

PURE HEARTS CHARITY TRUSTEE ANNUAL REPORT

For the period 1st February 2022 - 31st January 2023

Overview

The trustees of Pure Hearts are pleased to present the Annual Report for the period of 1st February 2022 to 31st January 2023. This year has been marked by significant milestones, growth, and impactful programs. Pure Hearts continues to fulfil its mission of providing spiritual and emotional support through retreats and community projects, serving women across the UK and beyond.

Trustees:

- Kika (Rianat) Ashanike (Chairperson)
- Lesley Iwuoha
- Torema Thompson
- Nicole Belfon (now Nicole Dennis)

Key Achievements and Developments

Relocation and Office Release:

In August 2022, the trustees made a strategic decision to release our office in Stratford, London, with a view to expanding into a larger space that aligns with our growing needs. This decision was taken after careful consideration of our operational requirements and future vision for the charity.

Retreats:

The retreats project has been the cornerstone of our activities this year. We hosted two major retreats during this period:

1. Winter Retreat - February 2022:

- **Theme:** Breakout
- **Venue:** DeVere Buckinghamshire
- **Attendance:** Over 40 women, with participants traveling from Wales, Ghana, Scotland, and various parts of the UK, including London, Birmingham, Manchester, Cardiff, Aberdeen, and Newport.
- **Highlights:**
 - This retreat marked our 10th year as a charity and celebrated our 10th retreat cohort.
 - The event featured a special 5minute documentary capturing the journey and impact of Pure Hearts over the decade.
 - The retreat was themed around Isaiah 58:8, focusing on breaking limitations and fostering healing.

- We provided full or partial sponsorships for several women, including single mothers and those currently unemployed, to ensure financial constraints did not hinder participation.
- The retreat leadership team expanded from 4 to 6 members, reflecting our growing capacity and commitment to serving attendees effectively.

2. Summer Retreat - July 2022:

- **Theme:** The Great Blossoming
- **Venue:** DeVere Wokefield Place, Reading
- **Attendance:** Our largest retreat to date, with participants from across the UK, Wales, Scotland, and Dubai.
- **Highlights:**
 - The shift to a larger venue was necessitated by the growth in attendance and the scope of our activities.
 - The theme, inspired by Song of Solomon 2:13, focused on personal and spiritual growth.
 - A diverse group of women, including executives from leading banks, attended, highlighting the broad appeal and impact of our retreats.
 - Baptisms were reintroduced during this retreat, with several women rededicating their lives to Christ.
 - Our team structure was enhanced with the addition of a welcoming and logistics team and more small group leaders. The retreat fostered a deep sense of community and support among attendees.

Jael and Co. Launch:

In the summer of 2022, we launched Jael and Co., the community arm of Pure Hearts, aimed at supporting "the woman behind the brand." This platform is designed for women in leadership roles, providing a space for personal growth and spiritual development.

- **Membership:** As of January 2023, the community has grown to 50 members who meet monthly via Zoom and engage through a Telegram group.
- **Activities:** Monthly sessions with Christian guest speakers cover a range of topics, including finance management, leadership, and business skills from a Christian perspective.
- **Financial Structure:** Jael and Co. established its own bank account with Lloyds, and members have the option to make donations to Pure Hearts.

Financial Overview

Banking and Financial Management:

This year, we made significant improvements to our financial management structure. We opened an additional bank account specifically for retreat payments, which has streamlined our financial operations and enhanced transparency. Additionally, our charity obtained a Stewardship account, allowing donors to give through a trusted Christian giving platform.

However, we faced delays in our financial administration due to the loss of our day-to-day finance person. As a result, the submission of accounts to the Charity Commission was severely delayed whilst we secured a new accountant.

Giving Initiatives:

Our *fiftyBY5* giving initiative saw an increase in partners this year, contributing to the financial sustainability of our projects. This initiative has been instrumental in supporting our retreats, community projects, and outreach efforts.

Outreach and Community Projects

Grace Project:

In 2022, we launched the Grace Project, a new initiative aimed at supporting vulnerable individuals in settling into new homes. This project has involved assisting with housing searches, Universal Credit applications, and providing pastoral care to those dealing with trauma. The project has been a significant extension of our charitable activities, allowing us to reach a broader segment of the community in need.

Media Outreach:

To further amplify our message and reach, Pure Hearts sponsored our main speaker, Kika Ashanike, for a segment on TBN called "Shorts." This platform provided 30 three-minute messages, focusing on themes of wholeness and Sonship in Christ. This media outreach has been an essential part of our strategy to share our mission and expand our influence.

Looking Ahead

The year 2022-2023 has been a season of growth and expansion for Pure Hearts. As we look forward, the trustees are committed to continuing our work in providing transformative retreats, expanding our community through Jael and Co., and supporting the most vulnerable in society through the Grace Project. We anticipate securing a larger operational space that will accommodate our growing team and enable us to serve more women effectively.

We express our deepest gratitude to all our partners, sponsors, and volunteers who have supported Pure Hearts this year. Your contributions have made a significant impact, and we look forward to what God will do in the coming year.

Signed on behalf of the Trustees:

Signed by:

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Kika (Rianat) Ashanike

Chairperson, Pure Hearts

Date: 12th August 2024



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
PURE HEARTS

**On accounts for the year
ended**

2023

**Charity no
(if any)**

1146008

Set out on pages

6&7

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 01 / 2023**.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, 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 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 (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn 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: 11.08.2024

Name:

Rachel Eniayo Kagutuzi

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

CIMA

Address:

157 – 155 Masons Hill

Bromley

BR2 9HY

Section B

Disclosure

Only complete if the examiner needs to highlight 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.



ANNUAL ACCOUNTS

2023

PURE HEARTS
Statement of Financial Activities
For the year ended 31 January 2023

			2023	2022
	Restricted	Unrestricted	Total £	Total £
Incoming resources				
<u>General funds</u>				
Donations & similar incoming resources		12,597.29	12,597.29	10,198.04
Charitable activities		15,608.80	15,608.80	15,562.67
Trading activities		0.00	0.00	675.99
Investment income		0.00	0.00	0.00
Other incoming resources		2,800.00	2,800.00	200.00
Total incoming resources	0.00	31,006.09	31,006.09	26,636.70
Resources expended				
<u>Cost of generating funds</u>				
Fundraising costs	0.00	0.00	0.00	0.00
Events	0.00	19,773.09	19,773.09	14,379.32
Investment management costs	0.00	0.00	0.00	0.00
	0.00	19,773.09	19,773.09	14,379.32
<u>Cost of sales</u>				
Purchase of goods for resale	0.00	0.00	0.00	0.00
<u>Charitable activities - Direct</u>				
Donations, Gifts & benevolences		338.26	338.26	1,000.00
Total direct costs	0.00	338.26	338.26	1,000.00
<u>Charitable activities - Indirect</u>				
Management Team	0.00	6,782.00	6,782.00	4,486.88
Hospitality	0.00	0.00	0.00	0.00
Advertising, Marketing & Promotions	0.00	928.10	928.10	212.95
Overhead Costs	2,000.00	2,737.64	4,737.64	4,512.70
Total indirect costs	2,000.00	10,447.74	12,447.74	9,212.53
<u>Other</u>				
Depreciation	0.00	0.00	0.00	0.00
Governance costs	0.00	0.00	0.00	0.00
Disposal of assets	0.00	0.00	0.00	0.00
	0.00	0.00	0.00	0.00
Total resources expended	2,000.00	30,559.09	32,559.09	24,591.85
Net incoming / outgoing resources before transfer £	-2,000.00	447.00	-1,553.00	2,044.85
Balance b/fwd 2022 £	2,000.00	177.85	2,177.85	133.00
Transfers between funds 2023 £	0.00	0.00	0.00	0.00
Balance c/fwd 2023 £	0.00	624.85	624.85	2,177.85

PURE HEARTS**Balance Sheet****As at 31 January 2023****Assets**

Intangible assets

Tangible assets

Total AssetsCurrent assets

Debtors

Cash at bank and in hand

Current liabilities within one year

Sundry

Net Current Assets

CREDITORS - over one year

Creditor

NET ASSETS**Funds**

Restricted

Unrestricted

MEMBERS' FUNDS**2023****2022****£****£**

0

0

00

0

0

6252,178

625

2178

0

0

6252,178

0

625**2,178**

0

2,000

625178**625****2,178**