverty, sickness and distress of those who are pregnant or suffering with pregnancy loss, including termination, miscarriage, baby loss or separation. c. To promote education and research in the subject of pregnancy and termination of pregnancy and into its effects, whether physical, medical, psychological or social. d. To promote the Christian faith, in particular the value of all people from beginning to end, by providing training, education and services.

**Activities:** Operates a pregnancy telephone helpline; provides support for pregnancy crisis, post-abortion and child loss; provides baby clothes and equipment; runs specialised training courses for pregnancy centre workers, pastoral care workers and counsellors.

## Classification

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- **How:** Provides Services
- **What:** Education/training, The Prevention Or Relief Of Poverty, Religious Activities, Other Charitable Purposes
- **Who:** Other Defined Groups, The General Public/mankind

## Geography

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- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-04-05	£48,743	£55,205	-	-
2024-04-05	£35,503	£52,593	-	-
2023-04-05	£51,505	£42,907	-	-
2022-04-05	£40,206	£41,887	-	-
2021-04-05	£43,120	£31,535	-	-

## Trustees

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Name	Role	Appointed
PATRICIA MARGARET ANDERS		2022-09-01
Rhea Charis Tatchell		2025-07-01
Timothy Bull		2016-01-09

**IMAGE AND PREGNANCY HELPLINE**

England & Wales - Charity number 1141832

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# Accounts

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*image* and Pregnancy Helpline

**TRUSTEES ANNUAL REPORT**

**including Directors' Report**

**and Financial Statements**

**for the year**

**6<sup>th</sup> APRIL 2024 – 5<sup>th</sup> APRIL 2025**

**Registered Charity Number: 1141832**

**Company number: 07480065**

*A charitable company registered in England & Wales*

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## Image and Pregnancy Helpline

### Reference and administrative details

Charity name:	<i>image</i> and Pregnancy Helpline
Other name the charity uses:	<i>Image</i>
Registered charity number:	1141832
Company number:	07480065
Charity's principal address:	Unit 4/5, Wesley Centre, Royce Rd, Hulme, Manchester, M15 5BP
Trustees and Directors:	Patricia Anders Timothy Bull Christine Fidler
Website address:	<a href="https://www.imagenet.org.uk/">https://www.imagenet.org.uk/</a>
Office Telephone:	0161 273 8090
E- mail:	<a href="mailto:office@imagenet.org.uk">office@imagenet.org.uk</a>
Accountants:	McKellens Ltd Chartered Accountants 11 Riverview, The Embankment Business Park Vale Road, Heaton Mersey, Stockport, SK4 3GN



*image* works from rented offices at Wesley Centre,  
Royce Road, Hulme, Manchester, M15 5BP

## Image and Pregnancy Helpline

### Introduction

The Trustees and Directors of *image and Pregnancy Helpline* are pleased to present their Annual Report together with their Financial Statements for the year ending 5<sup>th</sup> April 2025. The Trustees/Directors confirm that this Annual Report and Financial Statements serve the purposes of both a Trustees' Report under charity law and a Directors' Report under company law. This report also complies with the current statutory requirements, the company's governing document, and the provisions of the Statement of Recommended Practice (SORP 2019) applicable to UK charities preparing accounts in accordance with the Financial Reporting Standards (FRS 102).

*Image* has been operating since 1990 and works with a wealth of experience and compassion that comes from many years of supporting people in crisis around pregnancy decision-making and those who have been affected following abortion, miscarriage, still birth, sudden infant death and adoption.

As we celebrate our 35<sup>th</sup> anniversary in 2025, we thank God for another productive year that has seen us move from local outcomes to national impact, and for all the people who have worked hard from small beginnings to lay a firm foundation for *image*. Prayer continues to underpin our work and we are so grateful to the 300+ praying supporters on our mailing list and all who continue to lift us up in prayer.

The Trustees/Directors would like to thank our dedicated staff and our amazing volunteers who have given so generously of their time and skills to help us manage a year of considerable change. We are excited to be partnering with a national Pregnancy Crisis Helpline team to help extend the reach of our work well beyond Greater Manchester this year. Using our *image* training courses and many years of experience in running a pregnancy crisis helpline, we are aiming to increase our impact through this new model of service delivery. *Image* trained helpers are now supporting women from all over the UK who find themselves in a pregnancy crisis or struggling after a pregnancy loss and this is a big step forward towards fulfilling our vision and mission.

We were delighted to appoint Rebecca Johnson as our new Chief Executive Officer in January 2025, to lead our team into this next phase of growth. This will include developing our local Pregnancy Crisis and Loss Service and our Family Support Service for women in Greater Manchester, as well as supporting *Image* Training and merging our own *image* Pregnancy Helpline into the new national Pregnancy Crisis Helpline.

We would also like to thank all the churches across Greater Manchester who remember us in their giving and the many individuals locally and across the country who give so generously to the work of *image*. We could not continue without your kind support and encouragement. So often God sends a gift to us at just the moment we really need it – whether a financial gift or in the form of practical help or expertise. We appreciate each one of you and pray this Annual Report will encourage you and give glory and thanks to God.



**Christine Fidler – Trustee and Founder**

## Image and Pregnancy Helpline

### Structure, governance and management

*Image* was founded in Manchester in December 1990 and launched its first Pregnancy Helpline service across Tameside in 1994, networking with 6 churches who were opening pregnancy centres. In May 2000, as our reach had extended across Greater Manchester and demand for our training was growing nationwide, it was decided to apply for charitable status. *Image* was constituted by a Declaration of Trust dated 16th July 2001 and became a registered charity on 25th September 2001 (originally under charity number: 1088573).

Due to the expansion of work for the Pregnancy Helpline across Greater Manchester, the charity was incorporated as a charitable company under the Company Registration No: 07480065 on 30th December 2010 and is currently governed by a Memorandum of Articles and Association dated 22nd December 2010. Funds were transferred to the new registered charity renamed "*image* and Pregnancy Helpline", under a new Charity Reg. No: 1141832 on 24th October 2011.

As a registered charity and a limited company, the current Directors select and appoint new Directors, who are also appointed Trustees of the charity. During the year, 3 experienced Trustees and Directors continued to serve in a voluntary capacity to oversee a small but dedicated management team of 4 part-time paid staff and a wider team of volunteers, which grew from 22 to 31 this year - 15 volunteer helpers and 16 volunteer trainers.

We recognise the need to recruit more Trustees/Directors in the coming year. We are preparing new Trustee/Director induction and refresher training, based on recommended publications and video material from the Charity Commission and Charity Excellence, as part of a strategic review of our work during 2025. We were grateful to receive additional support from a pro bono charity consultant, who provided governance and strategy advice, fundraising training and mentoring support.

As part of reviewing and strengthening our governance and financial processes, the Trustees/Directors appointed McKellens Ltd Chartered Accountants to assist in preparing our annual accounts in compliance with the latest SORP 2019 (FRS102) regulations and amending last year's accounts to show comparative accounts as required.

We signed a partnership agreement with a national charity called Pregnancy Crisis Helpline on 2<sup>nd</sup> July 2024. This involved a lot of work in discussing and agreeing suitable policies and procedures, risk assessing all areas of the proposed partnership, volunteer training and preparing for replacing our telephone and online call equipment with the new Pregnancy Crisis Helpline system.

The Trustees/Directors are mindful of the additional reputational risks of working with other partners and for this reason *image* remains a separate legal entity with a separate Board of Trustees/Directors. There is no additional financial or legal commitment, and our staff and volunteers remain under the management and supervision of *image*. Each party has the right to withdraw from this partnership if desired.

## Image and Pregnancy Helpline

### Objectives and Activities

We are in the process of strategically reviewing our charitable aims, legal structure, activities, fundraising and communications to align with our new collaboration with the national Pregnancy Crisis Helpline. During 2024, the Trustees/Directors reviewed the charitable objects from our Memorandum of Articles and Association. We decided to seek permission from the Charity Commission and Companies House to simplify the wording of these to better reflect our current charitable objectives and activities.

**Our Charitable Objects:** as amended by Special Resolution and registered with both the Charity Commission and Companies House on 8<sup>th</sup> May 2024 are:

- a. To preserve and protect the good health both mental and physical of those in pregnancy crisis or with pregnancy loss.
- b. To relieve the poverty, sickness and distress of those who are pregnant or suffering with pregnancy loss, including termination, miscarriage, baby loss or separation.
- c. To promote education and research in the subject of pregnancy and termination of pregnancy and into its effects, whether physical, medical, psychological or social.
- d. To promote the Christian faith, in particular the value of all people from beginning to end, by providing training, education and services.

**Mission statement:** To provide a compassionate Christian response to abortion and to resource the church in this area.

**Vision:** To see a widespread Christian response to abortion in the UK that includes compassionate support for those considering or affected by abortion.

**Activities:** The Trustees confirm that they have given due consideration to the Charity Commission's published guidance on the Public Benefit requirement under the Charities Act 2011 and are satisfied that our activities are in full alignment with our charitable purposes and with good counselling practice, as recommended by The Association of Christian Counselling and Linked Professions.

**Our main activities this year were:**

1. **image Pregnancy Helpline & new National Helpline** – offering a compassionate response to those considering or affected by abortion or child loss, through local and national helpline support, online or face to face counselling.
2. **image Training** – providing training courses in pregnancy crisis and post abortion counselling and Training Trainers courses.
3. **image Family Services** – providing practical support for new mothers and local families on low income or with No Recourse to Public Funds.

**Values and Christian Ethos:** We are called 'image' because this reflects our core belief: that every person is made in the image of God and so has a life of value, whether old, young, only just conceived, disabled or dying. Hence, we have the strapline: "*Values people from beginning to end*". This core belief also underpins our practice, since we aim to extend the love of God to all our service users, whatever their background or beliefs, by providing unconditional acceptance, agreed time and space, and appropriate support.

## Image and Pregnancy Helpline

Over the past 35 years, we have continued to provide a safe and non-judgmental counselling space for the many diverse faith communities across Greater Manchester, as well as people of no faith, offering a listening ear and practical help to women and families in moments of crisis and distress. We have always done this without judgement and without imposing our own faith, to ensure good counselling practice is maintained in a safe and non-threatening space.

*Image* works with a transparent set of aims, values and website information and we have never attempted to conceal our Christian ethos or mislead the public about the difficulties women may face when they consider a pregnancy crisis, abortion or adoption decision. We hold a world view that has been held by many people throughout history and across different religions and cultures – a belief that the life of any man, woman or child has inherent value and dignity, because all human life is made in the image of God. This is still a concern that some women wrestle with as they face a difficult pregnancy, and it remains a core value that may be strongly held by some people, even if they do not consider themselves a person of faith.

We do not refer people for abortion – legally this must be done by 2 medical doctors and information is readily available through the NHS. We do not seek to delay or manipulate a woman's decision and we often do not know the outcome of their final decision.

We do not make any money or commission from providing pregnancy crisis or post abortion counselling. We receive no government or NHS funding and therefore consider that we offer a truly independent, faith-based, listening service which simply gives women a safe space to talk and reflect on a dilemma that may be causing them considerable distress, or to recover from a previous experience of loss that they may not have been able to come to terms with.

*"It's helped me to see what's going on in my head and heart. Heart wants to keep baby and my head is telling me the real challenges."*

Pregnancy crisis client

*"Thank you for your kind, supportive and fast answer, it means a lot to me."*

Helpline email

*"They were very understanding and I always felt listened to, they also never made me feel judged which made it easier to talk about such a difficult subject."* Post-abortion client



*Some of the team celebrating 35 years of image at a Team Away Day*

## Image and Pregnancy Helpline

### Achievements and Performance

Over the past 35 years, *image* has supported over 5,000 women, providing a safe space to think through next steps in a pregnancy crisis or helping them to come to terms with a pregnancy loss. We have pioneered quality pregnancy counselling and post-abortion training and developed a wealth of experience in running a pregnancy helpline in Greater Manchester. This expertise has been invaluable to the national Pregnancy Crisis Helpline in establishing robust policies and procedures.

#### 1. *image* Pregnancy Helpline & new National Helpline

In the past year, our Manchester-based pregnancy helpline continued to run throughout the year, in addition to *image* trained helpers taking calls on the national Pregnancy Crisis Helpline. This has extended the geographical reach of our support for pregnancy crisis, post-abortion and child loss to a national level in line with our vision and mission statement.

*Image* was asked to provide additional trained helpers and further training for the national Pregnancy Crisis Helpline, as they did not have enough trained helpers to answer the volume of calls they were receiving during 2023. We assisted in recruiting and training a further 13 people in 2024. Rebecca Johnson continued to lead the substantial amount of work involved in preparing to merge our local Manchester helpline with the national helpline.

It is hoped that the new call system equipment provided by Pregnancy Crisis Helpline will enable call capacity to increase, as multiple calls can be taken at the same time and online webchat and emails can also be securely tracked in the system, whereas our previous system could only accept one phone caller at a time.

Our trained helpers take shifts on a planned rota system, answering calls, texts and emails every evening from 7pm - 10pm and 10am - 2pm in term time. Each trained helper makes it clear to the client at the start of the call which centre they are from. They make referrals to other centres or services as needed and *image* also receives referrals from centres in other locations, so that callers can access further support in person from their nearest local centre if they wish.

**In total, we received 247 helpline calls this year:**

- **65% pregnancy related (155 clients)**
- **20% post-abortion (47 clients)**
- **3% miscarriage, stillbirth, child separation (7 clients)**
- **16% other (38 other contacts)**

The total number of calls was slightly lower than last year (2023: 259 calls) which was mainly due to reducing advertising for both the Manchester and national helplines while new training in policies, procedures and safeguarding was rolled out across all parties involved in the national helpline. 12 clients were allocated to an *image* helper for further support, totalling 95 additional sessions either in person or online. We continued to run our own support programme for pregnancy losses called "Step by Step". We received consistently positive feedback from service users across all our services:

*"I haven't been able to talk to anyone else about this - so grateful to talk it through."*

Helpline caller

*"Enabled me to talk freely about my feelings and the problems my choices presented to me without judgment. I was able to accept and understand and express my emotions safely."*

Post-abortion client

*"The conversation has helped me look at pros and cons, gains and losses with each option - thank you."*

Pregnancy crisis client

## Image and Pregnancy Helpline

### 2. *image* Training

*Image* normally runs two training courses every year: one in Pregnancy Counselling Skills and the other in Counselling Skills for Post-Abortion/Child Loss. Both courses are recognised by Open Awards and by the Association of Christian Counsellors and Linked Professions. We have been running courses for over 25 years with regularly updated material and external quality reviews. Since the pandemic all *image* courses are delivered online by a team of tutors from across the country, as we found this model of training delivery is much more accessible and cost effective for both trainees and tutors.

This year Open Awards, together with the *image* Training Coordinator, reviewed the assessment criteria for both courses. We decided to update the Post-Abortion/Child Loss course material, so did not run this course in the autumn, to give time for the trainers to complete the revision. However, we developed a new course to train role play observers and delivered this in the autumn of 2024 to 5 people who have now joined *image* and strengthened our training team.

We ran the Pregnancy Counselling Skills Course from 22<sup>nd</sup> March to 13<sup>th</sup> July 2024 and 13 trainees from different parts of the UK completed it successfully. Feedback from trainees demonstrates the benefits of the course and the quality of our accredited training provision:

*“The home learning videos were very helpful and informative, and the exercises were good preparation for the session.”*

*“Just a big thank you! I have thoroughly enjoyed the course and have learnt so much. Grateful for all the time and effort put in by the team – the space you cultivated was a warm and safe place to learn about this topic and ask honest questions.”*

*“The role play felt very practical and was helpful to work through.”*

### 3. *image* Family Services

This service supplies practical and emotional support for local families with children under 5 to relieve poverty and hardship in Greater Manchester, especially for mothers with No Recourse to Public Funds or very limited income. Professionals such as midwives, health visitors and support workers from other charities refer clients into the service by appointment. Self-referral is also possible.

This year *image* has been able to support 24 families on an ongoing basis with 127 bags of donated baby clothes, items of baby equipment and emotional support. We are limited by the size and location of the storage room available at our offices, but we are looking for ways to develop this service in new ways next year to support more local families. We are grateful for all the donated goods received this year.

*“I am so elated for your support and the workers are very welcoming – thank you!”*

*“Image helped me in a very good way, they helped me with clothes, shoes and nappies.”*

*“The worker and her service is amazing. I am very thankful for this wonderful help.”*



## Image and Pregnancy Helpline

### Financial Review

*Image's* expenditure for the year was £55,205, slightly higher than last year (2023: £52,593) due mainly to inflationary pressures and additional activity connected to the new national helpline. Our income increased to £48,743, up from £35,504 in 2023.

We started the year with an opening balance of £19,214 (2023: £36,304) and ended with £12,752 (2023: £19,214), substantially reducing last year's deficit to £6,462 (2023: £17,089). We still have some way to go to build our reserves to the minimum target level of £12,000 agreed last year. The Trustees/Directors have taken prudent steps to reduce expenditure on our office overheads in the coming year and will continue to put robust plans in place to increase income in 2025-26.

Historically, our work has been sustained mainly by regular giving from local Christian supporters and churches in the Manchester area and we greatly appreciate their faithful support of our work. We have implemented a schedule of talks in Manchester churches to raise both our profile and support, which will continue in the coming year. We started to plan for making more grant applications in 2025 and we are also planning a fundraising event to mark our 35<sup>th</sup> anniversary.

We are grateful to the team at Choices Counselling Buxton, a neighbouring pregnancy centre which requested to merge their services with ours, generously gifting us a closing gift of £9,794.81 in May 2024 as they wound up their registered charity.

### Reserves Policy

*Image's* reserve policy was reviewed by the trustees last year. It was agreed that we would aim to maintain our general reserves at no less than £12,000 which represents around 3 months' core running costs. This is to ensure that we can cover immediate salary and rental commitments as well as allow for redundancy payments in the event of unexpected closure. At the end of the financial year, our cash reserves were standing slightly below this figure at £10,936, but had increased to £13,107 by the end of July 2025.

### Declarations

The Trustees/Directors are keeping the financial reserves level under monthly review but as we have implemented new fundraising strategies and cost saving measures to rejuvenate our finances, we are confident that *image* remains a going concern and accounts have been prepared accordingly.

The charity does not hold custodian funds on behalf of another organisation.

All staff and helpline volunteers complete ongoing safeguarding training in line with our safeguarding policy and are DBS checked. There have been no safeguarding issues to report this year, no fundraising complaints and no serious incidents to report.

The Trustees/Directors are aware of the Charity Commission requirement to carry out regular risk assessment and monitoring of risks and issues. They confirm they have complied with their duties and implemented mitigating and corrective actions where necessary.

## Image and Pregnancy Helpline

### Plans for next year

In the coming year, we intend to continue and strengthen our services, building our capacity to serve the communities of Greater Manchester and beyond. Specific objectives include:

- 1) Recruiting and inducting at least 2 new Trustees/Directors.
- 2) Continuing a thorough strategic review of our governance, operations, financial and fundraising management, office use and project activities, to strengthen financial resilience and sustainability.
- 3) Reviewing and refreshing our communications strategy, logo and website to reflect the change in our pregnancy helpline service delivery.

*“Amazing support – great service.”*

Miscarriage client

*“It was helpful to talk through my emotions and know there will be a light at the end of the tunnel. It was nice to know I’m not alone and I can call whenever I need, and also that other women have been through this too.”*

Post-abortion client

*“The helper was so lovely and I will go away always using and thinking of the skills she has taught me.”*

Post-abortion client

# Image and Pregnancy Helpline

## Trustees' Report

### Statement of trustees' responsibilities

The trustees (who are also the directors of Image and Pregnancy Helpline 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), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including its income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards, comprising FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that can disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The annual report was approved by the trustees of the charity on 11 September 2025 and signed on its behalf by:



CM Fidler  
Trustee

## Image and Pregnancy Helpline

### Independent Examiner's Report to the trustees of Image and Pregnancy Helpline ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 5 April 2025.

#### Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

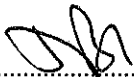
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of Image and Pregnancy Helpline as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



.....  
Paul Roper  
Chartered Accountant  
McKellens

11 Riverview  
The Embankment Business Park  
Vale Road  
Heaton Mersey  
Stockport  
SK4 3GN

15 September 2025

## Image and Pregnancy Helpline

### Statement of Financial Activities for the Year Ended 5 April 2025 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds £	Total 2025 £
<b>Income and Endowments from:</b>			
Donations and legacies	3	45,144	45,144
Charitable activities	4	3,500	3,500
Other income	5	99	99
Total income		<u>48,743</u>	<u>48,743</u>
<b>Expenditure on:</b>			
Raising funds	6	(75)	(75)
Charitable activities	7	<u>(55,130)</u>	<u>(55,130)</u>
Total expenditure		<u>(55,205)</u>	<u>(55,205)</u>
Net expenditure		<u>(6,462)</u>	<u>(6,462)</u>
Net movement in funds		(6,462)	(6,462)
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>19,214</u>	<u>19,214</u>
Total funds carried forward	15	<u>12,752</u>	<u>12,752</u>

The notes on pages 16 to 23 form an integral part of these financial statements.

## Image and Pregnancy Helpline

### Statement of Financial Activities for the Year Ended 5 April 2025 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds £	Total 2024 £
<b>Income and Endowments from:</b>			
Donations and legacies	3	32,552	32,552
Charitable activities	4	2,769	2,769
Other income	5	183	183
Total income		<u>35,504</u>	<u>35,504</u>
<b>Expenditure on:</b>			
Raising funds	6	(8)	(8)
Charitable activities	7	<u>(52,585)</u>	<u>(52,585)</u>
Total expenditure		<u>(52,593)</u>	<u>(52,593)</u>
Net expenditure		<u>(17,089)</u>	<u>(17,089)</u>
Net movement in funds		(17,089)	(17,089)
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>36,304</u>	<u>36,304</u>
Total funds carried forward	15	<u>19,215</u>	<u>19,215</u>

All of the charity's activities derive from continuing operations during the above two periods.  
The funds breakdown for 2024 is shown in note 15.

The notes on pages 16 to 23 form an integral part of these financial statements.

## Image and Pregnancy Helpline

(Registration number: 07480065)

Balance Sheet as at 5 April 2025

	Note	2025 £	2024 £
<b>Current assets</b>			
Debtors	12	4,007	2,605
Cash at bank and in hand	13	<u>10,936</u>	<u>18,610</u>
		14,943	21,215
<b>Creditors: Amounts falling due within one year</b>	14	<u>(2,191)</u>	<u>(2,000)</u>
<b>Net assets</b>		<u>12,752</u>	<u>19,215</u>
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>12,752</u>	<u>19,215</u>
<b>Total funds</b>	15	<u>12,752</u>	<u>19,215</u>


For the financial year ending 5 April 2025 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

### Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements on pages 13 to 23 were approved by the trustees, and authorised for issue on 11 September 2025 and signed on their behalf by:

  
.....  
P.M. Anders  
Trustee

  
.....  
CM Fidler  
Trustee

The notes on pages 16 to 23 form an integral part of these financial statements.

# Image and Pregnancy Helpline

## Notes to the Financial Statements for the Year Ended 5 April 2025

### 1 Charity status

The charity is limited by guarantee, incorporated in , and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £Nil towards the assets of the charity in the event of liquidation.

The address of its registered office is:

Wesley Centre  
Royce Road  
Hulme  
Manchester  
M15 5BP

These financial statements were authorised for issue by the trustees on 11 September 2025.

### 2 Accounting policies

#### Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### Statement of compliance

The financial statements have been prepared in accordance with 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)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

#### Basis of preparation

Image and Pregnancy Helpline meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

#### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

#### Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

#### Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

## **Image and Pregnancy Helpline**

### **Notes to the Financial Statements for the Year Ended 5 April 2025**

#### ***Donations and legacies***

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period.

#### ***Gifts in kind***

Throughout the year baby clothes, baby equipment and maternity items were donated the value of which it is not possible to quantify

#### ***Donated services and facilities***

Fundraising, mentoring and governance support with a value of £1,200 was donated to the charity during the year.

#### ***Gift aid***

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.

#### **Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

#### ***Raising funds***

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

#### ***Charitable activities***

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

#### **Governance costs**

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

#### **Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2025

#### Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

#### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

#### Pensions and other post retirement obligations

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

### 3 Income from donations and legacies

	<b>Unrestricted funds General £</b>	<b>Total funds £</b>
Donations and legacies;		
Donations from individuals	42,026	42,026
Gift aid reclaimed	2,898	2,898
Other income from donations and legacies	220	220
<b>Total for 2025</b>	<b>45,144</b>	<b>45,144</b>
<b>Total for 2024</b>	<b>32,552</b>	<b>32,552</b>

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2025

#### 4 Income from charitable activities

	Unrestricted funds General £	Total funds £
Image training services	3,500	3,500
<b>Total for 2025</b>	3,500	3,500
<b>Total for 2024</b>	2,769	2,769

#### 5 Other income

	Unrestricted funds General £	Total funds £
Other income	99	99
<b>Total for 2025</b>	99	99
<b>Total for 2024</b>	183	183

#### 6 Expenditure on raising funds

##### a) Costs of generating donations and legacies

	Note	Unrestricted funds General £	Total funds £
Donations		75	75
<b>Total for 2025</b>		75	75
<b>Total for 2024</b>		8	8

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2025

#### 7 Expenditure on charitable activities

	Note	Unrestricted funds General £	Total funds £
Pregnancy helpline		2,420	2,420
Image training services		1,745	1,745
Family service costs		84	84
Education & networking		496	496
Wages and salaries		35,262	35,262
Pension costs		347	347
Rent		8,000	8,000
Rates & water		1,295	1,295
Insurance		615	615
Telephone		1,731	1,731
Office expenses		179	179
Computer software and maintenance costs		575	575
Printing, postage and stationery		114	114
Travel and subsistence		651	651
Governance costs	8	1,616	1,616
<b>Total for 2025</b>		<u>55,130</u>	<u>55,130</u>
<b>Total for 2024</b>		<u>33,915</u>	<u>33,915</u>

#### 8 Analysis of governance and support costs

##### Governance costs

	Unrestricted funds General £	Total funds £
Independent examiner fees		
Examination of the financial statements	390	390
Other fees paid to examiners	1,020	1,020
Trustees expenses	206	206
<b>Total for 2025</b>	<u>1,616</u>	<u>1,616</u>
<b>Total for 2024</b>	<u>222</u>	<u>222</u>

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2025

#### 9 Staff costs

The aggregate payroll costs were as follows:

	2025 £	2024 £
<b>Staff costs during the year were:</b>		
Wages and salaries	35,262	33,346
Pension costs	347	347
	<u>35,609</u>	<u>33,693</u>

The monthly average number of persons (including senior management/leadership team) employed by the charity during the year, expressed in full time equivalents, was 1.3 (2024: 1.3). This represents the 4 (2024: 4) part time employees who work for the charity

No employee received emoluments of more than £60,000 during the year.

#### 10 Independent examiner's remuneration

	2025 £
Examination of the financial statements	<u>390</u>
<b>Other fees to examiners</b>	
All other services	<u>1,020</u>

#### 11 Taxation

The charity is a registered charity and is therefore exempt from taxation.

#### 12 Debtors

	2025 £	2024 £
Prepayments	1,109	-
Other debtors	2,898	2,605
	<u>4,007</u>	<u>2,605</u>

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2025

#### 13 Cash and cash equivalents

	2025 £	2024 £
Cash on hand	36	37
Cash at bank	5,668	13,439
Short-term deposits	5,232	5,134
	10,936	18,610

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

	2025 £	2024 £
Pension scheme creditor	114	-
Accruals	2,077	2,000
	2,191	2,000

#### 15 Funds

	Balance at 6 April 2024 £	Incoming resources £	Resources expended £	Balance at 5 April 2025 £
<b>Unrestricted funds</b>				
General	19,214	48,743	(55,205)	12,752
	<b>Balance at 6 April 2023 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>Balance at 5 April 2024 £</b>
<b>Unrestricted funds</b>				
General	36,304	35,504	(52,593)	19,215

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2025

#### 16 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 5 April 2025 £
Current assets	14,944	14,944
Current liabilities	<u>(2,191)</u>	<u>(2,191)</u>
Total net assets	<u>12,753</u>	<u>12,753</u>

	Unrestricted funds General £	Total funds at 5 April 2024 £
Current assets	21,215	21,215
Current liabilities	<u>(2,000)</u>	<u>(2,000)</u>
Total net assets	<u>19,215</u>	<u>19,215</u>

#### 17 Related party transactions

During the year the charity made the following related party transactions:

##### **Tony Bull Consulting Ltd T/A Rocksalt**

(T Bull, one of the trustees, is a director of Rocksalt)

£1,380 (2024: £2,297) was paid to Rocksalt in the year for telephone, internet and computer services. All these transactions were at arms length.. At the balance sheet date the amount due to/from Tony Bull Consulting Ltd T/A Rocksalt was £Nil (2024 - £Nil).

## Image and Pregnancy Helpline

### Detailed Statement of Financial Activities for the Year Ended 5 April 2025

	2025		Total 2024 £
	Unrestricted funds General £	Total £	
<b>Income and Endowments from:</b>			
Donations and legacies (analysed below)	45,144	45,144	32,552
Charitable activities (analysed below)	3,500	3,500	2,769
Other income (analysed below)	99	99	183
	<u>48,743</u>	<u>48,743</u>	<u>35,504</u>
<b>Total income</b>			
<b>Expenditure on:</b>			
Raising funds (analysed below)	(75)	(75)	(8)
Charitable activities (analysed below)	(55,130)	(55,130)	(52,585)
	<u>(55,205)</u>	<u>(55,205)</u>	<u>(52,593)</u>
<b>Total expenditure</b>			
	<u>(6,462)</u>	<u>(6,462)</u>	<u>(17,089)</u>
<b>Net expenditure</b>			
	<u>(6,462)</u>	<u>(6,462)</u>	<u>(17,089)</u>
<b>Net movement in funds</b>			
	<u>(6,462)</u>	<u>(6,462)</u>	<u>(17,089)</u>
<b>Reconciliation of funds</b>			
Total funds brought forward	19,214	19,214	36,304
	<u>19,214</u>	<u>19,214</u>	<u>36,304</u>
Total funds carried forward	12,752	12,752	19,215
	<u>12,752</u>	<u>12,752</u>	<u>19,215</u>

## Image and Pregnancy Helpline

### Detailed Statement of Financial Activities for the Year Ended 5 April 2025

	2025		
	Unrestricted funds General £	Total £	Total 2024 £
<i>Donations and legacies</i>			
Regular giving	24,863	24,863	29,777
One off gifts	17,049	17,049	-
Family service donations	114	114	-
Gift Aid tax reclaimed	2,898	2,898	2,605
Fundraising (card sales)	220	220	170
	45,144	45,144	32,552
	2025		
	Unrestricted funds General £	Total £	Total 2024 £
<i>Charitable activities</i>			
Charitable Activities	3,500	3,500	2,769
	3,500	3,500	2,769
	2025		
	Unrestricted funds General £	Total £	Total 2024 £
<i>Other income</i>			
Other income	99	99	183
	99	99	183
	2025		
	Unrestricted funds General £	Total £	Total 2024 £
<i>Raising funds</i>			
Fundraising costs	(75)	(75)	(8)
	(75)	(75)	(8)

This page does not form part of the statutory financial statements.

## Image and Pregnancy Helpline

### Detailed Statement of Financial Activities for the Year Ended 5 April 2025

	2025		Total 2024 £
	Unrestricted funds General £	Total £	
<i>Charitable activities</i>			
Pregnancy helpline	(2,420)	(2,420)	(2,425)
Image training services	(1,745)	(1,745)	(2,021)
Family service costs	(84)	(84)	-
Education & networking	(496)	(496)	(155)
Wages and salaries	(35,262)	(35,262)	(33,346)
Pension costs	(347)	(347)	(347)
Rent	(8,000)	(8,000)	(10,000)
Rates & water	(1,295)	(1,295)	(1,006)
Insurance	(615)	(615)	(612)
Telephone	(1,731)	(1,731)	(663)
Office expenses	(179)	(179)	(142)
Computer software and maintenance costs	(575)	(575)	(1,218)
Printing, postage and stationery	(114)	(114)	(393)
Travel and subsistence	(651)	(651)	(35)
	(53,514)	(53,514)	(52,363)
	2025		
	Unrestricted funds General £	Total £	Total 2024 £
<i>Governance costs</i>			
Governance costs	(206)	(206)	(222)
Accountancy fees	(1,020)	(1,020)	-
The examination of the charity's annual accounts	(390)	(390)	-
	(1,616)	(1,616)	(222)

This page does not form part of the statutory financial statements.

**IMAGE AND PREGNANCY HELPLINE**

England & Wales - Charity number 1141832

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# Accounts

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## Amended Accounts

*image* and Pregnancy Helpline

### **TRUSTEES ANNUAL REPORT**

including Directors' Report  
and Financial Statements

for the year

**6<sup>th</sup> APRIL 2023 – 5<sup>th</sup> APRIL 2024**

**Registered Charity Number: 1141832**

**Company number 07480065**

*A charitable company registered in England & Wales*

# Image and Pregnancy Helpline

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## Image and Pregnancy Helpline

### Reference and administrative details

Charity name:	<i>image</i> and Pregnancy Helpline
Other name the charity uses:	<i>image</i>
Registered charity number:	1141832
Company number:	07480065
Charity's principal address:	Unit 4/5, Wesley Centre, Royce Rd, Hulme, Manchester M15 5BP
Trustees and Directors:	Patricia Anders Timothy Bull Christine Fidler Rebecca Johnson (resigned 3 <sup>rd</sup> November 2023)
Website address:	<a href="https://www.imagenet.org.uk/">https://www.imagenet.org.uk/</a>
Office Telephone:	0161 273 8090
E- mail:	<a href="mailto:office@imagenet.org.uk">office@imagenet.org.uk</a>
Accountants:	McKellens Ltd Chartered Accountants 11 Riverview, The Embankment Business Park Vale Road, Heaton Mersey Stockport SK4 3GN



*image* works from rented offices at Wesley Centre,  
Royce Road, Hulme, Manchester, M15 5BP

### Introduction

The Trustees and Directors of *image and Pregnancy Helpline* are pleased to present their Annual Report together with their Financial Statements for the year ending 5<sup>th</sup> April 2024. The Trustees confirm that this Annual Report and Financial Statements serves the purposes of both a Trustees' Report under charity law and a Directors' Report under company law. It also complies with the current statutory requirements, the company's governing document, and the provisions of the Statement of Recommended Practice (SORP 2019) applicable to UK charities preparing accounts in accordance with the Financial Reporting Standards (FRS 102).

*image* has been operating since 1990 and works with a wealth of experience and compassion that comes from many years of supporting people in crisis around pregnancy decision-making and those who have been affected following abortion, miscarriage, still birth, sudden infant death and adoption.

It has been encouraging to review the positive impact we are making on the mental health of those who engage with us through our **Pregnancy Helpline** and counselling services. We continue to play a significant role in relieving poverty and distress through the provision of baby clothes and equipment to some of the neediest families in Greater Manchester through the work of *image's* **Family Services**.

Our high-quality **Training** is key to the growth of our work nationwide, so we have continued to train people online to achieve recognised qualifications in these specialist areas of pregnancy counselling and pregnancy loss, so that they can help in pregnancy centres across the UK.

We thank God for another productive year that has benefitted both clients and trainees. Prayer continues to underpin *image's* work and we are grateful to all who support us in prayer for this work.

The Trustees would also like to say a big thank you to all who have supported the work financially this year. We want to specifically thank all the churches across Greater Manchester who remember us in their giving and the many individuals across the country who give so generously to the work of *image*. Your continued support through the cost-of-living crisis has been amazing, as rising costs have been challenging for us all over the past 2 years.

We would also like to say a big thank you to our hard-working staff and our wonderful volunteers - the work could not continue without the dedicated commitment from the many volunteers who serve in their own time and from their own homes. We feel so privileged to have you in our team, whether you are volunteers on the helpline, supervisors, trainers, involved with finance or one of the 300+ praying supporters on our mailing list.

Thank you to you all!



**Christine Fidler – Founder and Trustee**

# Image and Pregnancy Helpline

## Introduction

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Thank you to you all!

**Christine Fidler – Founder and Trustee**

## Image and Pregnancy Helpline

### Structure, governance and management

*Image* was founded as an organisation in December 1990 by Christine Fidler and her late husband Jim. It was run by a steering committee of 5 people from across Manchester. As committed Christians, their aim was to engage the church in a compassionate response to abortion which was done through organising prayer and conferences, creating training and educating church congregations on the value and sanctity of life.

In 1994 *image* launched its first Pregnancy Helpline service across Tameside, networking with six churches who were opening pregnancy centres. In May 2000, as our reach had extended across Greater Manchester and demand for our training was growing nationwide, it was decided to apply for charitable status. *Image* was constituted by a Declaration of Trust dated 16th July 2001 and became a registered charity on 25th September 2001 (under charity number: 1088573).

Due to the expansion of work for the Pregnancy Helpline across Greater Manchester, the charity was incorporated as a charitable company under the Company Registration No: 07480065 on 30th December 2010 and is currently governed by a Memorandum of Articles and Association dated 22nd December 2010. Funds were transferred to a new registered charity renamed "*image* and Pregnancy Helpline", under a new Charity Reg. No: 1141832 on 24th October 2011.

As a registered charity and a limited company, the current Directors select and appoint new Directors, who are also appointed Trustees of the charity. During the year, 4 experienced Trustees and Directors continued to serve in a voluntary capacity to oversee and support a small but dedicated management team of 4 part-time paid staff and a wider team of 22 volunteers. Rebecca Johnson served as a Trustee and Director until 3<sup>rd</sup> November 2023. We are grateful for her many years of service as a volunteer and a Trustee and pleased that she continues to support the work in a paid job, sharing the Pregnancy Helpline Coordinator role to help develop our plans for the Pregnancy Helpline.

We recognise the need to recruit more Trustees and Directors in the coming year and we are currently preparing new Trustee induction training to help us recruit 2 or 3 new trustees, based on recommended publications and video training material from the Charity Commission and Charity Excellence.

Our charitable objects, as specified in our Memorandum and Articles of Association, are:

- (1) To preserve and protect the good health both mental and physical of parents, young people and children.
- (2) To relieve the poverty, sickness and distress of pregnant women and those suffering with pregnancy loss, including termination.
- (3) To promote education and research in the subject of pregnancy and termination of pregnancy and into its effects on women, whether physical, medical, psychological or social.
- (4) To educate young people to develop a sense of responsibility in regard to sexual behaviour with the aim of preventing unwanted pregnancies.
- (5) To promote the Christian faith and advance the education of the public in particular by providing literature, training, counsel and help with a view to recognising the sanctity of human life.

## Image and Pregnancy Helpline

### Values statement

We are called 'image' because this reflects our core belief: that every person is made in the image of God and so has a life of value, whether old, young, only just conceived, disabled or dying. Hence, we have the strapline: "Values people from beginning to end". This core belief also underpins our practice, since we aim to extend the love of God to all our service users, whatever their background or beliefs, by providing unconditional acceptance, agreed time and space, and appropriate support.

Over the past 34 years, we have continued to provide a safe and non-judgmental counselling space for the many diverse faith communities across Greater Manchester, as well as people of no faith, offering a listening ear and practical help to women and families in moments of crisis and distress. We have always done this without judgement and without proselytizing our own faith, to ensure good counselling practice is maintained in a safe and non-threatening space.

### Charitable Aims

The Trustees confirm that they have had due regard to the Charity Commission requirement to show the public benefit achieved by the charity each year. Below is a summary review of the activities and achievements we have carried out for public benefit during the year from 6<sup>th</sup> April 2023 to 5<sup>th</sup> April 2024.

At the time of writing, our Mission and Vision Statements remain:

**Mission statement:** To provide a Christian response to abortion and to resource the church in this area.

**Vision:** To see a widespread Christian response to abortion in the UK that includes support for those considering or affected by abortion.



*Some of the team on a training day for Pregnancy Helpline*

## Image and Pregnancy Helpline

### Activities and Achievements

During the year, we continued to deliver our 3 key services:

**1. *image* Pregnancy Helpline** – offering a compassionate response to those considering or affected by abortion or child loss.

**2. *image* Family Services** - providing practical support for families on low income.

**3. *image* Training** – providing the resources needed for churches and individuals who want to offer these services.

Over the past year, 22 *Image* volunteers have contributed around 4,000 hours to deliver our 3 main services, mainly to people living in the Greater Manchester area:

#### 1. *image* Pregnancy Helpline

This service provides support for pregnancy crisis, post-abortion and child loss. Trained helpers answer calls, texts and emails every evening from 7pm - 10pm and 10am - 2pm in term time.

In total, we supported **259 clients this year:**

**71% pregnancy clients**

**8% post-abortion**

**4% baby loss**

We continued to run our own support programme for pregnancy losses and received positive feedback from service users:

*“The programme helped me to grieve and process my emotions better. I am also able to talk more about how I am feeling and tell people my story to keep my son’s memory alive.”*

Baby loss client

*“It has helped me come to terms with the decision I made and understand all the emotions that came after the decision.”*

Post-abortion client



## Image and Pregnancy Helpline

There have been several significant developments this year. Rebecca Johnson took on a job share with the Pregnancy Helpline Coordinator. She brought considerable expertise to the team, having been part of *image* for 10 years. Throughout the year, regular meetings have taken place with two other charities with a view to partnering in support of a national Pregnancy Helpline. This would give our work a far greater reach. Key to exploring partnership has been assessing risk to *image*, so the trustees appointed a Data Protection Officer this year, Maureen Chaffe, to support us in addressing issues of compliance and minimising risk. Helpline workers have already begun to take some calls from the national helpline which is beginning to increase client work.

### 2. *image* Family Services

This service supplies practical support for local families with children under 5 to relieve poverty and distress. Professionals refer clients into the service and self-referral is also possible. ***image* has been able to support 20 families on an ongoing basis with donated baby clothes, equipment and emotional support this year.**



*“Very friendly, easy to talk to. A lot available – Thank you again.”*

Family Services client

*“The staff was very helpful and they supported us to choose the items and we were really happy for having very welcoming acceptance”*

Family Services client

## Image and Pregnancy Helpline

### 3. *image* Training

*Image* runs two training courses: one in Pregnancy Counselling Skills and the other in Counselling Skills for Post-Abortion/Child Loss. Both courses are recognised by Open Awards and by the Association of Christian Counsellors and Linked Professions. They have been running for over 20 years with regularly updated material.

**This year, 33 trainees completed the courses online from different parts of the UK:**

- 25 to support clients with pregnancy counselling skills
- 8 to support clients with counselling skills for post-abortion/child loss.

Both courses were delivered with the helpful addition this year of home learning. Feedback from trainees demonstrates the benefits of the course:

*“Really welcoming and friendly sessions. Home learning was helpful and clearly explained. Enjoyed the tutor groups being able to discuss further and hear other people’s thoughts and experiences.”*

*“Lots of very helpful and practical information.”*

Trainees on the Post-abortion/Child Loss course

All staff and helpline volunteers complete ongoing safeguarding training in line with our safeguarding policy and are DBS checked. There have been no safeguarding issues this year.

### Financial Review

*image’s* expenditure for the year was £52,593 and our income was £35,504. We started the year with £36,304 and ended with £19,215, a planned deficit of £17,089 which was funded from general reserves. The trustees are mindful that this deficit needs to be reduced and are currently reviewing activities and overheads to see where economies can be made, as well as seeking additional help with fundraising and communications to improve grant income. We have been advised that Choices Counselling Buxton, a neighbouring pregnancy centre that has been operational since 2007, will be closing in 2024 and intends to give a gift of at least £9,700 towards our work, which we expect to receive in the next financial year.

In common with many charities, we experienced a reduction in individual giving from £44,989 last year to £32,552 in 2023-24, which was mainly due to the cost-of-living crisis and financial pressures experienced by our supporters. We did not have the administrative capacity to make many trust applications this year but intend to do more grant applications as soon as possible. We are also aiming to visit more churches to raise awareness, attract more volunteers and encourage regular giving in the coming year.

## **Image and Pregnancy Helpline**

*Image's* reserve policy has been reviewed by the trustees this year. In view of additional staffing commitments and our plans for growth next year, it was agreed that we would aim to maintain our general reserves at no less than £12,000 which represents around 3 months' running costs. This is to ensure we can cover immediate salary and rental commitments as well as allow for redundancy payments in the event of unexpected closure.

At the present time we are confident that we will be able to reduce the deficit experienced this year through a more targeted fundraising strategy, which will help us sustain our ongoing commitments and allow for planned growth of our national pregnancy helpline. The Trustees are aware of the Charity Commission requirement to carry out regular risk assessment and monitoring of risks and issues to implement mitigating actions where necessary.

### **Plans for next year**

In the coming year, we intend to strengthen our services and build our capacity to serve the communities of Greater Manchester and beyond. Specific objectives include:

- 1) Recruit and induct at least 2 new Trustees/Directors.
- 2) Continue our 3 current project activities (Pregnancy Helpline, Family Support, Training)
- 3) Seek partnerships with other centres, volunteers and supporters to improve our funding and reduce our deficit.
- 4) Learning lessons from the pandemic, we are aiming to refresh and expand our digital and face to face services, making the most of new technology to expand the reach of our Pregnancy Helpline nationally over the next few years.

# Image and Pregnancy Helpline

## Trustees' Report

### Statement of trustees' responsibilities

The trustees (who are also the directors of Image and Pregnancy Helpline 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), including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland".

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including its income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards, comprising FRS 102 have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that can disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The annual report was approved by the trustees of the charity on 20 December 2024 and signed on its behalf by:



CM Fidler  
Trustee

## Image and Pregnancy Helpline

### Independent Examiner's Report to the trustees of Image and Pregnancy Helpline ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 5 April 2024.

#### Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of Image and Pregnancy Helpline as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



.....  
PR Martin  
Retired ACA

3 Littlefields  
Mottram  
Hyde  
Cheshire  
SK11 6TA

22 October 2024

## Image and Pregnancy Helpline

### Statement of Financial Activities for the Year Ended 5 April 2024 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds £	Total 2024 £
<b>Income and Endowments from:</b>			
Donations and legacies	3	32,552	32,552
Charitable activities	4	2,769	2,769
Other income	5	183	183
Total income		<u>35,504</u>	<u>35,504</u>
<b>Expenditure on:</b>			
Raising funds	6	(8)	(8)
Charitable activities	7	<u>(52,585)</u>	<u>(52,585)</u>
Total expenditure		<u>(52,593)</u>	<u>(52,593)</u>
Net expenditure		<u>(17,089)</u>	<u>(17,089)</u>
Net movement in funds		(17,089)	(17,089)
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>36,304</u>	<u>36,304</u>
Total funds carried forward	14	<u>19,215</u>	<u>19,215</u>

The notes on pages 15 to 21 form an integral part of these financial statements.

## Image and Pregnancy Helpline

### Statement of Financial Activities for the Year Ended 5 April 2024 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds £	Total 2023 £
<b>Income and Endowments from:</b>			
Donations and legacies	3	44,989	44,989
Charitable activities	4	6,495	6,495
Other income	5	<u>20</u>	<u>20</u>
Total income		<u>51,504</u>	<u>51,504</u>
<b>Expenditure on:</b>			
Raising funds	6	(46)	(46)
Charitable activities	7	<u>(42,862)</u>	<u>(42,862)</u>
Total expenditure		<u>(42,908)</u>	<u>(42,908)</u>
Net income		<u>8,596</u>	<u>8,596</u>
Net movement in funds		8,596	8,596
<b>Reconciliation of funds</b>			
Total funds brought forward		<u>27,706</u>	<u>27,706</u>
Total funds carried forward	14	<u><u>36,302</u></u>	<u><u>36,302</u></u>

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2023 is shown in note 14.

The notes on pages 15 to 21 form an integral part of these financial statements.

## Image and Pregnancy Helpline

(Registration number: 07480065)

Balance Sheet as at 5 April 2024


	Note	2024 £	2023 £
<b>Current assets</b>			
Debtors	11	2,605	2,738
Cash at bank and in hand	12	<u>18,610</u>	<u>33,764</u>
		21,215	36,502
<b>Creditors: Amounts falling due within one year</b>	13	<u>(2,000)</u>	<u>(200)</u>
<b>Net assets</b>		<u>19,215</u>	<u>36,302</u>
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>19,215</u>	<u>36,302</u>
<b>Total funds</b>	14	<u>19,215</u>	<u>36,302</u>

For the financial year ending 5 April 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

### Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The financial statements on pages 12 to 21 were approved by the trustees, and authorised for issue on 20 December 2024 and signed on their behalf by:



CM Fidler  
Trustee

The notes on pages 15 to 21 form an integral part of these financial statements.

# Image and Pregnancy Helpline

## Notes to the Financial Statements for the Year Ended 5 April 2024

### 1 Charity status

The charity is limited by guarantee, incorporated in , and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £Nil towards the assets of the charity in the event of liquidation.

The address of its registered office is:

Wesley Centre  
Royce Road  
Hulme  
Manchester  
M15 5BP

These financial statements were authorised for issue by the trustees on 20 December 2024.

### 2 Accounting policies

#### Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### Statement of compliance

The financial statements have been prepared in accordance with 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)) (issued in October 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

#### Basis of preparation

Image and Pregnancy Helpline meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

#### Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

#### Exemption from preparing a cash flow statement

The charity opted to early adopt Bulletin 1 published on 2 February 2016 and have therefore not included a cash flow statement in these financial statements.

#### Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

## **Image and Pregnancy Helpline**

### **Notes to the Financial Statements for the Year Ended 5 April 2024**

#### ***Donations and legacies***

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period.

#### ***Grants receivable***

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

#### ***Gift aid***

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.

#### **Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

#### ***Raising funds***

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

#### ***Charitable activities***

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

#### **Governance costs**

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees meetings and reimbursed expenses.

#### **Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

# Image and Pregnancy Helpline

## Notes to the Financial Statements for the Year Ended 5 April 2024

### Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

### Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

### Fund structure

Unrestricted income funds are general funds that are available for use at the trustees discretion in furtherance of the objectives of the charity.

### Pensions and other post retirement obligations

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

### 3 Income from donations and legacies

	Unrestricted funds General £	Total funds £
Donations and legacies;		
Donations from individuals	32,382	32,382
Other income from donations and legacies	170	170
<b>Total for 2024</b>	<u>32,552</u>	<u>32,552</u>
<b>Total for 2023</b>	<u>44,989</u>	<u>44,989</u>

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2024

#### 4 Income from charitable activities

	Unrestricted funds General £	Total funds £
Helpline & Training	2,769	2,769
<b>Total for 2024</b>	2,769	2,769
<b>Total for 2023</b>	6,495	6,495

#### 5 Other income

	Unrestricted funds General £	Total funds £
Other income	183	183
<b>Total for 2024</b>	183	183
<b>Total for 2023</b>	20	20

#### 6 Expenditure on raising funds

##### a) Costs of generating donations and legacies

	Note	Unrestricted funds General £	Total funds £
Donations		8	8
<b>Total for 2024</b>		8	8
<b>Total for 2023</b>		46	46

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2024

#### 7 Expenditure on charitable activities

	Note	Unrestricted funds General £	Total funds £
Helpline & Training		18,670	18,670
Staff costs		33,693	33,693
Governance costs	8	222	222
<b>Total for 2024</b>		<b>52,585</b>	<b>52,585</b>
<b>Total for 2023</b>		<b>42,862</b>	<b>42,862</b>

#### 8 Analysis of governance and support costs

##### Governance costs

		Unrestricted funds General £	Total funds £
Trustees expenses		222	222
<b>Total for 2024</b>		<b>222</b>	<b>222</b>
<b>Total for 2023</b>		<b>39</b>	<b>39</b>

#### 9 Staff costs

The aggregate payroll costs were as follows:

	2024 £	2023 £
<b>Staff costs during the year were:</b>		
Wages and salaries	33,346	23,295
Pension costs	347	-
	<b>33,693</b>	<b>23,295</b>

The monthly average number of persons (including senior management / leadership team) employed by the charity during the year expressed as full time equivalents was as follows:

	2024 No
Employees	<b>4</b>

No employee received emoluments of more than £60,000 during the year.

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2024

#### 10 Taxation

The charity is a registered charity and is therefore exempt from taxation.

#### 11 Debtors

	2024 £	2023 £
Other debtors	2,605	2,738

#### 12 Cash and cash equivalents

	2024 £	2023 £
Cash at bank	13,439	28,685
Short-term deposits	5,134	5,045
Other cash and cash equivalents	37	34
	18,610	33,764

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

	2024 £	2023 £
Accruals	2,000	200

#### 14 Funds

	Balance at 6 April 2023 £	Incoming resources £	Resources expended £	Balance at 5 April 2024 £
<b>Unrestricted funds</b>				
General	36,304	35,504	(52,593)	19,215
	<b>Balance at 6 April 2022 £</b>	<b>Incoming resources £</b>	<b>Resources expended £</b>	<b>Balance at 5 April 2023 £</b>
<b>Unrestricted funds</b>				
General	27,706	51,504	(42,908)	36,302

## Image and Pregnancy Helpline

### Notes to the Financial Statements for the Year Ended 5 April 2024

#### 15 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 5 April 2024 £
Current assets	21,215	21,215
Current liabilities	<u>(2,000)</u>	<u>(2,000)</u>
Total net assets	<u>19,215</u>	<u>19,215</u>

	Unrestricted funds General £	Total funds at 5 April 2023 £
Current assets	36,502	36,502
Current liabilities	<u>(200)</u>	<u>(200)</u>
Total net assets	<u>36,302</u>	<u>36,302</u>

#### 16 Related party transactions

There were no related party transactions in the year.

## Image and Pregnancy Helpline

### Detailed Statement of Financial Activities for the Year Ended 5 April 2024

	Total 2024 £	Total 2023 £
<b>Income and Endowments from:</b>		
Donations and legacies (analysed below)	32,552	44,989
Charitable activities (analysed below)	2,769	6,495
Other income (analysed below)	183	20
Total income	<u>35,504</u>	<u>51,504</u>
<b>Expenditure on:</b>		
Raising funds (analysed below)	(8)	(46)
Charitable activities (analysed below)	<u>(52,585)</u>	<u>(42,862)</u>
Total expenditure	<u>(52,593)</u>	<u>(42,908)</u>
Net (expenditure)/income	<u>(17,089)</u>	<u>8,596</u>
Net movement in funds	(17,089)	8,596
<b>Reconciliation of funds</b>		
Total funds brought forward	<u>36,304</u>	<u>27,706</u>
Total funds carried forward	<u>19,215</u>	<u>36,302</u>

This page does not form part of the statutory financial statements.

## Image and Pregnancy Helpline

### Detailed Statement of Financial Activities for the Year Ended 5 April 2024

	Total 2024 £	Total 2023 £
<i>Donations and legacies</i>		
Committed giving	32,382	36,397
Fundraising	170	592
Grants receivable	-	8,000
	<u>32,552</u>	<u>44,989</u>
<i>Charitable activities</i>		
Charitable Activities	2,769	6,495
	<u>2,769</u>	<u>6,495</u>
<i>Other income</i>		
Other income	183	20
	<u>183</u>	<u>20</u>
<i>Raising funds</i>		
Fundraising costs	(8)	(46)
	<u>(8)</u>	<u>(46)</u>
<i>Charitable activities</i>		
Wages and salaries	(33,346)	(23,295)
Staff pensions (Defined contribution) - pension scheme 1	(347)	-
Training	(2,021)	(3,229)
Rent and rates	(10,000)	-
Rates & Water	(1,006)	-
Insurance	(612)	-
Telephone and fax	(663)	-
Education & Networking	(155)	(672)
Pregnancy helpline	(2,425)	(3,279)
Office expenses	(142)	(76)
Computer software and maintenance costs	(1,218)	-
Printing, postage and stationery	(393)	-
Overheads	-	(12,272)
Travel and subsistence	(35)	-
Governance costs	(222)	(39)
	<u>(52,585)</u>	<u>(42,862)</u>

This page does not form part of the statutory financial statements.

**IMAGE AND PREGNANCY HELPLINE**

England & Wales - Charity number 1141832

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# Accounts

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## **Image Annual Report 6<sup>th</sup> April 2022 – 5<sup>th</sup> April 2023**

*Image* has been operating, since 1990, providing support for those making pregnancy decisions and for those who have experienced abortion. We also support people who have experienced miscarriage and child loss or separation. Whilst our services are offered to people of all faiths and none, our recognized training courses are specifically to equip Christians and churches to provide a compassionate response in these areas.

Image is an approved centre with Open Awards for training and delivers two 60-hour courses in various parts of the UK through our own approved trainers. These courses are also recognised by the Association of Christian Counsellors. We also run a Training Trainers course for those who wish to become an approved image trainer.

Image relies very heavily on volunteers for both its Helpline and training (with a core team of 17 but also using volunteer trainers from other centres). During the period from 6<sup>th</sup> April 2022 up to 5<sup>th</sup> April 2023 we employed 3 paid staff: a Training Coordinator, a Pregnancy Helpline Coordinator (both of whose hours were increased, in November, to 16 hours per week) and a Family Services Coordinator (8 hours per week).

IMAGE and PREGNANCY HELPLINE  
Company Number 07480065  
Charity Number 1141832  
Balance Sheet as at 05/04/2023

**Receipts and Payments**

**Income**

Income	
Charitable activities	6,495.00
Giving	36,397.10
Funding	8,000.00
Fund raising	592.41
Other	20.17
	<u>51,504.68</u>

**Expenditure**

Pregnance helpline	(3,278.62)
Training	(3,228.62)
Education & Networking	(672.36)
Fund raising	(45.51)
Governance	(38.50)
Overheads	(12,272.53)
Salaries	(23,294.82)
Other	(75.91)
	<u>(42,906.87)</u>

**Net profit / (Loss)** 8,597.81

**Balance sheet**

**Current Assets**

Bank Current account balance	28,685.14
Bank Reserve account balance	5,045.43
Petty cash	35.68
Gift Aid recoverable	2,737.67
	<u>36,503.92</u>

**Current Liabilities**

Accruals	<u>(200.13)</u>
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**Net Assets** 36,303.79

**Reserves**

P & L balance b/f	27,705.98
P & L Current year	8,597.81
<b>Total Reserves</b>	<u>36,303.79</u>

For the year ending 5th April 2023 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records for the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to small companies regime.



David John Coleman  
(Treasurer)



Section A Independent Examiner's Report

<b>Report to the trustees/ members of</b>	IMAGE and PREGNANCY HELPLINE		
<b>On accounts for the year ended</b>	5 APRIL 2023	<b>Charity no (if any)</b>	1141832
<b>Set out on pages</b>	3		

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 05/04/2023.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below \*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

\* Please delete the words in the brackets if they do not apply.

Signed: [Signature] Date: 01/11/2023

Name: P R Martin

Relevant professional qualification(s) or body (if any): Retired ACA

Address: 3 Littlefields, Mottram, Hyde, Cheshire, SK14 6TA

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

Nothing to disclose

**IMAGE AND PREGNANCY HELPLINE**

England & Wales - Charity number 1141832

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# Accounts

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## **Image Annual Report 6<sup>th</sup> April 2021 – 5<sup>th</sup> April 2022**

*Image* has been operating since 1990 providing support for those making pregnancy decisions and for those who have experienced abortion. We also support people who have experienced miscarriage and child loss or separation. Whilst our services are offered to people of all faiths and none, our recognized training courses are specifically to equip Christians and churches to provide a compassionate response in these areas.

Although the Pregnancy Helpline didn't close through Covid (opening every evening 7pm-10pm), we continued for a while during the year with a telephone only service, gradually returning to some face-to-face clients and some office-based work. We continued to provide a service in the local prison, when possible, that was also largely telephone-based for those with child loss issues. Training courses were delivered successfully online, enabling a wider reach for trainees and some national collaboration between trainers. The family services work has been maintained throughout on one day a week.

Image relies very heavily on volunteers for both its Helpline and training (with a core team of 17 but also using volunteer trainers from other centres), so in Nov 2021 we employed a new Training Coordinator and a new Pregnancy Helpline Coordinator (both for 10 hours per week) and started to train them for their roles. Along with the Family Services Coordinator, we now have 3 paid staff.



Section A

Independent Examiner's Report

Report to the trustees/  
members of

IMAGE and PREGNANCY HELPLINE

On accounts for the year  
ended

5 APRIL 2022

Charity no  
(if any)

1141832

Set out on pages

3

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 05/04/2022.

Responsibilities and  
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below \*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

\* Please delete the words in the brackets if they do not apply.

Signed:

Date:

08/11/2022

Name:

P R Martin

Relevant professional  
qualification(s) or body  
(if any):

Retired ACA

Address:

3 Littlefields, Mottram, Hyde, Cheshire, SK14 6TA

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

Nothing to disclose

IMAGE and PREGNANCY HELPLINE  
Company Number 07480065  
Charity Number 1141832  
Balance Sheet as at 05/04/2022

**Receipts and Payments**

**Income**

Charitable activities	3,555.00
Giving	33,952.19
Funding	2,000.00
Fund raising	438.33
Other	260.52
	<u>40,206.04</u>

**Expenditure**

Pregnance helpline	(2,412.74)
Training	(2,321.73)
Education & Networking	(890.92)
Fund raising	(11.86)
Governance	(13.00)
Overheads	(12,072.77)
Salaries	(23,931.30)
Other	(232.40)
	<u>(41,886.72)</u>

**Net profit / (Loss)** (1,680.68)

**Balance sheet**

**Current Assets**

Bank Current account balance	20,316.49
Bank Reserve account balance	5,025.26
Petty cash	37.71
Gift Aid recoverable	2,752.12
	<u>28,131.58</u>

**Current Liabilities**

Accruals	<u>(425.60)</u>
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**Net Assets** 27,705.98

**Reserves**

P & L balance b/f	29,386.66
P & L Current year	(1,680.68)
<b>Total Reserves</b>	<u>27,705.98</u>

For the year ending 5th April 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records for the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to small companies regime.

*D.J. Coleman*

David John Coleman  
(Treasurer)

**IMAGE AND PREGNANCY HELPLINE**

England & Wales - Charity number 1141832

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# Accounts

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## **Image Annual Report 6<sup>th</sup> April 2020 – 5<sup>th</sup> April 2021**

*Image* has been operating since 1990 providing support for those making pregnancy decisions and for those who have experienced abortion. We also support people who have experienced miscarriage and child loss or separation. Whilst our services are offered to people of all faiths and none, our recognized training courses are specifically to equip Christians and churches to provide a compassionate response in these areas.

In 2020, due to Covid 19, our office had to close for a significant period of time but the Pregnancy Helpline phone line stayed open every evening of the year from 7-10pm, and clients were able to text and email, all answered by trained helpers from their own homes. Clients needing regular appointments received support by telephone. The Pregnancy Helpline Manager continued to be paid through this time.

The Training Coordinator was furloughed for 3 months and, on return, planned online training. In the autumn of 2020, we ran an online course in counselling skills for Post-abortion/Child loss, and in 2021 we started an online Pregnancy Counselling Skills course with trainees and tutors from across the UK.

Image relies heavily on volunteers and we continued with around 20-30 through this year. We also employed a part-time Family Services Coordinator.

**IMAGE and PREGNANCY HELPLINE**  
 Company Number 07480065  
 Charity Number 1141832  
 Balance Sheet as at 05/04/2021

<b><u>Income</u></b>	
Charitable activities	6691.70
Giving	36096.08
Fund-raising	329.15
Other	2.58
<b>Total Income</b>	<b>43119.51</b>

<b><u>Expenditure</u></b>	
11 Pregnancy Helpline	-16804.09
12 Training	-9428.85
13 Education and Networking	-5286.60
14 Fund-raising	-2.60
15 Governance	-13.00
<b>Total Expenditure</b>	<b>-31535.14</b>

income	43119.51
expenditure	-31535.14
<b>income - expenditure</b>	<b>11584.37</b>

Account Balances	Current	Reserve	Petty Cash	total
opening 06/04/2020	12639.22	5022.16	140.91	£17,802.29
closing 05/04/2021	24221.01	5024.74	140.91	29,386.66
closing - opening	£11,581.79	£2.58	£0.00	£11,584.37

For the year ending 5th April 2021 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records for the preparation of accounts. These accounts have been prepared in accordance with the provisions applicable to companies subject to small companies regime.

*D. J. Coleman*

David John Coleman  
 (Treasurer)

41 Brookfield Avenue  
Poynton  
Cheshire  
SK12 1JE

1 September 2021

The Trustees of image

**IMAGE ACCOUNTS 6 APRIL 2020 TO 5 APRIL 2021**

David Coleman has asked me to look over the image accounts for 2020 to 2021 as prepared by your treasurer, David Coleman. I was asked in my capacity as a Chartered Accountant.

I have now finished my examination of the image accounts using the following which were provided: bank statements (current and savings accounts) for the period, detailed listings of transactions, expense claims and other invoices and the report detailing the image accounts.

I have agreed that the balance per the bank statements has been reconciled correctly to the closing cash balance per the image accounts as at 5 April 2021. The movement in cash in the year agrees to the net of income and expenditure, with total income of £43,119.51, total expenditure of £31,535.14 and a closing cash balance made up of two bank accounts and petty cash of £29,386.66.

In conclusion, I am satisfied that David has handled the income and expenditure transactions accurately, the accounts have been presented clearly, have been fully reconciled and all monies have been distributed appropriately with no anomalies identified.

If you have any questions or require any clarification, please do not hesitate to contact me.

Kind regards



Louise Coleman