

PURE HEARTS CHARITY TRUSTEE ANNUAL REPORT

For the period 1st February 2023 - 31st January 2024

Overview

The trustees of Pure Hearts are pleased to present the Annual Report for the period of 1st February 2023 to 31st January 2024. This year has seen good growth in our financial stability, the expansion of our retreats, and the introduction of new initiatives aimed at deepening our community engagement. Our mission to support and empower women through faith-based retreats and community projects continues to thrive, impacting lives across the UK and beyond.

Trustees:

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

Financial Growth and Management

Increase in Giving:

This year, Pure Hearts experienced a significant increase in giving, which has been instrumental in expanding our outreach and impact. We successfully integrated Gift Aid into our donations through the Stewardship giving platform, maximizing the value of contributions.

HMRC Registration:

A pivotal development this year was our registration with HMRC for Gift Aid, allowing us to claim additional funds on eligible donations. This has further bolstered our financial resources, enabling us to subsidize retreat costs for our team members and support more women in attending our events.

Financial Stewardship:

The improvements in our financial management have allowed us to continue expanding our programs and providing support where it is most needed. With these additional funds, we have been able to enhance the quality of our retreats and extend sponsorships to a broader group of women.

Retreats and Key Events

Winter Retreat - February 2023:

- **Venue:** DeVere Wokefield Place, Reading
- **Attendance:** Women from Nigeria, Ghana, and across the UK, including cities such as London, Birmingham, and Edinburgh.
- **Highlights:**
 - This retreat embraced inclusivity by welcoming women with young children, allowing them to bring their babies along.
 - For the first time, men were invited to participate, particularly partners of the women attending, which broadened the retreat's impact and fostered family unity.
 - The presence of a member of the Traveller community was a unique and enriching experience for the team, who adapted to offer alternative methods for participation in activities, ensuring inclusivity for all.
 - The retreat provided a powerful time of healing, connection, and spiritual growth, deeply touching the lives of all attendees.

Summer Retreat - August 2023:

- **Venue:** DeVere Wokefield Place, Reading
- **Attendance:** Our largest retreat to date, with participants ranging in age from 18 to 55, coming from various parts of the UK and internationally.
- **Highlights:**
 - The retreat was marked by extraordinary healings, with participants sharing testimonials of physical healing, including the healing of cysts, and profound emotional and spiritual breakthroughs.
 - We fully sponsored two 18-year-old women, providing them with the opportunity to participate in the retreat. Both young women experienced significant personal transformation and a new sense of direction in their lives.
 - The Sunday morning baptisms were particularly special, as we saw entire families—husbands, wives, and children—being baptized together, rededicating their lives to Christ. This retreat was filled with joy, deliverance, and a strong sense of community, making it our most impactful event yet.

Jael and Co. Community

Continued Growth:

Jael and Co., our leadership community for women, continued to grow and thrive throughout the year. The platform remains a key part of our work, offering monthly sessions with dynamic guest speakers on topics ranging from leadership to spiritual development. The community now includes an even wider range of women who are benefiting from the support and resources provided.

New Initiatives and Future Vision

Monthly Worship and Word Community:

Looking ahead, the trustees are excited to announce the development of a new Monthly Worship and Word Community. This initiative aims to create a regular gathering space for

women & men to come together for worship, prayer, and biblical teaching. Unlike Jael and Co., which focuses on leadership, this community will provide spiritual nourishment and fellowship on a broader scale. We anticipate that this platform will further strengthen our community, offering consistent support and engagement outside of our retreats.

Expanding Our Reach:

Building on the successes of this year, Pure Hearts is committed to expanding its reach and impact. The increasing diversity of our retreat participants, including men and families, reflects the growing influence of our ministry. We plan to continue developing programs that cater to the spiritual and emotional needs of all attendees while maintaining the quality and depth that our community has come to expect.

Ongoing Financial Stewardship:

The trustees will maintain a strong focus on financial stewardship, ensuring that the resources entrusted to us are managed effectively to support our mission. The increased giving and successful implementation of Gift Aid have placed us in a robust financial position, which we will continue to build upon in the coming year.

Conclusion

The period from February 2023 to January 2024 has been a year of growth, healing, and new beginnings for Pure Hearts. We are profoundly grateful for the continued support of our donors, partners, and volunteers. Your contributions have been crucial to our success, and we look forward to what the future holds as we continue to serve and empower women and their families through our retreats and community initiatives.

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**

2024

**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 / 2024**.

**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 Kagutuza

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

CIMA

Address:

157- 159 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

2024

PURE HEARTS
Statement of Financial Activities
For the year ended 31 January 2024

			2024	2023
	Restricted	Unrestricted	Total £	Total £
Incoming resources				
<u>General funds</u>				-
Donations & similar incoming resources		22,573.86	22,573.86	12,597.29
Charitable activities		44,465.36	44,465.36	15,608.80
Trading activities			0.00	0.00
Investment income			0.00	0.00
Other incoming resources			0.00	2,800.00
Total incoming resources	0.00	67,039.22	67,039.22	31,006.09
Resources expended				
<u>Cost of generating funds</u>				-
Fundraising costs	0.00		0.00	0.00
Events	0.00	50,980.38	50,980.38	19,773.09
Investment management costs	0.00		0.00	0.00
	0.00	50,980.38	50,980.38	19,773.09
<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		105.00	105.00	338.26
Total direct costs	0.00	105.00	105.00	338.26
<u>Charitable activities - Indirect</u>				-
Management Team	0.00	14,225.18	14,225.18	6,782.00
Hospitality	0.00		0.00	0.00
Advertising, Marketing & Promotions	0.00	1,112.24	1,112.24	928.10
Overhead Costs	0.00	506.84	506.84	4,737.64
Total indirect costs	0.00	15,844.26	15,844.26	12,447.74
<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	0.00	66,929.64	66,929.64	32,559.09
Net incoming / outgoing resources before transfer £	0.00	109.58	109.58	-1,553.00
Balance b/fwd 2023 £	0.00	624.85	624.85	2,177.85
Transfers between funds 2024 £	0.00	0.00	0.00	0.00
Balance c/fwd 2024 £	0.00	734.43	734.43	624.85

