

52 LIVES

England & Wales · Charity number 1166238

Details

Status Registered

Legal form CIO

Registered 2016-03-29

Register [View on the Charity Commission register](#)

Contact

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Reading
RG1 9AT

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Website www.52-lives.org

Activities

Objects: THE OBJECTS OF THE CIO ARE:-TO PROMOTE ANY CHARITABLE PURPOSE FOR THE BENEFIT OF PEOPLE IN THE UK OR OVERSEAS BY PROVISION OF GOODS OR SERVICES IN PARTICULAR BUT NOT EXCLUSIVELY BY:A) THE RELIEF OF POVERTY;B) THE PRESERVATION AND PROTECTION OF THE PHYSICAL AND MENTAL HEALTH;C) THE ADVANCEMENT OF EDUCATION AND TRAINING SO AS TO ADVANCE IN LIFE AND ASSIST PERSONS TO ADAPT WITHIN THE COMMUNITY;D) THE PROVISION OF FACILITIES FOR RECREATION OR OTHER LEISURE TIME OCCUPATION WITH THE OBJECT OF IMPROVING THE CONDITIONS OF LIFE OF THOSE PERSONS WHO HAVE NEED OF SUCH FACILITIES BY REASON OF THEIR YOUTH, AGE, INFIRMITY OR DISABLEMENT, FINANCIAL HARDSHIP OR SOCIAL AND ECONOMIC CIRCUMSTANCES.

Activities: 52 Lives changes someone's life every week of the year and inspires people to be kind. People nominate someone in need and every week we choose someone to help, share their story and provide what they need. We also run extra projects to help larger numbers of people. In addition we run a School of Kindness, empowering primary school children to create positive change and improve their wellbeing.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services
- **What:** General Charitable Purposes, Education/training, The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- Ireland
- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£369,915	£394,339	-	-
2024-03-31	£370,827	£328,783	-	-
2023-03-31	£345,407	£335,688	-	-
2022-03-31	£357,383	£408,461	-	-
2021-03-31	£350,453	£315,907	-	-

Trustees

Name	Role	Appointed
Laura Britland Furness	Chair	2018-02-24
BARRY TROUT		2015-10-01
Charles Henry Welham		2018-02-24
JONATHAN THURSTON		2016-03-01
Jane Cockerell		2017-08-01

52 LIVES

England & Wales - Charity number 1166238

Accounts



Changing lives every week

ANNUAL REPORT & FINANCIAL STATEMENTS

For the Year Ending 31 March 2025

“CHANGING LIVES & INSPIRING KINDNESS”

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

CONTENTS

A Year in Numbers	3
Report of the Trustees for the Year Ending 31 March 2025	4
A Message from our CEO.....	4
Our Purpose	7
Our Philosophy	8
Our Approach and Impact Framework.....	8
The Lives we Changed... ..	9
Special Projects	10
Diversity Monitoring.....	12
Case Study... ..	13
School of Kindness Project	14
Kindness Workshops	15
Special Assemblies	15
Kindness Ambassador Programme.....	16
National Kindness Awards	18
Measuring Our Impact	19
Teaching Resources	21
Kids' Kindness Club.....	22
Kindness Fund	22
Kind Leadership Group	23
Inspiring Kindness.....	23
Deepening Our Impact and Enhancing Wellbeing.....	24
Building a Strong Foundation to Fulfill our Aims	25
Plans for the Future.....	26
Structure, Governance and Management.....	27



**“HOW DO WE
CHANGE THE WORLD?
ONE RANDOM ACT
OF KINDNESS AT A
TIME.”**

Morgan Freeman

A YEAR IN NUMBERS

3,500

people helped



283,000

children from 1,500
schools took part in
our Kindness
Workshops and
Assemblies



£3,050

in donations and
goods donated
each week to our
'lives,' on average.



800

pupils Kindness
Ambassadors
working in 79
schools



THOUSANDS

of kind messages
sent to the
people we help



120,000

unique visitors
to our School
of Kindness
website



**HUNDREDS OF
THOUSANDS**

of people inspired
to be kind!



REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31 MARCH 2025

The trustees are pleased to present their annual report together with the consolidated financial statements of the charity for the year ending 31 March 2025. The financial statements 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 2015).

A MESSAGE FROM OUR CEO

This past year has reminded us once again just how powerful people can be when they come together.

At 52 Lives, our mission has always been simple – to change someone’s life every week through kindness. But what we do is so much more than providing practical help. Each week, we see people from all walks of life coming together to help a stranger, not just to ease their immediate need, but to remind them they are seen, valued, and not alone.

In a world that can sometimes feel divided, we believe that kindness and empathy are powerful tools for bringing us back together. The work we do is not only about giving, but about listening – about truly seeing the people we help and seeking to understand their challenges. And our community of almost 100,000 supporters does the same. They respond with generosity, but also with compassion and care, offering not just resources but respect and human connection.

Thanks to you, we have changed thousands of lives this year. We’ve provided families in crisis with food,

clothing, and household essentials. We’ve partnered with baby banks, school uniform banks, refugee charities, homelessness charities, befriending charities and more, to reach even more people who needed urgent help. And we’ve continued to grow our School of Kindness, reaching a record number of children and giving them tools to improve their wellbeing while encouraging them to be curious, compassionate, and kind.

The numbers in this report tell an important story – how many people were helped, how much money was raised – but the true impact of 52 Lives is harder to measure. It’s in the restored hope of the people we help. It’s in the joy our supporters tell us they feel when they get to be part of someone else’s story. It’s in the empathy that is sparked when we stop and imagine what life feels like for someone else.

To everyone who has donated, shared our appeals, cheered us on, or simply been part of this movement... thank you. You are the heart of 52 Lives, and you are proof that kindness can change the world.

“When we seek to understand each other, we begin to change the world.”

- Unknown -



Jaime Thurston
Founder of 52 Lives



ABOUT 52 LIVES

52 Lives exists to create positive social change through kindness - improving individual wellbeing, strengthening communities, and building a more compassionate society. Our approach combines direct help for people in need with education that inspires kindness through our School of Kindness. This dual focus creates a powerful cycle of impact: kindness given leads to lives changed, wellbeing improved, and more kindness inspired in return. Our theory of change is simple: when people experience kindness, they are more likely to extend it to others, helping to build a kinder world.



"We cannot believe it! We are so overwhelmed by what we've received. The children are so happy."

Life # 476 – Frankie's mum



"I'm so happy I did actually have a little cry."

Life # 456 - Wanda



"Thank you so much for sending [the messages]. It's hard to hear nice things after having so much negativity all my life so it really does mean a lot to me, especially when someone says they're proud of me because I never had someone there to say that."

Life # 465 - Chloe



"I've got tears in my eyes. This is unbelievable kindness and love from people we don't even know! In the future we want to be your charity supporters."

Life # 472 – Sameena



"The impact your help has had is amazing...the kids are so happy. Otis is going to school every day. It's so good to see him smiling again."

Life # 476 – Otis and Clara

OUR PURPOSE

*100% of what our individual supporters
give goes to the people we help*

52 Lives aims to change someone's life every week of the year and inspire people to be kind. It is based on the simple premise that people are good, and when good people work together, we can achieve amazing things

CHANGING LIVES...

1. People nominate someone in need of help. Most of our nominations come from social workers, health workers and other charities.
2. Every week, we choose someone to help, share their story and request what they need.
3. Our supporters provide what they need and help to change their life.
4. The kindness of 52 Lives supporters inspires other people to be kind. The world changes.

It's a very simple but powerful way of charitable giving, that has gained an overwhelming amount of support since launching in 2013. 52 Lives is supported by almost 100,000 people across our social media channels and newsletters, who help us to change lives every single week.

"I always say that however good or bad the system is, people will fall through the cracks. I want to be among the people who catch them."

Jo, a 52 Lives donor who also sends homemade cards each week for the people we help.



INSPIRING KINDNESS...

Alongside this, we run a comprehensive education programme through our School of Kindness. It aims to inspire more kindness in young people by teaching them about the importance of kindness, the science of kindness and the impact it has not just on the world around them but also on their own wellbeing.

OUR PHILOSOPHY

52 Lives gives people tangible help, but our philosophy goes much deeper than that. The people we help often say the same thing: that it wasn't just the 'things' we gave them that changed their life – it was the kindness, and the fact that people cared about them. They felt less alone.

We believe our collective actions determine the kind of world we live in – so if we are kind, it will inspire others to be kind and ultimately create a kinder world.

OUR APPROACH AND IMPACT FRAMEWORK...

The purpose of 52 Lives is to create positive social change through kindness, improving individual wellbeing, strengthening communities, and helping to build a more compassionate society.

Our approach is grounded in a simple belief: when people experience kindness, it not only meets an immediate need but also inspires further kindness in others, creating a lasting ripple effect.

To achieve this, we deliver two complementary strands of work:



Direct Support

Providing practical and emotional help to individuals and families in need through our weekly life-changing appeals. These stories of kindness also inspire our community of supporters, giving people the opportunity to make a tangible difference and strengthening their own sense of connection and wellbeing.



Education & Inspiration

Empowering children and communities through our School of Kindness and associated initiatives, which teach the science and practice of kindness and its benefits for wellbeing and social connection.

These two strands reinforce each other - the people helped by 52 Lives experience tangible acts of kindness, the children we teach learn that kindness has real power to change lives, and our supporters

experience the positive impact of giving. Together, they form a self-sustaining cycle that deepens empathy, inspires action, and strengthens community bonds.

Our work follows a clear framework:

- 1. Inputs:** A committed community of supporters, donors, schools, nominators and partners, supported by a small, skilled team.
- 2. Activities:** Delivering direct help to individuals, and providing kindness education and resources for schools.
- 3. Outputs:** People receive essential support; children and teachers gain knowledge and practical tools to embed kindness in their daily lives; supporters experience the wellbeing benefits of helping others.
- 4. Outcomes:** Improved wellbeing, resilience, and connection among those we help, those who learn from us, and those who give.
- 5. Long-term Impact:** A kinder, more empathetic and connected society, where people feel empowered to help one another.

This framework ensures that as we continue to grow - particularly through the expansion of the School of

Kindness - our strategy remains focused on the same central aim: to change lives and inspire kindness.

THE LIVES WE CHANGED...

During the year, we helped more than 3,500 people which is slightly less than the previous year. This includes people we have helped through our core work helping individuals and families in need of support, people helped through our Christmas project, along with hundreds of others helped through targeted special projects we run with additional donations we receive.

52 Lives raised an average of £2050 in financial donations to our weekly appeals, representing a 14% increase on the previous year. However, as well as the direct financial donations shown in the charity accounts, we also helped to generate approx. £1000 a week in goods and services donated by our supporters for the people we help. This reflects the popularity of the Amazon wishlists we set up for our

beneficiaries. Many of our supporters enjoy buying a specific item rather than making a cash donation. Overall, we have an incredibly loyal supporter base and are also fortunate to have the support of a small number of major donors, who periodically contribute large amounts to our weekly appeals.

Just a few examples of how we helped include providing furniture and carpet for families living in extreme poverty, providing Easter eggs to children using food banks, buying beds and warm bedding for children sleeping on the floor, giving coats and help with heating bills to keep people warm, providing financial support to families caring for terminally ill children and helping young care leavers to access further education.

SPECIAL PROJECTS

We were also able to help a greater number of people through special projects, often working in partnership with some small charity partners.

CHRISTMAS LUNCH EVENTS



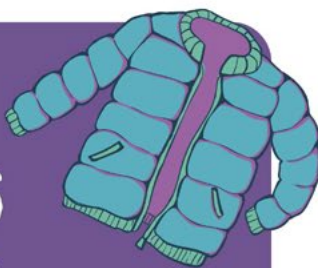
for 500 elderly people who would otherwise have been on their own.

DAYS OUT

for 60 mums and their children who are living in extreme poverty



WARM CLOTHES



for 50 people in immigration detention



BIRTHDAY BUNDLES

for 25 children in poverty

COMPUTERS FOR 20 SECONDARY SCHOOL PUPILS

to help them with GCSEs and A Levels





FOOTBALL BOOTS AND KITS

so 40 asylum seekers could start a football team

500 CHILDREN

were helped with uniform, shoes and school supplies



CLASS TRIP

for 7 pupils who otherwise would have missed out



COTS AND BUGGIES

for 20 new mums



EASTER EGGS

for 140 children whose families rely on food banks



TOILETRIES FOR NEW-MUM PACKS

so 66 women would have everything they need when they leave hospital



NEW UNDERWEAR AND SOCKS

for 100 children using school uniform banks



DIVERSITY MONITORING

To make sure we're serving our community as effectively as possible, we want to better understand the people we support. Three years ago, we introduced an anonymous, optional diversity survey for our beneficiaries. While participation has stayed fairly low, the responses we do receive have given us

valuable insights. We also recognise that the data isn't fully representative, as it doesn't capture information from the larger groups we reach through our special projects. This is an important consideration when we interpret the results.



CASE STUDY...

A new home, a new baby, and a community of kindness behind her.

Chloe is 22 years old. She was removed from her parents at the age of eight due to neglect and grew up in the care system. She developed severe anxiety and began using cannabis to cope. By the time she was 18, she was homeless.

Fortunately, Chloe was referred to a homelessness charity and moved into supported accommodation. At first, she struggled to trust the staff who were trying to help her. She was also in an abusive, controlling relationship and had lost confidence in herself. But that has all changed. Chloe has left that relationship, has been substance-free for 18 months, and for the first time she feels hopeful about her future.

Her support worker said:

“Despite everything that she has experienced, she has used it to become a better version of herself.”

When we first heard about Chloe, she was preparing for the birth of her baby and was about to move into her first home. She had been incredibly resourceful – saving hard, finding second-hand furniture, and collecting essentials from local baby banks – but there was still a great deal she needed.

Chloe had also tried to reconnect with her parents, but after realising that their lives remained chaotic, she made the brave decision to end contact and focus on creating a safe, stable environment for her child.

Thanks to our supporters, we were able to provide almost £2,000 worth of funds and gifts to help Chloe set up her home, along with countless kind messages and cards. The support you gave has made these first few months with her new baby a little easier... and reminded her that she is not alone.

“I was overwhelmed with how kind people are...it might be the hormones but the messages got me very emotional!”

Chloe, Life # 465



SCHOOL OF KINDNESS PROJECT

The incredible momentum of our school project continued this year. We are on track to have run free Kindness Workshops and Assemblies for a record 283,000 children from almost 1500 schools in the 24/25 academic year – a 30% increase in the number of children we worked with in the previous year. Our lesson plans and resource packs remained steady at more than 10,000 downloads and we attracted more than 120,000 unique visitors to the School of Kindness website.

2024/25 marked the ninth year of our School of Kindness project, which continues to inspire children across the UK to see the power of their everyday choices. Our aim is simple but transformative: to help children understand that kindness can change lives - improving their wellbeing, strengthening their communities, and making the world a better place.

We do this through a range of initiatives including free Kindness Workshops and assemblies in primary schools, teacher resources, our expanding Kindness Ambassador Programme, national Kindness Awards,

the Kids' Kindness Club, and our Kindness Fund, which provides small grants for child-led kindness projects.

We reached more schools than ever before and almost tripled the reach of our Kindness Ambassador Programme, empowering more than 800 children to lead kindness initiatives in their schools and out in their local communities.

The need for this work is clear. According to The Children's Society's Good Childhood Report 2024, 11% of children aged 10–17 report low wellbeing, and 14.3% are unhappy with school – more than with any other area of life. By teaching children the science of kindness, how it reduces stress, improves mood, and strengthens relationships, we provide them with practical tools to look after their mental health and create kinder school communities.

Through our work this year, we helped hundreds of thousands of children understand the power of kindness and encouraged them to put it into action.



KINDNESS WORKSHOPS



**Kindness Workshops
and Assemblies for
a record 283,000
children from almost
1500 schools**

We run free Kindness Workshops in primary schools all over the UK, both face to face and virtually. As well as discussing the social, emotional and physical benefits of kindness, the workshops give the children practical kind tasks to do to put the theory into action. Our Kindness Workshops help schools to meet the requirements outlined in the PSHE curriculum, including building and maintaining healthy relationships, mental wellbeing and physical

health, while also supporting the wider work of developing children's personal attributes of empathy and kindness.

We ran free Kindness Workshops for 32,000 children from 185 schools – a slight drop on the previous year, reflecting a rise in the number of smaller schools requesting workshops.

SPECIAL ASSEMBLIES

Our special virtual assemblies have become a firm favourite for the schools we work with, which is reflected in the incredible growth we experienced in attendance during the year. We reached more than 250,000 children from 1,313 schools with our assemblies – an increase of 41%. Our assemblies focus on three main pillars of work: kindness to

others, kindness to ourselves and kindness to the planet. We hosted our flagship virtual World Kindness Day assemblies, Children's Mental Health Week and Mental Health Awareness Week assemblies and we also introduced a World Environment Day assembly, working with RSPB youth ambassadors to encourage young people to be kind to the planet too.

KINDNESS AMBASSADOR PROGRAMME

Launched in September 2022 with just six schools, the Kindness Ambassador Programme has grown into a nationwide movement that empowers children to shape the classrooms, schools, and communities they want to live in. Thanks to funding from the Born This Way Foundation's Kindness in the Community Fund, the programme now spans 79 schools with over 800 pupil ambassadors.

Each class elects a Kindness Ambassador who joins a whole-school, mixed-year team. Supported by staff and our programme facilitators, Ambassadors meet termly to brainstorm, plan, and deliver initiatives that promote kindness in three key areas:

- Within their classrooms
- Across their whole school
- Throughout their local community

Our facilitators guide schools every step of the way—hosting welcome calls, offering creative resources, supporting brainstorms, answering queries, and celebrating achievements.

The programme nurtures a national network of young changemakers who share ideas, inspire one another, and take pride in being a force for good.

Programme Impact:



We aim to secure funding to expand the programme further during the 2025/26 academic year.

“Kindness is everywhere in our school — and Ofsted agreed. This programme unlocks what’s already inside our children. It’s transformational.”

— David Metcalfe, St Bede CE Primary



NATIONAL KINDNESS AWARDS

Now in their second year, the National Kindness Awards continue to celebrate and recognise outstanding acts of kindness in primary schools across the UK.

The awards shine a spotlight on the importance of kindness and give schools a platform to celebrate the pupils, staff, and classes making a positive difference in their communities. One school will also be honoured with the prestigious title of 'Kind School' of the Year.

The 2024/25 awards are proudly sponsored by The Week Junior, NBB Recycled Furniture, and Einstein Tax, whose support has helped us grow the reach and impact of the programme. Our judging panel

brings together inspiring voices from education, media, the health sector, and children's literature, who reviewed hundreds of nominations submitted between November 2023 and April 2024.

Winners from the 2023/24 awards were announced in July 2024, with highlights including a pupil who launched regular food bank drives to support local families and the Collective Kindness Award, which went to two inspiring girls who created a kindness podcast to spread positivity across their school.

Nominations for the 2024/25 awards opened in November 2024, with winners set to be announced in July 2025.

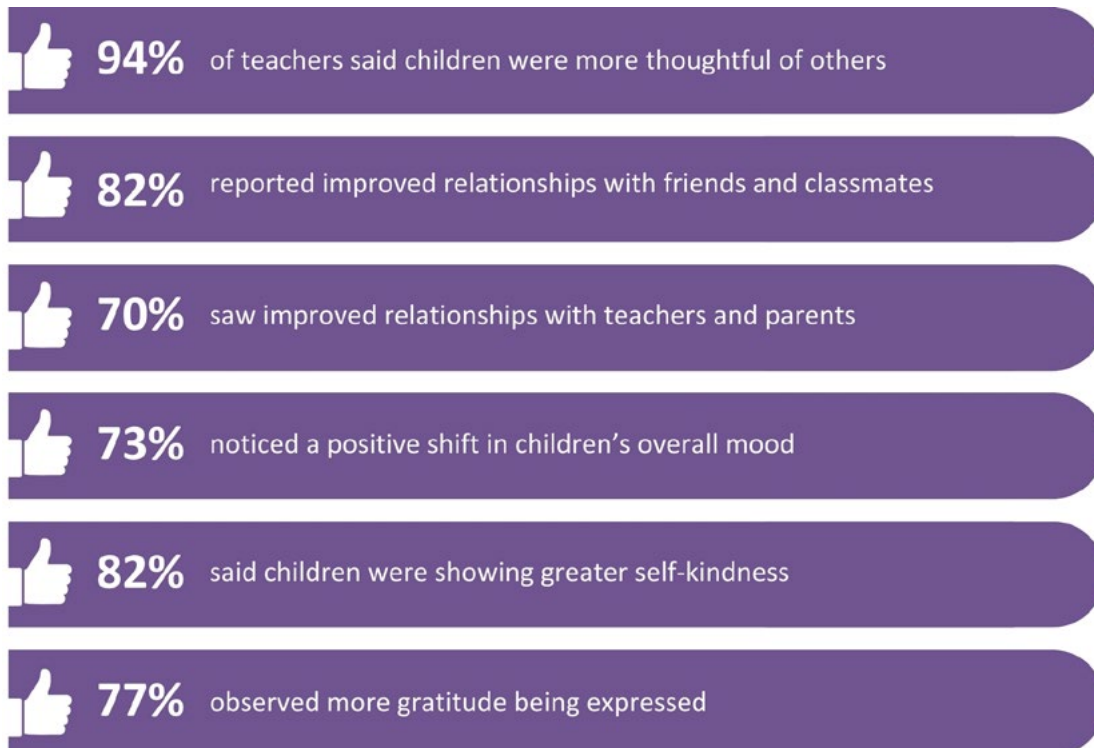


MEASURING OUR IMPACT

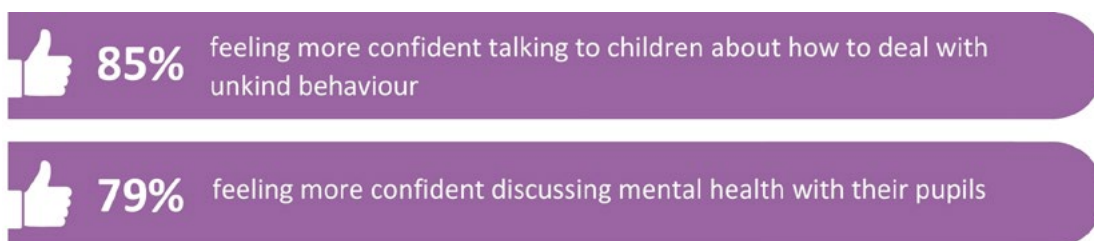
The feedback we receive from children and teachers following our Kindness Workshops continues to be overwhelmingly positive. To measure the difference we are making, we conduct follow-up surveys –

kindly carried out on a pro bono basis by Magenta Research – to assess the impact of our workshops on the children we work with.

The surveys showed that our workshops are having a significant effect:



Our workshops are also supporting teachers directly, with:



We are proud that our Kindness Workshops are building stronger, more compassionate school communities. We are also deeply grateful to NBB

Recycled Furniture for continuing to sponsor the programme, enabling us to offer our workshops and resources to schools free of charge.

WHAT DO CHILDREN SAY AFTER OUR KINDNESS WORKSHOPS?



This was the best day of my life



I felt like a rainbow of colour



I felt calm, brave and joyful



I felt unique and special

WHAT DO TEACHERS SAY AFTER OUR KINDNESS WORKSHOPS?



"We were so impressed with the workshop and it has left a lasting impression on the school."

- Ms Davies, Head of Life Skills, Pinewood School



"It's such special, meaningful work that you are all doing. The School of Kindness is a superb initiative. Truly inspirational for the children."



"Our pupils were buzzing and couldn't wait to show kindness to their friends, families, and teachers."



"A really amazing workshop, with fantastic and meaningful activities for all year groups."



"Lots of staff commented on how much kindness was spread across the school and not just within our own classrooms."

TEACHING RESOURCES

To grow the sustainable impact of our work, we continue to invest in creating high-quality teaching resources that enable schools to embed a culture of kindness long after our workshops end.

In 2024/25, we expanded our resource bank, developing a wide range of new materials - including a special lesson plan created in collaboration with our patron, best-selling author Donna Ashworth - and adding more content tailored for Early Years Foundation Stage. These new resources help teachers introduce kindness education at every stage of primary school.

We also run regular Kindness Challenges, encouraging children to take part in fun, practical activities that

spread kindness throughout their schools and communities. These challenges are sometimes delivered in collaboration with inspiring figures — for example, this year we partnered with our patron Emily Coxhead, author and founder of The Happy Newspaper. For this challenge, children were invited to draw their favourite way to be kind. Emily then published a selection of their designs, which are now available to buy through The Happy Newspaper shop, with profits being donated to 52 Lives.

All resources are created in collaboration with teachers and are free to download from our School of Kindness website — which has become a trusted hub for educators seeking tools to teach kindness, empathy, and emotional wellbeing.



KIDS' KINDNESS CLUB

Our Kids' Kindness Club is free to join and provides members with a monthly newsletter filled with kindness challenges, competitions, a kind news segment, self-kindness tips and activities. It is designed as a way to keep children engaged in being kind to others, to themselves and to the planet. Our Kindness Challenges reflect different values that we encourage the children to focus on, for example, empathy, gratitude, self-kindness and kindness to others. Although the club was set up with children in mind, many of our members are teachers who use the monthly Kindness Challenge as an activity for their entire class. We have 700 members (up from 505), but the reach of the club is far greater. This year, some of these challenges were created in collaboration with authors such as Jarvis and Emily Coxhead, who is also one of our patrons. And our ambassador, artist Stacie Swift, contributes activity sheets on a different theme each month.



THE KINDNESS FUND

This was the fourth year of running our small grant scheme for children. The Kindness Fund provides small grants to children who have amazing ideas for spreading kindness in their school or community. Funds are granted via the school, and applications are open to children from Year 3 up to Sixth Form.

During the period of this report, The Kindness Fund awarded 14 grants to bring children's ideas to life. Some examples includes children setting up snack shacks for families in poverty, creating wellbeing and friendship areas in their schools, and hosting tea and coffee sessions with local care homes to build bonds and combat loneliness.



KIND LEADERSHIP GROUP

This year, we launched our Kind Leadership Group — a network of headteachers and senior leaders dedicated to embedding kindness at the heart of school culture. The group meets termly via Zoom and features guest speakers who share insights and practical approaches to leading with kindness. It provides a space for school leaders to connect,

exchange ideas, and strengthen kindness from the top down as well as the bottom up. Working alongside our Kindness Ambassador Programme, it promotes compassionate, inclusive leadership and supports schools to make kindness a visible part of everyday life.

INSPIRING KINDNESS

This year, we continued to grow the reach and impact of the School of Kindness through our popular School of Kindness Newsletter and dedicated social media channels, connecting with thousands of educators every month. Our teacher newsletter community grew to over 12,500 subscribers, a 47% increase from the previous year, and our website attracted more than 120,000 unique visitors.

We took part in key national campaigns, including Children's Mental Health Week, Anti-Bullying Week, and Random Acts of Kindness Week, using each as an

opportunity to highlight the powerful link between kindness and wellbeing. Throughout the year, we also ran a series of half-term kindness challenges, providing teachers with practical, fun ways to nurture kindness in their classrooms.

A huge thank you to our sponsor, NBB Recycled Furniture, who generously donated Kindness Benches and Kindness Tables as prizes, inspiring even more schools to take part and spread kindness across their communities.



DEEPENING OUR IMPACT AND ENHANCING WELLBEING

52 Lives has a community of dedicated supporters who come together every week to show kindness. Our newsletter and social media channels have created a welcoming space for people who share similar values. Supporters often tell us the positive impact that being part of our community has on their wellbeing. Research has shown that kindness has a positive impact on people's physical and

mental health, which many people may be unaware of. It is a core part of our education programme in schools, but we also continue to try to promote this aspect of kindness to our adult community so more people understand the impact kindness has on our wellbeing. Although it is not the primary reason most of our supporters are engaged with the charity, it is a welcome side effect.

*"You make me feel proud to
be a small part of the 52 lives
community."*

*"I get so much joy
from helping."*

*'It really does restore your faith in humanity
and is such a tonic when everything else
seems so negative.'*



BUILDING A STRONG FOUNDATION TO FULFILL OUR AIMS

At 52 Lives, our small but dedicated team continues to achieve big things. Through efficient systems and thoughtful processes, we're able to have a far-reaching impact while keeping our overheads low, ensuring more of our resources go directly towards helping those who need us most.

Our heartfelt thanks go to our principal sponsor, Gala Bingo, whose ongoing partnership provides essential stability for our core work. We were delighted that Gala Bingo renewed its support in June 2024 for a further two years, giving us the confidence to plan ahead and continue growing.

To strengthen our long-term sustainability, our trustees have been proactively exploring new income streams to reduce our reliance on a single major sponsor. This year, we secured additional corporate donations and ongoing backing from valued partners including Eagle Eye, Provide Security and Einstein Tax, who have supported us for several years. We were also proud to once again be selected by Advent of Change as one of their beneficiary charities through their annual Christmas products. Meanwhile, Magenta Research continues to play an important role, making regular donations and kindly offering their professional services free of charge.

Support from schools has also played a vital part in our success this year. We were honoured to be chosen as Charity of the Year by several schools, with

Thomas's Battersea Prep School and Brighton College Prep Kensington leading inspiring fundraising efforts that raised significant funds for our projects. We'll be continuing to nurture these partnerships and encourage more schools to join our growing network of supporters.

Our School of Kindness project continues to thrive thanks to the generous ongoing sponsorship of NBB Recycled Furniture, which has confirmed its support for 2024/25. In addition, we received new funding from the Born This Way Foundation's Kindness in the Community Fund, enabling us to expand our Kindness Ambassador Programme to reach even more young people.

Looking ahead, we'll continue to build awareness of 52 Lives and strengthen our connection with supporters. Our large and engaged social media community remains a key channel for sharing our work, and we're placing renewed focus on growing our newsletter subscriber base — giving us more direct, reliable ways to communicate, independent of changing social media algorithms.

The trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity.

PLANS FOR THE FUTURE

As we move into 2025/26, our focus remains clear - to bring hope, kindness, and practical help to people when they need it most. Our aim is simple but powerful: to change someone's life every single week of the year.

Over the past year, we've continued to be creative and efficient in how we deliver this support, periodically partnering with other small charities to reach more people and provide more targeted help. This approach has allowed us to make a bigger difference with the resources we have, and in the year ahead, we'll be strengthening and expanding our network of charity partners to extend that impact even further.

We'll also be taking part in several Big Give match-funding campaigns again this year, including the Christmas Challenge, which helps us raise funds for warm winter essentials such as coats and bedding for those in need.

Our target for the year is to provide direct, practical and emotional support to at least 3,500 people.

While financial pressures on households continue to make fundraising more challenging, it's also reinforced the importance of what we do. We'll be focusing on reaching new supporters and helping donors see the real-life impact of their generosity. By deepening these connections, we aim to build lasting loyalty. We're also grateful for the continued commitment of our major donors, whose generosity allows us to plan ahead.

Our relationships with schools remain a cornerstone of our work. The Kindness Ambassador Programme continues to flourish, inspiring pupils and strengthening ties with participating schools. The programme is free to access, and we're now collaborating with schools on creative mini fundraising initiatives to help sustain it for the future.

We're also working closely with our patrons to reach new audiences and inspire even more people to get involved in spreading kindness.

The School of Kindness has seen remarkable growth once again. In the 2024/25 academic year, we worked with more than 280,000 children. Thanks to the continued support of NBB Recycled Furniture, our workshops will remain free for schools, and our strong operational systems ensure we can continue scaling without losing quality.

We will continue to evaluate the impact of our programmes with our pro bono research partners, and introduce new creative projects to bring kindness to life. These include new promotional videos and a short animation explaining the science of kindness, designed to engage children and adults alike. After some delays, our new 52 Lives and School of Kindness websites will also go live in 2025/26, giving us modern, accessible platforms to share our work and stories.

On the fundraising side, we're excited to launch our first-ever charity golf day, hosted by a corporate partner, and to cheer on our first batch of London Marathon runners, both of which will raise vital funds and awareness.

Regardless of what is going on in the world, we will continue to harness people's kindness and shine a light on all the good that exists, sharing stories of compassion, community and hope through our website, social media, and weekly newsletter. Our goal is to change lives, inspire kindness and create a kinder world.

STRUCTURE, GOVERNANCE AND MANAGEMENT

52 Lives is a charitable incorporated organisation, registered on 29 March 2016 with the Charity Commission under charity number 1166238. It is governed by a foundation CIO constitution.

The 52 Lives movement was founded in 2013 by Jaime Thurston (now CEO). The CEO and staff comprise the key management personnel of the charity, with the trustees taking responsibility for the strategic oversight and accountability for delivering the organisation's objectives.

There were five trustees as of March 2025, who bring a wealth of skills and experience to fit the needs of the charity. Potential trustees are interviewed by existing trustees, and a proposal is made to the Board. If all agree, they are then appointed by a resolution passed at a properly convened meeting of the trustees. New trustees are taken through an induction and introduction to the charity which includes a briefing on their legal obligations, the Charity Commission guidance on public benefit, the content of the constitution, decision-making processes, the strategic plan and recent financial performance of the charity.

To enable the executive team to operate effectively, the trustees have put in place a schedule of delegated responsibilities that clearly set out where the CEO is authorised to act without recourse to the trustees. Any item of expenditure, contractual term or commitment that is outside the scope of this schedule must be put before the Board of Trustees for their approval. Trustees' positions are reviewed regularly, and each is elected on staggered three-year engagements.

INTERNAL CONTROLS AND RISK MANAGEMENT

The trustees have responsibility for the oversight of risk management within 52 Lives and review risk on an annual basis. The trustees implement risk management procedures, so each review will incorporate an assessment of the impact and likelihood of individual risk, the actions that have been taken to mitigate or control risks, the effectiveness of our risk management controls and whether there are new risks for the charity that need to be considered.

RELATED PARTIES AND CONFLICTS OF INTEREST

None of our trustees receive remuneration or other benefit for their work with the charity. Any potential or perceived connection between a trustee or the CEO and any party that could impact decision-making is disclosed to the full Board of Trustees, and steps are taken to mitigate or eliminate any conflict. A conflicts of interest register is maintained and updated if necessary. Greig Trout (a sibling of trustee Barry Trout and spouse of Jaime Thurston CEO) is a co-director of company Be Kind Ltd. Be Kind Ltd provided services to the charity's School of Kindness project, running School Workshops and Assemblies, giving talks, developing resources and running our Kids' Kindness Club. Barry Trout and Jaime Thurston are not involved in decision-making related to using the services of this company or the amounts paid. Be Kind Ltd is contracted to provide these services and offers a reduced charitable rate to do so. The fees paid to Be Kind Ltd during the year were £24,960. The trustees conduct market comparisons to ensure the rate that is paid to Be Kind Ltd represents good value for money and to ensure transparency in the remuneration process.

FINANCIAL REVIEW

The following paragraphs provide highlights of the financial position of the charity for the year ended 31 March 2025.

During 2024–2025, total income amounted to £369,915 (2024: £370,827), remaining broadly in line with the previous year. The charity continues to be heavily reliant on voluntary income and corporate sponsorship to fund its activities.

Total expenditure for the year increased to £394,339 (2024: £328,783). Of this, £232,622 was paid directly to beneficiaries (2024: £191,175). This increase was driven largely by a deliberate decision by the trustees to increase beneficiary support and help more people, while remaining within the charity’s reserves policy.

In keeping with 52 Lives’ values and ethos, administrative costs continue to be carefully controlled. Based on internal management analysis, total administration-type costs were approximately £73,867, consistent with the prior year. Approximately 64% of these costs related to staff salaries, with the remainder primarily comprising IT costs, postage, professional fees, fundraising costs, insurance and bank charges.

An analysis of expenditure allocation shows that approximately 90% of total costs related directly to charitable activities, consistent with the previous year.

The charity recorded a net expenditure for the year of £24,424 (2024: net income of £42,044). This deficit arose largely as a result of the increased level of beneficiary support provided during the year.

Cash balances at 31 March 2025 amounted to £126,337 (2024: £167,847). The reduction in cash during the year was greater than the reported net expenditure, primarily due to an increase in debtors at the year end. No set of accounts can fully reflect the value of the charity’s work, much of which involves coordinating peer-to-peer support, including financial assistance, donated services and acts of kindness. Further information regarding these intangible contributions is included on page 9.

52 Lives remains reliant on the generosity of its supporters and on unrestricted funding from its corporate sponsors, Gala Bingo (which sponsors the core charity) and NBB Recycled Furniture (which sponsors the School of Kindness project). Gala renewed its sponsorship for a further two years in June 2024, and NBB Recycled Furniture renewed its support for a further year in August 2024. The trustees remain mindful of the current reliance on a small number of major donors and continue to work towards broadening the charity’s supporter base.

RESERVES

The trustees have agreed that an appropriate reserves policy is for the charity to maintain reserves equivalent to between six and nine months of expected core operating expenditure. This policy is reviewed annually as part of the trustees’ financial oversight.

Net assets at 31 March 2025 amounted to £158,010 (2024: £182,434), of which £47,000 (2024: £56,140) related to restricted funds held for beneficiaries. Unrestricted funds at the year end totalled £111,010 (2024: £126,294).

Of the unrestricted funds, the trustees have designated £31,000 to the School of Kindness fund to ensure the charity can meet its commitments to schools in 2025/26. In addition, £26,000 has been designated to a Business Continuity Fund, representing approximately six months of core operating costs, to provide resilience given the charity's reliance on a small number of major funding sources.

After allowing for these designations, the charity's free reserves at 31 March 2025 amounted to £54,010 (2024: £69,294). The reduction in free reserves during the year reflects the trustees' planned decision to increase beneficiary support while remaining satisfied that reserves remain sufficient to support ongoing operations.

The trustees consider the level of reserves held at the year end to be appropriate in light of the charity's current activities, risk profile and funding structure.

STATEMENT OF TRUSTEES' RESPONSIBILITIES IN RESPECT OF THE TRUSTEES' ANNUAL REPORT AND THE FINANCIAL STATEMENTS

Under the trust deed and rules of the charity and charity law, the trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year. The trustees have elected to prepare the financial statements in accordance with FRS 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland.

The charity and charity's financial statements are required by law to give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for that period.

In preparing these financial statements, generally accepted accounting practice entails that the trustees:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- state whether the financial statements comply with the trust deed and rules, 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 charity will continue in business.

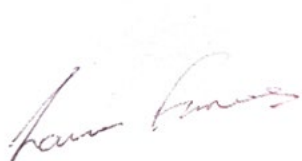
The trustees are required to act in accordance with the trust deed and the rules of the charity within the framework of trust law. They are responsible for keeping proper accounting records, sufficient to disclose at any time, with reasonable accuracy, the financial position of the charity at that time, and to enable the trustees to ensure that, where any statements of accounts are prepared by them under section 132(1) of the Charities Act 2011, those statements of accounts comply with the requirements of regulations under that provision. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the financial and other information included on the charity's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our auditors

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the independent examiner in connection with preparing their report, of which the group's independent examiner is unaware, and
- the trustees, having made enquiries of fellow directors and the group's independent examiner that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the independent examiner is aware of that information.

By order of the Board of Trustees

A handwritten signature in red ink, appearing to read 'Laura Britland Furness'.

Signed: Laura Britland Furness

Position: Chair

Date: 16/12/2025

52 LIVES
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

52 LIVES

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

J Cockerell
Mrs L B Furness
C H Welham
J Thurston
B Trout

Charity number

1166238

Accountants

Kirk Rice LLP
The Courtyard
High Street
Ascot
Berkshire
SL5 7HP

52 LIVES

CONTENTS

	Page
Statement of financial activities	1
Balance sheet	2
Notes to the financial statements	3 - 10

52 LIVES

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Income from:							
Donations and legacies	3	77,883	262,262	340,145	80,144	257,683	337,827
Charitable activities	4	29,770	-	29,770	33,000	-	33,000
Total income		<u>107,653</u>	<u>262,262</u>	<u>369,915</u>	<u>113,144</u>	<u>257,683</u>	<u>370,827</u>
Expenditure on:							
Raising funds	5	7,466	-	7,466	3,038	-	3,038
Charitable activities	6	78,811	308,062	386,873	51,529	274,216	325,745
Total expenditure		<u>86,277</u>	<u>308,062</u>	<u>394,339</u>	<u>54,567</u>	<u>274,216</u>	<u>328,783</u>
Net income/(expenditure)		21,376	(45,800)	(24,424)	58,577	(16,533)	42,044
Transfers between funds		<u>(36,660)</u>	<u>36,660</u>	<u>-</u>	<u>(26,697)</u>	<u>26,697</u>	<u>-</u>
Net movement in funds		<u>(15,284)</u>	<u>(9,140)</u>	<u>(24,424)</u>	<u>31,880</u>	<u>10,164</u>	<u>42,044</u>
Reconciliation of funds:							
Fund balances at 1 April 2024		<u>126,294</u>	<u>56,140</u>	<u>182,434</u>	<u>94,414</u>	<u>45,976</u>	<u>140,390</u>
Fund balances at 31 March 2025		<u>111,010</u>	<u>47,000</u>	<u>158,010</u>	<u>126,294</u>	<u>56,140</u>	<u>182,434</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

52 LIVES

BALANCE SHEET

AS AT 31 MARCH 2025

	Notes	2025 £	£	2024 £	£
Fixed assets					
Tangible assets	10		1,118		37
Current assets					
Debtors	11	38,287		23,175	
Cash at bank and in hand		126,337		167,847	
		164,624		191,022	
Creditors: amounts falling due within one year	12	(7,732)		(8,625)	
Net current assets			156,892		182,397
Total assets less current liabilities			158,010		182,434
Net assets excluding pension liability			158,010		182,434
The funds of the charity					
Restricted income funds			47,000		56,140
Unrestricted funds			111,010		126,294
			158,010		182,434

6/1/2026

The financial statements were approved by the trustees on



Mrs L B Furness
Trustee

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

Charity information

52 Lives is a Charitable Incorporated Organisation (CIO) operating throughout England and Wales.

52 Lives aims to change someone's life every week of the year and inspire people to be kind. People nominate someone in need of help and every week we choose someone to help, share their story and request what they need. It's about spreading kindness and changing lives. We also run Kindness Workshops in schools, which aim to empower children by helping them to realise that their choices matter.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charities governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the charity has a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the charity continues to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the charity in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	33% Straight Line
-----------	-------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charities balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2025

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charities accounting policies, the charity 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Income from donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations and gifts	77,883	262,262	340,145	80,144	257,683	337,827

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

4 Income from charitable activities

	Corporate Advertising 2025 £	Corporate Advertising 2024 £
Ancillary trading income	29,770	33,000
	<u>29,770</u>	<u>33,000</u>
Analysis by fund		
Unrestricted funds	29,770	33,000
	<u>29,770</u>	<u>33,000</u>

5 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Fundraising and publicity		
Other fundraising costs	7,466	3,038
	<u>7,466</u>	<u>3,038</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

6 Expenditure on charitable activities

	Charitable activities 2025 £	Charitable activities 2024 £
Direct costs		
Staff costs	53,458	49,651
Depreciation and impairment	217	36
Beneficiary Payments	232,622	191,175
Consultants fees	17,198	11,822
Advertising	8,913	3,239
Artwork, design and printing	1,561	965
Web design and computer costs	10,618	14,548
Postage	2,508	1,824
School resources	6,060	2,977
Travel	3,712	1,986
Facilitator Fees	35,720	35,115
Admin Support	7,000	4,349
Other charitable expenditure	405	129
	<u>379,992</u>	<u>317,816</u>
Share of support and governance costs (see note 7)		
Support	3,355	4,366
Governance	3,526	3,563
	<u>386,873</u>	<u>325,745</u>
Analysis by fund		
Unrestricted funds	78,811	51,529
Restricted funds	308,062	274,216
	<u>386,873</u>	<u>325,745</u>

7 Support costs allocated to activities

	2025 £	2024 £
Non-charitable admin	3,355	4,366
Governance costs	3,526	3,563
	<u>6,881</u>	<u>7,929</u>
Analysed between:		
Charitable activities	<u>6,881</u>	<u>7,929</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

7 Support costs allocated to activities (Continued)

	2025 £	2024 £
Governance costs comprise:		
Accountancy	3,526	3,563
	<u>3,526</u>	<u>3,563</u>

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

9 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
	2	2
	<u>2</u>	<u>2</u>
Employment costs	2025 £	2024 £
Wages and salaries	48,239	44,979
Social security costs	4,146	3,697
Other pension costs	1,073	975
	<u>53,458</u>	<u>49,651</u>

There were no employees whose annual remuneration was more than £60,000.

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

10 Tangible fixed assets

	Computers £
Cost	
At 1 April 2024	109
Additions	1,299
At 31 March 2025	1,408
Depreciation and impairment	
At 1 April 2024	73
Depreciation charged in the year	217
At 31 March 2025	290
Carrying amount	
At 31 March 2025	1,118
At 31 March 2024	37

11 Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Trade debtors	36,047	23,175
Other debtors	2,240	-
	38,287	23,175

12 Creditors: amounts falling due within one year

	2025 £	2024 £
Other taxation and social security	2,789	2,596
Other creditors	3,023	4,229
Accruals and deferred income	1,920	1,800
	7,732	8,625

13 Retirement benefit schemes

	2025 £	2024 £
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	1,073	975

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2025

13 Retirement benefit schemes

(Continued)

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

14 Analysis of net assets between funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £
At 31 March 2025:			
Tangible assets	1,118	-	1,118
Current assets/(liabilities)	109,892	47,000	156,892
	<u>111,010</u>	<u>47,000</u>	<u>158,010</u>
	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 March 2024:			
Tangible assets	37	-	37
Current assets/(liabilities)	126,257	56,140	182,397
	<u>126,294</u>	<u>56,140</u>	<u>182,434</u>

15 Related party transactions

Please see the Trustees Report for a full list of Related Party Transactions in the year.

Independent examiner's report on the accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
52 Lives

**On accounts for the year
ended**

31st March 2025

**Charity no
(if any)**

1166238

Set out on pages

1-10

**Respective
responsibilities of
trustees and examiner**

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention

**Basis of independent
examiner's statement**

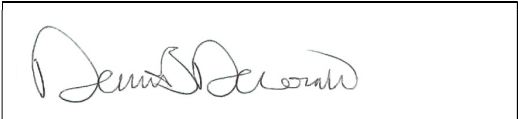
My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. 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.

**Independent
examiner's statement**

In connection with my examination, no material matters have come to my attention (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or the accounts did 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 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.

Signed:  **Date:** 12/01/2026

Name: Dan Devonald

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

CTA FMAAT



Einstein Tax Ltd Reg No 08530950
Dan Devonald is licensed and
regulated by AAT under licence
number 100933

aat AAT Licensed
Accountant

Address: 59 Dukes Wood Avenue
Gerrards Cross
SL9 7JY

Section B	Disclosure
Give here brief details of any items that the examiner wishes to disclose.	N/A



Changing lives every week

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

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52 LIVES

England & Wales - Charity number 1166238

Accounts



Changing lives every week

ANNUAL REPORT & FINANCIAL STATEMENTS

For the Year Ending 31 March 2024

“CHANGING LIVES & INSPIRING KINDNESS”

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

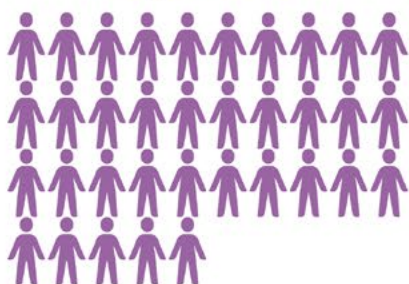
CONTENTS

A Year in Numbers	2
Report of the Trustees for the Year Ending 31 March 2024	4
A Message from our CEO.....	4
Our Purpose	7
Our Philosophy	7
Changing Lives Every Week... ..	8
Special Projects	9
School of Kindness Project	11
Diversity Monitoring.....	11
Case Study... ..	12
School of Kindness Project	13
School Kindness Workshops.....	14
Special Assemblies	14
Kindness Ambassador Programme.....	14
Kindness Awards	16
Measuring Our Impact	16
Teaching Resources	18
Kids' Kindness Club.....	19
Kindness Fund	19
Inspiring Kindness.....	19
Deepening Our Impact and Enhancing Wellbeing.....	20
Building a Strong Foundation to Fulfill our Aims	21
Plans for the Future.....	22
Structure, Governance and Management.....	23

A YEAR in NUMBERS

4,000

People helped



1,000

Christmas
presents sent to
people in need

£2,990

in donations and
goods donated each
week for our 'lives'

200 Refugees

attended family fun
days we supported



500 Children

received properly-
fitting school shoes

**575 Elderly
People**

attended Christmas
lunches so they wouldn't
be on their own



150 People

were kept warm with
winter bedding

100 Children

received school uniforms



100 Children

living in poverty and
their mums received
gifts and books

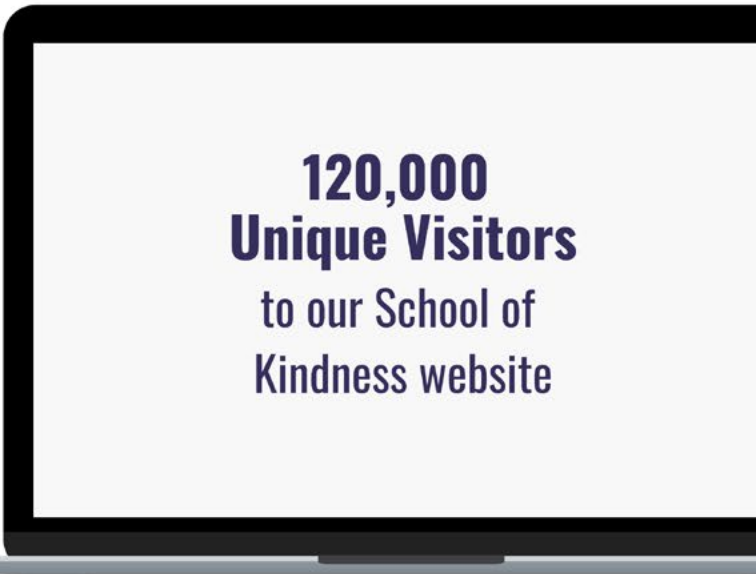
100 Children

sleeping in beds instead
of on the floor



220,000

children attended our
Kindness Workshops &
Assemblies



**120,000
Unique Visitors**
to our School of
Kindness website



**Thousands of kind
messages sent**



**And Hundreds of Thousands
of People Inspired to be Kind!**

REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31 MARCH 2024

The trustees are pleased to present their annual report together with the consolidated financial statements of the charity for the year ending 31 March 2024. The financial statements 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 2015).

A MESSAGE FROM OUR CEO

52 Lives began as a simple idea to change one person's life every week of the year, through kindness. I wanted to use my little network of friends and family to help people by providing things they needed - but mostly to let them know they're not alone. That was my only plan. I didn't expect that, 10 years on, my little idea would have become a charity that would bring together more than 100,000 kind people to help thousands of people every year.

When I write reports, they are often based on figures – how much raised, how many people helped, how many funds distributed - and I think those figures alone are pretty impressive. But what we do here at 52 Lives is about so much more than that. The support we give, the sense of community that is shared, the love that is given, and the perspectives we help to change can't be quantified but I've always felt that it's the most important thing we do.

During the past few years, I feel like I've seen the world become more divided, opinions more polarised and a bit of hope lost. But people are good. In the real world, people are good. We want to help each other – and we do.

We celebrated our 10-year anniversary in November, which was an incredible milestone. Every single week for the past ten years, we have shared stories of people in need of help, and every single week, our 52 Lives community – of complete strangers – has responded with nothing but kindness. And with extra donations we received, we have helped thousands more people behind the scenes. We also partnered with other small charities to help our reach go even further. We worked with baby banks to provide cots and warm bedding when their waiting lists were full and their shelves were empty. We helped to stock-up school uniform banks to try to make sure that no child was turned away, and we also provided school

shoes for children who otherwise have gone without.

Alongside our core work helping people, our School of Kindness project - which began as a little idea to work with one school a week - had its biggest year yet. Our workshops and assemblies reached more than 200,000 children, teaching them how kindness can change the world around them while improving their own wellbeing at the same time.

Your support makes everything we do possible. Whether you've made a donation, helped spread the word, or just cheered us on from the sidelines, you're the reason we can keep doing what we do. The achievements we've outlined in this report are testament to the power of good people coming together to make a difference.

Thank you for being part of our journey - here's to 10 more years of spreading kindness and changing lives.

"Act as if what you do makes a difference. It does."

- William James -



Jaime Thurston
Founder of 52 Lives

"The support and generosity he has received has been amazing, he is completely overwhelmed."

**Life # 426 -
Niall's support worker**

"You are truly changing the world for the better for people!"

**A Ukrainian refugee
helped by 52 Lives**

"It has been quite emotional for me reading the little notes that came with the gifts. I feel all the love being shown towards me and the girls."

Life # 431 - Darcy

"From the bottom of my heart, thank you for what you have done for me and my family. I will never forget your kindness."

Life # 432 - Tala



OUR PURPOSE

100% of what our individual supporters give goes to the people we help

52 Lives aims to change someone's life every week of the year and inspire people to be kind. It is based on the simple premise that people are good, and when good people work together, we can achieve amazing things

CHANGING LIVES...

1. People nominate someone in need of help. Most of our nominations come from social workers, health workers and other charities.
2. Every week, we choose someone to help, share their story and request what they need.
3. Our supporters provide what they need and help to change their life.
4. The kindness of 52 Lives supporters inspires other people to be kind. The world changes.

It's a very simple but powerful way of charitable giving, that has gained an overwhelming amount of support since launching in 2013. 52 Lives is supported by almost 100,000 people across our social media channels and newsletters, who help us to change lives every single week.

INSPIRING KINDNESS...

Alongside this, we run a comprehensive education programme through our School of Kindness. It aims to inspire more kindness in young people by teaching them about the importance of kindness, the science of kindness and the impact it has not just on the world around them but also on their own wellbeing.

OUR PHILOSOPHY

52 Lives gives people tangible help, but our philosophy goes much deeper than that. The people we help often say the same thing: that it wasn't just the 'things' we gave them that changed their life – it was the kindness, and the fact that people cared about them. They felt less alone.

We believe our collective actions determine the kind of world we live in – so if we are kind, it will inspire others to be kind and ultimately create a kinder world.

CHANGING LIVES EVERY WEEK...

During the year, we helped approximately 4,000 people, which is a 15% increase on last year. This includes people we have helped through our core work helping individuals and families in need of support, 1,000 people helped through our Christmas project, along with others through special projects.

52 Lives raised an average of £1,811 for each of our weekly lives, representing a 15% decrease on the previous year. However, as well as the direct financial donations shown in the charity accounts, we also helped to generate more than £1,179 a week (£61,358 annually) in goods and services donated by our supporters for the people we help. This represents a 90% increase on the previous year (£32,293 annually) and reflects the popularity of the Amazon wishlists we set up for our beneficiaries.

Many of our supporters enjoy buying a specific item rather than making a cash donation. Overall, we have an incredibly loyal supporter base and are also fortunate to have the support of a small number of major donors, who periodically contribute large amounts to our weekly appeals.

Some examples of how we have helped people include buying beds and bedding for children sleeping on the floor, helping young carer leavers to access further education, providing financial support to families caring for terminally ill children, and providing carpet and furnishings for women and children leaving women's refuges.



SPECIAL PROJECTS

We were also able to help a greater number of people through special projects, often working in partnership with some small charity partners.

BEDS FOR CHILDREN LIVING IN POVERTY

We provided cots, beds and moses baskets for almost 100 children to help clear the waiting lists of several small charities, in Berkshire, Sussex and Warwickshire.

PRAMS FOR STRUGGLING PARENTS

Working with some local baby banks, we provided prams for 40 children to make it easier for their parents to get out and about.

RESPIRE FOR FAMILIES CARING FOR SERIOUSLY ILL CHILDREN

We provided a hoist and a heater to help with an incredible project called The Hut Mersea Island Project that provides free short breaks for families caring for seriously ill children and children with disabilities.

SCHOOL SHOES AND UNIFORM

We provided school shoes for more than 500 children, working in partnership with Sal's Shoes. We also bought school uniforms for more than 100 children.

BOOKS AND MOTHER'S DAY GIFTS

To celebrate Mother's Day and World Book Day, we sent gifts and books to 100 children and their mums, who are being supported by The Magpie Project in Newham. Many of the families they help are living in one room, with no recourse to public funds.

FAMILY FUN DAY FOR REFUGEES

Refugees are often placed in hotels for long periods of time, with entire families living in one room. We worked with The Cowshed and Care 4 Calais Reading to help fund a special family fun day for 200 refugees. The families were collected in a coach from the hotels and brought to a community hall, where there were arts and crafts for the children, sports games and a BBQ lunch. At the end of the day, they were given rucksacks filled with stationery to take home.

KEEPING PEOPLE WARM IN WINTER

We raised £4,000 for our Winter Warmers campaign as part of the Big Give Christmas Challenge. We provided warm bedding and coats for 150 people and helped five families in crisis with heating bills.

CHRISTMAS LUNCHES TO REDUCE ISOLATION

We helped to fund Christmas lunch events for more than 575 elderly people who would otherwise have been on their own. The events were organised by the Link Visiting charity.

“I’m so grateful to have found you at the most difficult time of my life.”

- Azim -



SCHOOL OF KINDNESS PROJECT

The achievements of our school project during 2023/24 were significant. We ran free Kindness Workshops and Assemblies for more than 220,000 children from almost 700 schools – more than double the number of children we worked with in the previous year. Our lesson plans and resource

packs were downloaded more than 10,000 times (an increase of 20%), and we attracted more than 120,000 unique visitors to the School of Kindness website (an increase of 50%). More comprehensive data on the project can be found later in this report.

DIVERSITY MONITORING

To ensure we are doing our best for our community, we need to understand more about the people we are helping. Three years ago, we began gathering data through an online, anonymous, optional diversity monitoring survey sent to our beneficiaries. The response rate has remained relatively low since

we started collecting data, but it is providing us with some useful insights. However, the data is skewed due to the nature of how we work – it does not include data from larger groups of people we help through our special projects. We are considering ways to rectify this when we analyse the data.



CASE STUDY...

When Douglas was a toddler, his mum would leave him at home alone. He wasn't fed properly, he was physically abused and there were a huge amount of safeguarding concerns that Douglas still gets flashbacks about. One of his siblings was seriously injured and, after that, Douglas was placed into care. He was three years old.

During the next few years, he was moved between different foster families as he was 'hard to handle'. When he was a teenager, he found a family where he settled in. But one night, the foster dad beat him badly and Douglas left. Douglas has a diagnosis of PTSD due to this foster care experience.

Douglas stayed on friends' sofas and eventually ended up in a flat with some other students and a warden there to look after them.

Douglas has kept working hard at school and had an offer from Cambridge last year...but he then had a year of poor attendance and didn't get the grades he needed. His school allowed him to re-sit year 13, which he was doing when we first learnt about his situation. Douglas was living on benefits, cooked and cleaned for himself, on top of completing homework and getting himself ready for school each day - he had no one except his school championing him.

We heard about Douglas from a Deputy Headteacher at his school. She said: "We don't usually allow re-

sitting of Year 13 but, as it was Douglas, there was no way this kid was leaving us - we love him too much. This sweet, beautiful boy has had so much trauma and hurt that life is just so unfair for him at times."

"He comes to school each day and we have breakfast with him. He works hard during the day and then goes home - but not after a hug and a 'love you' to each other. This kid deserves the world and more after what he has been put through. He just wants to be loved and cared for."

Douglas is autistic and has been diagnosed with bipolar disorder. He had a period of time where he was sectioned due to his poor mental health. He was suicidal, but with support from his teachers and mental health services, he has been doing much better.

Douglas receives universal credit, but it's a struggle. There are so many things that would make his life better, and thanks to our 52 Lives supporters we were able to provide them.

We raised more than £4,500 to help Douglas and our supporters also sent him an abundance of gifts and kind messages. We were able to buy a laptop to help him with school, musical instruments (he is studying music for A levels), warm clothes, shoes and groceries. We will also be helping him get set up when he starts university in September.

"Douglas is off to his first choice uni – you helped to make this happen! Douglas is about to start a new life, after years of thinking life was not worth living. He has been made to feel like he is worthy, loved, cared for and good enough by your supporters. Love to all your supporters and all of you at 52 Lives from the proudest teacher in the world."

Douglas's Deputy Headteacher



SCHOOL OF KINDNESS PROJECT



We ran free Kindness Workshops for more than 44,480 children from 202 schools.

2023/24 marked the eighth year of our School of Kindness. This project aims to spread kindness and empower children by helping them to realise that the little choices they make every day have the power to change people's lives, improve their own health and wellbeing, and ultimately change the world. We do this by running free Kindness Workshops in primary schools, developing teaching resources, running a Kindness Ambassador Programme, Kindness Awards, a Kids' Kindness Club and providing small grants through our Kindness Fund.

We teach children about the importance of kindness, the science of kindness and the impact it has on their communities, as well as their own wellbeing. Research has shown that kindness can not only help to prevent bullying, but also have a positive impact on our physical and mental health, and help us to form strong relationships.

According to research by the Children's Society,

the likelihood of young people having a mental health problem has increased significantly. The Good Childhood Report 2022 shows that children's happiness continues to decline and five children in a classroom of 30 are likely to have a mental health problem. Looking after the mental health of young people is a key priority for schools, and encouraging more kindness while teaching children about the impact it has on their mental health is a simple but effective way to help do that.

Once again, we saw a significant increase in demand for our school workshops and a rise in the number of teachers using our lesson plans and resources. We also launched two new programmes – a Kindness Ambassador Programme and national Kindness Awards for primary schools.

Through our work, we helped thousands of children to understand the importance of kindness and the power of their actions.

SCHOOL KINDNESS WORKSHOPS

We run free Kindness Workshops in primary schools all over the UK, both face to face and virtually. As well as discussing the social, emotional and physical benefits of kindness, the workshops give the children practical kind tasks to do to put the theory into action. Our Kindness Workshops help schools to meet the requirements outlined in the PSHE curriculum, including building and maintaining

healthy relationships, mental wellbeing and physical health, while also supporting the wider work of developing children's personal attributes of kindness, honesty and integrity.

We ran free Kindness Workshops for more than 44,480 children from 202 schools (up from 24,000 children from 180 schools in the previous year).

SPECIAL ASSEMBLIES

Our special virtual assemblies reached more than 177,000 children during the year. We hosted our flagship virtual World Kindness Day assemblies, which 65,000 children took part in live and a further 55,000 watched the recording. Demand from schools continued to be strong and we also had requests to expand this format to other special awareness

days and weeks. So we ran virtual assemblies during Mental Health Awareness Week in May (reaching 36,000 children) and Children's Mental Health Week in February (reaching 76,000 children) – these figures include those who watched live and those who watched the recording.

KINDNESS AMBASSADOR PROGRAMME

We piloted a Kindness Ambassador Programme in seven schools during the summer term 2023. The programme creates a network of Kindness Ambassadors in primary schools whose aim is to encourage and inspire kindness in their schools and local communities and to take practical action to bring people together.

This network of Kindness Ambassadors brings together children from different schools and different backgrounds from all over the country to share ideas and good practice. They support each other to make positive changes in their schools and communities whilst improving their own wellbeing and mental health at the same time.

Each class in a school appoints a Kindness Ambassador (chosen by the children). These ambassadors form the school's 'Kindness Council'. Twice a term, the lead Kindness Ambassador from each school takes part

in an online session with our project manager and fellow ambassadors from other areas. Our project manager provides some structure and guidance during the calls; but they are very much led by the children.

During the pilot, we had children from diverse backgrounds sharing ideas of what they could do in their schools and in their local communities to make a difference. We encourage them to be the change they want to see in the world and help them feel empowered to create the kind of communities they want to live in.

The pilot was successful and we rolled the programme out to 30 schools for the 2023/24 academic year (reaching 8,000 children). We are hoping to secure funding to expand this further during the 2024/25 academic year.



KINDNESS AWARDS

After a successful pilot in 50 schools last year in collaboration with inspire+, we launched national Kindness Awards for primary schools to recognise outstanding kindness within primary school communities across the UK.

The Kindness Awards aim to shine a spotlight on the importance of kindness in primary schools and provide an opportunity to celebrate inspiring pupils, adults and classes that are making a difference in their schools and in their local communities. One

school will also be named the overall 'Kind School' award winner.

The awards are being sponsored by NBB Recycled Furniture, The Week Junior, Scamp & Dude and Einstein Tax and we have also brought together a range of incredible people to judge the awards. Nominations are open from November 2023 until April 2024, and winners will be announced in July 2024.



MEASURING OUR IMPACT

The feedback we receive from children and teachers following our Kindness Workshops is always incredibly positive. We conduct follow-up surveys to assess the impact of our workshops on the children we work with. The surveys are kindly conducted by Magenta Research on a pro bono basis for us.

The surveys showed that 94% of teachers said children were more thoughtful of others after our Kindness Workshops, 80% said children's relationships with their friends and classmates improved, 75% noticed an improvement in the children's mood, 80% said they had been showing more self-kindness and 78%

said they were showing more gratitude in general. The surveys revealed that our workshops are helping teachers as well – 84% felt more confident talking to children about how to deal with unkind people and 81% felt more confident talking to children about mental health.

We were fortunate to secure another year of support from our sponsor - NBB Recycled Furniture - which has enabled us to continue offering our workshops and resources to schools for free. We are incredibly grateful for their support.

WHAT DO CHILDREN SAY AFTER OUR KINDNESS WORKSHOPS?



LIFE IS BETTER
WITH
KINDNESS

"I felt unstoppable"

"This is the most fun I've ever had in my life"

"It lit up my heart."

WHAT DO TEACHERS SAY AFTER OUR KINDNESS WORKSHOPS?

"It's such special, meaningful work that you are all doing. The School of Kindness is a superb initiative. Truly inspirational for the children."

Primary School teacher

"The kids and staff were buzzing with their new knowledge of the impact of kindness... they loved listening to Greig. He was an incredible presenter - a true inspiration. Thank you for bringing kindness to life in our school."

Teacher, Juniper Hill School

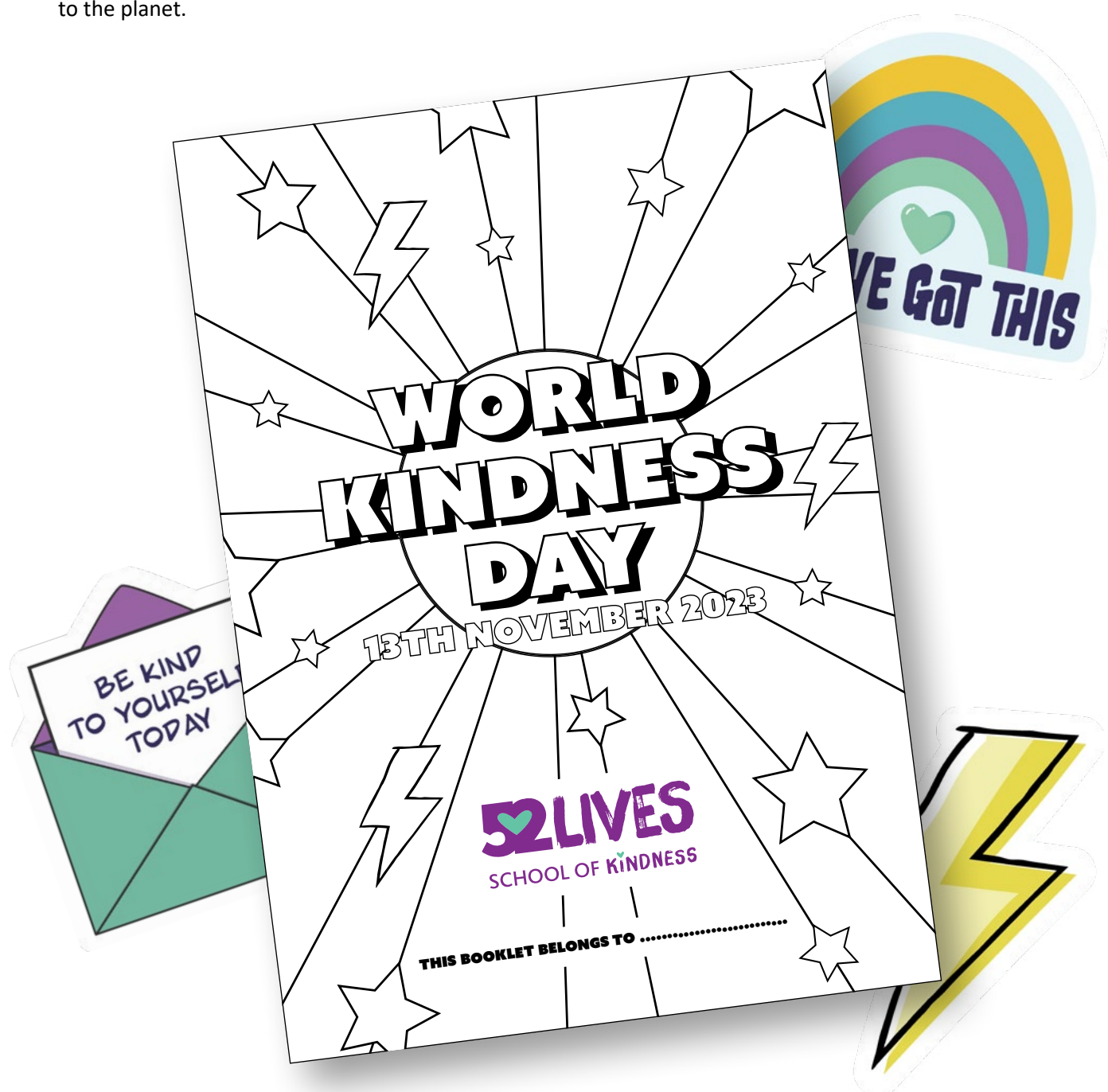
"These excellent workshops are ideal for schools looking to put kindness at the heart of their ethos. This is such an important aspect of education, and 52 Lives are experts at teaching it."

Jonnie Noakes, Director of Teaching & Learning, Eton College

TEACHING RESOURCES

To grow the sustainable impact of our work, we also produce a range of teaching resources. This enables schools we have run workshops for to continue the work after we leave, embedding a culture of kindness in the classroom. It also means that schools we are unable to run workshops for can still use our resources, which include video lesson plans, regular class 'Kindness Challenges' and a range of other games and activities. Our resources focus on the importance of being kind to yourself, to others and to the planet.

All of these resources are developed in collaboration with teachers and are available to download for free from our School of Kindness website, which has become a hub for teachers wanting tools to educate children on kindness, empathy, citizenship and emotional wellbeing. The site had 120,000 unique visitors during the year (up from 85,000) and more than 10,000 downloads of our lesson plans and packs (up from 8,300 in the previous year).



KIDS' KINDNESS CLUB

Our Kids' Kindness Club is free to join and provides members with a monthly newsletter filled with kindness challenges, competitions, a kind news segment, self-kindness tips and activities. It is designed as a way to keep children engaged in being kind to others, to themselves and to the planet. Our Kindness Challenges reflect different values that we encourage the children to focus on, for example, empathy, gratitude, self-kindness, and kindness to others. Although the club was set up with children in mind, many of our members are teachers who use the monthly Kindness Challenge as an activity for their entire class. We have 700 members (up from 505), but the reach of the club is far greater. This year, some of these challenges were created in collaboration with authors such as Jarvis and Emily Coxhead, who is also one of our patrons.



THE KINDNESS FUND

This was the fourth year of running our small grant scheme for children. The Kindness Fund provides small grants of up to £250 to children who have amazing ideas for spreading kindness in their school or community. Funds are granted via the school, and

applications are open to children from Year 3 up to Sixth Form.

During the period of this report, The Kindness Fund awarded six grants to bring children's ideas to life.



INSPIRING KINDNESS

We continued to expand the reach of the project through our School of Kindness Newsletter and dedicated School of Kindness social media accounts, which enabled us to reach thousands of teachers and parents every month. We have more than 8,500 subscribers to our teacher newsletter and had more than 120,000 unique visitors to our School of Kindness website. We also used key events, such as Children's Mental Health Week, Anti-Bullying Week and Random Acts of Kindness Week to promote the link between kindness and wellbeing, and also ran various half-term holiday kindness challenges during the year to give teachers a resource to embed kindness in their class culture. Our sponsor, NBB Recycled Furniture, kindly donated prizes (Kindness Benches and Kindness Tables) as an incentive for schools to get involved.

DEEPENING OUR IMPACT AND ENHANCING WELLBEING

52 Lives has a community of dedicated supporters who come together every week to show kindness. Our newsletter and social media channels have created a welcoming space for people who share similar values. Supporters often tell us the positive impact that being part of our community has on their wellbeing. Research has shown that kindness has a positive impact on people's physical and

mental health, which many people may be unaware of. It is a core part of our education programme in schools, but we also continue to try to promote this aspect of kindness to our adult community so more people understand the impact kindness has on our wellbeing. Although it is not the primary reason most of our supporters are engaged with the charity, it is a welcome side effect.

*"You make me feel proud to
be a small part of the 52 lives
community."*

*"I get so much joy
from helping."*

*"However good or bad the system is, people
will fall through the cracks. I want to be
among the people who catch them."*



BUILDING A STRONG FOUNDATION TO FULFILL OUR AIMS

52 Lives is a small charity with a tiny team, but the systems and processes we have in place mean we can have a big reach.

We are incredibly grateful for the support of our major sponsor for our core work, Gala Bingo, which has enabled financial security for the charity. Gala Bingo has confirmed the sponsorship will be renewed in June 2024 for another two years. The trustees continue to explore other potential funding sources for our work, so we are not so reliant on one major sponsor. We have secured some additional corporate donations – we have had the support of a software company called Eagle Eye for several years now and have also once again been chosen as one of the charity's that Advent of Change support through their annual Christmas products. Additionally Magenta research company makes a regular donation and also provides their services for free for the charity.

We have had generous support from a small number of schools, who have chosen 52 Lives as their charity of the year. Notably, Thomas's Battersea Prep School has undertaken an enormous amount of fundraising for us, raising tens of thousands of pounds to support our work. We will continue to build on these relationships and encourage more schools to choose 52 Lives as their charity. We also have a strong relationship with our main School of Kindness project sponsor – NBB Recycled Furniture, which has confirmed continued support of project in 2023/24 for another year. We will also be seeking additional funding to expand the project and meet demand from schools.

To meet our financial objectives and provide adequate support to the people we help, continuing to promote the work of 52 Lives is essential. We have a large, loyal social media following and will continue to expand this during the coming year. Being able to control who receives our messages is essential for us,

so we will continue to convert social media followers to become newsletter subscribers, so we are not beholden to the whim of social media algorithms to be able to communicate with our supporters.

During the year, we also welcomed a new patron of 52 Lives – best-selling author and poet, Donna Ashworth. Donna shares the charity's vision and values and is a wonderful addition. Donna has a loyal following of millions on her social media channels and will be helping to promote our work in her network and collaborating with us on various kind poetry projects for school children as well.

Our other patron Emily Coxhead, has also been incredibly generous in her support, collaborating with us on various projects to help us reach new audiences. We have also been fortunate to have Dermot O'Leary create a video in support of the School of Kindness during the year. This type of high-profile collaboration helps us to expand our reach.

The trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity.



PLANS FOR THE FUTURE

Helping to change someone's life every week of the year is at the heart of what we do, and this will continue to be the case during 2024/25. We have been helping additional people and also partnering with other small charities to provide targeted support, which has proven to be an effective way for us to help larger groups of people in an efficient way. We will continue this format for the coming year as well and will be aiming to build on our charity network to broaden our impact.

We will also be aiming to boost our donations once again through the Big Give match funding campaigns that are on offer – including the Kind2Mind campaign to raise funds for our school project, and the Christmas Campaign to raise funds to provide coats and warm bedding to people in need during winter. Our aim is to provide direct practical and emotional support to at least 4,000 people during the year. Hitting our donation targets from individual supporters has been challenging, as the cost-of-living crisis affects people's finances. We will focus our efforts on expanding our supporter base and helping our donors to see the impact their support has on the people we help, to boost loyalty. We have received significant support from several major donors, so we will also continue to nurture those relationships.

We have strong relationships with many schools, so we will be encouraging more schools to choose 52 Lives as their charity of the year through PR in relevant magazines, a new Charity of the Year pack and webpage, and direct contact with our network. This has the potential to bring in significant funding.

We will also work with our patrons to help expand our supporter base and reach new audiences.

Our School of Kindness has once again seen rapid growth over the past year in the number of children we are working with, the number of visitors to our School of Kindness website and the number of

teachers using our resources. We worked with more than 200,000 children in 2023/24 and anticipate this figure will be higher in 2024/25. The systems we put into place in recent years are robust and will ensure we can handle more growth. Thanks to the sponsorship of NBB Recycled Furniture, we will continue to be able to provide our workshops for free.

We plan to run our Kindness Awards again in the coming year and will also be looking for funding to expand our Kindness Ambassador Programme to help embed a culture of kindness in primary schools around the UK. This programme is an ideal way for us to work with school at a deeper level and increase our impact. We will also be exploring ways to measure the impact, of this programme, working with a pro bono research company.

We are also in the process of setting up a Kind Leadership network of head teachers, with the aim of embedding kindness in schools from the top down as well as the bottom up.

The work of our School of Kindness is inspiring and in 2024/25 we want to make sure we showcase this in the best possible way. We will be creating new promotional videos and also launching new 52 Lives and School of Kindness websites that meets the growing needs of charity and help with cross-pollination of our audiences. The new website development was delayed but will be underway in 2024/25.

In a world that can sometime feel increasingly divided, kindness is more important than ever. We want to help people to practice empathy, to see the good in the world and to inspire them to go out and create positive change. We will continue to share stories of kindness and positivity on our website and social media pages, and in our weekly newsletter. This is in line with the charity's mission to inspire people globally to be kind to each other.

STRUCTURE, GOVERNANCE AND MANAGEMENT

52 Lives is a charitable incorporated organisation, registered on 29 March 2016 with the Charity Commission under charity number 1166238. It is governed by a foundation CIO constitution.

The 52 Lives movement was founded in 2013 by Jaime Thurston (now CEO). The CEO and staff comprise the key management personnel of the charity, with the trustees taking responsibility for the strategy oversight and accountability for delivering the organisation's objectives.

There were five trustees as of March 2024, who bring a wealth of skills and experience to fit the needs of the charity. Potential trustees are interviewed by existing trustees, and a proposal is made to the Board. If all agree, they are then appointed by a resolution passed at a properly convened meeting of the trustees. New trustees are taken through an induction and introduction to the charity which includes a briefing on their legal obligations, the Charity Commission guidance on public benefit, the content of the constitution, decision-making processes, the strategic plan and recent financial performance of the charity.

To enable the executive team to operate effectively, the trustees have put in place a schedule of delegated responsibilities that clearly set out where the CEO is authorised to act without recourse to the trustees. Any item of expenditure, contractual term or commitment that is outside the scope of this schedule must be put before the Board of Trustees for their approval. Trustees' positions are reviewed regularly, and each is elected on straddled three-year engagements.

INTERNAL CONTROLS AND RISK MANAGEMENT

The trustees have responsibility for the oversight of risk management within 52 Lives and review risk on an annual basis. The trustees implement risk management procedures, so each review will incorporate an assessment of the impact and likelihood of individual risk, the actions that have been taken to mitigate or control risks, the effectiveness of our risk management controls and whether there are new risks for the charity that need to be considered.

RELATED PARTIES AND CONFLICTS OF INTEREST

None of our trustees receive remuneration or other benefit for their work with the charity. Any potential or perceived connection between a trustee or the CEO and any party that could impact decision-making is disclosed to the full Board of Trustees, and steps are taken to mitigate or eliminate any conflict. A conflicts of interest register is maintained and updated if necessary. Greig Trout (a sibling of trustee Barry Trout) is a co-director of company Be Kind Ltd. Be Kind Ltd provided services to the charity's School of Kindness project, running School Workshops and Assemblies, giving talks, developing resources and running our Kids' Kindness Club. Barry Trout was not involved in any discussions related to the decision to use the services of this company or the amounts paid. Be Kind Ltd is contracted to provide these services and offers a reduced charitable rate to do so. The fees paid to Be Kind Ltd during the year were £24,000. The trustees conduct market comparisons to ensure the rate that is paid to Be Kind Ltd represents good value for money and to ensure transparency in the remuneration process.

FINANCIAL REVIEW

The following paragraphs provide the highlights of the financial position for the charity for the period ending 31 March 2024.

In 2023–2024, 52 Lives saw growth in its eighth full financial year, with income for the year strong £370,827, up from £345,407 last year. This was due to an unexpectedly high one-off donation to our School of Kindness project and a higher than expected donation from a corporate partner.

Expenditure stayed relatively steady at £328,783 (versus £335,688 last year), of which £191,174 went directly to our beneficiaries. In keeping with 52 Lives' values and ethos, administrative expenses are kept to a minimum. During the year, the total cost for administration (with all administration type costs allocated fully) was £73,604, which is slightly up on last year (£67,973). This is due primarily to one-off website redesign costs, slightly higher accountancy costs and employee cost inflation.

Around 67% of the administration cost was on salary costs, with the remainder being largely IT, professional fees, website costs, fundraising fees, insurance, bank fees and advertising.

We have also calculated a split of charitable activities and other expenditure, with cost items split and allocated, which showed the charitable activities costs were approx. 90% of total costs (steady from last year).

Net income stood at a gain this year of £42,044, up on last year's gain of £9,719. This is due to the unexpected donations mentioned above.

The cash balance was increased by less than the Net Income number shown above as a result of higher debtors and similar creditors than the last financial year. Total cash at year end is a healthy £167,847.

No set of accounts can fully recognise the work of the charity as much of the work is to co-ordinate peer-to-peer help, which can be financial, take the form of services delivered free of charge or even simple acts of kindness. A more comprehensive note regarding these intangibles can be found on page 8.

52 Lives continues to be reliant on the kindness of its supporters and the voluntary income they donate to help our work, as well as unrestricted funding from our corporate sponsors, Gala Bingo (who sponsor the core charity) and NBB Recycled Furniture (who sponsor the School of Kindness project), without whom the charity would struggle to function.

We are aware of the current reliance on a large major corporate donor for the majority of our unrestricted income and have continued to successfully build relationships to expand our corporate supporter base. Gala renewed the contract for a further two years in June 2024 and NBB Recycled Furniture renewed their contract for a further year in August.

RESERVES

The trustees have agreed that an appropriate reserves policy is for the Charity to maintain six to nine months of expected expenditure at any time. This policy is subject to review annually by the trustees.

Net assets at year end were £182,434, with £56,140 restricted for our beneficiaries, across the General Lives pot and designated for specific Lives. This gives us £126,294 in unrestricted funds at year end. This is higher than predicted, due to the unexpectedly large donations mentioned above. Of the unrestricted funds, £31,000 was designated for the School of Kindness to ensure we can meet our commitment to schools in 2024/25 and six months of basic core costs of £26,000 to a Business Continuity Fund in order to provide some element of resilience due to our reliance on one main source of funding for core costs. As such our free reserves at March 2024 are £69,294.

STATEMENT OF TRUSTEES' RESPONSIBILITIES IN RESPECT OF THE TRUSTEES' ANNUAL REPORT AND THE FINANCIAL STATEMENTS

Under the trust deed and rules of the charity and charity law, the trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year. The trustees have elected to prepare the financial statements in accordance with FRS 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland.

The charity and charity's financial statements are required by law to give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for that period.

In preparing these financial statements, generally accepted accounting practice entails that the trustees:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- state whether the financial statements comply with the trust deed and rules, 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 charity will continue in business.

The trustees are required to act in accordance with the trust deed and the rules of the charity within the framework of trust law. They are responsible for keeping proper accounting records, sufficient to disclose at any time, with reasonable accuracy, the financial position of the charity at that time, and to enable the trustees to ensure that, where any statements of accounts are prepared by them under section 132(1) of the Charities Act 2011, those statements of accounts comply with the requirements of regulations under that provision. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the financial and other information included on the charity's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our auditors

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the independent examiner in connection with preparing their report, of which the group's independent examiner is unaware, and
- the trustees, having made enquiries of fellow directors and the group's independent examiner that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the independent examiner is aware of that information.

By order of the Board of Trustees

A handwritten signature in dark ink, appearing to read 'Laura Britland Furness'.

Signed: Laura Britland Furness

Position: Chair

Date: 26/1/2025

52 LIVES
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024

52 LIVES

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	J Cockerell L Britland Furness C H Welham J Thurston B Trout
-----------------	--

Charity number	1166238
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Accountants	Kirk Rice LLP The Courtyard High Street Ascot Berkshire SL5 7HP
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52 LIVES

CONTENTS

	Page
Statement of financial activities	1
Balance sheet	2
Notes to the financial statements	3 - 10

52 LIVES

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Income from:							
Donations and legacies	3	80,144	257,683	337,827	81,821	238,586	320,407
Charitable activities	4	33,000	-	33,000	25,000	-	25,000
Total income		<u>113,144</u>	<u>257,683</u>	<u>370,827</u>	<u>106,821</u>	<u>238,586</u>	<u>345,407</u>
Expenditure on:							
Raising funds	5	3,038	-	3,038	5,885	-	5,885
Charitable activities	6	51,529	274,216	325,745	41,750	288,053	329,803
Total expenditure		<u>54,567</u>	<u>274,216</u>	<u>328,783</u>	<u>47,635</u>	<u>288,053</u>	<u>335,688</u>
Net income/(expenditure)		58,577	(16,533)	42,044	59,186	(49,467)	9,719
Transfers between funds		(26,697)	26,697	-	(68,078)	68,078	-
Net movement in funds		31,880	10,164	42,044	(8,892)	18,611	9,719
Reconciliation of funds:							
Fund balances at 1 April 2023		94,414	45,976	140,390	103,306	27,365	130,671
Fund balances at 31 March 2024		<u>126,294</u>	<u>56,140</u>	<u>182,434</u>	<u>94,414</u>	<u>45,976</u>	<u>140,390</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

52 LIVES

BALANCE SHEET

AS AT 31 MARCH 2024

	Notes	2024 £	£	2023 £	£
Fixed assets					
Tangible assets	10		37		73
Current assets					
Debtors	11	23,175		8,512	
Cash at bank and in hand		167,847		136,729	
		191,022		145,241	
Creditors: amounts falling due within one year	12	(8,625)		(4,924)	
Net current assets			182,397		140,317
Total assets less current liabilities			182,434		140,390
Net assets excluding pension liability			182,434		140,390
Income funds					
Restricted income funds			56,140		45,976
Unrestricted funds			126,294		94,414
			182,434		140,390

The financial statements were approved by the trustees on 21/1/2025



Laura Britland Furness

Trustee

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

Charity information

52 Lives is a Charitable Incorporated Organisation (CIO) operating throughout England and Wales.

52 Lives aims to change someone's life every week of the year and inspire people to be kind. People nominate someone in need of help and every week we choose someone to help, share their story and request what they need. It's about spreading kindness and changing lives. We also run Kindness Workshops in schools, which aim to empower children by helping them to realise that their choices matter.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charities governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the charity has a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the charity continues to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the charity in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	33% Straight Line
-----------	-------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charities balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2024

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the charities accounting policies, the charity 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2024 £	2024 £	2024 £	2023 £	2023 £	2023 £
Donations and gifts	80,144	257,683	337,827	81,821	238,586	320,407

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

4 Income from charitable activities

	Corporate Advertising 2024 £	Corporate Advertising 2023 £
Ancillary trading income	33,000	25,000

5 Expenditure on raising funds

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising and publicity		
Other fundraising costs	3,038	5,885

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

6 Expenditure on charitable activities

	2024 £	2023 £
Direct costs		
Staff costs	49,651	48,541
Depreciation and impairment	36	36
Beneficiary Payments	191,174	204,242
Consultants fees	11,822	7,880
Advertising	3,239	63
Artwork, design and printing	4,353	677
Web design and computer costs	11,160	8,127
Postage	1,824	1,792
School resources	2,977	5,126
Travel	1,986	2,120
Facilitator Fees	35,174	29,430
Admin Support	7,983	8,194
Other charitable expenditure	-	9,669
	<u>321,379</u>	<u>325,897</u>
Share of support and governance costs (see note 7)		
Support	4,366	3,906
	<u>325,745</u>	<u>329,803</u>
Analysis by fund		
Unrestricted funds	51,529	41,750
Restricted funds	274,216	288,053
	<u>325,745</u>	<u>329,803</u>

7 Support costs allocated to activities

	2024 £	2023 £
Non-charitable admin	4,366	3,906
Analysed between:		
Charitable activities	4,366	3,906
Governance costs comprise:		
	<u>-</u>	<u>-</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

9 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	2	2
Employment costs	2024	2023
	£	£
Wages and salaries	44,979	43,711
Social security costs	3,697	3,859
Other pension costs	975	971
	49,651	48,541

There were no employees whose annual remuneration was more than £60,000.

10 Tangible fixed assets

	Computers £
Cost	
At 1 April 2023	109
At 31 March 2024	109
Depreciation and impairment	
At 1 April 2023	36
Depreciation charged in the year	36
At 31 March 2024	72
Carrying amount	
At 31 March 2024	37
At 31 March 2023	73

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

11 Debtors

	2024 £	2023 £
Amounts falling due within one year:		
Trade debtors	23,175	8,512

12 Creditors: amounts falling due within one year

	2024 £	2023 £
Other taxation and social security	2,596	811
Other creditors	4,229	2,397
Accruals and deferred income	1,800	1,716
	8,625	4,924

13 Retirement benefit schemes

	2024 £	2023 £
Defined contribution schemes		
Charge to profit or loss in respect of defined contribution schemes	975	971

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

14 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
At 31 March 2024:			
Tangible assets	37	-	37
Current assets/(liabilities)	126,257	56,140	182,397
	126,294	56,140	182,434
	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 March 2023:			
Tangible assets	73	-	73
Current assets/(liabilities)	94,341	45,976	140,317
	94,414	45,976	140,390

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) ***FOR THE YEAR ENDED 31 MARCH 2024***

15 Related party transactions

Please see the Trustees Report for a full list of Related Party Transactions in the year.

Independent examiner's report on the accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Section A

Independent Examiner's Report

Report to the trustees/ members of

Charity Name
52 Lives

On accounts for the year ended

31st March 2024

Charity no
(if any)

1166238

Set out on pages

1-10

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. 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 consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. 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.

**Independent
examiner's statement**

In connection with my examination, no material matters have come to my attention (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or the accounts did 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 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.

Signed:  **Date:** 22/01/2025

Name: Dan Devonald

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

CTA FMAAT



Einstein Tax Ltd Reg No 9853959
Dan Devonald is licensed and
regulated by AAT under licence
number 100933 **aat** AAT Licensed
Accountant

Address: 59 Dukes Wood Avenue
Gerrards Cross
SL9 7JY

Section B	Disclosure
Give here brief details of any items that the examiner wishes to disclose.	N/A



Changing lives every week

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

© 2024, 52 Lives

52 LIVES

England & Wales - Charity number 1166238

Accounts



Changing lives every week

ANNUAL REPORT & FINANCIAL STATEMENTS

For the Year Ending 31 March 2023

“CHANGING LIVES & INSPIRING KINDNESS”

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

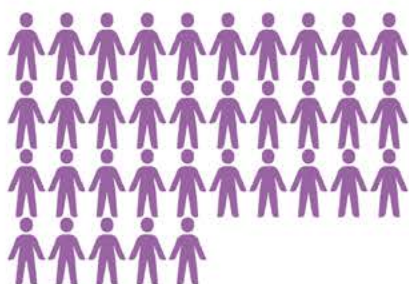
CONTENTS

A Year in Numbers	2
Report of the Trustees for the Year Ending 31 March 2023	4
A Message from our CEO.....	4
Our Purpose	7
Our Philosophy	7
Changing Lives Every Week... ..	8
Special Projects	9
School of Kindness Project	11
Diversity Monitoring.....	11
Case Study... ..	12
School of Kindness Project	13
School Kindness Workshops.....	14
World Kindness Day Live Assemblies.....	14
Measuring Our Impact	14
Teaching Resources	16
Kids' Kindness Club.....	16
Kindness Fund	16
'Kind Schools'	18
Inspiring Kindness.....	18
Deepening Our Impact and Enhancing Wellbeing.....	20
Building a Strong Foundation to Fulfill our Aims	21
Plans for the Future.....	21
Structure, Governance and Management.....	23

A YEAR IN NUMBERS

3,486

People helped



1,500

Christmas
presents sent to
people in need

£2,738

in donations and
goods donated by our
supporters each week

Family fun days held
for more than
200 Refugees



600 Children

received new, properly
fitting school shoes

**500 Elderly
People**

attended Christmas
lunches so they wouldn't
be on their own





432 Elderly People

received blankets, hot water bottles or new slippers to keep them warm and safe over winter

100 Children

received school uniforms and school supplies



More than
100 People
received warm coats

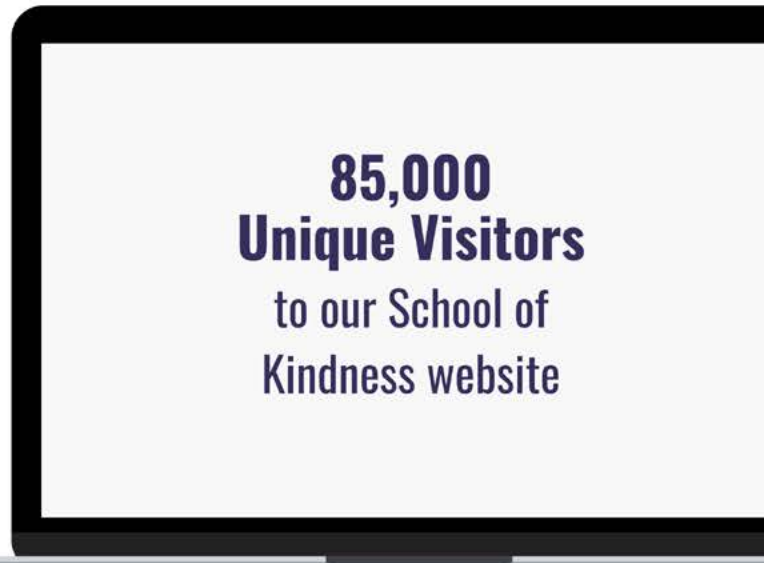
80

beds and mattresses bought for children living in poverty



70,000

children attended our free Kindness Workshops & Assemblies



85,000 Unique Visitors

to our School of Kindness website



And Hundreds of Thousands
of People Inspired to be Kind!

REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31 MARCH 2023

The trustees are pleased to present their annual report together with the consolidated financial statements of the charity for the year ending 31 March 2023. The financial statements 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 2015).

A MESSAGE FROM OUR CEO

As we began the year, the cost of living crisis was beginning to have a severe impact on people's lives. Utility bills and fuel prices were leaving many people in crisis, and the impact on our charity was significant.

We had an increase in the number of people requesting help, and saw a change in the nature of help that was being requested. For the first time, we were regularly being asked to help families with food and basic clothing. At the same time, donations to our weekly appeals were declining – a trend that was felt across the charity sector.

We are very fortunate to have a loyal supporter base who make regular general donations to our charity and many who also hold fundraisers for us, which meant we could top-up our weekly appeals when they fell short.

As a charity, we worked hard to do what we could to support people in need. We collaborated with other small charities to maximise our impact, and we raised additional funds from our wonderful community of supporters and corporate partners. Underlying all of the practical help we provided, we also helped people to feel connected to one another. We did this both through our core work helping to change lives, through our communication with our community of supporters and also through our education programme – the School of Kindness in primary schools, running kindness workshops for tens of thousands of children.

Our School of Kindness reached record numbers of children during the year, and we launched a range of new initiatives to educate young people about the impact of their actions and the positive effects kindness can have not only on those around them, but also on their own physical and mental health.

We all need kindness. It improves our wellbeing, strengthens communities and ultimately determines what kind of world we have.

There has been a great deal of hardship, but we have also seen an abundance of kindness. People are good, and when times get tough, we want to help each other. We feel incredibly privileged as a charity to be able to give people a very simple, direct and transparent way to do that.

The 52 Lives community has been changing lives for almost 10 years, and our supporters are at the heart of what we do. Nothing would be possible without them. Thank you to everyone who has supported us this year – whether through donations, gifts, moral support or by sharing our weekly requests. Our online community is almost 100,000 strong and is a true force for good, showing compassion and giving targeted help to people in need.

“There is no power for change greater than a community discovering what it cares about.”

- Margaret Mead -



Jaime Thurston
Founder of 52 Lives

"I never believed anyone could care about us. We are so grateful."

Elise – Life # 399

"I just wanted to say how grateful I am to everyone that's helped us and all the lovely messages. You've made mine and my children's lives better."

Aaron's mum – Life # 375

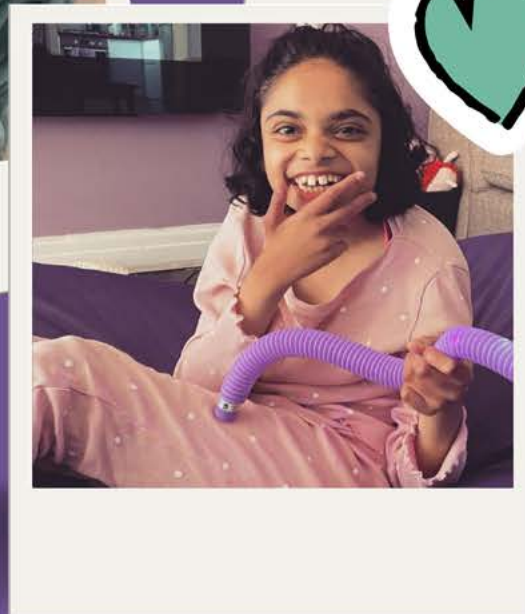


"You made a house feel like a home."

Alina – Life # 380

"If I could hug each and every one of you I would. Thank you from the bottom of our hearts."

Abi's grandparents – Life # 268



OUR PURPOSE

100% of what our individual supporters give goes to the people we help

52 Lives aims to change someone's life every week of the year and inspire people to be kind. It is based on the simple premise that people are good and when good people work together, we can achieve amazing things.

CHANGING LIVES...

1. People nominate someone in need of help. Most of our nominations come from social workers, health workers and other charities.
2. Every week, we choose someone to help, share their story and request what they need.
3. Our supporters provide what they need and help to change their life.
4. The kindness of 52 Lives supporters inspires other people to be kind. The world changes.

It's a very simple but powerful way of charitable giving, that has gained an overwhelming amount of support since launching in 2013. 52 Lives is supported by almost 100,000 people across our social media channels and newsletters, who help us to change lives every single week.

INSPIRING KINDNESS...

Alongside this, we run a comprehensive education programme through our School of Kindness. It aims to inspire more kindness in young people by teaching them about the importance of kindness, the science of kindness and the impact it has not just on the world around them but also on their own wellbeing.

OUR PHILOSOPHY

52 Lives gives people tangible help, but our philosophy goes much deeper than that. The people we help often say the same thing: that it wasn't just the 'things' we gave them that changed their life – it was the kindness, and the fact that people cared about them. They felt less alone.

We believe our collective actions determine the kind of world we live in – so if we are kind, it will inspire others to be kind and ultimately create a kinder world. We just need to choose kindness.

CHANGING LIVES EVERY WEEK...

During the year, we helped approximately 3,486 people. This figure has dropped from last year (4,500), however, the previous year was unusually high due to a decision by the trustees to use reserves to fund a larger number of special projects to help more people. The 3,486 people we helped included our core work helping one individual / family / group each week, 1,500 people helped through our Christmas project, along with others helped through special projects.

52 Lives raised an average of £2,138 for each of our weekly lives, representing a 28% decrease on the previous year (£2,949). We have an incredibly loyal supporter base and are also fortunate to have the support of a small number of major donors, who periodically contribute large amounts to our weekly appeals.

As well as the direct financial donations shown in the charity accounts, we also helped to generate more than £600 a week (£32,293 annually) in goods and services donated by our supporters directly to the people we help.

Just a few examples of how we helped include providing carpet for families living with concrete floors, buying beds and warm bedding for children sleeping on the floor, paying for a young boy with a difficult home life to join his local football team, and providing financial support to families caring for terminally ill children.



SPECIAL PROJECTS

We were also able to help a greater number of people through special projects, often working in partnership with some small charity partners.

COATS FOR HOMELESS CHILDREN

We provided warm coats for dozens of homeless children in Newham. The coats were distributed to the children who needed them by The Magpie Project.

SCHOOL SUPPLIES FOR REFUGEES

Working with The Cowshed, we provided school supplies and school uniforms for dozens of refugee children who were starting school without the equipment they needed.

CHRISTMAS LUNCHESES TO REDUCE ISOLATION

We helped to fund Christmas lunch events for more than 500 elderly people who would otherwise have been on their own. The events were organised by the Link Visiting charity.

FAMILY FUN DAY FOR REFUGEES

Refugees are often placed in hotels for long periods of time, with entire families living in one room. We worked with The Cowshed and Care 4 Calais Reading to help fund a special family fun day for 200 refugees. The families were collected in a coach from the hotels and brought to a community hall, where there were arts and crafts for the children, sports games, a BBQ lunch and a free ice cream van. At the end of the day, they were given rucksacks filled with crafts and toiletries to take home.

SUPPORTING ELDERLY PEOPLE IN MANCHESTER

We provided 52 pairs of slippers and 52 hot water bottles as part of the Manchester Cares 'Slipper Swap' event, helping elderly people in the area to stay warm and safe during winter – worn-out slippers are the leading cause of falls among elderly people.

KEEPING PEOPLE WARM IN WINTER

We raised £4,500 for our Winter Warmer campaign as part of the Big Give Christmas Challenge. We provided warm blankets for 390 elderly people, coats for 64 people, and helped 10 families in crisis with heating bills.

SCHOOL SHOES FOR CHILDREN IN NEED

Working with Sal's Shoes, which collects and distributes shoes to children in need, we helped to provide new school shoes for more than 600 children. Many of these children had never had properly fitting shoes before, and many were wearing shoes with holes.

BEDS FOR CHILDREN LIVING IN POVERTY

We heard about 20 children who were on a waiting list for beds from the First Days charity. We raised funds so First Days could provide beds and mattresses for those 20 children, and added an additional 30 beds and mattresses to their stock supplies. We also provided bedding.

***“This has been a lifeline for my family.
Thank you so much.”***



SCHOOL OF KINDNESS PROJECT

The achievements of our school project during 22/23 surpassed our expectations. We ran free Kindness Workshops and Assemblies for approximately 70,000 children from more than 380 schools – a 37% increase on 21/22 and a 1,000% increase on 20/21. Our lesson plans were downloaded 6,500 times (an

increase of 15%), and we attracted more than 85,000 unique visitors to the School of Kindness website (an increase of 85%). More comprehensive data on the project can be found later in this report.

DIVERSITY MONITORING

To ensure we are doing our best for our community, we need to understand more about the people we are helping. In May 2021, we began gathering data through an online, anonymous, optional diversity monitoring survey sent to our beneficiaries. The response rate has remained relatively low since

we started collecting data, but as the sample size increases, we hope this information will help us to identify any potential obstacles to people receiving help from us. We are also considering ways to encourage a higher response rate.



CASE STUDY...

The deputy head teacher of a primary school reached out to see if we could help a young boy who was at risk of being excluded because of aggressive behaviour.

He had a very difficult home life, and social services were involved. At home, he was sleeping on the floor. We offered to buy him a bed, but there wasn't room for one, so an air mattress to make him a bit more comfortable was the best we could do.

The teacher mentioned that this young boy had always wanted to play football but his parents couldn't afford the fees and he didn't have any boots or kit.

With the help of our supporters, we were able to pay for him to join his local football team, and also provided new football boots and some warm training kit. We also paid for him to go on the end of year football trip with his team.

His brother was in a similar position, so we provided the same level of support for him. A local company, Provide Security, heard about what we were doing and bought the boys kits for their favourite teams as well.

“I wanted to pass on the difference the football training and team have made...the sense of belonging in the team is starting to really give him something positive to focus on. He knows that there's a group of people out there that, although they don't even know him, they care about him...I cannot emphasize how you've changed the path for this little boy.”

Deputy Headteacher

SCHOOL OF KINDNESS PROJECT



2022/23 marked the seventh year of our School of Kindness. This project aims to spread kindness and empower children by helping them to realise that the little choices they make every day have the power to change people's lives, improve their own health and wellbeing, and ultimately change the world. We do this by running free Kindness Workshops in primary schools, developing teaching resources, and providing small grants through our Kindness Fund and our Kids' Kindness Club activities.

We teach children about the importance of kindness, the science of kindness and the impact it has on their communities, as well as their own wellbeing. Research has shown that kindness can not only help to prevent bullying, but also have a positive impact on our physical and mental health, and help us to form strong relationships.

According to research by Young Minds, one in six children aged five to 16 were identified as having a probable mental health problem in July 2021, a huge increase from one in nine in 2017. That's five children in every classroom. Looking after the mental health of young people a key priority for schools, and encouraging more kindness while teaching children about the impact it has on their mental health is a simple but effective way to help do that.

We saw a significant increase in demand for our school workshops and a rise in the number of teachers using our lesson plans and resources.

Through our Kindness Workshops, Kids' Kindness Club, Kindness Fund and teaching resources, we helped thousands of children to understand the importance of kindness and the power of their actions.

SCHOOL KINDNESS WORKSHOPS

We run free Kindness Workshops in primary schools all over the UK, both face to face and virtually. As well as discussing the social, emotional and physical benefits of kindness, the workshops give the children practical kind tasks to do to put the theory into action. Our Kindness Workshops help schools to meet the requirements outlined in the PSHE curriculum, including building and maintaining healthy relationships, mental wellbeing and physical health, while also supporting the wider work of developing children's personal attributes of kindness, honesty and integrity.

We ran free Kindness Workshops for more than 24,000 children from 180 schools.

During the year, we secured support from The National Lottery Community Fund, which meant we have been able to take on a facilitator in the North West of England to reach a larger number of schools in this area.

WORLD KINDNESS DAY LIVE ASSEMBLIES

We run virtual World Kindness Day Assemblies on 13 November. The assemblies are run as live virtual webinars that schools can join.

200 schools (up from 40,000 children in 2021). An additional 200 schools requested a recording of the assembly to share with their pupils, so the true reach was far greater.

We ran three live virtual Kindness Assemblies across the day for more than 45,000 children from

MEASURING OUR IMPACT

The response from children and teachers following our Kindness Workshops has been incredibly positive. We conduct follow-up surveys, and 100% of the schools we worked with said they would recommend the workshop to other schools, and 100% said they felt the children benefited from the workshop.

The surveys revealed that our workshops are helping teachers as well – 88% of teachers said they felt more confident talking to children about how to deal with unkind people after our Kindness Workshops, and 84% said they felt more confident talking to children about mental health in general.

In terms of the impact of the workshops have on children, 96% of teachers said children were more thoughtful of others after our Kindness Workshops, 80% said children's relationships with their friends and classmates improved, 78% noticed an improvement in the children's mood, 84% said they had been showing more self-kindness and 84% said they were showing more gratitude in general.

We were fortunate to secure another year of support from our sponsor - NBB Recycled Furniture - which has enabled us to continue offering our workshops and resources to schools for free. We are incredibly grateful for their support.



WHAT DO CHILDREN SAY AFTER OUR KINDNESS WORKSHOPS?

"I felt like I could do anything!"

"It made my tummy all bubbly!"

"My face glowed."

"I felt warm inside my heart."

WHAT DO TEACHERS SAY AFTER OUR KINDNESS WORKSHOPS?

"We absolutely loved the Kindness Workshop. The whole day felt like it had been supercharged!"

Junior School Mental Health Lead

"Our children really thought deeply about the feelings of others."

Primary School Teacher

"These excellent workshops are ideal for schools looking to put kindness at the heart of their ethos. This is such an important aspect of education, and 52 Lives are experts at teaching it."

Jonnie Noakes, Director of Teaching & Learning, Eton College

TEACHING RESOURCES

To grow the sustainable impact of our work, we also produce a range of teaching resources. This enables schools we have run workshops for to continue the work after we leave, embedding a culture of kindness in the classroom. It also means that schools we are unable to run workshops for can still use our resources, which include video lesson plans, regular class 'Kindness Challenges' and a range of other games and activities. Our resources focus on the importance of being kind to yourself, to others and to the planet.

All of these resources are developed in collaboration with teachers and are available to download for free from our School of Kindness website, which has become a hub for teachers wanting tools to educate children on kindness, empathy, citizenship and emotional wellbeing. The site had 85,000 unique visitors during the year (an 85% increase on the previous year) and 8,321 downloads of our lesson plans and packs (an increase of 48% on the previous year).

KIDS' KINDNESS CLUB

Our Kids' Kindness Club is free to join and provides members with a monthly newsletter filled with kindness challenges, competitions, a kind news segment, self-kindness tips and activities. It is designed as a way to keep children engaged in being kind to others, to themselves and to the planet. Our Kindness Challenges reflect different values that we encourage the children to focus on, for example, empathy, gratitude, self-kindness and kindness to others.

Although the club was set up with children in mind, many of our members are teachers who use the monthly Kindness Challenge as an activity for their entire class. As a result, we now have around 505 (up from 350 in the previous year) and reach thousands of children through the club each month.

THE KINDNESS FUND

This was the third year of running our small grant scheme for children. The Kindness Fund provides small grants of up to £250 to children who have amazing ideas for spreading kindness in their school or community, to help bring their ideas to life. Funds are granted via the school, and applications are open to children from Year 3 up to Sixth Form.

- A young boy who wanted to create a wellbeing area in his school
- A group of primary school children who wanted to create care packs for local elderly residents in need of support.

During the period of this report, The Kindness Fund awarded six grants. Some examples of the children's projects we funded include:



'KIND SCHOOLS'

We have a network of 115 'Kind Schools' (up from 90 last year) – these are schools that have taken part in one of our Kindness Workshops, and then signed our 'Kind School Pledge', reflecting their commitment to creating a culture of kindness. Schools are sent Outstanding Kindness Awards to present to students,

ideas for encouraging kindness in their school community, and also use our 'Kind School' logo. This network has grown significantly during the past year, and we aim to continue that growth.

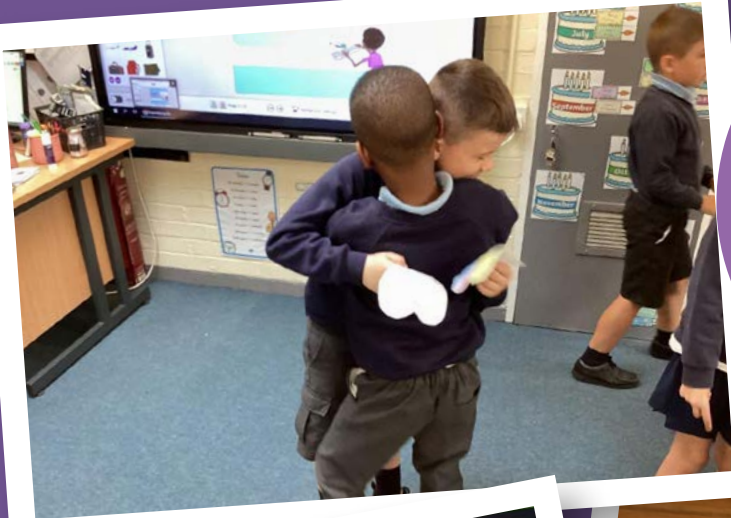
INSPIRING KINDNESS

We continued to expand the reach of the project through our School of Kindness Newsletter and dedicated School of Kindness social media accounts, which enabled us to reach thousands of teachers and parents every month. We used key events, such as Children's Mental Health Week, Anti-Bullying Week and Random Acts of Kindness Week to promote the link between kindness and wellbeing, and also

ran various half-term holiday kindness challenges during the year to give teachers a resource to embed kindness in their class culture. Our sponsor, NBB Recycled Furniture, kindly donated prizes (buddy benches) as an incentive for schools to get involved.



I'VE BEEN
KIND 
SCHOOL OF KINDNESS



DEEPENING OUR IMPACT AND ENHANCING WELLBEING

52 Lives has a loyal community of supporters, some of whom regularly tell us the positive impact that being part of our community has on their wellbeing. We know that kindness has a positive impact on people's physical and mental health, which many people may be unaware of. We are continually exploring ways we can deepen the impact we have on our community and help more people to understand the effects kindness has on our wellbeing so they see kindness not only as something that they can do for others but something that will also benefit them. We also know that kindness has a ripple effect – research has

shown that one kind act can positively affect up to 125 people.

We regularly shared content on the science of kindness and the impact of kindness, with the support of our scientific advisor (Dr David Hamilton) and specific research to help add depth and substance to our work. We have a wellbeing / science section on the 52 Lives and School of Kindness websites, and we have strong relationships with several academics and universities.

***“Thank you for everything
you have done and do. It’s
amazing and inspiring. You have
taught us all about the value of
kindness.”***

***“I love helping when I
can...gives me a nice warm
feeling.”***

***“It is a charity like no other.
You have taught us all so
much about kindness.”***

***“Wonderful charity...you
helped us and we now give
back when we can.”***



BUILDING A STRONG FOUNDATION TO FULFIL OUR AIMS

52 Lives is a small charity with a tiny team, but the systems and processes we have in place mean we can have a big reach without high overheads.

We are very grateful to have the support of a major sponsor for our core work, which has enabled greater security for the charity and more forward planning. The sponsorship was renewed in June 2022 for two years. The trustees continue to explore other potential funding sources for our work, so we are not so reliant on one major sponsor. We have secured some additional corporate funding from other sources, as well as generous support from a small number of schools, who have chosen 52 Lives as their charity of the year. We will continue to build on these relationships. We are also fortunate to have secured on-going support from a sponsor for our School of Kindness, which was renewed in 22/23 for another year. We will also be exploring ways to encourage more donations for our school project

while improving the efficiency of some of our systems to minimise costs.

To meet our financial objectives and provide adequate support to the people we help, continuing to promote the work of 52 Lives is essential. We have a large, loyal social media following and will continue to work on growing our presence on platforms where we have less support, and also converting our social media followers to our newsletter to give us more ownership and control. This has been going well, with our newsletter subscribers increasing by 20% during the year.

The trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity.

PLANS FOR THE FUTURE

As 2023 begins, the cost of living crisis is still having a significant impact on people's lives. As a charity, we will continue to do what we can to support vulnerable people, while also strengthening communities and helping people to feel connected.

During 23/24, we will continue our successful format of helping our weekly 'lives', while also helping additional people where funds allow. We are planning to help larger groups of people through special projects, including a school shoe campaign and a Christmas project. We will also be aiming to boost our donations through the Big Give match funding campaigns that are on offer – including the

Kind2Mind campaign to raise funds for our school project, and the Christmas Campaign to raise funds to provide coats and warm bedding to people in need during winter. Our aim is to provide direct practical and emotional support to at least 3,500 people during the year. As a small charity, our experience has shown us that the most efficient way for us to run these additional projects is to partner with other small charities to maximise our impact, so we will continue to do that during the year.

The cost of living crisis had a negative impact on our donation levels from individual supporters during 22/23, and this is likely to be the case in 23/24, so

we will continue to focus our efforts on expanding our supporter base, encouraging a larger number of fundraisers, and strengthening our relationships with existing corporate donors while also seeking new partnerships with schools and other companies. Our supporters tell us regularly that they love the ability to help specific people and that our format feels ‘tangible,’ as they can see the difference they have made to someone. With that in mind, we will continue to focus on updating our community regularly and sharing stories of the difference they are making to people’s lives.

Our 10 Year Anniversary will take place in November 2023, so we will use that as an opportunity to showcase the impact of what we do to gain new supporters, while also encouraging loyalty from our existing supporters.

Our School of Kindness has seen rapid growth over the past year in the number of children we are working with, the number of visitors to our School of Kindness website and the number of teachers using our resources. Looking ahead, demand from schools is already strong – we anticipate we will work with more than 100,000 children in 23/24. To ensure this growth is sustainable, we will be introducing a new booking system during the year to streamline the booking process, reduce our administrative workload and improve the booking experience for schools. Thanks to the sponsorship of NBB Recycled Furniture, we will continue to be able provide our workshops for free.

As our School of Kindness grows, we will be looking for new ways to engage with schools and help to embed kindness into their culture. Working with the inspire+ charity, we will be piloting Kindness Awards in 50 schools in the Grantham area during the summer term 2023, with a view to expanding this nationally in 23/24.

We also plan to pilot a Kindness Ambassador Programme during the summer term, working initially with 10 schools. These schools will appoint ‘Kindness Ambassadors’ in each class. We will work with those ambassadors to help them encourage and embed kindness in their schools and local communities. There will also be ample opportunity for the ambassadors to share ideas and good practice with each other, bringing together children from different locations and backgrounds.

The virtual World Kindness Day Assemblies we ran during 22/23 were hugely successful, reaching more than 45,000 children. There were a large number of schools on the waiting list, so we also plan to run that event again but with more capacity so we can reach an even larger number of children.

Our digital marketing strategy has been very successful, with strong growth in our website traffic. We plan to redesign our website during 23/24 to bring both brands (School of Kindness and 52 Lives) under ‘one roof’ to encourage more cross-pollination of our audiences and reduce overall costs of hosting/support.

During difficult times, a sense of community is crucial to people’s wellbeing. We will continue to share stories of kindness and positivity on our website and social media pages, and in our weekly newsletter, to help people see the good in the world and let them know they are not alone. This is in line with the charity’s mission to inspire people globally to be kind to each other.

***“We will be piloting
Kindness Awards in
50 schools.”***

STRUCTURE, GOVERNANCE AND MANAGEMENT

52 Lives is a charitable incorporated organisation, registered on 29 March 2016 with the Charity Commission under charity number 1166238. It is governed by a foundation CIO constitution.

The 52 Lives movement was founded in 2013 by Jaime Thurston (now CEO). The CEO and staff comprise the key management personnel of the charity, with the trustees taking responsibility for the strategy oversight and accountability for delivering the organisation's objectives.

There were five trustees as of March 2023, who bring a wealth of skills and experience to fit the needs of the charity. Potential trustees are interviewed by existing trustees, and a proposal is made to the Board. If all agree, they are then appointed by a resolution passed at a properly convened meeting of the trustees. New trustees are taken through an induction and introduction to the charity which includes a briefing on their legal obligations, the Charity Commission guidance on public benefit, the content of the constitution, decision-making processes, the strategic plan and recent financial performance of the charity.

To enable the executive team to operate effectively, the trustees have put in place a schedule of delegated responsibilities that clearly set out where the CEO is authorised to act without recourse to the trustees. Any item of expenditure, contractual term or commitment that is outside the scope of this schedule must be put before the Board of Trustees for their approval. Trustees positions are reviewed regularly, and each is elected on straddled three-year engagements.

INTERNAL CONTROLS AND RISK MANAGEMENT

The trustees have responsibility for the oversight of risk management within 52 Lives and review risk on an annual basis. The trustees implement risk management procedures, so each review will incorporate an assessment of the impact and likelihood of individual risk, the actions that have been taken to mitigate or control risks, the effectiveness of our risk management controls and whether there are new risks for the charity that need to be considered.

RELATED PARTIES AND CONFLICTS OF INTEREST

None of our trustees receive remuneration or other benefit for their work with the charity. Any potential or perceived connection between a trustee or the CEO and any party that could impact decision-making is disclosed to the full Board of Trustees, and steps are taken to mitigate or eliminate any conflict. A conflicts of interest register is maintained and updated if necessary. Greig Trout (a sibling of trustee Barry Trout) is a Co-Director of company Be Kind Ltd. Be Kind Ltd provided services to the charity running School of Kindness Workshops and our Kids' Kindness Club. Barry Trout was not involved in any discussions related to the decision to use the services of this company or the amounts paid. Be Kind Ltd is contracted to provide these services and offers a reduced charitable rate to do so. The fees paid to Be Kind Ltd during the year were £22,200. The trustees conduct market comparisons to ensure the rate that is paid to Be Kind Ltd represents good value for money and to ensure transparency in the remuneration process.

FINANCIAL REVIEW

The following paragraphs provide the highlights of the financial position for the charity for the period ending 31 March 2023.

In 2022–2023, 52 Lives saw stability in its seventh full financial year, with Income for the year still strong at £345,407, which is slightly down on last year. This was down due to a combination of a slight reduction in donations directly to our beneficiaries, with lower average donations per ‘life’, and a decrease in non-beneficiaries income largely as a result of the GalaBingo.com donation remaining down at £51,674 due to lower volumes on the 52 Lives games on their platform and slightly lower other donations, where there were more ‘one-off donations’ in the former financial year. It is worth noting that the Gala contract runs until May 2024.

However, more than offsetting the slight decline in Income, Expenditure decreased materially at £335,688 (versus £408,461 last year), of which £204,242 went directly to our beneficiaries. This was largely due to lower one-off beneficiaries spend, that had occurred in the prior year. In keeping with 52 Lives’ values and ethos, administrative expenses are kept to a minimum. During the year, the total cost for administration (with all administration type costs allocated fully) was £67,973, which is slightly up on last year (£67,225). This is due primarily to employee cost inflation, which was reasonable in line with the inflationary external environment.

Around 68% of the administration cost was on salary costs, with the remainder being largely IT, professional fees, fundraising fees, insurance, bank fees and advertising.

We have also calculated a split of charitable activities and other expenditure, with cost items split and allocated, which showed the charitable activities costs were 90% of total costs (down slightly from 93% last year, due to the beneficiaries cost decrease described above).

Net income stood at a gain this year (£9,719), versus a loss last year due to income being higher than budgeted and less one-off spend on beneficiaries than the prior year as identified above.

The cash balance was increased by more than the Net Income number shown above as a result of materially lower debtors and similar creditors than the last financial year. Total cash at year end is a healthy £136,729.

No set of accounts can fully recognise the work of the charity as much of the work is to co-ordinate peer-to-peer help, which can be financial, take the form of services delivered free of charge or even simple acts of kindness. A more comprehensive note regarding these intangibles can be found later in the accounts.

52 Lives continues to be reliant on the kindness of its supporters and the voluntary income they donate to help our work, as well as unrestricted funding from our corporate sponsor, Gala Bingo, without whom the charity would struggle to function.

We continue to be acutely aware of the current reliance on a single large major corporate donor for unrestricted income and have been building relationships to expand our corporate supporter base. Gala has committed to renewing the contract in June 2022.

RESERVES

The trustees have agreed that an appropriate reserves policy is for the Charity to maintain six to nine months of expected expenditure at any time. This policy is subject to review annually by the trustees.

Net assets at year end were £140,390, with £45,976 restricted for our beneficiaries, across the General Lives pot and designated for specific Lives. This gives us £94,414 in unrestricted funds at year end. Of that, £31,000 was designated for the School of Kindness to ensure we can meet our commitment to schools in 2023/24 and six months of running costs of £26,000 to a Business Continuity Fund in order to provide some element of resilience due to our reliance on one source of funding for core costs. As such our free reserves at March 2023 are £37,414.

STATEMENT OF TRUSTEES' RESPONSIBILITIES IN RESPECT OF THE TRUSTEES' ANNUAL REPORT AND THE FINANCIAL STATEMENTS

Under the trust deed and rules of the charity and charity law, the trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year. The trustees have elected to prepare the financial statements in accordance with FRS 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland.

The charity and charity's financial statements are required by law to give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for that period.

In preparing these financial statements, generally accepted accounting practice entails that the trustees:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- state whether the financial statements comply with the trust deed and rules, 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 charity will continue in business.

The trustees are required to act in accordance with the trust deed and the rules of the charity within the framework of trust law. They are responsible for keeping proper accounting records, sufficient to disclose at any time, with reasonable accuracy, the financial position of the charity at that time, and to enable the trustees to ensure that, where any statements of accounts are prepared by them under section 132(1) of the Charities Act 2011, those statements of accounts comply with the requirements of regulations under that provision. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the financial and other information included on the charity's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our auditors

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the independent examiner in connection with preparing their report, of which the group's independent examiner is unaware, and
- the trustees, having made enquiries of fellow directors and the group's independent examiner that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the independent examiner is aware of that information.

By order of the Board of Trustees

A handwritten signature in dark ink, appearing to read 'Laura Britland Furness'.

Signed: Laura Britland Furness

Position: Chair

Date: 26/1/2024

52 LIVES
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023

52 LIVES

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

L Britland Furness
J Cockerell
C H Welham
JP Thurston
B Trout

Charity number

1166238

Accountants

Kirk Rice LLP
The Courtyard
High Street
Ascot
Berkshire
SL5 7HP

52 LIVES

CONTENTS

	Page
Statement of financial activities	1
Balance sheet	2
Notes to the financial statements	3 - 10

52 LIVES

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 MARCH 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Income from:							
Donations and legacies	3	81,821	238,586	320,407	108,615	229,768	338,383
Charitable activities	4	25,000	-	25,000	19,000	-	19,000
Total income		106,821	238,586	345,407	127,615	229,768	357,383
Expenditure on:							
Raising funds	5	5,885	-	5,885	10,054	102	10,156
Charitable activities	6	41,750	288,053	329,803	99,622	298,683	398,305
Total expenditure		47,635	288,053	335,688	109,676	298,785	408,461
Net incoming/(outgoing) resources before transfers		59,186	(49,467)	9,719	17,939	(69,017)	(51,078)
Gross transfers between funds		(68,078)	68,078	-	(57,538)	57,538	-
Net (expenditure)/income for the year/							
Net movement in funds		(8,892)	18,611	9,719	(39,599)	(11,479)	(51,078)
Fund balances at 1 April 2022		103,306	27,365	130,671	142,905	38,844	181,749
Fund balances at 31 March 2023		94,414	45,976	140,390	103,306	27,365	130,671

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

52 LIVES

BALANCE SHEET

AS AT 31 MARCH 2023

	Notes	2023 £	£	2022 £	£
Fixed assets					
Tangible assets	10		73		-
Current assets					
Debtors	11	8,512		44,333	
Cash at bank and in hand		136,729		90,501	
		<u>145,241</u>		<u>134,834</u>	
Creditors: amounts falling due within one year	12	<u>(4,924)</u>		<u>(4,163)</u>	
Net current assets			140,317		130,671
Total assets less current liabilities			<u>140,390</u>		<u>130,671</u>
Income funds					
Restricted funds			45,976		27,365
Unrestricted funds			94,414		103,306
			<u>140,390</u>		<u>130,671</u>

The financial statements were approved by the Trustees on



L Britland Furness
Trustee

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

Charity information

52 Lives is a Charitable Incorporated Organisation (CIO) operating throughout England and Wales.

52 Lives aims to change someone's life every week of the year and inspire people to be kind. People nominate someone in need of help and every week we choose someone to help, share their story and request what they need. It's about spreading kindness and changing lives. We also run Kindness Workshops in schools, which aim to empower children by helping them to realise that their choices matter.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charities governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The is a Public Benefit Entity as defined by FRS 102.

The has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Prior period error

During the year ended 31 March 2022 there was £19,000 of income arising from corporate advertising within the donations and gifts line in the statement of financial activities. This has been split out as income arising from charitable activities, in the comparatives to these accounts.

1.3 Going concern

At the time of approving the financial statements, the charity has a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the charity continues to adopt the going concern basis of accounting in preparing the financial statements.

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the charity in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.5 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies**(Continued)**

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.6 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.7 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Computers	33% Straight Line
-----------	-------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.8 Impairment of fixed assets

At each reporting end date, the reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.10 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charities balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

(Continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the 's contractual obligations expire or are discharged or cancelled.

1.11 Retirement benefits

2 Critical accounting estimates and judgements

In the application of the charities accounting policies, the charity 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2023 £	2023 £	2023 £	2022 £	2022 £	2022 £
Donations and gifts	81,821	238,586	320,407	108,615	229,768	338,383

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

4 Charitable activities

	Corporate Advertising 2023 £	Corporate Advertising 2022 £
Ancillary trading income	25,000	19,000

5 Raising funds

	Unrestricted funds 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
<u>Fundraising and publicity</u>				
Other fundraising costs	5,885	10,054	102	10,156
	<u>5,885</u>	<u>10,054</u>	<u>102</u>	<u>10,156</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

6 Charitable activities

	2023 £	2022 £
Staff costs	48,541	34,634
Depreciation and impairment	36	-
Beneficiary Payments	204,242	291,645
Consultants fees	7,880	21,719
Advertising	63	379
Artwork, design and printing	677	628
Web design and computer costs	8,127	7,806
Postage	1,792	1,673
School resources	5,126	6,600
Travel	2,120	1,366
Facilitator Fees	29,430	6,535
Admin Support	8,194	6,299
Other charitable expenditure	9,669	-
	<u>325,897</u>	<u>379,284</u>
Share of support costs (see note 7)	3,906	18,151
Share of governance costs (see note 7)	-	870
	<u>329,803</u>	<u>398,305</u>
Analysis by fund		
Unrestricted funds	41,750	99,622
Restricted funds	288,053	298,683
	<u>329,803</u>	<u>398,305</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

7 Support costs

	Support costs £	Governance costs £	2023 £	Support costs £	Governance costs £	2022 £
Staff costs	-	-	-	9,207	-	9,207
Non-charitable admin	3,906	-	3,906	8,944	25	8,969
Non-charitable governance costs	-	-	-	-	845	845
	<u>3,906</u>	<u>-</u>	<u>3,906</u>	<u>18,151</u>	<u>870</u>	<u>19,021</u>
Analysed between Charitable activities	<u>3,906</u>	<u>-</u>	<u>3,906</u>	<u>18,151</u>	<u>870</u>	<u>19,021</u>

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the during the year.

9 Employees

The average monthly number of employees during the year was:

	2023 Number	2022 Number
	<u>2</u>	<u>2</u>
Employment costs	2023 £	2022 £
Wages and salaries	43,711	40,739
Social security costs	3,859	2,449
Other pension costs	971	653
	<u>48,541</u>	<u>43,841</u>

There were no employees whose annual remuneration was more than £60,000.

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2023

10 Tangible fixed assets

	Computers £
Cost	
Additions	109
At 31 March 2023	109
Depreciation and impairment	
Depreciation charged in the year	36
At 31 March 2023	36
Carrying amount	
At 31 March 2023	73

11 Debtors

	2023 £	2022 £
Amounts falling due within one year:		
Trade debtors	8,512	44,333

12 Creditors: amounts falling due within one year

	2023 £	2022 £
Other taxation and social security	811	762
Other creditors	2,397	2,451
Accruals and deferred income	1,716	950
	4,924	4,163

13 Analysis of net assets between funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total Unrestricted funds 2023 £	Total Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Fund balances at 31 March 2023 are represented by:						
Tangible assets	73	-	73	-	-	-
Current assets/(liabilities)	94,341	45,976	140,317	103,306	27,365	130,671
	94,414	45,976	140,390	103,306	27,365	130,671

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) ***FOR THE YEAR ENDED 31 MARCH 2023***

14 Related party transactions

Please see the Trustees Report for a full list of Related Party Transactions in the year.

Independent examiner's report on the accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Section A

Independent Examiner's Report

Report to the trustees/ members of

Charity Name
52 Lives

On accounts for the year ended

31st March 2023

Charity no
(if any)

1166238

Set out on pages

1-10

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. 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 consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. 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.

**Independent
examiner's statement**

In connection with my examination, no material matters have come to my attention (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or the accounts did 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 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.

Signed:  **Date:** 29/01/2024

Name: Dan Devonald

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

CTA FMAAT



Einstein Tax Ltd Reg No 9853959
Dan Devonald is licensed and
regulated by AAT under licence
number 100933 **aat** AAT Licensed
Accountant

Address: 59 Dukes Wood Avenue
Gerrards Cross
SL9 7JY

Section B	Disclosure
Give here brief details of any items that the examiner wishes to disclose.	N/A



Changing lives every week

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

© 2024, 52 Lives

52 LIVES

England & Wales - Charity number 1166238

Accounts



Changing lives every week

ANNUAL REPORT & FINANCIAL STATEMENTS

For The Year Ended 31 March 2022

“CHANGING LIVES & INSPIRING KINDNESS”

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

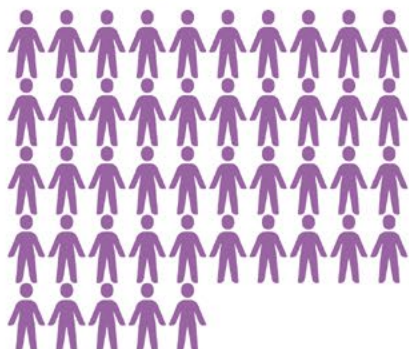
CONTENTS

A Year in Numbers	2
Report of the Trustees for the Year Ending 31 March 2022	4
A Message from our CEO.....	4
Our Purpose	7
Our Philosophy	7
Changing Lives Every Week... ..	8
Special Projects	9
School of Kindness Project	11
Diversity Monitoring.....	11
Case Study... ..	12
School of Kindness Project	13
School Kindness Workshops.....	14
World Kindness Day Virtual Assemblies	14
Measuring our Impact.....	14
Teaching Resources	16
Kids' Kindness Club.....	16
Kindness Fund	16
'Kind Schools'	18
Inspiring Kindness.....	18
Kindness Council	18
Deepening our Impact and Enhancing Wellbeing	20
Building a Strong Foundation to Fulfill our Aims	21
Plans for the Future.....	21
Structure, Governance and Management.....	23

A YEAR IN NUMBERS

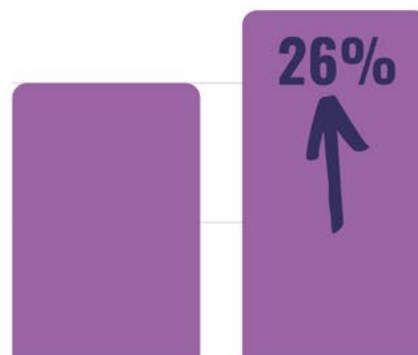
4,500

People helped



£3,500

in donations and
goods donated by our
supporters each week



Increase in donations
to our weekly appeals



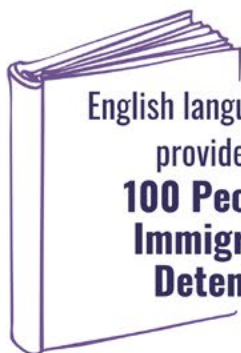
600 Children

received brand new
school shoes

Essential support
provided to
44 Families
caring for a terminally
ill child

Funded events for
200 Elderly People
to help them emerge
from lockdown in a
way that felt safe

250 Children
received school uniforms



English language books
provided for
**100 People in
Immigration
Detention**



Provided reading lamps
and journals for
**50 Women
in Refuges**

**100 People in
Immigration
Detention**

received rucksacks, so they
no longer have to keep their
belongings in bin bags



56,000
children attended our
free Kindness
Workshops &
assemblies

**46,000
Unique Visitors**
to our School of
Kindness website



5,000+ Downloads
of our free kindness lesson
plans and resources



**And Hundreds of Thousands
of People Inspired to be Kind!**

REPORT OF THE TRUSTEES FOR THE YEAR ENDING 31 MARCH 2022

The trustees are pleased to present their annual report together with the consolidated financial statements of the charity for the year ending 31 March 2022. The financial statements 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 2015).

A MESSAGE FROM OUR CEO

As we began the year, the Covid pandemic was still having a significant impact on people's lives – physically, financially, socially and emotionally. As a charity, we worked throughout the pandemic to do what we could to support people in need. We collaborated with other small charities to maximise our impact, and we raised additional funds from our wonderful community of supporters and corporate partners. Underlying all of the practical help we provided, we also helped people to feel connected to one another. We did this both through our core work helping to change lives, through our communication with our community of supporters and also through our education programme in primary schools, running kindness workshops for tens of thousands of children.

Research has shown that kindness has a significant impact on our mental health and is essential for our collective wellbeing. If the past two years have

shown us anything, it is that we need one other – and we all need kindness. It improves our wellbeing, strengthens communities and ultimately determines what kind of world we have.

From the moment the Covid pandemic hit in 2020, we were expecting it to have an impact on our donation levels. What we were not expecting was that our donations would increase. We saw a rise of almost 30% in our weekly donations during the year. This was largely driven by those who were in a position to give, giving more. We realised this was not the case for all charities and felt enormously grateful to our loyal supporter base for their generosity. It meant we could not only help more people, but also provide practical help to some small frontline charities that were in need of support – for example, we worked in partnership to provide new shoes for hundreds of children living in temporary accommodation, to provide cots and buggies for families living in poverty,

to provide reading lamps and books for women living in refuges and to fund some emergency support for families caring for a child with a terminal illness.

When normal life is stripped away, we are left with what really matters - community, connection and kindness. There has, without question, been a great deal of hardship, but we have also seen an abundance of kindness. People are good and when times get tough, we want to help each other. We feel incredibly privileged as a charity to be able to give people a very simple, direct and transparent way to do that.

The 52 Lives community has been changing lives for almost ten years and our supporters are at the heart of what we do. Nothing would be possible without them. Thank you to everyone who has supported us this year – whether through donations, gifts, moral support or by sharing our weekly requests. Our online community is almost 100,000 strong and is a true force for good, showing compassion and giving targeted help to people in need.

“There is no power for change greater than a community discovering what it cares about.”

- Margaret Mead -



Jaime Thurston
Founder of 52 Lives



"You have each taken a piece of us and helped put us back together again. You've made me realise there are good people in this world."

Life # 333 - Paula



"This charity and the people that support it are just so fantastic. You have been the ray of sunshine we needed."

Life # 337



"It makes me burst to see the difference you've made - I don't know what he would have done without you."

**Jayden's support worker –
Life # 315**



"You have made a monumental and life-changing difference to this family at exactly the point it was so badly needed. They have NEVER had support like this"

**The social worker of
Melissa – Life # 287**

OUR PURPOSE

100% of what our individual supporters give goes to the people we help

52 Lives aims to change someone's life every week of the year and inspire people to be kind. It is based on the simple premise that people are good and when good people work together, we can achieve amazing things.

CHANGING LIVES...

1. People nominate someone in need of help. Most of our nominations come from social workers, health workers and other charities.
2. Every week, we choose someone to help, share their story and request what they need.
3. Our supporters provide what they need and help to change their life.
4. The kindness of 52 Lives supporters inspires other people to be kind. The world changes.

It's a very simple but powerful way of charitable giving, which has gained an overwhelming amount of support since launching in 2013. 52 Lives is supported by almost 100,000 people across our social media channels and newsletters, who help us to change lives every single week.

INSPIRING KINDNESS...

Alongside this, we run a comprehensive education programme through our School of Kindness. It aims to inspire more kindness in young people by teaching them about the importance of kindness, the science of kindness and the impact it has not just on the world around them but also on their own wellbeing.

OUR PHILOSOPHY

52 Lives gives people tangible help, but our philosophy goes much deeper than that. The people we help often say the same thing: that it wasn't just the 'things' we gave them that changed their life – it was the kindness, and the fact that people cared about them. They felt less alone.

We believe our collective actions determine the kind of world we live in – so if we are kind, it will inspire others to be kind and ultimately create a kinder world. We just need to choose kindness at every opportunity.

CHANGING LIVES EVERY WEEK...

During the year, we helped approx. 4,500 people. This figure has remained steady since last year. This included our core work helping one individual / group each week, 1,600 people helped through our Christmas project, and thousands more helped through special projects we ran in partnership with other small charities.

52 Lives raised an average of £2,949 for each of our weekly lives, representing a 26% increase on the previous year (£2,330). We have an incredibly loyal supporter base which continued to grow during the year, both in the number of people supporting us and in the number of people holding fundraisers in support of our charity. We were also fortunate to secure the support of two major donors, who contributed large amounts to our weekly appeals.

But as well as the direct financial donations shown in the charity accounts, we also helped to generate more than £600 a week (£29,357 annually) in goods and services donated by our supporters directly to the people we help.

Just a few examples of how we helped include providing carpets, beds, clothes and toys for children living in extreme poverty, providing financial support to a family caring for a terminally ill child so their dad could continue to take time off work, providing furniture for a man who had been homeless and living in a tent, providing cookers and fridges for women and children leaving refuges, and creating a safe sensory garden for a young boy with disabilities who sadly lost his dad to cancer.



SPECIAL PROJECTS

With extra funding we received, we were also able to help a greater number of people through special projects, working in partnership with some small charity partners.

EMERGENCY GRANTS FOR FAMILIES CARING FOR A CHILD WITH A TERMINAL ILLNESS

Working with the Batten Disease Family Association, we provided support to families who are caring for a child with Batten disease, which is a degenerative, terminal illness. The support we provided meant that 44 families who were in financial need were able to receive help. That support came in a variety of ways, for example, through the provision of a cooker for a family who had been living without one.

SHOES FOR CHILDREN

Working with the Magpie Project in London, which supports homeless mums with children under five, we helped to fund new shoes for more than 600 children. Most of these children had never had their feet measured before, and for the first time, they visited a shoe shop and were able to walk away in comfy, properly fitting shoes.

SCHOOL UNIFORMS

During the Summer of '21, we worked with several small charities (First Days in Wokingham, The Cowshed in Reading and the Uniform Exchange in Huddersfield) to provide school uniforms for more than 250 children who were living in poverty.

"I've sacrificed paying for food to cover the cost of uniforms, I don't want my daughter to feel like the odd one out."

SUPPORTING ELDERLY PEOPLE LEAVING ISOLATION

The end of lockdown was a big relief for many of us – but for others, it brought fear and anxiety. In our discussions with other small charities and community groups working with elderly people, we learned there was a great deal of concern about the physical and mental health of those who were alone, isolated and afraid. We wanted to do something to help and so funded a range of events designed to help elderly people emerge from lockdown and begin socialising in a way that felt safe for them – with smaller numbers and Covid-safe measures in place. The events helped more than 200 people in Berkshire and North Yorkshire.

SUPPORTING WOMEN AND CHILDREN LIVING IN REFUGES

We provided lamps and wellbeing journals for 50 women staying at a women's refuge in Manchester. The rooms were poorly lit, which had been making it difficult for the women staying there to read or write in the evenings. The refuge workers said these small things made a big difference to the wellbeing of their residents.

SUPPORTING REFUGEES IN DETENTION

We provided English language books and rucksacks for 100 people being held in immigration detention. It means they no longer have to keep their belongings in bin bags, restoring a sense of dignity, and also enabled them to study English during their time in detention.

SUPPORTING FAMILIES LIVING IN POVERTY

Working with several baby banks, we provided cotbeds and buggies for 20 families living in poverty. The baby banks were receiving many of the smaller items they needed but were short of larger items. The support we gave means 20 children now have a warm, safe bed, as well as a buggy to help their families get out and about more easily.

***“This has been a lifeline for my family.
Thank you so much.”***



SCHOOL OF KINDNESS PROJECT

The achievements of our school project during 21/22 were phenomenal. We ran free Kindness Workshops and Kindness Assemblies for more than 55,000 primary school children from more than 200 schools (an increase of more than 800% from 6,000 children in the previous year). Our lesson plans were downloaded more than 5,000 times and we attracted

more than 46,000 visitors to our School of Kindness website. We also launched a new monitoring form to help us better understand the impact these workshops and assemblies are having on children, and early data shows a positive impact on children's relationships and behaviour. More comprehensive information about this project can be found on page

DIVERSITY MONITORING

In order to ensure we are doing our best for our community, we realise that we first need to know more about the people we are helping. In May 2021, we began gathering data through an online anonymous, optional diversity monitoring survey

sent to the people we help. The response rate is still relatively low, but as the sample size increases, we hope this information will also help us to identify any potential obstacles to people receiving help from us.



CASE STUDY...

We heard about a family from Bristol that has a terminally ill child.

Their daughter is seven years old and has a degenerative, terminal illness. She had been in intensive care for the last month. Her mum was pregnant and had been having some complications. She was also caring for their other two children, so the dad had been at the hospital - day and night - for weeks.

The dad usually works for the NHS but had to take a lot of time off. As a result, the family was under a lot

of financial strain and hadn't been able to cover their rent or bills for several months. It was causing him so much worry, at a time when he really just needed to focus on his family.

With the help of our supporters, we not only paid their rent arrears, but also covered the next 10 weeks of rent, council tax and utilities. We also provided weekly food vouchers for several months and set up a wishlist filled with Christmas gifts for their children. Our kind supporters bought every single gift from their wishlist.

This is what their family support worker said:

“To say this family kept me awake at night is an understatement and it broke my heart to tell the dad that he had been denied help again and again. Then I was introduced to the lovely team at 52 Lives and there you all were – guardian angels.”

SCHOOL OF KINDNESS PROJECT



2021/22 marked the sixth year of our School of Kindness. This project aims to spread kindness and empower children by helping them to realise that the little choices they make every day have the power to change people's lives, improve their own health and wellbeing, and ultimately change the world.

We do this by running free Kindness Workshops in primary schools, developing teaching resources, and providing small grants through our Kindness Fund and our Kids' Kindness Club activities.

We teach children about the importance of kindness, the science of kindness and the impact it has on their communities, as well as their own wellbeing. Research¹²³ has shown that kindness can not only help to prevent bullying, but also have a positive impact on our physical and mental health, and help us to form strong relationships.

As we began to emerge from the pandemic, schools were understandably still concerned about children's mental health. A survey published in 2021 by the Anti-Bullying Alliance (which we are a core member of) found that more than two thirds of young people said they felt less connected to their friendships than before the pandemic. We saw a significant increase in demand for our school workshops and a rise in the number of teachers using our lesson plans and resources.

Through our Kindness Workshops, Kids' Kindness Club, Kindness Fund and teaching resources, we helped thousands of children to understand the importance of kindness and helped to create a sense of community during a time of uncertainty and isolation.

-
- 1 Curry OS, Rowland LA, Van Lissa CJ, Zlotowitz S, McAlaney J, Whitehouse H. Happy to help? A systematic review and meta-analysis of the effects of performing acts of kindness on the well-being of the actor. *J Exp Soc Psychol.* 2018;76:320–9.
 - 2 Post S. It's Good To Be Good: 2014 Biennial Scientific Report. *Int J Pers Cent Med.* 2014;2:1–53
 - 3 Jenkinson CE, Dickens AP, Jones K, Thompson-Coon J, Taylor RS, Rogers M, et al. Is volunteering a public health intervention? *BMC Public Health.* 2013;13(1).

SCHOOL KINDNESS WORKSHOPS

We run free Kindness Workshops in primary schools all over the UK. As well as discussing the social, emotional and physical benefits of kindness, the workshops give the children a practical task. They are told the story of a real child in need of help, and they work together on the day to do something to help that child. Our Kindness Workshops help schools to meet the requirements outlined in the PSHE curriculum, including building and maintaining healthy relationships, mental wellbeing and physical health, while also supporting the wider work of developing children's personal attributes of kindness, honesty and integrity. The inspirational stories,

messages and pictures are showcased on our website and social media pages.

In order to be able to continue to work with schools, we began offering virtual workshops during lockdowns, which proved to be very successful. We have added it as a permanent offering for schools, so now run our workshops both face to face and virtually depending on a school's location and needs.

We ran free Kindness Workshops for more than 16,000 children from 115 schools.

WORLD KINDNESS DAY VIRTUAL ASSEMBLIES

After a successful pilot in 2020, we significantly expanded our virtual World Kindness Day Assemblies. The assemblies are held in mid-November in celebration of World Kindness Day and involve a live virtual webinar that schools can join. The assemblies follow a similar format to our normal Kindness Workshops, but also featured special guests - Paralympian Anne Usher and our founder,

Jaime Thurston. We hosted live virtual Kindness Assemblies for more than 40,000 children from 150 schools (up from 1,200 during the pilot). A number of these schools also ran special fundraising events for us on the day, either encouraging children to wear purple and donate £1 or taking part in sponsored '52 themed' activities, such as baking 52 cupcakes or running 52 laps of the field.

MEASURING OUR IMPACT

The response we had from children and teachers from our Kindness Workshops has been incredibly positive. We conduct follow up surveys and 100% of the schools we worked with said they would recommend the workshop to other schools, and 100% said they felt the children benefited from the workshop.

We introduced a second survey during the year to help measure the impact our workshops have on the children we work with. 87% of teachers said children's

relationships with their friends and classmates improved after our kindness workshop. The surveys also revealed that our workshops are helping teachers themselves as well - 90% of teachers said they felt more confident talking to children about how to deal with unkind people after our Kindness Workshops.

We were fortunate to secure another year of support from our sponsor - NBB Recycled Furniture - which has enabled us to continue offering our workshops and resources to schools for free.

“I have been teaching for 17 years and I can honestly say that the impact your visit has had on us has been far more than anything I have experienced before.”

Tony Wheat, West Pennard School

“These excellent workshops are ideal for schools looking to put kindness at the heart of their ethos. This is such an important aspect of education, and 52 Lives are experts at teaching it.”

Jonnie Noakes, Director of Teaching & Learning, Eton College



TEACHING RESOURCES

To grow the sustainable impact of our work, we also produce a range of teaching resources. This enables schools we have run workshops for to continue the work after we leave, embedding a culture of kindness in the classroom. It also means that schools we are unable to run workshops for can still use our resources, which include video lesson plans, regular class 'Kindness Challenges' and a range of other games and activities. Our resources focus on the importance of being kind to yourself, to others and to the planet.

All of these resources are developed in collaboration with teachers and are available to download for free from our School of Kindness website – which has become a hub for teachers wanting tools to educate children on kindness, empathy, citizenship and emotional wellbeing. The site had 46,000 unique visitors during the year (up from 11,000 the previous year) and 5,621 downloads of our lesson plans (this was the first full year measuring our downloads).

KIDS' KINDNESS CLUB

Our Kids' Kindness Club is free to join and provides members with a fortnightly newsletter filled with kindness challenges, competitions, kind stories, self-kindness tips and activities. It is designed as a way to keep children engaged in being kind to others, to themselves and to the planet. During the year, we introduced a new segment to our Kids' Kindness Club – Kind News, with host 'Ned Kindelbottom'. The new segment is designed to help children focus on the good news that is happening in the world, and to also encourage them to notice kind things happening around them and send in their own kind stories.

Our Kindness Challenges reflect different values that we encourage the children to focus on, for example,

we ran a Recycling Week Challenge during September to encourage them to be kind to the planet, a Self-Kindness Challenge around World Mental Health Day to encourage them to be kind to themselves, and a Back to School Challenge to encourage them to create a kind classroom culture at the beginning of a new school year.

Although the club was set up with children in mind, teachers have also been joining and using the fortnightly Kindness Challenge as a regular activity for their entire class. As a result, we now have around 350 members (up from 200 in the previous year), but reach well over 1,000 children through the club each fortnight.

THE KINDNESS FUND

This was the third year of running our small grant scheme for children. The Kindness Fund provides small grants of up to £250 to children who have amazing ideas for spreading kindness in their school or community, to help bring their ideas to life. Funds are granted via the school and applications are open to children from year 3 up to sixth form.

During the period of this report, The Kindness Fund awarded five grants. Some examples of the children's projects we funded include:

- An eight year old girl who wanted to set up a litter picking club at her local beach to 'be kind to the animals that live in the sea'. We provided funding for equipment.
- A seven year old girl who wanted to host a coffee morning for residents at her local care home. After hearing from her grandparents that residents had been shielding or missing friends and family, she wanted to lift their spirits by providing tea, coffee and small gifts. We helped to fund the event.



CAN YOU HELP
US CREATE A
KINDER WORLD?



WORLD KINDNESS DAY 2022

13TH NOVEMBER 2022

52LIVES
SCHOOL OF KINDNESS

'KIND SCHOOLS'

We have a network of 90 'Kind Schools' (up from 30 last year) – these are schools that have taken part in one of our Kindness Workshops, and then signed our 'Kind School Pledge', reflecting their commitment to creating a culture of kindness in their school. Kind Schools receive regular Outstanding Kindness Awards

from us to present to students of their choice, ideas for encouraging kindness in their school community, and can also use our 'Kind School' logo. This network has grown significantly during the past year and we aim to continue that growth.

INSPIRING KINDNESS

We continued to expand the reach of the project through our School of Kindness Newsletter and dedicated School of Kindness Facebook page and Twitter account, which enabled us to reach thousands of teachers and parents every month. We also launched a School of Kindness page on Instagram during the year. We used key events, such as Children's Mental Health Week, Anti-Bullying

Week and Friendship Week, to promote the link between kindness and wellbeing, and also ran various half-term / holiday kindness challenges during the year to give teachers a resource to embed kindness in their class culture. Our sponsor, NBB Recycled Furniture, kindly donated prizes (buddy benches) as an incentive for schools to get involved.

KINDNESS COUNCIL

We value the input of children in our work, and always seek ideas and feedback from the children we work with. During the year, we launched a Kindness Council, made up of a number of children who

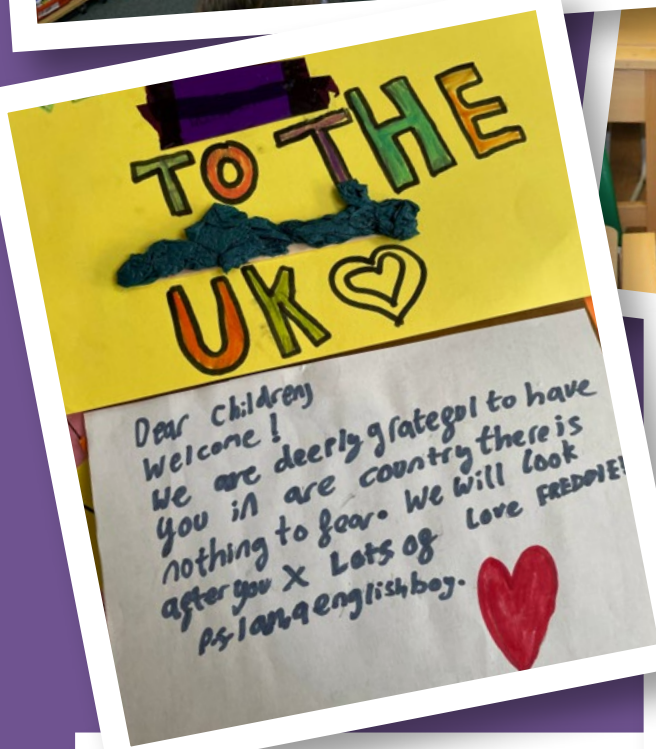
will help to inform our work. This is still in its early stages, but has already proven to be a valuable tool in developing ideas for the Kids' Kindness Club and School Workshops.





I'VE BEEN
KIND

SCHOOL OF KINDNESS



DEEPENING OUR IMPACT AND ENHANCING WELLBEING

52 Lives has a loyal community of supporters, some of whom regularly tell us the positive impact that being part of our community has on their wellbeing. We know that kindness has a positive impact on people's physical and mental health, which many people may be unaware of. We want to continue to explore how we can deepen the impact we have on our community, and help more people to understand the effects kindness has on our well-being, so they see kindness not only as something that they can do for others, but something that will also benefit them. We also know that kindness has a ripple effect

— research has shown that one kind act can positively affect up to 125 people.

We have actively developed and shared more content on the science of kindness and the impact of kindness on our website and social media channels, with the support of our scientific advisor (Dr David Hamilton) and specific research to help add depth and substance to our work. A wellbeing / science section for the website has also been launched and we have formed strong relationships with several academics and universities to expand this further.

"Absolutely love what you do...so special and heartwarming."

"I really love supporting when I can. It is just magical to read about the positive impact your work has."

"I have loved and supported 52 Lives ever since I read about it in a magazine. It is very special and quite unique, with an amazing community of supporters that helps change people's lives."

"How lovely it is to know it makes such a difference. A little bit of kindness goes a long way."

"It's great to be part of this life-enhancing initiative."



BUILDING A STRONG FOUNDATION TO FULFIL OUR AIMS

52 Lives is a small charity with a tiny team, but the system and processes we have in place mean we are able to help a large number of people without high overheads.

We are very grateful to have the support of a major sponsor for our core work, which has enabled greater security for the charity and more forward planning. The sponsorship will be renewed in June 2022 for two years, however, the trustees continue to explore other potential funding sources for our work, so we are not so reliant on one major sponsor. We have secured additional corporate funding from other sources and will continue to build on these relationships. We are also fortunate to have secured a sponsor for our School of Kindness, which will be renewed in 2022/23 for another year.

To meet our financial objectives and provide adequate support to the people we help, continuing to promote the work of 52 Lives is essential. We have a large, loyal social media following and will work on growing our presence on platforms where we have less support, and also converting our social media followers to our newsletter to give us more ownership and control (so we are less reliant on platform algorithms to speak to our supporter base).

Facebook continues to be where the majority of our supporters engage with us (73k+), but we are seeing a steady growth on our other social media platforms as well. While 'followers' are positive for our charity and enable us to reach more people, the ultimate goal is to create a community of engaged, loyal supporters – quality over quantity, so that is what our social media strategy focuses on.

52 Lives was once again selected as one of the charities being supported by the Advent of Change range of advent calendars and products, sold in John Lewis, Waitrose and direct from Advent of Change. Behind every door of the calendar are details of a charity being supported, so as well as providing funds for the charity, this also helped us to reach new audiences.

We continued to promote our work to the local and national press as well as through our CEO speaking at conferences and events during the year.

The trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity.

PLANS FOR THE FUTURE

As 2022 begins, it is clear that the cost of living crisis is going to have a significant impact on people's lives during the coming year. As a charity, we want to do what we can to support vulnerable people, while also strengthening communities and helping people to feel connected.

During 2022/23, we will continue to target resources at helping our weekly 'lives', while also helping

additional people where we can. We plan to run further special projects this year to help refugees, to help families with the cost of school shoes and uniforms, and to help keep people warm during what is likely to be a very tough winter. Our aim is to provide direct practical and emotional support to at least 4,000 people during the year. As a small charity, we have found that the more efficient way for us to run these additional projects is to partner with other

small charities, to pool resources and maximise our impact, so we will continue to do that during the year.

We are aware that the cost of living is likely to have an impact on our donations from individual supporters, so will focus our efforts on expanding our supporter base, encouraging a larger number of fundraisers, and strengthening our relationship with existing corporate donors while also seeking new partnerships with schools and other companies.

During difficult times, a sense of community is crucial to people's wellbeing. We will continue to share stories of kindness and positivity on our website and social media pages, and in our weekly newsletter, to help people see the good in the world and let them know they are not alone.

***“During difficult times,
a sense of community
is crucial to people’s
wellbeing.”***

Our School of Kindness has seen rapid growth over the past year in the number of children we are working with, the number of visitors to our School of Kindness website and the number of teachers using our resources. Looking ahead, demand from schools is already strong with our workshops fully booked up to six months in advance. Thanks to the sponsorship of NBB Recycled Furniture, we have been able to provide our workshops for free, and we are thrilled that they have committed to supporting us again in 2022/23. However, we will be looking to secure some additional funding to enable us to take on an extra workshop facilitator in the North West. That facilitator will work with schools running face-to-face workshops in that area, as well as running virtual workshops.

This is a crucial time to be helping children focus on their wellbeing and so we will continue to run our workshops both virtually and face to face to meet

the different needs of schools, and to enable us to continue to work with a large number of children in an effective but cost efficient way.

We have identified some gaps in our lesson plan provision for early years and key stage 1, so will be creating new content and resources for these age groups. We also plan to develop more self-kindness resources, aimed at supporting children's mental health.

As our School of Kindness grows, we will be looking for new ways to engage with schools and encourage a culture of kindness. We plan to pilot an awards scheme in a small number of schools in January 2023, with a view to expanding this nationally in 2023/24.

The virtual World Kindness Day Assemblies we ran during 2021/22 were hugely successful, reaching more than 40,000 children, so we also plan to run that event again, with a few small revisions to make it even more engaging for children and as simple as possible for schools to get involved.

The digital marketing strategy we implemented during the year reaped huge rewards, with a significant increase in traffic to our sites. As part of our digital strategy, we plan to conduct a review of our websites to determine if there are improvements and updates (in both the design and functionality) that could be made to make the sites more efficient, more engaging and to encourage more cross-pollination between 52 Lives and the School of Kindness websites.

We will focus on growing our social media presence to help us reach as many people as possible, while also deepening our relationship with existing supporters. We will also continue to work with companies, individuals and brands who can help to promote our work to wider audiences. This is in line with the charity's mission to inspire people globally to be kind to each other.

STRUCTURE, GOVERNANCE AND MANAGEMENT

52 Lives is a charitable incorporated organisation, registered on 29 March 2016 with the Charity Commission under charity number 1166238. It is governed by a foundation CIO constitution.

The 52 Lives movement was founded in 2013 by Jaime Thurston (now CEO). The CEO and staff comprise the key management personnel of the charity, with the trustees taking responsibility for the strategy oversight and accountability for delivering the organisation's objectives.

Although we began the year with six trustees, we sadly lost our wonderful trustee and friend, Graham Spivey, who passed away at the end of 2021. Graham embodied all of the values of kindness and compassion that the charity holds dear and we are enormously grateful to him for his service. He will be greatly missed by all of us.

There were five trustees as of March 2022, who bring a wealth of skills and experience to fit the needs of the charity. Potential trustees are interviewed by existing trustees and a proposal made to the Board. If all agree, they are then appointed by a resolution passed at a properly convened meeting of the trustees. New trustees are taken through an induction and introduction to the charity that includes a briefing on their legal obligations, the Charity Commission guidance on public benefit, and the content of the constitution, decision-making processes, the strategic plan and recent financial performance of the charity.

To enable the executive team to operate effectively, the trustees have put in place a schedule of delegated responsibilities which clearly set out where the CEO is authorised to act without recourse to the trustees. Any item of expenditure, contractual term or commitment that is outside the scope of this schedule must be put before the board of trustees for their approval.

Trustees positions are reviewed regularly, and each is elected on straddled three-year engagements.

INTERNAL CONTROLS AND RISK MANAGEMENT

The trustees have responsibility for the oversight of risk management within 52 Lives and review risk on an annual basis. The trustees implement risk management procedures, so each review will incorporate an assessment of the impact and likelihood of individual risk, the actions that have been taken to mitigate or control risks, the effectiveness of our risk management controls and whether there are new risks for the charity that need to be considered.

RELATED PARTIES AND CONFLICTS OF INTEREST

None of our trustees receive remuneration or other benefit for their work with the charity. Any potential or perceived connection between a trustee or the CEO and any party that could impact decision-making is disclosed to the full Board of Trustees and steps are taken to mitigate or eliminate any conflict. A conflicts of interest register is maintained and updated if necessary. Greig Trout (a sibling of trustee Barry Trout) is a Co-Director of company Be Kind Ltd. Be Kind Ltd provided services to the charity running School of Kindness Workshops and our Kids' Kindness Club. Barry Trout was not involved in any discussions related to the decision to use the services of this company or the amounts paid. Be Kind Ltd is contracted to provide these services and offers a reduced charitable rate to do so. The fees paid to Be Kind Ltd during the year were £18,547.67. The trustees conducted a market comparison during the year to ensure the rate that was paid to Be Kind Ltd represents good value for money and to ensure transparency in the remuneration process.

FINANCIAL REVIEW

The following paragraphs provide the highlights of the financial position for the charity for the period ending 31st March 2022.

In 2021-2022, 52 Lives saw steady growth in its sixth full financial year. Income for the year stood at £357,383, which is slightly up on last year. This was a combination of a material increase in donations directly to our beneficiaries, which was largely as a result of higher average donation per 'life ', and a decrease in non-beneficiaries income largely as a result of a decrease in the GalaBingo.com donation from £86,000 to £65,674 due to lower volumes on the 52 Lives games on their platform. It is worth noting that the Gala contract has now been extended until May 2024. The unrestricted / non beneficiaries income also included £42,942 of other one-off donations from companies including Provide Securities, GOSH Food, Advent of Change and Space Station Storage.

Expenditure stood at £408,461 of which £291,645 went directly to our beneficiaries. In keeping with 52 Lives' values and ethos, administrative expenses are kept to a minimum. During the year, the total cost for administration (with all administration type costs allocated fully) was £67,225 which is up on last year (£54,595). This is due to inflation as well as a change in the contract we have with our CEO, to employ her at a set number of hours per week, which has brought additional costs of NI and pension.

Around 66% of the administration cost was on salary costs with the remainder being largely IT, professional fees, fundraising fees, insurance, bank fees and advertising.

We have also calculated a split of charitable activities and other expenditure, with cost items split and allocated, which showed the charitable activities costs were 93% of total costs (up from 90% last year).

Net income stood at a loss (£51,078), down materially from last year as a result of a conscious decision from the Trustees to increase expenditure so as not to leave 52 Lives with excess reserves.

The cash balance was reduced by less than the Net Income number shown above as a result of lower debtors and higher creditors than the last financial year. Total cash at year end is a healthy £90,501.

No set of accounts can fully recognise the work of the charity as much of the work is to co-ordinate peer to peer help which can be financial, take the form of services delivered free of charge or even simple acts of kindness. A more comprehensive note regarding these intangibles can be found later in the accounts.

52 Lives continues to be reliant on the kindness of its supporters and the voluntary income they donate to help our work, as well as unrestricted funding from our corporate sponsor, Gala Bingo, without whom the charity would struggle to function.

We continue to be acutely aware of the current reliance on a single large major corporate donor for unrestricted income and have been building relationships to expand our corporate supporter base. Gala has committed to renewing the contract in June 2022.

RESERVES

The trustees have agreed that an appropriate reserves policy is for the Charity to maintain six to nine months of expected expenditure at any time. This policy is subject to review annually by the trustees.

Net assets at year end were £130,671, with £27,365 restricted for our beneficiaries, across the General Lives pot and designated for specific Lives. This gives us £103,306 in unrestricted funds at year end. Of that, £31,000 was designated for the School of Kindness to ensure we can meet our commitment to schools in 2022/23 and six months of running costs of £26,000 to a Business Continuity Fund in order to provide some element of resilience due to our reliance on one source of funding for core costs. As such our free reserves at March '22 are £46,306.

STATEMENT OF TRUSTEE'S RESPONSIBILITIES IN RESPECT OF THE TRUSTEE'S ANNUAL REPORT AND THE FINANCIAL STATEMENTS

Under the trust deed and rules of the charity and charity law, the trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year. The trustees have elected to prepare the financial statements in accordance with FRS 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland.

The charity and charity's financial statements are required by law to give a true and fair view of the state of affairs of the charity and of its incoming resources and application of resources of the charity for that period.

In preparing these financial statements, generally accepted accounting practice entails that the trustees:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- state whether the financial statements comply with the trust deed and rules, 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 charity will continue in business.

The trustees are required to act in accordance with the trust deed and the rules of the charity within the framework of trust law. They are responsible for keeping proper accounting records, sufficient to disclose at any time, with reasonable accuracy, the financial position of the charity at that time, and to enable the trustees to ensure that, where any statements of accounts are prepared by them under section 132(1) of the Charities Act 2011, those statements of accounts comply with the requirements of regulations under that provision. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the financial and other information included on the charity's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our auditors

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the independent examiner in connection with preparing their report, of which the group's independent examiner is unaware, and
- the trustees, having made enquiries of fellow directors and the group's independent examiner that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the independent examiner is aware of that information.

By order of the board of trustees



Signed: Jane Cockerell

Position: Chair

Date: 26/1/2023

52 LIVES

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees

J Cockerell
G Spivey
L Britland Furness
C H Welham
J.P Thurston
B Trout

Charity number

1166238

52 LIVES

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Income from:							
Donations and legacies	3	127,615	229,768	357,383	175,940	174,513	350,453
Expenditure on:							
Raising funds	4	10,054	102	10,156	5,618	-	5,618
Charitable activities	5	99,622	298,683	398,305	110,402	199,887	310,289
Total expenditure		109,676	298,785	408,461	116,020	199,887	315,907
Net incoming/(outgoing) resources before transfers		17,939	(69,017)	(51,078)	59,920	(25,374)	34,546
Gross transfers between funds		(57,538)	57,538	-	(32,157)	32,157	-
Net (expenditure)/income for the year/							
Net movement in funds		(39,599)	(11,479)	(51,078)	27,763	6,783	34,546
Fund balances at 1 April 2021		142,905	38,844	181,749	99,222	47,981	147,203
Fund balances at 31 March 2022		103,306	27,365	130,671	126,985	54,764	181,749

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

52 LIVES

BALANCE SHEET

AS AT 31 MARCH 2022

	Notes	2022 £	£	2021 £	£
Current assets					
Debtors	9	44,333		54,354	
Cash at bank and in hand		90,501		127,956	
		<u>134,834</u>		<u>182,310</u>	
Creditors: amounts falling due within one year	10	(4,163)		(561)	
Net current assets			130,671		181,749
Income funds					
Restricted funds			27,365		54,764
Unrestricted funds			103,306		126,985
			<u>130,671</u>		<u>181,749</u>

The financial statements were approved by the Trustees on 26/1/2023



J Cockerell
Trustee

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

Charity information

52 Lives is a Charitable Incorporated Organisation (CIO) operating throughout England and Wales.

52 Lives aims to change someone's life every week of the year and inspire people to be kind. People nominate someone in need of help and every week we choose someone to help, share their story and request what they need. It's about spreading kindness and changing lives. We also run Kindness Workshops in schools, which aim to empower children by helping them to realise that their choices matter.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The is a Public Benefit Entity as defined by FRS 102.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the charity has a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the charity continues to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the charity in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

1 Accounting policies

(Continued)

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the charity is 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 where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

3 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2022 £	2022 £	2022 £	2021 £	2021 £	2021 £
Donations and gifts	127,615	229,768	357,383	175,940	174,513	350,453

4 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds
	2022 £	2022 £	2022 £	2021 £
<u>Fundraising and publicity</u>				
Other fundraising costs	10,054	102	10,156	5,618
	<u>10,054</u>	<u>102</u>	<u>10,156</u>	<u>5,618</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

5 Charitable activities

	Charitable Activities 2022 £	Charitable Activities 2021 £
Staff costs	34,634	14,237
Beneficiary Payments	291,645	231,554
Consultants fees	21,719	38,865
Advertising	379	2,753
Artwork, design and printing	628	3,857
Web design and computer costs	7,806	8,860
Postage	1,673	1,731
Fundraising	-	1,934
School resources	6,600	3,159
Travel	1,366	-
Facilitator Fees	6,535	-
Admin Support	6,299	1,218
Sundry	-	167
Other charitable expenditure	-	1,954
	<u>379,284</u>	<u>310,289</u>
Share of support costs (see note 6)	18,151	-
Share of governance costs (see note 6)	870	-
	<u>398,305</u>	<u>310,289</u>
Analysis by fund		
Unrestricted funds	99,622	110,402
Restricted funds	298,683	199,887
	<u>398,305</u>	<u>310,289</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

6 Support costs

	Support costs £	Governance costs £	2022 Support costs £	Governance costs £	2021 £
Staff costs	9,207	-	9,207	-	-
Non-charitable admin	8,944	25	8,969	-	-
Non-charitable governance costs	-	845	845	-	-
	<u>18,151</u>	<u>870</u>	<u>19,021</u>	<u>-</u>	<u>-</u>
Analysed between Charitable activities	<u>18,151</u>	<u>870</u>	<u>19,021</u>	<u>-</u>	<u>-</u>

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the during the year.

8 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
	<u>2</u>	<u>2</u>
Employment costs	2022 £	2021 £
Wages and salaries	40,739	13,340
Social security costs	2,449	629
Other pension costs	653	213
	<u>43,841</u>	<u>14,182</u>

There were no employees whose annual remuneration was more than £60,000.

9 Debtors

	2022 £	2021 £
Amounts falling due within one year:		
Trade debtors	<u>44,333</u>	<u>54,354</u>

52 LIVES

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2022

10 Creditors: amounts falling due within one year

	2022 £	2021 £
Other taxation and social security	762	69
Other creditors	2,451	492
Accruals and deferred income	950	-
	<u>4,163</u>	<u>561</u>

11 Analysis of net assets between funds

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Fund balances at 31 March 2022 are represented by:						
Current assets/(liabilities)	103,306	27,365	130,671	126,985	54,764	181,749
	<u>103,306</u>	<u>27,365</u>	<u>130,671</u>	<u>126,985</u>	<u>54,764</u>	<u>181,749</u>

12 Related party transactions

Please see the Trustees Report for a full list of Related Party Transactions in the year.

Independent examiner's report on the accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
52 Lives

**On accounts for the year
ended**

31st March 2022

**Charity no
(if any)**

1166238

Set out on pages

30-37

**Respective
responsibilities of
trustees and examiner**

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention

**Basis of independent
examiner's statement**

My examination was carried out in accordance with general Directions given by the Charity Commission. 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 consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. 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.

**Independent
examiner's statement**

In connection with my examination, no material matters have come to my attention (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or the accounts did 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 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.

Signed:  **Date:** 18/01/2023

Name: Dan Devonald

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

CTA FMAAT



Dan Devonald is licensed and regulated by AAT under licence number 100933

aat AAT Licensed Accountant

Address: 59 Dukes Wood Avenue
Gerrards Cross
SL9 7JY

Section B	Disclosure
Give here brief details of any items that the examiner wishes to disclose.	N/A



Changing lives every week

Charity Registration Number (England and Wales) 1166238.

Date registered: 29th March 2016.

Registered address: PO Box 3154, Reading RG1 9AT

www.52-lives.org

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52 LIVES

England & Wales - Charity number 1166238

Accounts



52 Lives Report 2020 / 2021

52 Lives is a charitable incorporated organisation registered in England and Wales

Charity registration number (1166238)

Date registered: 29th March 2016

Registered address: PO Box 3154, Reading RG1 9AT

Trustees:

Jane Cockerell – Chair

Charles Welham – Treasurer

Piers Thurston

Barry Trout

Laura Furness

Graham Spivey

Contents

Objectives, Activities and Achievements	[2]
Plans for the Future	[8]
Structure, Governance and Management	[9]
Internal Controls and Risk Management	[9]
Financial Review	[10]
Statement of Trustees Responsibilities	[11]
Statement of Financial Activities	[13]
Balance Sheet	[14]
Notes to the Financial Statements	[15]

Report of the trustees for the year ending 31 March 2021

The trustees are pleased to present their annual report together with the consolidated financial statements of the charity for the year ending 31 March 2021. The financial statements 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 2015).

Objectives, Activities and Achievements

A Note on Covid-19

2020/21 was a year like nothing we had ever experienced as a charity. We had more people requesting help, the uncertainty surrounding donations and funding due to our supporters facing financial hardship themselves, logistical issues around the availability of items for the people we help, school closures affecting our Kindness Workshops, and the need to ensure we were keeping our team safe and well.

We are incredibly proud of what we achieved during the year. Not only were we able to overcome these challenges, but we were able to help a much larger number of people than usual.

This was due in part to the hard work and adaptability of our small but wonderful team - but none of it would have been possible without the amazing 52 Lives community of supporters. In a year that we feared donations would drop, they increased. Our supporters who were in a position to give were giving more and our corporate partners provided additional donations, which put us in a strong position to provide support to a greater number of people. During 20/21, we put additional resources and efforts into helping people hit hard by the Covid pandemic, including vulnerable children, elderly people in isolation, parents looking after a child with a terminal illness, people living in poverty and those who have lost a loved one. We were acutely aware of a number of small frontline charities who were struggling, and diverted some of our resources to providing what they needed for the people they were helping. For example, we provided extra beds and bedding to women's refuges, and food for some charities providing emergency parcels for elderly people leaving hospital.

Our School of Kindness quickly adapted from face-to-face workshops to virtual and we adapted some of our teaching resources to help parents who were teaching their children at home.

But what we do at 52 Lives is not just about giving people practical support – it's about creating a sense of community and kindness. While the world stayed apart, we hope that the support we provided and the stories we shared helped people to feel connected, and to know that they were not alone. During difficult times, that sense of community and togetherness can be life-changing.

52 Lives aims to inspire people to be kind to each other. We change lives through acts of kindness, publicising these widely to inspire harmony and kindness across humanity.

The Trustees agreed four key strategic objectives for 2020/21, which were at the heart of our activities:

1. We continued to inspire our community to support 52 carefully selected individuals / groups with practical and financial support. Alongside this, we ran a special project to help people affected by Covid.

During the year, we helped 4,801 people (an increase of more than 300%).-This included our core work helping one individual / group each week, 1800 people helped through our Christmas project, and more than 2600 people helped through our Covid project.

52 Lives raised an average of £2330 for each of our weekly lives, representing a 13% increase on the previous year (£2060). We have an incredibly loyal supporter base, which continued to grow during the year, both in the number of people supporting us and in the number of people holding fundraisers in support of our charity. But as well as the direct financial donations shown in the charity accounts, we also helped to generate more than £900 a week (£46,855 annually) in goods and services donated by our supporters directly to the people we help.

Just a few examples of how we helped include providing furnishing, bedding and clothes for children living in extreme poverty, renovating the bedroom of a young carer who was sleeping on a mattress on a concrete floor, providing carpet and furniture for women and children leaving refuges, replacing the broken fridge and beds of two grandparents who took in their grandchild to prevent him from going into care, redecorating the bedroom of an elderly lady with a chronic illness and depression – children in our School Kindness Workshops also sent her kind cards which are now in pride of place around her bedroom.

Although we give people tangible help, the philosophy of the charity and what we achieve goes much deeper than that. The most important thing we do is spread kindness. We believe receiving unexpected kindness is a powerful thing and can change someone's whole outlook on life. The people we help all say the same thing: that what changed their lives wasn't just the 'thing' we gave them, but the kindness – the fact that complete strangers cared about them.

In the words of one mother whose children we helped:

“I’m absolutely gobsmacked that this has happened so quickly. The generosity of the people who have helped is overwhelming. Thank you does not seem enough at all.”

Her children had been referred to 52 Lives by their teacher, who told us they had been through a horrendous time and were in need of some support and kindness. They had lost their dad, grandad and great-grandad in a short space of time and their grandma has been diagnosed with cancer. They were experiencing extreme financial hardship and relying on food banks for their meals. Their cooker and fridge were not working, but their mum couldn't afford to replace them. With funds donated by our supporters, we were able to replace their broken white goods, provide a computer to help the children with home-schooling, as well as providing groceries, toys, books and clothes. Our supporters also sent hand-made quilts, gifts and messages of support.

In fact, during the year, more than 6500 messages of support (like the ones sent to this family) were sent to more than 100 people going through difficult times. In addition, our stories on social media reach hundreds of thousands of people, who we hope are then inspired to be kind and help people. We believe kindness has the power to affect change in our homes, our communities and ultimately the world.

"Whenever I'm feeling down, I come here and feel instantly renewed. This page always restores my faith."

~ From a 52 Lives supporter on Facebook

"I'm certain 52 Lives has saved my daughter and I cannot thank you enough."

~ From one of our beneficiaries

"The experience I have had with your charity is one I will never forget."

~ From one of our beneficiaries.

Covid Project

Shortly after the March 2021 lockdown in the UK, we received a large unexpected donation from our corporate partner, Gala Bingo, as well as funding from the Bridgepoint Hardship Fund. 100% of these donations were used to help people affected by Covid.

If ever there was a year that kindness was needed, 2020 was it - and thanks to these donations, we were able to achieve an incredible amount this year. We worked in partnership with some frontline charities to reach those most in need. These represent just some of the ways we helped people affected by Covid this year:

- 20 emergency grants given to families who have a child with a terminal illness.
- 200 food parcels given to elderly people leaving hospital.
- 100 'Happy bags' sent to vulnerable children during lockdown.
- 300 well-being packs sent to people in isolation.
- £1500 in IT equipment provided to help elderly people stay connected.
- £700 worth of cereal and biscuits delivered to a charity in Leeds that was struggling to fill their food parcels.
- 50 children in temporary accommodation given winter coats.
- 100 families who have a child with a serious illness or disability given respite.
- 100+ vulnerable children provided with laptops.
- 20 women escaping domestic violence given clothing and bedding.
- 200 struggling families provided with nappies, baby food, toiletries and dried goods.
- 55 people with learning disabilities were able to learn to live independently, after we helped to fit out a portacabin so an amazing charity could continue their work under Covid restrictions.
- 30 children provided with school shoes and uniforms.
- 20+ care homes sent well-being hampers.
- We also provided PPE equipment for hospice workers and offered practical support to some families that had lost a loved one to Covid.

"This is an incredible community facing immeasurable hardships on a good day...and what you are doing is helping them reconnect with a place that matters to them. Thank you so much. It is wonderful."

~ From the head teacher of a school we provided some laptops for. They have a large number of children who live in poverty who had been unable to access online learning.

"Thank you so much – the home manager and I are both teary-eyed at your generosity and thoughtfulness."

~ From one of the care homes we helped.

Diversity monitoring

In order to ensure we are doing our best for our community, we realise that we first need to know more about the people we are helping. We conducted a rough analysis of people we have helped, and believe that minority groups are well represented, but we recognise that we need quantitative data to ensure we are doing the best we can in this area. To gather this data, we began sending the people we help optional, anonymous diversity monitoring surveys. As the sample size increases, we hope this information will also help us to identify any potential obstacles to people receiving help from us and also whether there may be any unconscious bias affecting who we choose to help.

2. We adapted our School of Kindness to meet the needs of teachers and parents, and to support the well-being of children during this critical time. This grew the reach and sustainable impact of the project, which worked directly with more than 6,000 children.

2020/21 marked the fifth year of our School of Kindness, which aims to spread kindness and empower children by helping them to realise that the little choices they make every day have the power to change people's lives, and ultimately the world.

Research has shown that kindness can not only help to prevent bullying, but it can also have a positive impact on our mental health and well-being, and help us to form strong relationships.

During the pandemic, children's lives were turned upside down and they found themselves isolated from their friends and normal daily activities. In February 2021, a survey by the Anti-Bullying Alliance (which we are a core member of) found that 68% of young people said they felt less connected to their friendships than before the pandemic. The responses to the survey showed that this was having an impact on how children were feeling, with many experiencing a sense of isolation and loneliness.

Through our Kindness Workshops, Kids' Kindness Club, Kindness Fund and teaching resources, we helped thousands of children to understand the importance of kindness, and helped to create a sense of community and togetherness, even when they were apart.

"I felt included...like I was part of doing a big thing to help someone."

~ A child in one of our kindness workshops.

We were fortunate to secure a sponsor during the year - NBB Recycled Furniture - which has enabled us to continue offering our workshops and resources to schools for free.

School Kindness Workshops

We run free Kindness Workshops in primary schools all over the UK. As well as discussing the social, emotional and physical benefits of kindness, the workshops give the children a practical task. They are told the story of a real child in need of help, and they work together on the day to do something to help that child. Our Kindness Workshops help schools to meet the requirements outlined in the PSHE curriculum, including building and maintaining healthy relationships, mental well-being and physical health, while also supporting the wider work of developing children's personal attributes of kindness, honesty and integrity. The inspirational stories, messages and pictures are showcased on our website and social media pages.

In March 2020, schools all over the country closed as the country went into lockdown. We quickly adapted our ways of working to ensure we could continue to work with children at a time when kindness, a sense of community and togetherness became even more important. Our face-to-face workshops switched to virtual, which proved to be hugely successful. Demand was high, as schools were looking for ways to support children's emotional well-being, and we ended up working with 20% more children than the previous year. The response we had from children and teachers was incredibly positive. We conducted follow up surveys and 100% of the schools we worked with said they would recommend the workshop to other schools, and 100% said they felt the children benefited from the workshop.

"We had such a good response to the workshop and it really helped us to focus on kindness...it was a fantastic morning." ~ Primary School Teacher

¹Curry OS, Rowland LA, Van Lissa CJ, Zlotowitz S, McAlaney J, Whitehouse H. Happy to help? A systematic review and meta-analysis of the effects of performing acts of kindness on the well-being of the actor. *J Exp Soc Psychol.* 2018;76:320–9.

²Post S. It's Good To Be Good: 2014 Biennial Scientific Report. *Int J Pers Cent Med.* 2014;2:1–53.

³Jenkinson CE, Dickens AP, Jones K, Thompson-Coon J, Taylor RS, Rogers M, et al. Is volunteering a public health intervention? *BMC Public Health.* 2013;13(1).

Teaching Resources

To grow the sustainable impact of our work, we also produce a range of teaching resources. This enables schools we have run workshops for to continue the work after we leave, embedding a culture of kindness in the classroom. It also means that schools we are unable to run workshops for can still use our resources, which include video lesson plans, regular class 'Kindness Challenges' and a range of other games and activities. Our resources focus on the importance of being kind to yourself, to others and to the planet.

All of these resources are available to download for free from our School of Kindness website – which has become a hub for teachers wanting tools to educate children on kindness, empathy, citizenship and emotional well-being. The site had 11,000 unique visitors during the year (which is slightly up on the previous year). At the time of writing this report, that figure had already jumped to put us on track to have more than 42,000 unique visitors a month.

We launched some specific additional lesson plans on 'Kindness During the Pandemic' as well as 'Reconnecting Lessons' to help children returning to school after lockdown. We also created a dedicated page on our website filled with resources for parents who were teaching their children at home. These proved to be incredibly popular, with 4,927 unique views of the page during the year.

Kids' Kindness Club

Running our Kindness Workshops virtually meant that for the first time, many parents were experiencing (or overhearing!) our workshops, as their children were doing distance learning. We began to receive a number of emails from parents commending the workshops and asking what other activities their children could get involved with. It drew our attention to the potential for us to expand our offering and led to the launch of our Kids' Kindness Club.

The Kids' Kindness Club is free to join and members receive a fortnightly newsletter featuring kind videos, kind quizzes, kind stories, competitions and a Kindness Challenge they are tasked to do. They can also earn kindness badges. Although the club was set up with children in mind, teachers have also been joining and using the fortnightly Kindness Challenge as a regular activity for their entire class. As a result, we now have around 200 members, but reach well over 1000 children through the club each fortnight.

Kindness Fund

This was the second year of running our small grant scheme for children. The Kindness Fund provides small grants of up to £250 to children who have amazing ideas for spreading kindness in their school or community, to help bring their idea to life. Funds are granted via the school and applications are open to children from year 3 up to sixth form.

During the period of this report, The Kindness Fund awarded 5 grants totalling £784. Some examples of the children's projects we funded include:

- Sisters who set up a project to provide Christmas gifts for vulnerable people in the care of the emergency services (via the Salvation Army)
- A child who wanted to encourage more kindness in their school by creating a system of Kindness Plaques, publicising kind achievements around the school

'Kind Schools'

We have a network of 30 'Kind Schools' – these are schools who have hosted one of our Kindness Workshops, and then signed our 'Kind School Pledge', reflecting their commitment to creating a culture of kindness in their school. Kind Schools receive regular Outstanding Kindness Awards from us to present to students of their choice, and can also use our 'Kind School' logo. We are aiming to grow this network significantly in the coming year.

World Kindness Day Virtual Assembly

We ran a special virtual event celebrating World Kindness Day in November. It involved hosting a live virtual assembly with a number of schools on the day. We worked directly with more than 1,200 children, and many more ran events at their schools and in their community to raise funds for 52 Lives. This included things such as wearing 'Purple or Green' (our colours) and donating £1, or holding 52-themed fundraising events. For example, one young girl raised more than £1000 for us by doing a sponsored 'kicky-up challenge.'

Inspiring kindness

We continued to expand the reach of the project through our School of Kindness Newsletter and dedicated School of Kindness Facebook page and Twitter account, which enabled us to reach thousands of teachers and parents every month. We used key events, such as Children's Mental Health Week, Anti-Bullying Week and Friendship Week, to promote the link between kindness and well-being, and also ran various half-term / holiday kindness challenge during the year to give teachers a resource to embed kindness in their class culture. Our sponsor, NBB Recycled Furniture, kindly donated prizes (buddy benches) as an incentive for schools to get involved.

Kindness Council

We value the input of children in our work, and always seek ideas and feedback from the children we work with. We think it would be beneficial to formalise this process and had planned to launch a Kindness Council during the year. The Council will be made up of a number of children who will help to inform our work. Due to Covid, the launch of the Kindness Council was postponed for 6 months.

Measuring our Impact

From qualitative surveys and verbal reports, we believe we are having a significant impact on children's understanding of kindness and on their overall well-being. However, we would like to have quantitative data so we can more accurately measure the impact of our work. We will be launching a research project to do this in 21/22.

3. Deepening the impact we have on our community, expanding the 'ripple' effect of our work, and extending our reach.

52 Lives has a loyal community of supporters, some of whom regularly tell us the positive impact that being part of our community has on their well-being. We know that kindness has a positive impact on people's physical and mental health, which many people may be unaware of. We want to explore how we can deepen the impact we have on our community, and help more people to understand the effects kindness has on our well-being, so they see kindness not only as something that they can do for others, but something that will also benefit them. We also know that kindness has a ripple effect – research has shown that one kind act can positively affect up to 125 people. So we are also keen to explore how we can expand the ripple effect of our work and therefore extend the reach of our kindness even further. We had planned to undertake a research project in the summer of 2020, but this was postponed due to Covid. We will explore this further in 2021/22.

We actively developed and shared more content on the science of kindness and the impact of kindness on our website and social media channels, with the support of our scientific advisor (Dr David Hamilton) and specific research to help add depth and substance to our work. A well-being / science section for the website is also underway.

4. We steadily developed 52 Lives' organisational and financial capacity to deliver these objectives effectively and sustainably.

Previous improvements to our financial systems meant we could easily handle the growth we experienced during the year, and our small team managed to increase the number of people being helped without substantial increases to overheads.

52 Lives is grateful to have the support of a major sponsor, which has enabled greater security for the charity and more forward planning. The sponsorship was renewed in June 2020 for two years, however, the trustees continue to explore other potential funding sources for our work, so we are not so reliant on one major sponsor. We have secured a small amount of additional corporate funding from other sources and will continue to build on these relationships.

We received two substantial additional donations during the year, which enabled us to help a large number of people affected by Covid. These were from Gala Bingo (in addition to their sponsorship) and the Bridgepoint Hardship Fund.

To meet our financial objectives and provide adequate support to people, continuing to promote the work of 52 Lives is essential. We have a large, loyal social media following and have been working on growing our presence on platforms where we have less support, and also converting our social media followers to our newsletter to give us more ownership and control (so we are less reliant on platform algorithms to speak to our supporter base). Facebook continues to be where the majority of our supporters engage with us (73k+), but we have once again seen a significant growth in Instagram during the year – up 30% to just under 11,000 followers. While 'followers' are positive for our charity and enable us to reach more people, the ultimate goal is to create a community of engaged, loyal supporters – quality over quantity, so that is what our social media strategy is focusing on during the coming year.

We are also reviewing our supporter journey to determine if there are things we could do to increase loyalty and encourage more donations.

52 Lives was once again selected as one of the charities being supported by the Advent of Change range of advent calendars and products, sold in John Lewis, Waitrose and direct from Advent of Change. Behind every door of the calendar are details of a charity being supported, so as well as providing funds for the charity, this also helped us to reach new audiences.

We continued to promote our work to the local and national press and were regularly featured in the media. Some coverage of note during the year included an appearance by our CEO on BBC Breakfast and the Chris Evans Breakfast Show on Virgin Radio. This was the result of the launch of a Kindness Journal, which our CEO had published during the year.

The trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission in determining the activities undertaken by the charity.

Plans for the future

As 2021 begins, it is clear that Covid is going to continue to have a significant impact on people's lives for the foreseeable future. As a charity, we want to do what we can to reduce the impact it has on our communities.

During 2021/22, we will continue to target resources at helping additional people, with an emphasis on supporting the most vulnerable. We plan to run additional special projects this year to help families living in poverty and elderly people who are isolated. Our aim is to provide practical and emotional support to at least 3,000 people during the year.

This is also a time when a sense of community is crucial to people's well-being. We will continue to share stories of kindness and positivity on our website and social media pages, and in our weekly newsletter, to help people see the good in the world, and let them know they are not alone.

Our School of Kindness is in a strong position for growth. Demand from schools has been high and, thanks to the sponsorship of NBB Recycled Furniture and other donors, we have the resources to grow the project to try to meet that demand. We plan to expand the School of Kindness team so we can run more workshops, and will also be creating new content and lesson plans for the School of Kindness website. Our aim will be to run workshops for at least 10,000 children in the coming year. We feel this is a crucial time to be helping children focus on their mental health and well-being and will continue to run our workshops both virtually and face to face to meet the different needs of schools, and adapt to Covid guidelines.

We have a range of high quality resources for teachers and have received a great deal of positive feedback from those who use them. But we see enormous potential for growth in this area. With this in mind, we will be implementing a digital marketing strategy to drive a much larger amount of traffic to our website.

The World Kindness Day Assembly we piloted during 20/21 was successful, so we also plan to build on that success with a larger event in 2022. We are aiming to work with tens of thousands of children on the day (up from 1200).

We will continue to focus on growing our supporter base and social media presence to help us reach as many people as possible, while also deepening our relationship with existing supporters. We will also continue to work with companies, individuals and brands who can help to promote our work to wider audiences. This is in line with the charity's mission to inspire people globally to be kind to each other.

Structure, Governance and Management

52 Lives is a charitable incorporated organisation, registered on 29 March 2016 with the Charity Commission under charity number 1166238. It is governed by a foundation CIO constitution.

The 52 Lives movement was founded in 2013 by Jaime Thurston (now CEO). The trustees and the CEO comprise the key management personnel of the charity in charge of directing and controlling, running and operating 52 Lives on a day to day basis.

There were six trustees as of March 2021, who bring a wealth of skills and experience to fit the needs of the charity. Potential trustees are interviewed by existing trustees and a proposal made to the Board. If all agree, they are then appointed by a resolution passed at a properly convened meeting of the trustees. New trustees are taken through an induction and introduction to the charity that includes a briefing on their legal obligations, the Charity Commission guidance on public benefit, and the content of the constitution, decision-making processes, the strategic plan and recent financial performance of the charity.

To enable the executive team to operate effectively the trustees have put in place a schedule of delegated responsibilities which clearly set out where the chief executive officer is authorised to act without recourse to the trustees. Any item of expenditure, contractual term or commitment that is outside the scope of this schedule must be put before the board of trustees for their approval.

Trustees positions are reviewed regularly, and each are elected on straddled three-year engagements.

Trustees:

Jane Cockerell – Chair
Charles Welham - Treasurer
Laura Furness
Graham Spivey
Piers Thurston
Barry Trout

CEO: Jaime Thurston

Internal Controls and Risk Management

The trustees have responsibility for the oversight of risk management within 52 Lives and review risk on an annual basis. The trustees implement risk management procedures, so each review will incorporate an assessment of the impact and likelihood of individual risk, the actions that have been taken to mitigate or control risks, the effectiveness of our risk management controls and whether there are new risks for the charity that need to be considered.

Related parties and conflicts of interest

None of our trustees receive remuneration or other benefit from their work with the charity. Any potential or perceived connection between a trustee or the CEO and any party that could impact decision-making is disclosed to the full Board of Trustees and steps are taken to mitigate or eliminate any conflict. A conflicts of interest register is maintained and updated if necessary. Greig Trout (a sibling of trustee Barry Trout) is a Director of company Greig Trout Ltd. Greig Trout Ltd provided services to the charity running School of Kindness Workshops and our Kids' Kindness Club. Barry Trout was not involved in any discussions related to the decision to use the services of this company or the amounts paid. Greig Trout Ltd is contracted to provide these services and offers a reduced charitable rate to do so, which is less than the rate the charity pays other companies for similar services. The fees paid to Greig Trout Ltd during the year were £16,644.

Financial Review

The following paragraphs provide the highlights of the financial position for the charity for the period ending 31st March 2021.

In 2020-2021, 52 Lives continued to see considerable growth in its fifth full financial year. Income for the year stood at £350,453 which was very strongly up on last year. This was mostly driven by a significant increase in donations directly to our beneficiaries, slightly offset by a lower 'core' donation from our main corporate donor GalaBingo.com at £86,000 due to lower volumes on their platform (albeit they have made extra donations elsewhere). There were also specific School of Kindness donations almost tripling last year totalling almost thirty thousand. Finally, there was also a large increase in one off corporate and trust donations, from organisations like Bridgepoint.

Expenditure stood at £315,836 of which £231,556 went directly to our beneficiaries. In keeping with 52 Lives values and ethos, administrative expenses are kept to a minimum. During the year, the total cost for administration (with all administration type costs allocated fully) was £54,595 which is very slightly on up last year (£53,012) due to inflation, but still well behind the growth of turnover.

Around 64% of the administration cost was on salary costs with the remainder being IT, professional fees, fundraising fees, bank fees and advertising.

We have also calculated a split of charitable activities and other expenditure, with cost items split and allocated, which showed the charitable activities costs were 90% of total costs (significantly up from 82% last year, mostly due to the increase in beneficiary donations flowing through into costs). Net income stood at £34,546, increasing marginally on last year but by nowhere near as much as turnover, in line with the management and Trustees' decision to increase expenditure as a consequence of the increased donations, and not leave 52 Lives with excess reserves.

Cash generated in this financial year was higher than the previous year and far closer to the Net Income amount. The key determinant of cash flow is the movement in the outstanding debtor from the charity's key corporate sponsor, GalaBingo.com, which was in line with last year. This outstanding debtor was paid shortly after year end as expected. Total cash at year end remains healthy at £127,995.

No set of accounts can fully recognise the work of the charity as much of the work is to co-ordinate peer to peer help which can be financial, take the form of services delivered free of charge or even simple acts of kindness. A more comprehensive note regarding these intangibles can be found later in the accounts.

52 Lives continues to be reliant on the kindness of its supporters and the voluntary income they donate to help our work, as well as unrestricted funding from our corporate donor, without whom the charity would struggle to function.

We continue to be acutely aware of the current reliance on a single major corporate donor for unrestricted income and we continue to investigate options, we have had positive indications from Gala around the ability to renew this contract in June 2022.

Reserves

The trustees have agreed that an appropriate reserves policy is for the Charity to maintain six to nine months of expected expenditure at any time. This policy is subject to review annually by the trustees.

Net assets at year end were £181,748, with £54,764 restricted for our beneficiaries, across the General Lives pot and designated for specific Lives. This gives us £127,420 in unrestricted funds at year end. Of that, in the absence of another funder, £19,000 was designated for the School of Kindness 2021/22 and six months of running costs of £26,000 to a Business Continuity Fund in order to provide some element of resilience due to our reliance on one source of funding for core costs.

As such our free reserves at March '21 are £82,420. This is now slightly more than 12 months expected fixed expenditure, however, given the uncertainty the Covid pandemic has brought and the unknown impact it will have on our levels of donations and funding, the Trustees feel a more cautious approach is sensible. The Trustees will monitor the situation and consider ways to allocate part of this amount, especially if the Gala contract is renewed for another 2 years.

Statement of Trustee's responsibilities in respect of the Trustee's Annual Report and the Financial Statements

Under the trust deed and rules of the charity and charity law, the trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and regulations. Charity law requires the trustees to prepare financial statements for each financial year. The trustees have elected to prepare the financial statements in accordance with FRS 102 the Financial Reporting Standard applicable in the UK and Republic of Ireland.

The charity and charity's financial statements are required by law to give a true and fair view of the state of affairs of the charity and of the excess of the charity's excess of income over expenditure for that period. In preparing these financial statements, generally accepted accounting practice entails that the trustees:

- select suitable accounting policies and then apply them consistently
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards and the Statement of Recommended Practice have been followed, subject to any material departures disclosed and explained in the financial statements;
- state whether the financial statements comply with the trust deed and rules, 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 charity will continue in business.

The trustees are required to act in accordance with the trust deed and the rules of the charity within the framework of trust law. They are responsible for keeping proper accounting records, sufficient to disclose at any time, with reasonable accuracy, the financial position of the charity at that time, and to enable the trustees to ensure that, where any statements of accounts are prepared by them under section 132(1) of the Charities Act 2011, those statements of accounts comply with the requirements of regulations under that provision. They have general responsibility for taking such steps as are reasonably open to them to safeguard the assets of the charity and to prevent and detect fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the financial and other information included on the charity's website. Legislation in the UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our auditors

In so far as the trustees are aware at the time of approving our trustees' annual report:

- there is no relevant information, being information needed by the independent examiner in connection with preparing their report, of which the group's independent examiner is unaware, and
- the trustees, having made enquiries of fellow directors and the group's independent examiner that they ought to have individually taken, have each taken all steps that he/she is obliged to take as a director in order to make themselves aware of any relevant audit information and to establish that the independent examiner is aware of that information.

By order of the board of trustees



Signed: Jane Cockerell

Position: Chair

Date: 13th January 2022

Statement of Financial Activities

		Total 2021 £			Total 2020 £
Period ending 31st March 2021	Note	Unrestricted Funds	Restricted Funds	Total Funds	Total Funds
Income and endowments from:					
Donations and legacies	2	70,940	174,513	245,453	126,764
Charitable activities		-	-	-	
Other (incl. corp. sponsorships)	3	105,000	-	105,000	103,962
Investments		-	-	-	
Total		175,940	174,513	350,453	230,726
Expenditure on:					
Raising funds		17,498	-	17,498	12,094
Charitable activities	4	117,725	167,729	285,454	162,373
Other	5	12,955	-	12,955	26,099
Total		148,178	167,729	315,907	200,566
Net gains / losses on investments		-	-	-	-
Net income / (expenditure)		27,762	6,784	34,546	30,160
Transfers between funds		-	-	-	-
Other recognised gains / (losses):		-	-	-	-
Net movement in funds		-	-	-	-
Reconciliation of funds:					
Total funds brought forward		99,223	47,980	147,203	N/A
Total funds carried forward		126,985	54,764	181,749	N/A

Balance Sheet

Period ending 31st March 2021	Note	Total 2021 £	Total 2020 £
Current Assets			
Debtors	7	54,354	52,637
Cash at Bank and in hand		127,995	97,589
Total current assets		182,309	150,227
Current Liabilities			
Creditors falling due within one year	8	561	3,024
Net assets		181,748	147,203

The accompanying notes form an integral part of the financial statements

Consolidated Statement of Cash Flows

Cash flows from operating activities	32,829	27,736
Change in cash and cash equivalents in the reporting period	32,791	27,736

Notes to the Financial Statements

Period ending 31st March 2020

1. Accounting Policies

a. Basis of accounting

These financial statements have been prepared under the historical cost convention, as modified by the revaluation of investments to market value and are 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) ('the SORP'), the Charities Act 2011 and applicable United Kingdom accounting standards.

The trustees have confidence that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus, the charity continues to adopt the going concern basis in preparing the financial statements as a public benefit entity. The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following the Charities SORP (FRS 102) issued on 16 July 2014 rather than the preceding Charities SORP (SORP 2005) which was effective from 1 April 2005 and has since been withdrawn. The accounting policies adopted by the charity are described below:

b. Income

Income is included in the statement of financial activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

- i. Donations from supporters represent the amounts receivable by the charity from donors during the period. Gift aid on donations is accounted for on an accrual's basis.
- ii. Donated assets and other gifts in kind are included in either donations or other trading activities according to SORP guidelines. They are included at the value of the gift received unless it is not practicable to estimate the value of the donated assets until they have been sold on. Where a value is estimated this is the reasonable estimate of the gross value to the charity.

Donated facilities and services that are consumed immediately are recognised as income, with an equivalent amount recognised as an expense under the appropriate heading in the statement of financial activities. The contribution of general volunteers is not included as income as it is impractical to measure it reliably.

c. Expenditure

Expenditure is included on an accruals basis and incorporates provisions for known liabilities where a legal or constructive obligation existed at the balance sheet date that would commit the charity to that expenditure. The purchase of goods and services has been treated as expenditure once the supplier has delivered the goods or performed the service.

Expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All trustees give of their time freely and no trustee received remuneration in the year. No member of staff receives pay over £60,000 p.a. Remuneration for key management personnel for the year was £20,821.

d. Value added tax

Irrecoverable VAT is included in the cost of the items reported in the financial statements.

e. Taxation

The 52 Lives is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable trust for UK income tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Part 10 Income Tax Act 2007 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.

f. Debtors

Debtors are measured at the best estimate of the amount expected to be recovered at the reporting date.

g. Creditors

Creditors are measured at the best estimate of the amount that would be required to settle the obligation at the reporting date.

h. Fund accounting

General funds are expendable at the discretion of the trustees in furtherance of the charity's objects. If part of an unrestricted fund is earmarked for a particular project it may be designated as a separate fund, but the designation has an administrative purpose only, and does not legally restrict the trustees' discretion to apply the fund. Income generated from assets held in unrestricted funds has been treated as unrestricted.

2. Donations and legacy income

Unrestricted income is made up of donations received from companies and a small number of individuals. It includes a large additional donation from Gala Bingo which was used to help people affected by Covid.

Restricted income includes donations towards beneficiaries and our School of Kindness. Of the £174,513 received in restricted funds, approximately £163,878 was restricted for our beneficiaries and the remainder was restricted for our School of Kindness project.

52 Lives receives financial donations for a specific person or 'life' each week, which are then earmarked solely for the purpose of helping that person/group of people. We also receive general donations that are ringfenced solely for the purpose of helping people in need and are not used for administrative purposes.

Generally, 52 Lives operates on a peer-to-peer model and sometimes this means donors support our beneficiaries directly through the provision of goods or services. In these instances, the charity does not handle monies and as such these are not directly reflected in these accounts. It is our estimate that for the period covered by these accounts, the quantum of direct support not covered in these accounts was c.£46,855 (up from £30,600 in the previous year).

3. Other (spon)

These funds are made up of sponsorship income received for 52 Lives from GalaBingo.com, as well as sponsorship income for our School of Kindness project, from NBB Recycled Furniture.

The sponsorship amount received from GalaBingo.com is made up of a guaranteed amount which may be exceeded based on the income generated from certain designated games. These monies are used to fund the administrative expenses of the charity as well as funding specific beneficiaries. The trustees continue to look for a way to diversify their corporate donations base.

4. Expenditure on Charitable Activities

Expenditure on Charitable Activities incorporates both the direct giving to beneficiaries which has been donated by supporters as well as Kindness Fund grants, School of Kindness costs, and some administrative costs incurred in undertaking activities that further the charitable aims for the benefit of its beneficiaries, including those support costs apportioned to charitable activities. All expenditure is classified under this single heading but separate accounting for the School of Kindness project is undertaken to ensure that the monies donated by that project's funders are accurately accounted for.

5. Other expenditure

Other expenditure includes other administrative and governance costs, including salaries, website and IT, postage, accounting, bank charges and professional fees.

6. Debtors

All monies recorded in debtors are verified and expected to be received within the three months following the financial year end. There were two debtors, which were the periodic invoices to GalaBingo.com.

7. Creditors

Creditors for the period were exceptionally small and covered transactional activity that extended over the period end. The largest creditor was a small Barclays Credit Card bill. The charity does not utilise credit facilities other than a single Credit Card, which is paid off in full monthly and is used solely for cash management purposes.

8. Independent Examiner Remuneration

The Independent Examiner received no remuneration for their services in examining these accounts.

9. Staffing

The average head count during the year was 1.2 FTE.

10. Remuneration policy for key management personnel

The board of Trustees reviews and agrees the annual remuneration of the CEO which is benchmarked against similar organisations

11. Pensions

Employees of the charity are entitled to join the NEST pension scheme. The charity's pension liability is limited to the contributions accounted for in this financial year. Pension costs are allocated in line with associated costs of the relevant employee.

Declaration

The trustees declare that they have approved the Trustees Report above.

Signed on behalf of the charity's trustees



Signed: Jane Cockerell

Position: Chair

Date: 13th January 2022

Independent examiner's report on the accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
52 Lives

On accounts for the year
ended

31st March 2021

Charity no
(if any)

1166238

Set out on pages

13 to 17

Respective
responsibilities of
trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 ("the Charities Act") and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- to follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- to state whether particular matters have come to my attention

Basis of independent
examiner's statement

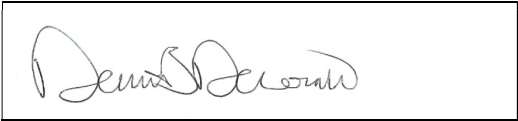
My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. 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.

**Independent
examiner's statement**

In connection with my examination, no material matters have come to my attention (other than that disclosed below *) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or the accounts did 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 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.

Signed:		Date:	27/01/2022
Name:	Dan Devonald		
Relevant professional qualification(s) or body (if any):	FMAAT  Einstein Tax Ltd Reg No 08530950 Dan Devonald is licensed and regulated by AAT under licence number 100933  AAT Licensed Accountant		
Address:	59 Dukes Wood Avenue Gerrards Cross SL9 7JY		

Section B	Disclosure
Give here brief details of any items that the examiner wishes to disclose.	N/A