



Annual Report & Accounts

Year Ended 31st December 2024

Embracing Age
Charitable Incorporated Organisation



Charity Number 1160400

Trustees' Report and Financial Statements

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Introduction



Message from our
Chair of Trustees, Tim Blair

I am pleased to report that 2024 was another successful year of growth for Embracing Age. In our core activity of befriending care home residents and in the other targeted services, we achieved our highest volumes to date. In the year, Embracing Age had reached a record 1,845 care home residents in the geographical areas into which we have now expanded, details of which are set out in this Annual Report.

You will read of heart-warming messages of gratitude, and witness the sheer scale of the hard work, dedication and skills our trained volunteers bring to bear. Their efforts and the outcomes they achieve make care home residents feel special in so many ways. Personal friendships develop. The elderly, many frail and vulnerable, are affirmed, valued and connected to their local community and the outside world. Often their horizons change. They cease to be a forgotten, out-of-sight segment of society, but become noticed, full of hope and less isolated and lonely.

What is reported on the following pages could only have been achieved with the backing and financial support of many valued donors. They have engaged with us, not simply to help us achieve our aims, but by giving us the opportunity to help them achieve their charitable objectives, too. Among them are Trusts, Foundations, Companies and individuals, some of whom have provided multi-year financial support or sponsorship, allowing us to plan strategically in a funded and sustainable way. We are hugely grateful to them and appreciate the ongoing relationships we have with them.

2024 was Embracing Age's 10th Anniversary Year – a year in which we reflected on the incredible journey of the charity from its early beginnings in Richmond-upon-Thames to the present day. That our presence now extends to care homes on the Isle of Wight, Hampshire, West Sussex and places elsewhere in the UK is testament to the foresight and outstanding leadership of our Founder and CEO, Tina English. Tina is a respected expert in her field and a familiar figure in our sector, and champions the needs of older adults on the national stage. In speaking up and promoting debate about matters affecting the UK's ageing population, Tina is a sought-after public speaker with her wealth and depth of knowledge.

Introduction

(Continued)



During the year, Tina indicated to the Trustees of her wish to stand down from her role as CEO, having been at the helm since 2014. After ten years of dedicated leadership, our Trustee Board recognised the immense contribution she has made to the charity and invited her to continue her involvement as a new trustee, which we are delighted she accepted. We shall be forever grateful for her experience, guidance, integrity and warmth of personality - all attributes which have brought Embracing Age thus far.

Following a rigorous recruitment process for a new CEO last summer, we are delighted to report that we appointed and welcomed Sinéad Crosbie in August 2024. She brings strong and relevant skills from the commercial and voluntary sectors, with a passion to make a difference in the lives of the people we serve - something close to her heart.

I wish to thank our staff who have worked with such dedication and purpose throughout the year. To our many volunteers, thank you for generously giving us your time. You bring skills and enthusiasm to carry out visits to care home residents as well as numerous other practical and creative tasks enabling us to enrich their lives. Lastly, I thank and value my fellow trustees for sharing their experience, wise counsel and support in this exciting endeavour called Embracing Age, of which we are privileged to be a part.

Tim Blair

Legal & Administrative Information

For the Year Ended 31st December 2024

TRUSTEES

Tim Blair (Chair)
Tina English
Karen Block
Fiona Costa
Roderick Day (Treasurer)
João Paulo Henrich Tavares

STAFF TEAM

Sinéad Crosbie, CEO
Sarah Waller, Comms & Impact Manager
Rebecca Savage, Isle of Wight Coordinator
Zoe Jones, Hampshire Coordinator
Paul Crowther, Development Manager
Sarah Smith, Carers Connected Coordinator
June Morell, Operations Manager
Zoe Jones, Hampshire Coordinator
Shabnum Kramer, Richmond Co-ordinator
Julie Passmore, West Sussex Co-ordinator
Jane Preston, West Sussex Co-ordinator

KEY MANAGEMENT PERSONNEL

Those responsible for planning, directing, controlling, and operating the Charity include CEO and senior staff members who have been delegated significant authority by the trustees to manage the day-to-day operations and decision-making of the organisation.

OBJECTS

The objects of Embracing Age are to relieve older people who are in need by providing befriending, support and other services calculated to relieve the needs of such persons, in accordance with Christian principles and to relieve social isolation and loneliness amongst elderly people.

The following pages outline how we do that in practice and the difference we make.

PREMISES

The Registered Office of the Charity is:
183 Lincoln Avenue, Twickenham
TW2 6NL

INDEPENDENT EXAMINER

Craig McDowell
56 The Bittoms, Kingston, KT1 2AP

PRINCIPAL BANKERS

The Co-operative Bank plc,
PO Box 250,
Delf House,
Skelmersdale, WN8 6WT

Trustees' Annual Report

For the Year Ended 31st December 2024

The Trustees submit their report and the financial statements of Embracing Age ("the Charity") for the year ended 31 December 2024. The financial statements have been prepared in the format prescribed by the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP2015 (FRS102)) and the Financial Reporting Standard 102. The Legal and Administrative Information set out earlier in this document forms part of this report.

STRUCTURE, GOVERNANCE & MANAGEMENT

Status and Governing Document

Embracing Age is a CIO (Charitable Incorporated Organisation), registered charity number 1160400. Its governing document is a Constitution dated 11th November 2014 and Registered Charitable status was granted on 9th February 2015.

Governance and Internal Control

The day-to-day activities of the Charity are monitored by the Trustees. Trustee Board meetings are held quarterly and additional informal discussions and meetings also take place. New Trustees are appointed by existing Trustees.

Organisation

The Board of Trustees, which has a minimum of three members, administers the Charity. Certain tasks are delegated to the CEO and other staff and volunteers.

Trustee Induction and Training

New Trustees are made aware of the seriousness of their responsibilities and obligations under charity law. They are given an induction pack and are able to understand their obligations by reading relevant Charity Commission publications. Trustees are aware of training courses and conferences and may extend their knowledge of matters pertaining to their role in the Charity.

Related Parties and Co-operation with other organisations

The Trustees are unpaid and receive no benefit from their work with the Charity. There is no relationship between any Trustee and Charity employees or suppliers.

The Charity has good relationships with a number of Organisations which support the Charity's vision.

Pay Policy

Staff pay rates are set by the Board of Trustees. Details of Trustees' expenses, if any, and related party transactions are disclosed in a note to the accounts.

Trustees' Annual Report

For the Year Ended 31st December 2024

OBJECTIVES AND ACTIVITIES FOR THE PUBLIC BENEFIT

The aims and objectives of the Charity in 2024 were that:

- Care home residents, including those with dementia, will feel valued and connected, and experience improved wellbeing, and that care home staff will feel supported.
- Unpaid carers will feel supported, spiritually nourished and connected with other carers
- Churches will be inspired and equipped to come alongside older people, including care home residents, those with dementia and carers.

Public Benefit

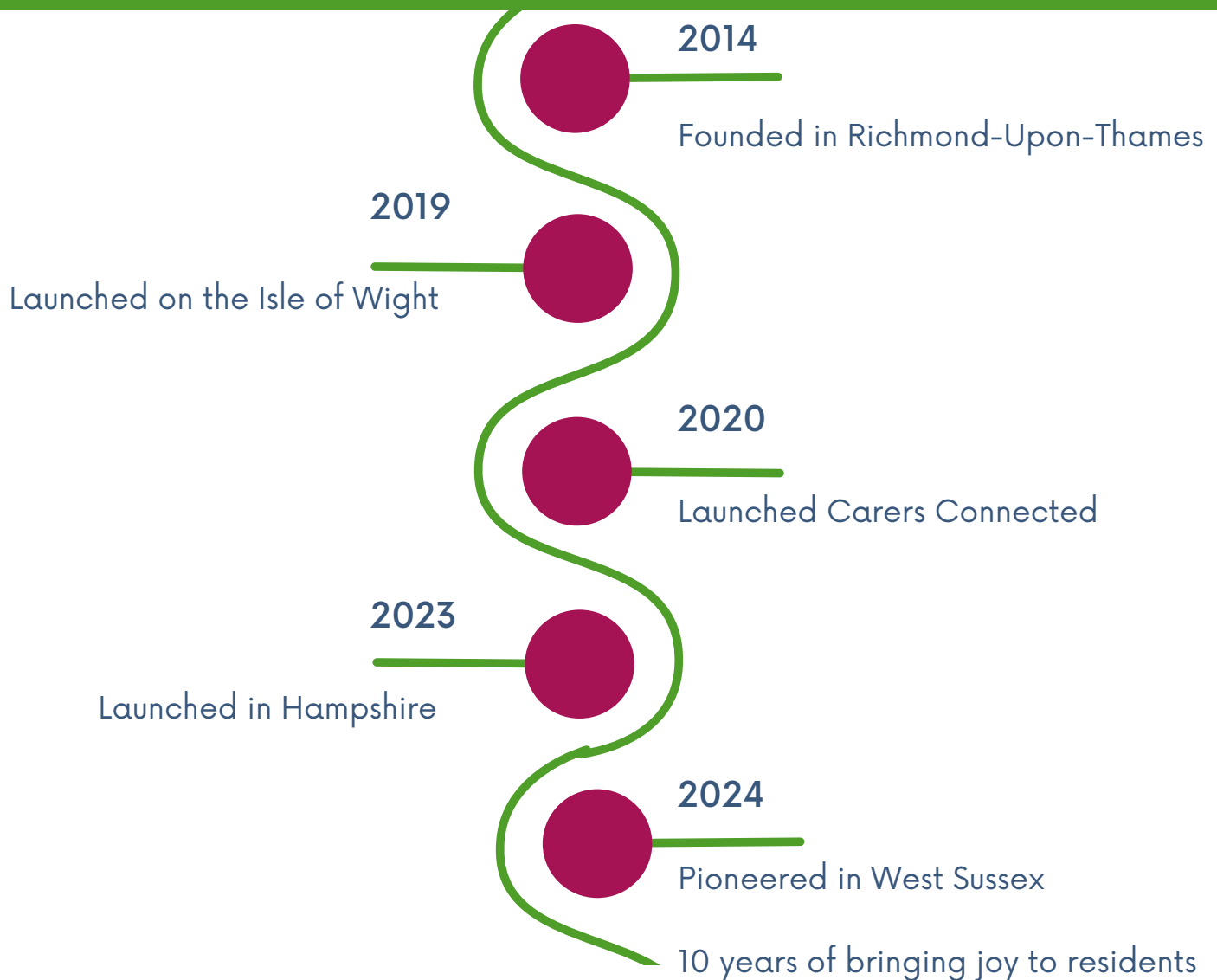
The Trustees have considered the guidance of the Charity Commission on public benefit. The provision of public benefit is given at no charge and is made available to all people including those on low incomes.



“Carol has built up a lovely relationship with our residents. They look forward to her visit and she is making a huge difference to our residents’ wellbeing.”

Care Home Manager about a befriending volunteer

1 Our Story So Far



OUR MISSION

Embracing Age is a Christian charity working towards a world where older people are valued, connected and full of hope.

We do this by:

- Combatting loneliness
- Mobilising volunteers
- Equipping churches
- Speaking out

There's a section on each of these in this report. Names may have been changed for anonymity.



There are three main strands to our work:

- Coming alongside care home residents through befriending and other activities, bringing joy, hope and companionship
- Supporting unpaid carers through weekly Zoom gatherings, giving them the opportunity to chat and pray together
- Equipping churches in their ministry amongst older people, through webinars and workshops, and encouraging them to adopt their local care home

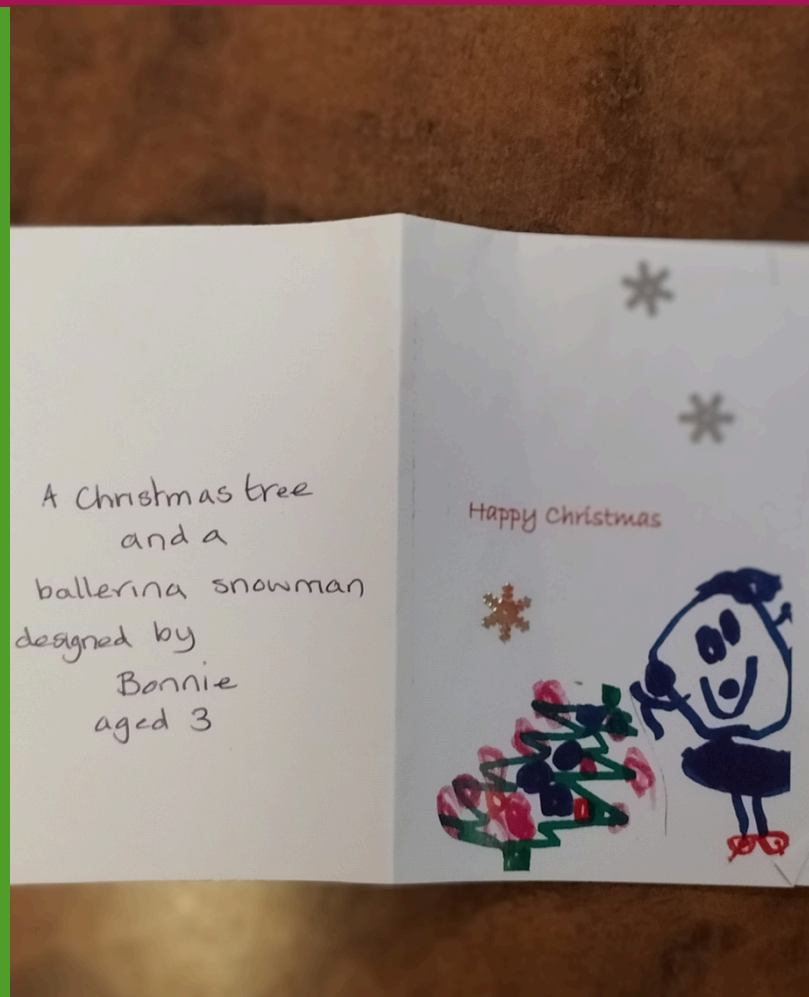
Pioneering in West Sussex

We launched our 4th area, West Sussex, in August 2024. By year end, less than 5 months from starting from scratch, this grew to:

14 volunteers placed or in the pipeline

71 residents received handmade cards

5 care homes benefitting from befrienders and community links



"Once a month, we visit for a Sing-Along. We're advertised as the 'Billingshurst Family Church Choir', but really we just sing along badly to popular songs on Spotify and have fun! We love spending time with our friends and hope we encourage the staff too!"

We're very grateful to the individuals, care homes, churches and community groups who have already come alongside our Co-ordinators, including:

- a nursery making regular cards for 2 care homes - they brought a lot of cheer when they hand delivered Christmas cards to 60 residents and broke into impromptu carols!
- a primary school in Billingshurst singing carols at a local care home.
- volunteers launching 'Faith Matters' - a monthly group offering residents an opportunity to sing hymns, read the bible, pray and discuss faith.
- a youth group and care home starting an intergenerational link.

3 Care Home Residents

1845

care home residents
benefitted in total from our
area projects, including
through befriending, cards,
gifts, flowers and more



"The Embracing Age
befrienders make a
huge difference to the
lives of our residents
and they look forward
to having a visitor of
their own. They are all
wonderful. Thank you."

Care Home Manager

Cards and Gifts

2956

handmade Cards of Kindness
sent to residents

Our cards are chosen for each individual where we know their interests and, if they are on the dementia pathway or partially-sighted, they receive a tactile card.

"Our residents feel like they matter to someone when they receive their cards and present at Christmas time. Often they don't have any family so it's nice for them to have a connection outside of the home."

Care Home Manager



"Embracing Age
organised wonderful
hampers and
Christmas cards from
the community - the
residents were thrilled
to bits that people in
their community had
thought about them."

Activities Co-ordinator

1000+

care home residents received
Christmas gifts from our area
projects, many handmade by
our volunteers

"Thank you so much for the Christmas gifts you gave to our residents. We could not believe how personal they were - everything they opened was just them. Thank you."

Care Home Manager

Flower Gifts

248

fresh bouquets and craft flowers
gifted to care home residents

Our Isle of Wight project
continued to flourish, adding
flower arranging sessions for
residents at care homes.

In Hampshire, craft volunteers
made flowers from wool, paper,
felt and more for residents to
enjoy feeling and reminiscing.

"We are very lucky to receive
"just because" bunches of flowers
from the amazing Embracing Age
Isle of Wight."



"One resident loves
flowers but can't have real
ones due to allergies.
She was thrilled with her
knitted roses, carnations
and lavender created by
some very talented
crafters, which looked
incredibly lifelike."

Care Home Manager



Toiletries and Clothes

33

Bags of Blessing delivered to care homes containing personal hygiene products for new residents who arrive at the care with nothing or residents in need.

"There is a before and after since we've received your endless support. Thanks for all your efforts. Your help and impact is unmeasurable in our home."

Care Home Manager



"Your assistance has been invaluable in providing essential toiletries & clothing, volunteers.

You have made a significant difference in easing financial burdens and helping our residents through a challenging time."

Care Home Manager

1578

items of clothing given to residents in emergency clothing packs for new residents who arrive at care homes with no support and beautiful knitted items such as bed capes.

One care home had the brilliant idea to set the clothes out on rails in the lounge for residents to browse, feel and choose for themselves. It was a delight to see how much the residents enjoyed this "real world experience" of retail therapy.

Animal Connections

94

care home residents from 15 care homes on the Isle of Wight enjoyed visits to local stables to spend time with the horses, and have tea and cake together thanks to a partnership with The Island Riding Centre.

The residents delighted in the sensory touch of stroking and grooming the horses where appropriate, reminiscing and having the opportunity to go out in the community. The positive effects lasted well after the visit.

Rebecca hopes to expand the Animal Care Home Connections project across the island, including by promoting Pets As Therapy volunteers to enable residents to spend time with other animals such as cats and dogs.



“It is difficult to put into words the joy and benefits a trip out like this brings but the faces certainly tell a story of wonderment and excitement”

Care Home Manager

Connecting the Generations

39

connections between schools, nurseries, clubs and libraries for children to bring joy to local care home residents including handcrafted gifts, visits by school choirs, and over 190 handmade cards.

"Our residents really enjoyed getting cards from the children. It evoked lovely chats."

Activities Co-ordinator

"Embracing Age put us in touch with a local nursery to build a new community link. The children visited before Christmas dressed as angels and sang beautifully for us."

Activity Co-ordinator



Ladies' Well-being Group



**"If it weren't for
Embracing Age and their
wonderful volunteers,
we would not have
half of what
we have now."**

**Lesley,
Care Home Well-being Lead**

Last year we shared the story of the Old Boys' Club started at a care home on the Isle of Wight by our volunteer, Paul, for a group of gentlemen. This year, we're thrilled to share about the well-being group being run at the same home by our volunteer Angela, where female residents enjoy having their nails done, flower arranging, playing games, art and colouring.

Rosa said the games are "fun and we get a lot of laughter out of it."

Margaret added, "I would like Angela to be my sister. She is so thoughtful and caring. She is really wonderful. It's only once a week. I wish it could be more. It keeps us entertained. It makes all the difference."

Angela says, "I have been coming about a year having only moved to the Island a couple of years ago. I heard about Embracing Age through church and I was very inspired by the work they do. With such compassion and such love. Thinking about some of the dear residents here who don't have family or friends to visit. I thought well I can do that."

Lesley, the care home's Well-being Lead said the activities give the residents the opportunity to "use motor skills, enjoy social fulfilment, reduce stress, enjoy creativity and self expression ... with lots of laughs, and chatter."

Nigel's Story

"Nigel has built a relationship with residents who are otherwise isolated due to their preference of being alone and avoiding communal areas. He has encouraged one resident to take a quiz for the other residents each month and this is possibly the only time this resident engages with other residents in a social capacity."

Activities Co-ordinator

"Nigel and I take a general knowledge quiz for the other residents once each month and often keep in touch in-between his visits to discuss questions for the upcoming quiz. It is nice to have someone from the outside world to talk to and get a different perspective on things I have seen on the news."

Resident

"Thanks to Embracing Age, I have been volunteering at a Richmond care home for just over two years. It's the same care home that looked after my mum so kindly in the last 14 months of her life, and I really wanted to give something back.

Most of the residents - and staff - are women, so my role is to spend time with some of the male residents to try to involve them as much as possible in the life of the care home. I also organise monthly quizzes for all the residents, and I help with outings, which have included trips to Bournemouth beach and to the Royal Albert Hall.

Mostly I simply chat with the male residents on a one-to-one basis, mainly about their memories, their families and their varied careers, with current affairs and football staple subjects of our chats. One man who is quite insular has become more involved in the life of the home as a result of helping me with the quizzes. Another said to me that while he is happy in the home he misses conversations more than anything - which I think sums up my role. One or two don't want to chat, but they are very much in the minority.

Inevitably some of the residents have developed dementia and have memory problems - I try to coax out their memories of good times. I have realised that almost everyone has interesting tales to tell - the residents are our last living link to events (such as wartime and the Blitz) that are rapidly receding into history.

I look forward to my visits, feeling that I am in a very small way helping towards the wellbeing and happiness of the residents. I am also personally getting lots back from my visits."

4 Supporting Carers

47

unpaid carers supported through Carers Connected, including two weekly Zoom gatherings and private Facebook group

"Carers Connected is such a precious group to me, it's my main support. We understand each other, it's a really good group."

A Carer

"I am SO glad I DID join in today... your group is so great as it fosters that place of 'drinking in the living waters' by supporting each other with prayer AND care as I felt such a lot of genuine care for each other in the group and THANK YOU for welcoming me..."

Thank you for including a space for me in your truly lovely group of carers!!

I felt so BLESSED and uplifted afterwards , thank you."

A Carers Connected participant

"I don't know how I would have got through the last few months without the group."

A Carer



5 Equipping Churches



26

people downloaded free booklets on how churches can adopt a care home and mobilise volunteers to befriend care home residents.

104

people accessed our new free bank of tried and tested care home service plans

“We had lots of people join us. It was the most incredible experience. The power of music to make people smile.”

Marie, from Holy Trinity Spital, attended our conference on Coming Alongside Those Living with Dementia where she linked up with Dementia Friends Wirral. Inspired by her experience with her father and our conference, Marie has set up a Monthly Singing Cafe for people living with dementia and their carers. She shares above about a recent session.

300

people attending the 24 webinars, workshops and conferences we delivered to church groups

on developing a strategy for ministry amongst older people, reimagining care home ministry, coming alongside people living with dementia, supporting unpaid carers and having supportive conversations.

6 Speaking Out

111

entries to our Joy in Ageing
poetry, art and multimedia
competition

And the publication of the
winning and shortlisted entries
in an anthology, which has sold
over 150 copies



JOY in Ageing

POETRY COLLECTION

foreword by Pam Rhodes



Joyce, a care home resident
living with dementia was a
multimedia winner with
photos of her doing
10 things for her 100th
birthday, including horse
riding, sailing and racing
around Goodwood.

Joyce definitely shows that
growing old doesn't mean
you cannot enjoy life!

121

downloads of our Making
Moments booklets

Resources to help people in coming
alongside people living with
dementia and enjoy special
moments together.

Trustees' Annual Report continued

For the Year Ended 31st December 2024

FINANCIAL REVIEW

A summary of the financial results and the work of the Charity are set out in the accounts. The Charity's income was £168,532 in 2024, £192,693 in 2023.

RISK ASSESSMENT

The major risks to which the Charity has been exposed, as identified by the Trustees, have been reviewed and systems have been established to mitigate those risks.

GOING CONCERN

Taking into account reserves and anticipated income, the Trustees are confident that the Charity remains a going concern for at least twelve months from the date of approval of these accounts.

RESERVES

The Charity has unrestricted accumulated reserves of £49,661 in 2024, £40,805 in 2023. The Trustees aim is to have 3-6 months of unrestricted reserves and they consider that the fund reserves at the year-end were adequate but not excessive.

INDEPENDENT EXAMINER

The Trustees intend to ask the Independent Examiner Craig McDowell to undertake the examination of the Charity's accounts.

Trustees' Responsibilities in relation to the Financial Statements

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards. The law applicable to charities in England and Wales requires the trustees to prepare financial statements 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 of the Charity for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any departures disclosed and explained in the financial statements; and
- preparing the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

Trustees' Annual Report continued

For the Year Ended 31st December 2024

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and enable them to ensure that the financial statements comply with charity law. They are also responsible for safeguarding the assets of the Charity and hence to take reasonable steps for the prevention and detection of fraud and other irregularities. The Trustees are responsible for the maintenance and integrity of the Charity and financial information included in the Charity's website.

The Report was approved by the Trustees, who are also the members of the Charity, on 1st May 2025 and signed on its behalf by:

A handwritten signature in black ink, appearing to read 'T Blair', with a horizontal line drawn underneath.

Tim Blair
Chair of Trustees

Independent Examiner's Report to The Trustees of Embracing Age

For the Year Ended 31st December 2024

I have examined the accounts for the year ended 31st December, 2024 on pages 25 to 26 following which have been prepared on the basis of the accounting policies set out on page 27 to 30.

Respective Responsibilities of Trustees and Examiner

The Trustees of the Charity are responsible for the preparation of accounts; they consider that the audit requirements under section 144 of the Charities Act 2011 do not apply but they have requested an independent examination. I have been appointed to conduct an Independent Examination under section 145 of the Charities Act 2011 and to report in accordance with the regulations made under section 145 of that Act. It is my responsibility to examine the accounts, without performing an audit and to report to the Trustees,

Having satisfied myself that the Charity is not subject to audit and is eligible for independent examination, it is my responsibility to:

- (1) examine the accounts under section 145 of the Charities Act 2011;
- (2) follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011;
- (3) state whether particular matters have come to my attention.

Basis of Examiner's Statement

This report is in respect of an examination carried out under section 145 of the Charities Act 2011 and in accordance with the General Directions given by the Charity Commissioners. An examination includes a review of the accounting records kept by the Charity, and a comparison of the accounts presented with those records. It also includes a review of the accounts and making such enquiries as are necessary for the purpose of this report. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

Based on my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect,

- accounting records have not been kept in accordance with section 130 of the Charities Act 2011, or
- the accounts presented do not accord with those records, or
- comply with the accounting requirements of the Charities Act 2011.

No matter has come to my notice in connection with my examination to which, in my opinion, attention should be drawn to enable a proper understanding of the accounts.



Craig McDowell
2nd May 2025

Statement of Financial Activities

For the Year Ended 31st December 2024

		Unrestricted Funds 2024	Restricted and Designated Funds 2024	TOTAL FUNDS 2024	Unrestricted Funds 2023	Restricted and Designated Funds 2023	TOTAL FUNDS 2023
	Note	£	£	£	£	£	£
INCOME from:							
Donations	2	11,267	150,053	161,319	25,065	153,302	178,367
Fundraising activity		5,928	0	5,928	9,359	0	9,359
Charitable activities		1,284	0	1,284	4,967	0	4,967
Investment income - interest		0	0	0	0	0	0
Total Income		18,479	150,053	168,532	39,391	153,302	192,693
EXPENDITURE on:							
Charitable expenditure		5,348	146,928	152,276	27,647	77,052	104,699
Fundraising		4,276	0	4,276	3,564	0	3,564
Total Expenditure	3 & 4	9,623	146,928	156,552	31,211	77,052	108,263
Net Income		8,856	3,124	11,980	8,180	76,250	84,430
Reconciliation of funds							
Total funds brought forward		40,805	96,851	137,656	32,625	20,601	53,226
Total funds carried forward		49,661	99,975	149,636	40,805	96,851	137,656

All the above results derive from continuing activities. All gains and losses recognised in the year are included above.

The notes on pages 27 to 30 form part of these accounts.



Balance Sheet

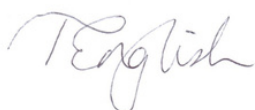
For the Year Ended 31st December 2024

		Unrestricted Funds 2024	Restricted and Designated Funds 2024	Total Funds 2024	Total Funds 2023
	Note				£
FIXED ASSETS	5	476	0	476	480
CURRENT ASSETS					
Cash at bank		48,345	99,976	148,321	136,756
Debtors		1,445	0	1,445	420
		49,789	99,976	149,766	137,176
CREDITORS: AMOUNT DUE WITHIN ONE YEAR		605	0	605	0
TOTAL ASSETS LESS CURRENT LIABILITIES		49,660	99,976	149,636	137,656
FUNDS					
Unrestricted Funds		49,661	0	49,661	40,805
Restricted Funds		0	99,976	99,976	96,851
TOTAL CHARITY FUNDS		49,661	99,976	149,636	137,656

The accounts approved by the trustees and signed on their behalf on 1st May 2025



Tim Blair - Chair of Trustees



Tina English - Founder and Trustee

The notes on pages 27 to 30 form part of these accounts

1. ACCOUNTING POLICIES

(a) Basis of preparation

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) (effective 1 January 2015) - (Charities SORP (FRS 102)).

The Charity 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).

The Charity is a Going Concern.

A summary of the most important accounting policies, which have been applied consistently, are set out below.

(b) Funds Structure

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the Charity for specific purposes. The aim and use of each restricted fund is set out in the notes to the accounts.

(c) Income

All income is included in the SOFA when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, entitlement is the earlier of the Charity being notified of an impending distribution or the legacy being received.

Gifts in kind donated for distribution are included at valuation and recognised as income when they are distributed to the projects. No amounts have been included in the accounts for gifts in kind or for services donated by volunteers.

(d) Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with use of the resources, using time spent on each activity as a guide.

Grants payable are included in the accounts where there is a legal or constructive liability.

The costs of charitable activities are those costs incurred directly in relation to the objects of the Charity.

Governance costs are incurred in connection with the administration of the Charity and compliance with constitutional and statutory requirements. These tasks are undertaken by unpaid trustees.

Irrecoverable VAT is charged against the category of resources for which it was incurred.

Notes to the Accounts

For the Year Ended 31st December 2024

(e) Fixed Assets

The cost of the office equipment, less any expected residual value is depreciated on a straight line basis over the effective useful life of the assets which has been estimated as four years. Office equipment items are initially included at cost and depreciated as stated. The carrying values are reviewed at the year-end for impairment if circumstances indicate that the full carrying value may not be recoverable.

(f) Taxation

The Charity is a Registered Charity and is therefore exempt from taxation under the Income and Corporation Taxes Acts.

2. DONATIONS

Donations comprise the following:

	2024	2023	2022
	£	£	£
Grants from Charitable Trusts	144,650	168,305	29,800
Grants from companies	466	0	365
Individual donations	12,030	8,257	19,023
Other organisations	4,173	1,805	3,765
Total	161,319	178,367	52,953

3. CHARITABLE EXPENDITURE

Charitable expenditure comprises the following:

Charitable expenditure comprises the following:			
	2024	2023	2022
	£	£	£
Salaries, pension & staff costs	138,657	88,820	61,968
Volunteer costs, including DBS checks	0	361	419
Supporting gifts	843	205	4,012
Publicity and development	0	0	1,133
Office and Sundries	9,204	12,512	8,220
Equipment	864	54	23
Insurance, legal and professional	1,397	1,395	941
Other Fundraising	0	5	244
Other costs	1,311	1,346	445
Independent examination	0	0	0
Total	152,276	104,699	77,405

Notes to the Accounts

For the Year Ended 31st December 2024

4. SALARIES, TRUSTEES' REMUNERATION AND TRUSTEES' EXPENSES

The Charity paid £131,506 (2022 - £85,815) to 9 individuals in the year (2022 - 8)

Employer pension contributions were £7,181 (2022 - £3,194).

The key management personnel compensation was £12,308 (2022 - £26,482).

Trustees were paid no salaries or expenses.

5. FIXED ASSETS

FIXED ASSETS	Office Equipment
	£
Cost	
At 1 January 2024	960
Additions	314
Disposals	
	1,274
Depreciation	
At 1 January 2024	480
Charge for the year	319
Disposals	-
	799
Net Book Value	476

6. DEBTORS

DEBTORS	2024	2023
	£	£
Sundry debtors	1,445	420

7. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Accruals	605	0

Notes to the Accounts

For the Year Ended 31st December 2024

8. RESTRICTED FUNDS

2024 Restricted Funds

2024 Restricted Funds						
	Brought forward	Restricted Received in 2024	Designated in 2024	Total restricted & designated	Total spent in 2024	Carried forward
Richmond	0	22,158	10,000	32,158	25,929	6,229
Hampshire	4,805	20,000	15,650	40,455	33,429	7,026
IOW	8,288	23,075	13,670	45,033	32,088	12,945
Care Home Friends	15,735	0	0	15,735	0	15,735
Alexa IOW	1,126	0	0	1,126	0	1,126
Flowers of Blessing	92	0	0	92	0	92
Adopt a Care Home	41,188	12,000	0	53,188	29,156	24,032
Christmas Gifts	231	0	0	231	0	231
Pictures of Joy	0	0	0	0	0	0
Making Moments	0	0	0	0	0	0
Carers Connected	5,387	10,000	3,500	18,887	14,449	4,438
New Area - West Sussex	20,000	20,000	0	40,000	11,878	28,122
Total	96,852	107,233	42,820	246,905	146,928	99,976

2023 Restricted Funds

2023 Restricted Funds						
Projects	Brought forward	Restricted Received in 2023	Designated in 2023	Total restricted & designated	Total spent in 2023	Carried forward
Richmond	0	18,250	0	18,250	18,250	0
Hampshire	11,092	1,000	15,000	27,092	22,287	4,805
IOW	7,420	18,500	3,996	29,916	21,629	8,288
Care Home Friends	0	18,055	0	18,055	2,320	15,735
Alexa IOW	1,126	0	0	1,126	0	1,126
Flowers of Blessing	92	0	0	92	0	92
Adopt a Care Home	0	12,000	35,000	47,000	5,812	41,188
Christmas Gifts	0	1,500	0	1,500	1,269	231
Pictures of Joy	572	0	0	572	572	0
Making Moments	300	0	0	300	300	0
Carers Connected	0	0	10,000	10,000	4,613	5,387
New Area	0	0	20,000	20,000	0	20,000
Total	20,602	69,305	83,996	173,904	77,052	96,852

9. RELATED PARTY TRANSACTIONS

There were no related party transactions.

7 Looking ahead

Our aims over the next 3 years

1

new large area project each year, in areas with high concentrations of care homes

Each large area has a paid project co-ordinator to mobilise volunteers and start other projects to connect care homes with their local community.

20

new churches each year adopting their local care home

so that care home residents, including those with dementia, will feel valued and connected, and experience improved wellbeing, and care home staff will feel supported.

1

new Carers Connected zoom gathering each year on different days and times

so that unpaid carers will feel supported, spiritually nourished and connected with other carers.

12

churches equipped through webinars and workshops each year

inspiring and equipping churches to come alongside older people, including care home residents, those with dementia and carers.

Acknowledgements

None of this would be possible without:

1. Our amazing army of volunteers who contribute in so many ways:

Befriending care home residents
Making cards & crafty gifts
Creating Pictures of Joy photographs
Distributing clothes
Creating flower bouquets
Creating & distributing Christmas gifts
Helping set up Alexa devices
Liaising with schools
Facilitating Carers Connected zooms
Selling secondhand books
Organising fundraising events
Doing book keeping
Helping with admin, IT, marketing & other professional skill roles
Trustees
Ambassadors

2. The individuals, funders and organisations who have generously contributed to our work. Some are shown opposite.

3. Our staff team who give above and beyond.

Thank you all for your
time, dedication and
incredible support.

McCARTHY STONE FOUNDATION



Garfield Weston
FOUNDATION



BENEFACT
TRUST



HEATHROW
COMMUNITY
TRUST



EAST
HAMPSHIRE
DISTRICT COUNCIL



Masonic
Charitable Foundation

Embracing Age
ETNA Community Centre
13 Rosslyn Road, Twickenham TW1 6AR
020 3778 0035
embracingage.org.uk
info@embracingage.org.uk