

Charity Registration No. 1158174

**TAYLOR MADE DREAMS**  
**TRUSTEES' REPORT AND ACCOUNTS**  
**FOR THE YEAR ENDED 30 APRIL 2025**

# **TAYLOR MADE DREAMS**

## **LEGAL AND ADMINISTRATIVE INFORMATION**

<b>Trustees</b>	Kathleen Roberts (Chair) Dr Jane Wills Andrew Davis Rosie Harvey
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<b>Chief Executive</b>	S Mitchell
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<b>Charity number</b>	1158174
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<b>Principal address</b>	8 Sherlock Shaw Crowborough East Sussex TN6 2FN
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<b>Independent Examiners</b>	TC Group The Courtyard Shoreham Road Upper Beeding Steyning West Sussex BN44 3TN
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<b>Bankers</b>	Lloyds Bank plc 82 Mount Pleasant Road Tunbridge Wells, Kent TN1 1RP
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# **TAYLOR MADE DREAMS**

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# **TAYLOR MADE DREAMS**

## **TRUSTEES' REPORT**

### **FOR THE YEAR ENDED 30 APRIL 2025**

The Trustees present their Annual report, together with the financial statements for Taylor Made Dreams for the year to 30 April 2025.

The accounts comply with the Charities Act 2011, and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

#### **Structure, Governance & Management**

The organisation's charitable aims and objectives are set out in its constitution, agreed by the Board of Trustees on the 8<sup>th</sup> August 2014. The charity was registered with the Charity Commission on the 8<sup>th</sup> August 2014 (Charity number 1158174).

The trustees meet regularly to discuss matters relating to governance, financial administration, business strategy, operational management and fundraising.

#### **Induction and training of new trustees**

All staff, volunteers, and trustees undergo a formal recruiting and selection process, followed by an induction period that includes any training considered necessary to effectively perform their role.

#### **Organisational Structure**

##### **Board of Trustees**

The Board of Trustees comprised the following individuals during the reporting year:

- Chair: Kathleen Roberts
- Andrew Davis
- Dr Jane Willis
- Rosie Harvey

The Trustees collectively bring a diverse range of expertise and skills, which are invaluable to the effective governance, oversight, and strategic direction of the charity. The charity is also honoured to have John Bishop serving as its Patron, providing additional profile and support to its mission.

#### **Governance and Risk Management**

The Board of Trustees holds ultimate responsibility for the charity's governance, compliance, and risk management. During the year, the Board undertook a comprehensive review of major risks and implemented systems and procedures designed to mitigate potential threats to the organisation. These measures ensure that the charity remains resilient, accountable, and aligned with its charitable objectives.

#### **Management and Workforce**

##### **Senior Leadership**

The Chief Executive Officer (CEO) is responsible for overseeing the daily operations of the charity, including service delivery, staff management, and implementation of strategic priorities.

##### **Staff Team**

At the year-end, the charity employed four full-time staff and two part-time staff members:

- Chief Executive Officer (CEO)
- One full-time fundraiser
- One part-time fundraiser
- One full-time marketing officer
- Office Manager/Personal Assistant to the CEO
- Sibling Support Service Lead

The charity benefits from pro bono HR support provided by The Forrest HR Group. In addition, specialist outsourced services are commissioned in accountancy, data protection, bookkeeping, IT, cyber security, and business development. These arrangements ensure compliance with statutory obligations and strengthen organisational capacity.

# **TAYLOR MADE DREAMS**

## **TRUSTEES' REPORT**

### **FOR THE YEAR ENDED 30 APRIL 2025**

#### **Volunteers**

At the start of 2024, the charity had eight committed volunteers. Following the recruitment of a dedicated Volunteer Manager in February, a successful campaign expanded the volunteer base to fifty individuals. Volunteers bring a wide range of skills that enhance the charity's development and service delivery.

The introduction of a Volunteer Community Fundraising Committee, led by TMD Ambassadors, has significantly increased brand awareness and local fundraising activity. These initiatives are often supported by the charity's loyal volunteer base, demonstrating the value of community engagement in sustaining charitable impact.

#### **Objectives and Activities**

##### **Vision**

Now in its eleventh year, Taylor Made Dreams continues to aspire to bring light to families during their darkest times. The charity ensures that children with terminal and life-limiting conditions can fulfil their dreams through personalised wish fulfilment experiences.

##### **Achievements in the Year**

In alignment with the 2025–2028 Business Plan, the charity successfully introduced two new services:

- **Funeral Fund:** A one-off payment of £1,000 per family following the loss of a child. This fund helps alleviate the financial burden of funeral costs and reduces stress for bereaved families.
- **Technology Loan Library Expansion:** The library now includes eye trackers, interactive tables, iPads, and laptops. These resources enable children to communicate with their families, access education from home or hospital, and enjoy entertainment, thereby promoting independence and autonomy despite illness.

##### **Continuing and Futureproofing Services**

- **Therapeutic Support Services:** Counselling and holistic therapy are offered to all members of the nuclear family.
- **Sibling Support Service:** Launched in 2023, this service has seen increasing demand. The charity aims to double the number of siblings supported, extending provision through physical activities and an online holiday club to ensure inclusivity.

##### **Future Goals**

- Establish parent/primary carer support groups.
- Provide work experience opportunities within the charity for SEN students.
- Expand sibling support services to meet growing demand

##### **Mission**

Taylor-Made Dreams exists to deliver bespoke 'Wish Fulfilment' experiences for children with terminal conditions in the Southeast of England.

##### **Purpose**

Our purpose is to provide children with life-limiting illnesses, and their families, with resilience, comfort, enhanced quality of life, and treasured memories that bring meaning and hope during the most challenging times.

##### **Objectives**

We aim to ensure that children referred to Taylor-Made Dreams, together with their families, are able to experience unique and meaningful moments. These experiences are supported financially, emotionally, and organisationally by the charity, enabling families to focus on creating lasting memories.

# **TAYLOR MADE DREAMS**

## **TRUSTEES' REPORT**

### **FOR THE YEAR ENDED 30 APRIL 2025**

#### **Key Activities (2024/2025)**

During the reporting period, Taylor-Made Dreams has:

- Significantly strengthened referral partnerships with children's palliative care organisations across Kent, Surrey, Sussex, and continues to build relations in Essex.
- Expanded referral pathways, resulting in a consistent flow of beneficiaries.
- Increased workforce capacity in line with our business plan to meet growing service demand across the region.
- 47% of all of Taylor Made Dreams' families reside in Kent, 30% in Sussex, 21% in Surrey and 2% in Essex.

In addition to bespoke experiences, the charity provides nine core funded services to beneficiaries:

1. Counselling – Offered to all the nuclear family/primary carers
2. Holistic Therapy - Offered to all the nuclear family/primary carers
3. Medical Travel Awards – An award of £500 to every family
4. Medical Sheepskin Fleeces – Gifted to every child referred
5. Family Photography Experiences – Family Portraits/Fantasy Photos
6. Memory Workshops - Silver Fingerprint Silver Jewellery and Hand Casts
7. Technology Loan Library – Interactive Tables/Eye Trackers/iPads/Laptops
8. Sibling Support Service – Monthly Outings offered to siblings from the age of seven to eighteen
9. Funeral Fund - £1000 award given to parents/primary carers after the loss of their child
10. Wheelchair access vehicle to transport the families to and from events that we arrange for them

#### **Future Developments**

Looking ahead, Taylor-Made Dreams is committed to increasing its social impact. Planned developments include:

- Funeral Aware Service (2025): A new initiative to support families with funeral costs following the death of a child, alleviating financial pressures during times of profound grief.
- Education and Inclusion: Building on six years of partnership with a local academy, we will expand our work experience programme to include young people and adults with Special Educational Needs (SEN), in alignment with our Equal Opportunities Policy and 2024–2027 Business Plan.
- Workforce Development: Continued investment in staff training and professional development, alongside collaboration with business consultants to achieve strategic objectives.
- Financial Management and Sustainability: Ongoing partnership with accountants to ensure effective financial oversight, coupled with a commitment to ethical practices and sustainability across operations.

#### **Income Generation**

Sustaining and growing our services remains a priority. In 2024/2025, Taylor-Made Dreams has:

- Engaged a fundraising consultant to diversify income streams.
- Developed new giving mechanisms and promoted existing opportunities.
- Benefited from the generosity of individuals, businesses, members of the Titanium Circle, and grant-making foundations.

We extend our sincere gratitude to all sponsors, donors, business friends and supporters. Special recognition is given to our volunteer community fundraising committee, whose dedication and efforts have made a significant impact on the charity's ability to deliver services and of course the core staff team at Taylor Made Dreams.

# TAYLOR MADE DREAMS

## TRUSTEES' REPORT

FOR THE YEAR ENDED 30 APRIL 2025

### Public Benefit

In accordance with our duties as stated in section 17(5) of the 2011 Charities Act, we have considered the guidance provided by the Charity Commission in regard to public benefit. This public benefit has been demonstrated by the activities undertaken since the inception of the charity outlined in the 'Activities' section above.

### Conclusion

The Board of Trustees is deeply appreciative of the unwavering support from all stakeholders. With this collective commitment, Taylor-Made Dreams is poised to continue its vital work, bringing comfort and joy to children and families in need.

### Financial Review

#### Reserves policy

The trustees have examined the charity's requirements for reserves in light of the main risks facing the organisation. The charity's reserves policy is such that the charity should hold minimum undesignated free reserves of £56,000 (equal to three months operating expenditure plus estimated costs of restructure should it be necessary). The charity's undesignated free reserves at 30 April 2025 were £363,190 (2024: £375,882). The trustees therefore consider the charity to be operating within the set reserves policy.

#### Trustees' responsibilities in relation to the accounts

The Charities Act 2011 requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that year.

In preparing these accounts, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the board on:

Signed on behalf of the board of trustees.

 12.2.26  
Kathleen Roberts  
Trustee (Chair)

# **TAYLOR MADE DREAMS**

## **INDEPENDENT EXAMINER'S REPORT**

### **TO THE MEMBERS OF TAYLOR MADE DREAMS**

#### **Independent examiner's report to the trustees of Taylor Made Dreams**

I report to the trustees on my examination of the accounts of Taylor Made Dreams for the year ended 30 April 2025.

#### **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 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.

Since the charity's gross income exceeded £250,000, your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of Certified Chartered Accountants, which is one of the listed bodies.

#### **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 giving me cause to believe that in any material respect:

- (1) accounting records were not kept in respect of the Trust as required by section 130 of the Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do 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.

TC Group

**Mr Mark Cummins FCCA FCIE**  
**for and on behalf of TC Group**  
The Courtyard  
Shoreham Road  
Upper Beeding  
Steyning  
West Sussex  
BN44 3TN

Dated: 20 February 2026



# TAYLOR MADE DREAMS

## STATEMENT OF FINANCIAL ACTIVITIES

**FOR THE YEAR ENDED 30 APRIL 2025**

	Notes	Unrestricted Funds	Total 2025	Total 2024
<b>Income from:</b>		£	£	£
Donations and grants	4	408,767	408,767	475,606
Financial activities - interest		14,578	14,578	473
<b>Total income</b>		<b>423,345</b>	<b>423,345</b>	<b>476,079</b>
<b>Expenditure on:</b>				
<i>Raising funds:</i>				
Fundraising		29,579	29,579	61,077
<i>Charitable activities</i>				
Charitable Projects		408,840	408,840	361,597
<b>Total expenditure</b>	5	<b>438,419</b>	<b>438,419</b>	<b>422,674</b>
<b>Net movement in funds</b>		<b>(15,074)</b>	<b>(15,074)</b>	<b>53,405</b>
<b>Total movement of funds</b>		<b>(15,074)</b>	<b>(15,074)</b>	<b>53,405</b>
<b>Reconciliation of funds</b>				
Total funds brought forward		453,303	453,303	399,898
<b>Total funds carried forward</b>		<b>438,229</b>	<b>438,229</b>	<b>453,303</b>

There are no recognised gains or losses other than those reported on the Statement of Financial Activities. All activities are classed as continuing.

# TAYLOR MADE DREAMS

## BALANCE SHEET

AS AT 30 APRIL 2025

	Notes	2025		2024	
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	9		75,039		77,421
<b>Current assets</b>					
Debtors	10	22,097		6,295	
Cash at bank and in hand		372,807		375,532	
		394,904		381,827	
<b>Creditors: amounts falling due within one year</b>	11	(31,714)		(5,945)	
<b>Net current assets</b>			363,190		375,882
<b>Total assets less current liabilities</b>			438,229		453,303
<b>Net assets</b>			438,229		453,303
<b>The funds of the charity</b>					
Unrestricted funds			438,229		453,303
			438,229		453,303

The accounts were approved by the Board on:

*Kathleen Roberts* 12.2.26  
 Kathleen Roberts  
 Trustee (Chair)

# **TAYLOR MADE DREAMS**

## **NOTES TO THE ACCOUNTS**

### **FOR THE YEAR ENDED 30 APRIL 2025**

#### **1 Accounting policies**

##### **1.1 Basis of preparation**

The accounts 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) (effective 1 January 2019) – (Charities SORP (FRS 102)) and the Charities Act 2011.

Taylor Made Dreams 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 note(s). There are no material uncertainties about Taylor Made Dreams' ability to continue as a going concern.

The functional currency of the charity is pounds sterling. Items are rounded to the nearest pound.

##### **1.2 Cash Flow Statement**

In accordance with Section 7 of FRS 102 the charity is claiming exemption from the requirement to prepare a cash flow statement on account of its size.

##### **1.3 Income**

Donations and other forms of voluntary income are recognised as incoming resources when receivable, except insofar as they are incapable of financial measurement.

Grants are credited to the Statement of Financial Activities in the year in which they are receivable unless a grant is subject to donor imposed conditions that specify the time period in which the expenditure of the resources can take place; in which case they are deferred.

##### **1.4 Expenditure**

Expenditure is accounted for on an accruals basis with the irrecoverable element of VAT included with the item of expense to which it relates.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Governance costs (included within support costs) include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees and costs linked to the strategic management of the charity. These are now included as support costs.

All costs are allocated between expenditure categories of the SOFA on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned based on estimated usage as a proportion of directly attributable expenditure.

**TAYLOR MADE DREAMS**  
**NOTES TO THE ACCOUNTS (CONTINUED)**  
**FOR THE YEAR ENDED 30 APRIL 2025**

**1 Accounting Policies**

(continued)

**1.5 Tangible fixed assets and depreciation**

Tangible fixed assets are capitalised at cost and depreciated over their estimated useful economic life on a straight-line basis, with motor vehicles depreciated on a reducing balance basis as follows:

<b>Asset category</b>	<b>Annual rate</b>
Fixtures & Fittings	25%
Motor Vehicles	20%
Office Equipment	10%
Computer Equipment	50%

**1.6 Fund accounting**

Funds held by the charity are either:

Unrestricted general funds - these are funds which can be used in accordance with the charitable objects at the discretion of the trustees and which have not been designated for other purposes.

Designated funds – these funds are unrestricted funds which have been designated towards a specific purpose by trustees.

Restricted funds - these are funds which are to be used in accordance with specific restrictions imposed by donors which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the accounts.

**1.7 Taxation**

As a charity, Taylor Made Dreams is exempt from tax on income and gains to the extent that these are applied to its charitable objects.

**1.8 Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably.

**1.9 Cash at bank and in hand**

Cash at bank and in hand includes cash and short term highly liquid investments. The Trustees seek to use short term deposits where possible to maximise the return on monies held at the bank and to manage cash flow.

**1.10 Estimates and judgements**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised.

The trustees do not consider that there are any critical estimates or areas of judgement that need to be brought to the attention of the readers of the financial statements.

# TAYLOR MADE DREAMS

## NOTES TO THE ACCOUNTS (CONTINUED)

### FOR THE YEAR ENDED 30 APRIL 2025

#### 2 Trustee remuneration

All the trustees donate their time spent running the charity on a voluntary basis and do not receive any remuneration for their work as trustees.

#### 3 Comparative funds – Statement of Financial Activities for the period ended 30 April 2024

	Designated funds	Unrestricted funds	Restricted funds	Total 2024
<b>Income from:</b>				
Donations and grants	-	450,606	25,000	475,606
Financial activities	-	473	-	473
<b>Total income</b>	-	451,079	-	476,079
<b>Expenditure on:</b>				
<i>Raising funds:</i>				
Fundraising	-	61,077	-	61,077
<i>Charitable activities:</i>				
Charitable Projects	-	329,597	32,000	361,597
<b>Total expenditure:</b>	-	390,674	32,000	422,674
<b>Net movement in funds</b>	-	60,405	(7,000)	53,405
<b>Transfer of funds</b>	(170,000)	170,000	-	-
<b>Total movement of funds</b>	(170,000)	230,405	(7,000)	53,405
<b>Reconciliation of funds</b>				
Total funds brought forward	170,000	222,898	7,000	399,898
<b>Total funds carried forward</b>	-	453,303	-	453,303

#### 4 Income from donations and grants

	Unrestricted funds £	Total 2025 £	Total 2024 £
Donations and gifts	407,696	407,696	382,807
Grants	1,071	1,071	92,799
	<b>408,767</b>	<b>408,767</b>	<b>475,606</b>

# TAYLOR MADE DREAMS

## NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2025

### 5 Expenditure

	Staff costs	Depreciation	Other costs	Total	Total
				2025	2024
	£	£	£	£	£
<b>Raising funds</b>					
Fundraising	-	-	29,579	29,579	61,077
<b>Charitable activities</b>					
Charitable Projects	116,161	16,659	179,426	312,246	289,682
Support costs (see note 6)	62,409	-	34,185	96,594	71,915
<b>Total</b>	<b>178,570</b>	<b>16,659</b>	<b>243,190</b>	<b>438,419</b>	<b>422,674</b>

### 6 Support costs

	2025 £	2024 £
Staff costs	62,409	43,523
Governance costs (including independent examination)	15,678	7,815
Rent	7,209	7,847
Other	11,298	12,730
	<b>96,594</b>	<b>71,915</b>

### 7 Employees

#### Number of employees

The charity employed six employees during the year (2024:5).

#### Employment costs

	2025 £	2024 £
Wages and salaries	164,993	115,912
Social security costs	9,819	5,761
Pension contributions	3,758	2,678
	<b>178,570</b>	<b>124,351</b>

There were no employees whose annual emoluments were £60,000 or more (2024: none).

The key management personnel of the charity comprise the trustees and the Chief Executive. The total employee benefits of key management personnel of the charity during the year were £56,065 (2024: £54,847).

# TAYLOR MADE DREAMS

## NOTES TO THE ACCOUNTS (CONTINUED)

FOR THE YEAR ENDED 30 APRIL 2025

### 8 Trustees

During the year no trustees were reimbursed any expenditure (2024: none).

### 9 Tangible fixed assets

	Fixtures & Fittings	Motor vehicles	Office Equipment	Computer Equipment	Total
	£	£	£	£	£
<b>Cost</b>					
At 1 May 2024	788	94,151	11,828	3,278	110,045
Additions	-	-	12,582	1,695	14,277
<b>As at 30 April 2025</b>	<b>788</b>	<b>94,151</b>	<b>24,410</b>	<b>4,973</b>	<b>124,322</b>
<b>Depreciation</b>					
At 1 May 2024	788	27,056	2,186	2,594	32,624
Charge for the year	-	13,419	1,867	1,373	16,659
<b>At 30 April 2025</b>	<b>788</b>	<b>40,475</b>	<b>4,053</b>	<b>3,967</b>	<b>49,283</b>
<b>Net book value</b>					
At 30 April 2025	-	53,676	20,357	1,006	75,039
At 30 April 2024	-	67,095	9,642	684	77,421

### 10 Debtors

	2025 £	2024 £
Prepayments	22,097	6,295
	<b>22,097</b>	<b>6,295</b>

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

	2025 £	2024 £
Accruals	2,280	1,740
Trade creditors	1,778	4,205
Other creditors	8,899	-
Deferred income	18,757	-
	<b>31,714</b>	<b>5,945</b>

**TAYLOR MADE DREAMS**  
**NOTES TO THE ACCOUNTS (CONTINUED)**  
***FOR THE YEAR ENDED 30 APRIL 2025***

**12 Control**

The charity is under the control of the Trustees.

**13 Charity information**

Taylor Made Dreams is a Charitable Incorporated Organisation registered in England and Wales. The charity's registered number and registered office address can be found on the legal and administrative information page.