



## 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

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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.

### 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*



### 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

### 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	(52,585)	(52,585)
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	20	20
Total income		<u>51,504</u>	<u>51,504</u>
<b>Expenditure on:</b>			
Raising funds	6	(46)	(46)
Charitable activities	7	(42,862)	(42,862)
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>36,302</u>	<u>36,302</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>	<b>32,552</b>	<b>32,552</b>
<b>Total for 2023</b>	<b>44,989</b>	<b>44,989</b>

## 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>	<b>2,769</b>	<b>2,769</b>
<b>Total for 2023</b>	<b>6,495</b>	<b>6,495</b>

#### 5 Other income

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

#### 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>		<b>8</b>	<b>8</b>
<b>Total for 2023</b>		<b>46</b>	<b>46</b>



## 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>		<u>52,585</u>	<u>52,585</u>
<b>Total for 2023</b>		<u>42,862</u>	<u>42,862</u>

#### 8 Analysis of governance and support costs

##### Governance costs

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

#### 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	-
	<u>33,693</u>	<u>23,295</u>

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	<u>4</u>

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	<u>2,605</u>	<u>2,738</u>

#### 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	<u>37</u>	<u>34</u>
	<u>18,610</u>	<u>33,764</u>

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

	2024 £	2023 £
Accruals	<u>2,000</u>	<u>200</u>

#### 14 Funds

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

## 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
	<u>35,504</u>	<u>51,504</u>
<b>Total income</b>		
<b>Expenditure on:</b>		
Raising funds (analysed below)	(8)	(46)
Charitable activities (analysed below)	(52,585)	(42,862)
	<u>(52,593)</u>	<u>(42,908)</u>
<b>Total expenditure</b>		
<b>Net (expenditure)/income</b>	<u>(17,089)</u>	<u>8,596</u>
<b>Net movement in funds</b>	(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>

## Image and Pregnancy Helpline

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

	Total 2024 £	Total 2023 £
<b><i>Donations and legacies</i></b>		
Committed giving	32,382	36,397
Fundraising	170	592
Grants receivable	-	8,000
	<u>32,552</u>	<u>44,989</u>
<b><i>Charitable activities</i></b>		
Charitable Activities	<u>2,769</u>	<u>6,495</u>
	<u>2,769</u>	<u>6,495</u>
<b><i>Other income</i></b>		
Other income	<u>183</u>	<u>20</u>
	<u>183</u>	<u>20</u>
<b><i>Raising funds</i></b>		
Fundraising costs	<u>(8)</u>	<u>(46)</u>
	<u>(8)</u>	<u>(46)</u>
<b><i>Charitable activities</i></b>		
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)	-
Goverance costs	<u>(222)</u>	<u>(39)</u>
	<u>(52,585)</u>	<u>(42,862)</u>