

AIM ACHIEVE INSPIRE MOTIVATE

England & Wales · Charity number 1167767

Details

Other names AIM

Status Registered

Legal form CIO

Registered 2016-06-21

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

Contact

Address 47 Broadwater Down
Tunbridge Wells
TN2 5NY

Phone 07932740171

Email hello@aimkent.org.uk

Website <http://aimkent.org.uk>

Activities

Objects: THE ADVANCEMENT OF EDUCATION PARTICULARLY BUT NOT EXCLUSIVELY BY PROVIDING FREE OUT OF SCHOOL TUITION TO PRIMARY SCHOOL PUPILS FROM LOW INCOME FAMILIES.

Activities: AIM provides free out of school tuition to children from low income families

Classification

- **How:** Provides Services
- **What:** Education/training
- **Who:** Children/young People

Geography

- Kent

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£23,659	£20,951	-	-
2023-12-31	£24,031	£19,478	-	-
2022-12-31	£17,881	£12,836	-	-
2021-12-31	£9,915	£7,617	-	-
2020-12-31	£14,459	£7,579	-	-

Trustees

Name	Role	Appointed
ZOE BISSETT-CATANIA	Chair	2016-06-21
KATHERINE SUSANNE MURPHY		2016-06-21
KIMBERLEY ANN SHEPPARD		2016-06-21
Penelope Norwood		2017-06-06

AIM ACHIEVE INSPIRE MOTIVATE

England & Wales - Charity number 1167767

Accounts



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	01	2024		31	12	2024

Section A Reference and administration details

Charity name	AIM Achieve Inspire Motivate
Other names charity is known by	AIM
Registered charity number (if any)	1167767
Charity's principal address	47 Broadwater Down
	Tunbridge Wells
	Postcode TN2 5NY

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Zoe Bissett-Catania	Chair and Trustee		
2	Penelope Norwood	Treasurer and Trustee		
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Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Bank	Metro Bank	1 Southampton Row, London, WC1B 5HA

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Trustees are all volunteers and are approved by a majority of trustees prior to appointment.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The advancement of education particularly but not exclusively providing free out of school tuition to primary school pupils from low-income families.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

AIM runs weekly termtime out of school tutoring classes for children from low- income families. These classes are primarily focused on helping the children prepare for the 11+ Kent Test, which is the selection test for Grammar School places in Kent.

During the school holidays, the length of the classes is increased.

Children are selected for AIM based on income and academic suitability. Places are only awarded to children from low-income families.

AIM classes seek to:

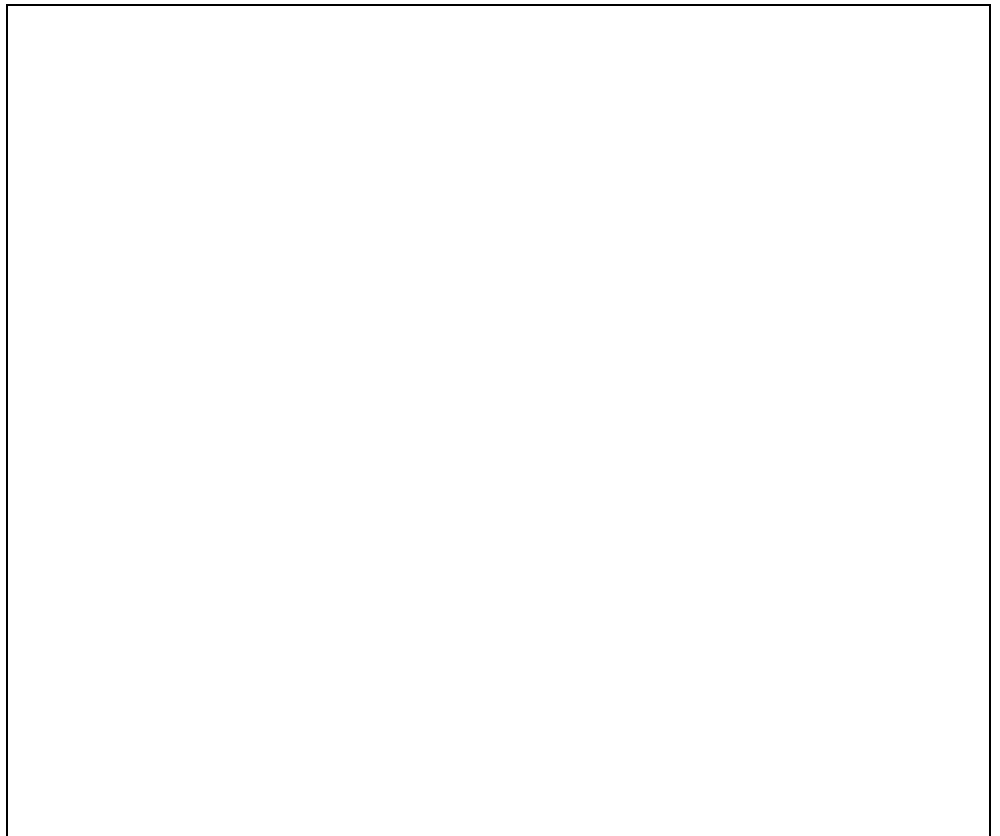
- Familiarise the children with the process and requirements of the Kent Test
- Raise the children's educational aspirations and build their confidence
- Consolidate and build on the learning environment alongside others who are similarly able.

AIM also runs two motivational activities each academic year. This year the children have enjoyed two trips to an outdoor activity centre. This is deemed valuable in encouraging the children to thrive outside the classroom. AIM believes this to be particularly beneficial to groups of children whose development has been impacted by lockdown.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

AIM ran weekly Kent Test preparation classes between January and September 2024 for the children sitting the test in September. Additionally, longer sessions were held during the Easter, summer, and half term holidays.

In 2024 AIM supplied additional online learning support to its students via a new partnership with Atom Learning. Atom Learning is an award-winning online learning and exam preparation platform. Atom supplied AIM with exam papers for the three mock exams which were held in 2024.

AIM also provided two motivational activities as outlined above.

AIM classes were attended by 35 children in the first 9 months of 2024. These children sat the Kent Test in September 2024.

Section E

Financial review

Brief statement of the charity's policy on reserves

The charity aims to secure sufficient funding each year through applying for grants and private donations to run the programme for the following year.

The AIM financial year runs from January to December and this year supported four cohorts of beneficiaries. An adequate level of reserves has been maintained to support at least three cohorts of children for the subsequent academic year. A new group of children is recruited in the autumn when sufficient funds are in place to run a full programme for them for the following year.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Each year we hold two mock Kent tests as preparation for the final exam. AIM offers this to local children who are not on our programme and charges a modest fee. Over the last two years we have managed to increase the number of children benefiting from our programme, largely due to the success and scale of the mock exams we have held over the last three years. We ran these events successfully again in 2024 so we are in a position to recruit at least three groups of children for the 2025 cohort.

The charity's major expense is the cost of tutoring, which supports the children through the 11+ process and prepares them for the Kent test. Its other significant expenses are the funding of an administrator (who looks after the day to day running of the charity and is responsible for the charity's fundraising activities) and the funding of motivational activities for the children as outlined above.

Section F



Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Zoe Bissett-Catania	Penelope Ann Norwood
Position (eg Secretary, Chair, etc)	Chair of Trustees	Treasurer & Trustee
Date	22 September 2025	

AIM ACCOUNTS 01/01/24- 31/12/24

Charity number: 1167767

	2024	2024	2023	2023
	£	£	£	£
<u>FUNDS BROUGHT FORWARD @ 1/1/24</u>				
Reserves Account	8,082.63		8,009.70	
Bfwd metro account	10,231.94		9,418.79	
Virgin Money Term Deposit	12,000.00			
Deferred Income	-8,333.00			
TOTAL FUNDS BROUGHT FORWARD		21,981.57		17,428.49
<u>RECEIPTS</u>				
Private Donations Received	3,370.00		23,588.47	
Income from mocks	11,372.63		8,702.32	
Interest Received	583.53		72.93	
Deferred Income	8,333.00		-8,333.00	
		23,659.16		24,030.72
<u>PAYMENTS</u>				
Tutoring cost	13,750.00		11,660.00	
Bond online	0.00		492.70	
Mock expenses	1,311.42			
Printing & photocopying & sundry	20.00		549.29	
Internet web provider expenses	240.00		240.00	
Staff costs	3,547.50		4,253.60	
Student assessment	0.00		0.00	
Training / DBS / Insurance / Staff F&B	673.76		857.49	
Motivational activities / Gifts	1,408.71		1,424.56	
		20,951.39		19,477.64
NET MOVEMENT IN FUNDS IN A/C PERIOD		2,707.77		4,553.08
TOTAL FUNDS CARRIED FORWARD		24,689.34		21,981.57
Reserves account	14,066.16		8,082.63	
Cfwd Metro bank	623.18		10,231.94	
Virgin Money Term Deposit	10,000.00		0.00	
Community 1 year fix	0.00		12,000.00	
Deferred Income			-8,333.00	
TOTAL FUNDS @ 31/12/24		24,689.34		21,981.57

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From			To		

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Postcode	TN2 5NY

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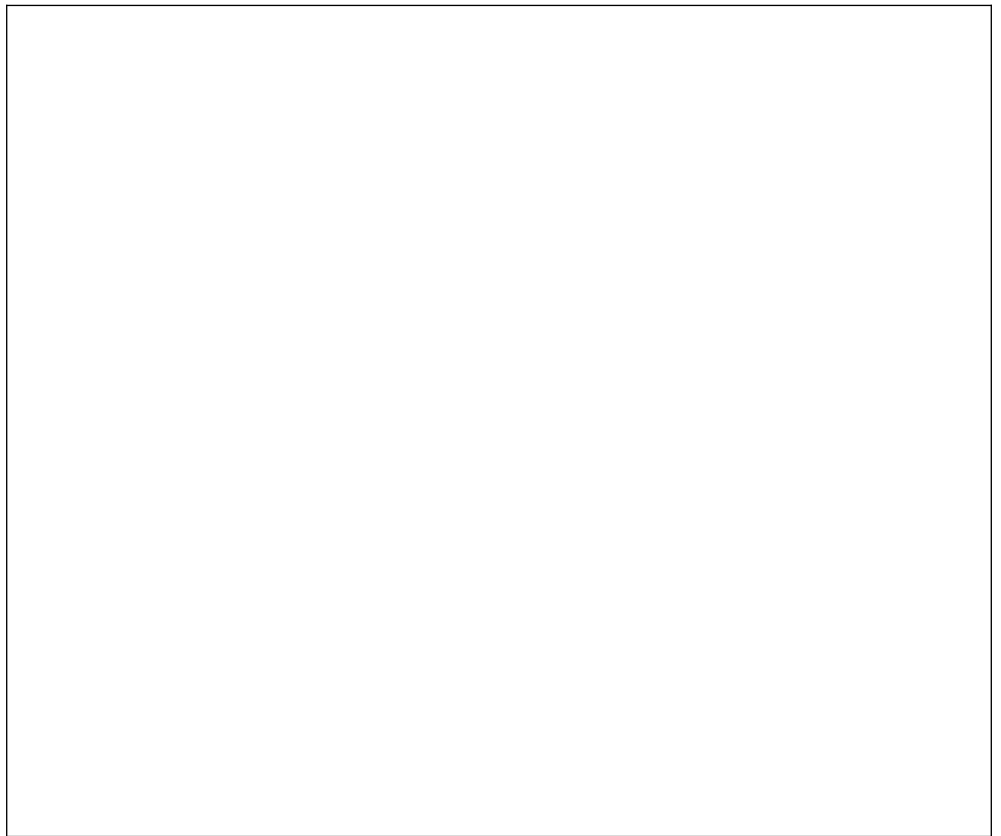
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- Raise the children's educational aspirations and build their confidence
- Consolidate and build on the learning environment alongside others who are similarly able.

AIM also runs two motivational activities each academic year. This year the children have enjoyed two trips to an outdoor activity centre. This is deemed valuable in encouraging the children to thrive outside the classroom. AIM believes this to be particularly beneficial to groups of children whose development has been impacted by lockdown.

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Section D

Achievements and performance

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Summary of the main achievements of the charity during the year

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AIM supplied additional online learning support, giving the children access to Bond Online Tuition.

AIM also provided some motivational activities as outlined above.

AIM classes were attended by 30 children in the first 9 months of 2023. These children sat the Kent Test in September 2023. The new 23/24 classes were attended by 35 children in the last two months of the year.

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Financial review

Brief statement of the charity's policy on reserves

The charity aims to secure sufficient funding each year through applying for grants and private donations to run the programme for the following year.

The AIM financial year runs from January to December and this year covered three cohorts of beneficiaries. An adequate level of reserves is maintained to support three cohorts of children for the subsequent academic year. A new group of children is recruited in the autumn when sufficient funds are in place to run a full programme for them for the following year.

Details of any funds materially in deficit

Further financial review details (Optional information)

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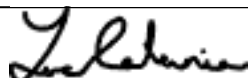
Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)	Zoe Bissett-Catania	Penelope Ann Norwood
Position (eg Secretary, Chair, etc)	Chair of Trustees	Treasurer & Trustee
Date	17 September 2024	

AIM ACCOUNTS 01/01/23- 31/12/23

Charity number: 1167767

	2023	2023	2022	2022
	£	£	£	£
<u>FUNDS BROUGHT FORWARD @ 1/1/23</u>				
Reserves Account	8,009.70		0.00	
Bfwd metro account	9,418.79		12,384.06	
TOTAL FUNDS BROUGHT FORWARD		17,428.49		12,384.06
<u>RECEIPTS</u>				
Private Donations Received	15,255.47		11,500.00	
Income from mocks	8,702.32		6,371.00	
Interest Received	72.93		9.70	
		24,030.72		17,880.70
<u>PAYMENTS</u>				
Tutoring cost	11,660.00		8,010.00	
Bond online	492.70		806.65	
Food & Drink			282.60	
Printing & photocopying & sundry	549.29		336.48	
Internet web provider expenses	240.00		182.65	
Staff costs	4,253.60		1,040.00	
Student assessment	0.00		500.00	
Training / DBS / Insurance / Staff F&B	857.49		223.64	
Motivational activities / rewards for children	1,424.56		1,454.25	
		19,477.64		12,836.27
NET MOVEMENT IN FUNDS IN A/C PERIOD		4,553.08		5,044.43
TOTAL FUNDS CARRIED FORWARD		21,981.57		17,428.49
Reserves account	8,082.63		8,009.70	
Cfwd Metro bank	10,231.94		9,418.79	
Commuity 1 year fix	12,000.00		0.00	
Deferred Income	(8,333.00)		0.00	
TOTAL FUNDS @ 31/12/23		21,981.57		17,428.49

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AIM also runs two motivational activities each academic year. This year the children have enjoyed two trips to an outdoor activity centre. This is deemed valuable in encouraging the children to thrive outside the classroom. AIM believes this to be particularly beneficial to groups of children whose development has been impacted by lockdown.

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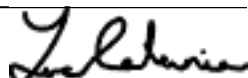
Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)	Zoe Bissett-Catania	Penelope Ann Norwood
Position (eg Secretary, Chair, etc)	Chair of Trustees	Treasurer & Trustee
Date	10 th October 2023	

AIM ACCOUNTS 01/01/22- 31/12/22

Charity number: 1167767

	2022	2022	2021	2021
	£	£	£	£
<u>FUNDS BROUGHT FORWARD @ 1/1/22</u>				
Cash	0.00		0.00	
Bfwd bank	<u>12,384.06</u>		<u>10,085.86</u>	
TOTAL FUNDS BROUGHT FORWARD		12,384.06		10,085.86
<u>RECEIPTS</u>				
Private Donations Received	11,500.00		5,000.00	
Income from mocks	6,371.00		4,915.28	
Interest Received	<u>9.70</u>		<u>0.00</u>	
		17,880.70		9,915.28
<u>PAYMENTS</u>				
Tutoring cost	8,010.00		5,895.00	
Bond online	806.65		165.10	
Food & Drink	282.60		83.60	
Printing & photocopying & sundry	336.48		239.87	
Internet web provider expenses	182.65		201.09	
Staff costs	1,040.00		0.00	
Student assessment	500.00		0.00	
Training / DBS / Insurance	223.64		245.03	
Motivational activities for children	<u>1,454.25</u>		<u>787.39</u>	
		12,836.27		7,617.08
NET MOVEMENT IN FUNDS IN A/C PERIOD		<u>5,044.43</u>		<u>2,298.20</u>
TOTAL FUNDS CARRIED FORWARD		17,428.49		12,384.06
Reserves account	8,009.70		0.00	
Cfwd Metro bank	<u>9,418.79</u>		<u>12,384.06</u>	
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Children are selected for AIM based on income and academic suitability. Places are only awarded to children from low-income families.

AIM classes seek to:

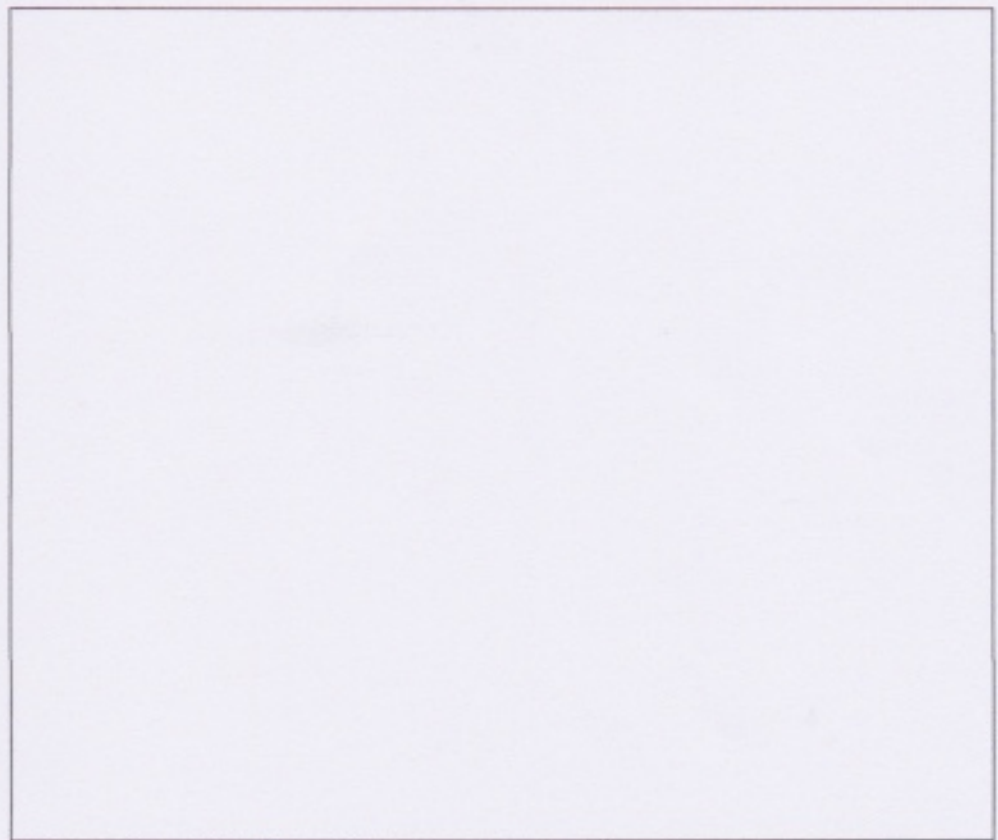
- Familiarise the children with the process and requirements of the Kent Test
- Raise the children's educational aspirations and build their confidence
- Consolidate and build on the learning environment alongside others who are similarly able.

AIM also runs two motivational activities each academic year. This year the children have enjoyed two trips to an outdoor activity centre. This is deemed valuable in encouraging the children to thrive outside the classroom, particularly given the constraints experienced under lockdown restrictions.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

AIM ran weekly Kent Test preparation classes between January and September 2021. Longer sessions were run during the Easter, summer, and half term holidays.

AIM supplied additional online learning support, giving the children access to Bond Online Tuition.

AIM also provided some motivational activities as outlined above

AIM classes were attended by 20 children in 2021. These children sat the Kent Test in September 2021.

Section E Financial review

Brief statement of the charity's policy on reserves

The charity aims to secure sufficient funding each year through applying for grants to run the programme the following year.

The AIM financial year runs from January to December and this year covered two cohorts of beneficiaries. There is no need to retain reserves in order to complete the work with a cohort over more than one financial year. A new group of children is recruited in the autumn when sufficient funds are in place to run a full programme for them.

Details of any funds materially in deficit

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Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Each year we hold two mock Kent tests as preparation for the final exam. AIM offers this to local children who are not on our programme and charges a modest fee. In 2021 we were able to double the number of children benefiting from our programme largely due to the success and scale of the mock exams we held in 2020. We ran this event successfully again in 2021, so will be able to further increase the number of children on our programme next year.

Section F Other optional information

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Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

P. Nimwood

Zoe Bussett-Catania

Full name(s)

PENELOPE ANN NIMWOOD. ZOE BUSSETT-CATANIA

Position (eg Secretary, Chair,
etc)

TREASURER

CHAIR

Date

26/9/22

AIM ACCOUNTS 01/01/21 - 31/12/21

Charity number: 1167767

	2021 £	2021 £	2020 £	2020 £
<u>FUNDS BROUGHT FORWARD @ 1/1/21</u>				
Bfwd bank	10,086		3,206	
TOTAL FUNDS BROUGHT FORWARD		10,086		3,206
<u>RECEIPTS</u>				
Private Donations Received	5,000		9,050	
Cash from students			13	
Income from mocks	4,915		5,396	
		9,915		14,459
<u>PAYMENTS</u>				
Tutoring cost	5,895		3,989	
Cost of mock			1,600	
Food & Drink	84		201	
Printing & photocopying & sundry	240		214	
Internet web provider expenses	201		180	
Bond online	165		416	
Covid cleaning			280	
Training / DBS / Insurance	245		180	
Motivational activities for children	787		520	
		7,617		7,579
NET MOVEMENT IN FUNDS IN A/C PERIOD		2,298		6,880
TOTAL FUNDS CARRIED FORWARD		12,384		10,086
Cfwd Cash balance			-	
Cfwd Metro bank		12,384	10,086	
TOTAL FUNDS @ 31/12/21		12,384		10,086

AIM ACHIEVE INSPIRE MOTIVATE

England & Wales - Charity number 1167767

Accounts



Trustees' Annual Report for the period

		Period start date			Period end date		
		01	01	2020	31	12	2020
From					To		

Section A Reference and administration details

Charity name AIM Achieve Inspire Motivate

Other names charity is known by AIM

Registered charity number (if any) 1167767

Charity's principal address 47 Broadwater Down
 Tunbridge Wells
 Postcode TN2 5NY

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Zoe Bissett-Catania	Chair and Trustee		
2	Penelope Norwood	Treasurer and Trustee		
3	Katherine Murphy	Trustee		
4	Kimberley Sheppard	Trustee		
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year
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Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Bank	Metro Bank	1 Southampton Row, London, WC1B 5HA

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity’s trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation
Trustee selection methods (eg. appointed by, elected by)	Trustees are all volunteers and are approved by a majority of trustees prior to appointment.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity’s organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees’ consideration of major risks and the system and procedures to manage them.

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Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

The advancement of education particularly but not exclusively providing free out of school tuition to primary school pupils from low-income families.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

AIM runs weekly out of school tutoring classes for children from low-income families. These classes are primarily focused on helping the children prepare for the 11+ Kent Test, which is the selection test for Grammar School places in Kent.

During the school holidays, the length of the classes is increased.

Children are selected for AIM based on income and academic suitability. Places are only awarded to children from low-income families.

AIM classes seek to:

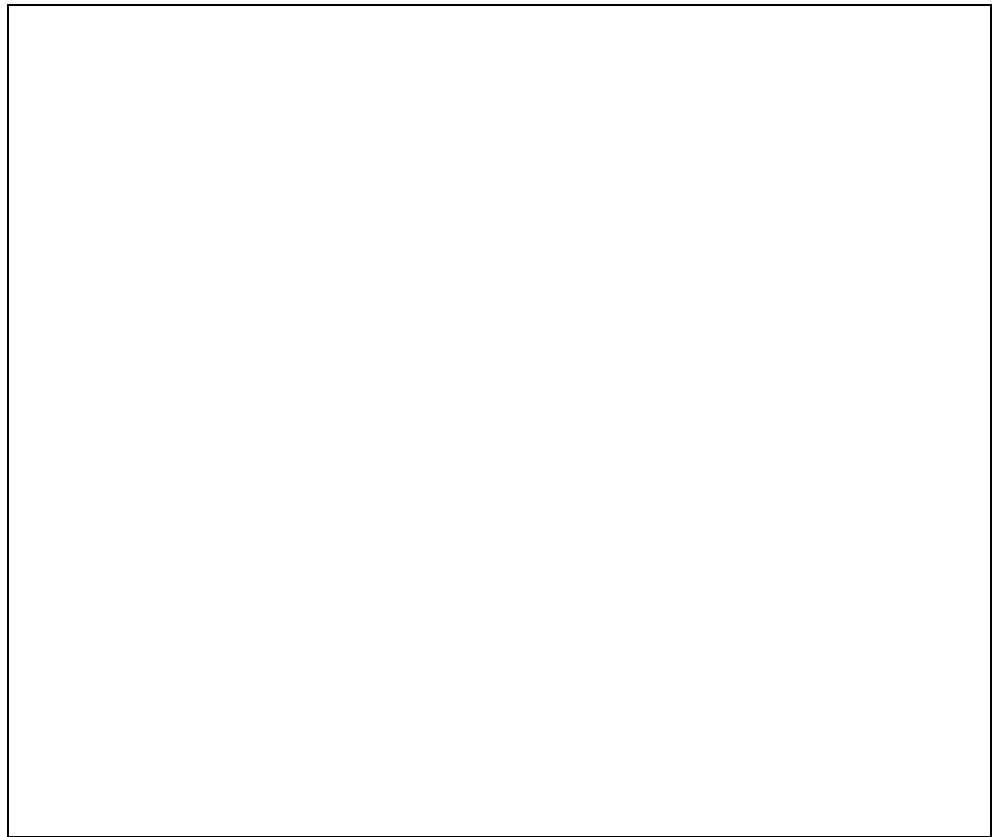
- Familiarise the children with the process and requirements of the Kent Test
- Raise the children's educational aspirations and build their confidence
- Consolidate and build on the learning environment alongside others who are similarly able.

AIM also runs two motivational activities each academic year. These have included trips to an outdoor activity centre, cinema trips, dance workshops and pizza making.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.



Section D

Achievements and performance

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

AIM ran weekly Kent Test preparation classes between January and October 2020. Longer sessions were run during the Easter, summer, and half term holidays.

AIM supplied additional online learning support, giving the children access to Bond Online Tuition.

AIM also provided some motivational activities including a mindfulness workshop and a pizza-making session during lockdown.

AIM classes were attended by 10 children in 2020. These children sat the Kent Test in October 2020, which was delayed due to the Covid pandemic.

Section E

Financial review

Brief statement of the charity's policy on reserves

The charity aims to secure sufficient funding each year through applying for grants to run the programme the following year.

The AIM financial year runs from January to December, covering a single cohort of beneficiaries. There is therefore no need to retain reserves in order to complete the work with a cohort over more than one financial year. A new cohort is recruited in the autumn when sufficient funds are in place to run a full programme for them.

Details of any funds materially in deficit

Further financial review details (Optional information)

You may choose to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Each year we hold two mock Kent tests as preparation for the final exam. AIM offers this to local children who are not in our programme and charges a modest fee. In 2020 we expanded the number of children who sat this test, so our income was materially higher than in previous years. These extra funds have enabled us to offer double the number of places on our 2021 programme to qualifying children.

Section F

Other optional information

Section G

Declaration

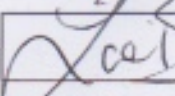
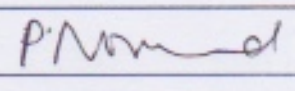
The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

Full name(s)

Position (eg Secretary, Chair, etc)

	
ZOE BISSETT-CATANIA	PENELOPE NORWOOD
CHAIR	TREASURER

Date 19/10/2021

AIM ACCOUNTS 01/01/20 - 31/12/20

Charity number: 1167767

	2020	2020	2019	2019
	£	£	£	£
<u>FUNDS BROUGHT FORWARD @ 1/1/20</u>				
Cash	0.00		12.10	
Bfwd bank	3205.61		2416.63	
TOTAL FUNDS BROUGHT FORWARD		3205.61		2428.73
<u>RECEIPTS</u>				
Private Donations Received	9050.00		3762.07	
Cash from students	13.00		469.36	
Income from mocks	5396.27		750.00	
		14459.27		4981.43
<u>PAYMENTS</u>				
Tutoring cost	3,988.88		2790.00	
Cost of mock	1,600.00		0.00	
Food & Drink	200.63		262.32	
Printing & photocopying & sundry	213.57		82.98	
Internet web provider expenses	179.52		155.87	
Bond online	416.00		185.90	
Covid cleaning	279.98		0.00	
Training / DBS / Insurance	180.44		206.48	
Motivational activities for children	520.00		521.00	
		7,579.02		4204.55
NET MOVEMENT IN FUNDS IN A/C PERIOD		6880.25		776.88
TOTAL FUNDS CARRIED FORWARD		10085.86		3205.61
Cfwd Cash balance	0.00		0.00	
Cfwd Metro bank	10,085.86		3205.61	
TOTAL FUNDS @ 31/12/20		10085.86		3205.61

Prepared by: *PNW*

Date: 8/10/2021

Reviewed by: *P. Lane*

Date: 9/10/2021