



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.

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www.52-lives.org

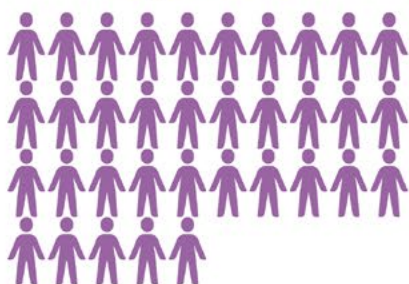
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A YEAR in NUMBERS

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!"

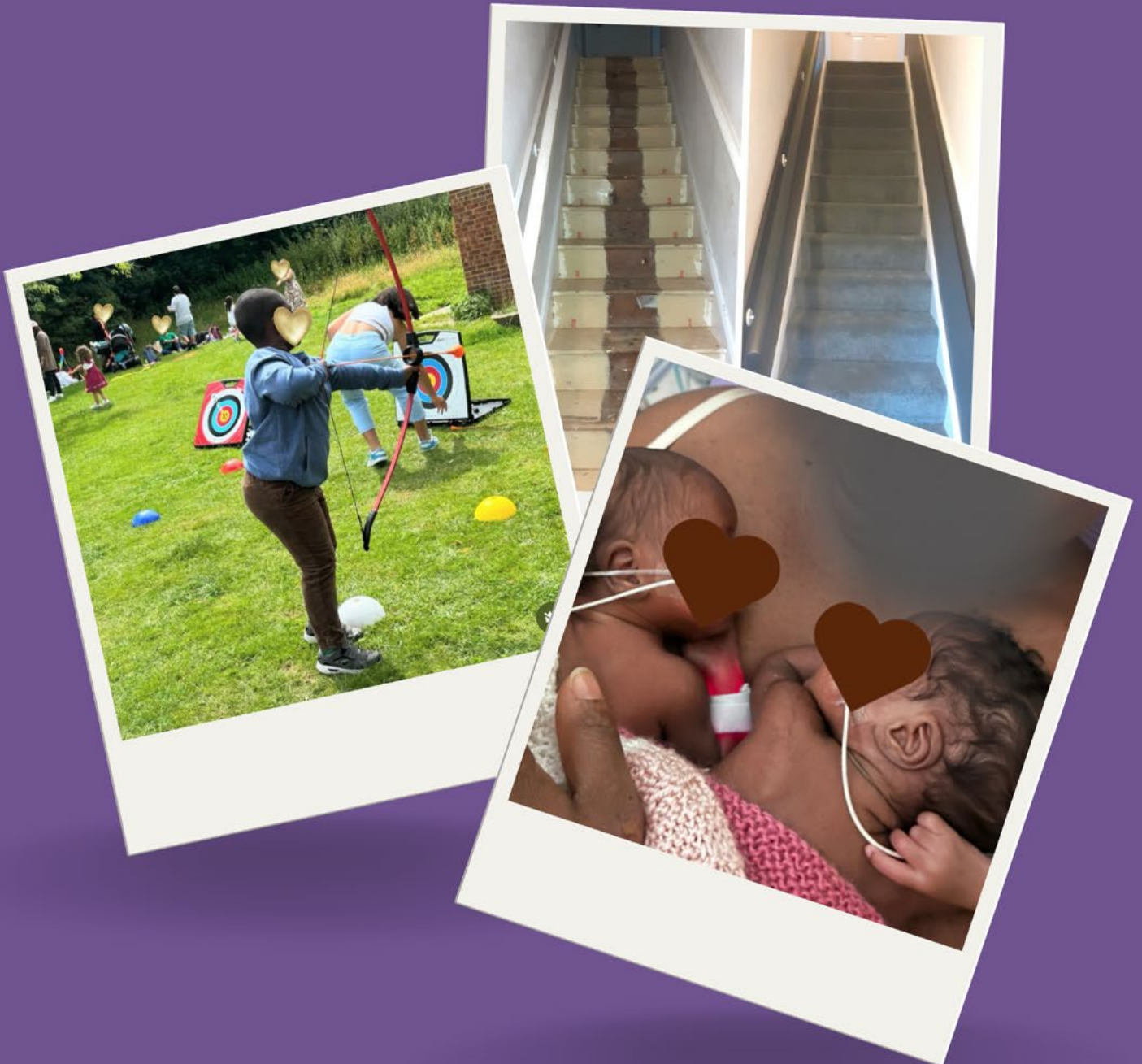
**A Ukrainian refugee
helped by 52 Lives**

"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

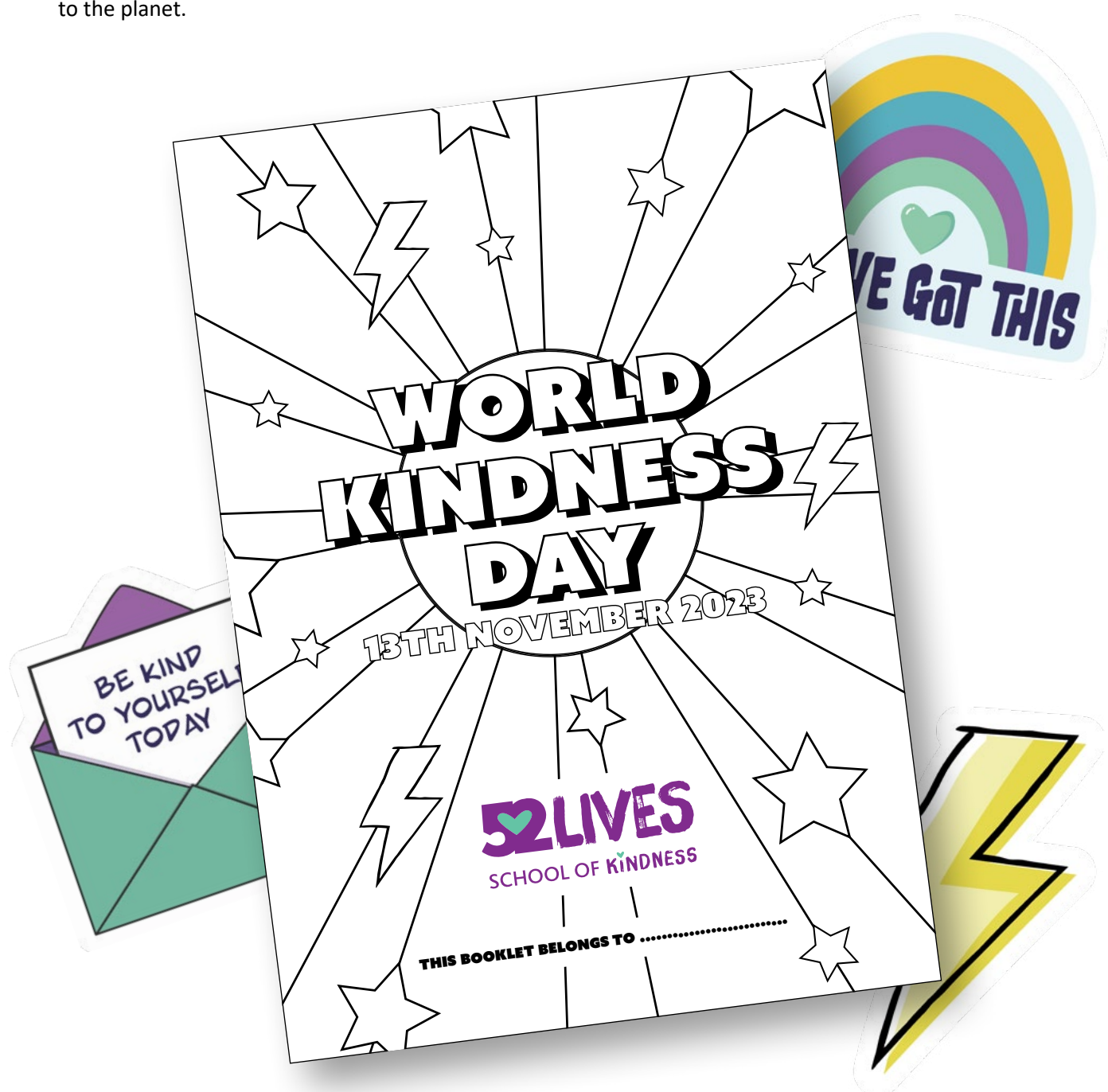
"These excellent workshops are ideal for schools looking to put kindness at the heart of their ethos. This is such an important aspect of education, and 52 Lives are experts at teaching it."

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

Charity registration number 1166238

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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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

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
	Notes						
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		113,144	257,683	370,827	106,821	238,586	345,407
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		54,567	274,216	328,783	47,635	288,053	335,688
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		126,294	56,140	182,434	94,414	45,976	140,390

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

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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

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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.

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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

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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

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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	<u>4,366</u>	<u>3,906</u>
Analysed between:		
Charitable activities	<u>4,366</u>	<u>3,906</u>
Governance costs comprise:		
	<u>-</u>	<u>-</u>

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

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	<u>109</u>
Depreciation and impairment	
At 1 April 2023	36
Depreciation charged in the year	36
At 31 March 2024	<u>72</u>
Carrying amount	
At 31 March 2024	<u>37</u>
At 31 March 2023	<u>73</u>

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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

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