

# AT A LOSS.ORG

England & Wales · Charity number 1169269

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2016-09-19

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

## Contact

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**Address** AtaLoss.org  
PO. Box 824  
Chichester  
PO19 9WW

**Phone** 0333 112 6828

**Email** [office@ataloss.org](mailto:office@ataloss.org)

**Website** [www.ataloss.org](http://www.ataloss.org)

## Activities

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**Objects:** THE OBJECTS OF THE CIO ARE, WHOLLY FOR THE PUBLIC BENEFIT AND:- 4.1 THE RELIEF OF SICKNESS AND PRESERVATION OF HEALTH BY, NOT LIMITED TO, RELIEVING THE MENTAL, EMOTIONAL AND PHYSICAL DISTRESS OF PERSONS SUFFERING FROM BEREAVEMENT, SIGNIFICANT LOSS OR FAMILY BREAKDOWN; AND 4.2 TO EDUCATE AND RAISE AWARENESS ON MATTERS OF BEREAVEMENT, SIGNIFICANT LOSS AND FAMILY BREAKDOWN.

**Activities:** Signposting bereaved people in the UK to relevant and up to date support services, information and resources via our national website. Training and resourcing professionals to support bereaved adults and young people, including churches, to provide community support. Collaborating with others to improve accessibility to bereavement support across the UK and understanding of the impact of loss

## Classification

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- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body, Other Charitable Activities
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

## Geography

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- Isle Of Man
- Northern Ireland
- Scotland
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£627,920	£475,441	£226,702	6
2023-12-31	£195,731	£176,457	-	-
2022-12-31	£121,400	£122,302	-	-
2021-12-31	£121,400	£122,300	-	-
2020-12-31	£131,758	£86,063	-	-

## Trustees

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Name	Role	Appointed
<b>James Patrick Normand</b>	Chair	2022-12-12
Ann Chalmers		2025-08-19
LUKE WILLIAM RICHMOND		2022-08-02
MRS CAROL JANE OUNDJIAN		2022-08-02
Raj Parker		2025-11-17

**AT A LOSS.ORG**

England & Wales - Charity number 1169269

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# Accounts

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At A Loss.Org

**Trustees' Report**  
**and Unaudited Financial Statements**  
for the year ended 31 December 2024

**Registered Charity Number 1169269**

# **AT A LOSS.ORG**

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## **INDEX**

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<b>Charity information</b>	<b>1</b>
<b>Chairman's statement</b>	<b>2</b>
<b>Trustees' report</b>	<b>3</b>
<b>Independent Examiner's report</b>	<b>8</b>
<b>Statement of financial activities</b>	<b>9</b>
<b>Balance sheet</b>	<b>10</b>
<b>Accounting policies</b>	<b>11</b>
<b>Notes to the financial statements</b>	<b>13</b>

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# AT A LOSS.ORG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## CHARITY INFORMATION

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### Trustees

Yvonne Lorraine Tulloch	CEO & Executive Chair (to 22 March 2024)
Luke William Richmond	Treasurer
Carol Jane Oundjian	
James Normand	Chair (from 22 March 2024)
Professor Keith Lawson Brown	(22 March 2024 to 13 November 2024)
Andrew Shaw	(to 19 March 2024)
Ann Chalmers	(from 19 August 2025)

### Key management personnel

Yvonne Lorraine Tulloch	CEO (from 22 March 2024)
Jane Lloyd Woodward	Executive Director (to 31 August 2024)
Roger Greene	Head of Public, Bereavement and Commercial Sector Engagement and Deputy CEO (from 1 May 2024)
Andrew Shaw	Director of Operations and Finance (from 13 May 2024)
Deborah Auty	Director of Communications and Development (from 13 January 2025)

### Principal office

PO. Box 824  
Chichester  
PO19 9WW

### Registered charity number

116929

### Independent Examiner

Geoffrey Frost  
Blue Spire Limited  
Cawley Priors  
South Pallant  
Chichester  
West Sussex  
PO19 1SY

## CHAIRMAN'S STATEMENT

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2024 was a transformative year for AtaLoss.

Early in 2024 AtaLoss received a completely unexpected and extraordinarily generous offer of financial support. This enabled the charity to broaden its activities far beyond its previous reach and to implement a strategy for serving bereaved people that previously had been simply an aspiration.

A full description of this strategy and the extent to which it has been and continues to be implemented is given in the Trustees' Report which follows this report. In summary, AtaLoss has established an enlarged team with which to deliver its broader programme, re-launched an enhanced website, grown the reach of *The Bereavement Journey*® and increased public awareness of the impact of bereavement on society. 2024 was also an election year and this created an opportunity for AtaLoss to promote the establishment of an All Party Parliamentary Group on Grief Support and the Impact of Death on Society

### Governance

One of the trustees' early actions was to adopt a more formal and appropriate form of governance for AtaLoss. At the Trustees' meeting in March 2024 a number of changes were made to the Trustee body. Yvonne Tulloch, the charity's founder, recognised that, in the light of the imminent fundamental change in the scale of AtaLoss' activities, it was no longer appropriate for her to combine the roles of Chair of the Trustees and Chief Executive Officer; and accordingly she resigned as a Trustee in order to devote herself to the latter position. At the invitation of the remaining trustees, I took on the role of Chair.

At the same meeting Andrew Shaw, who had been a trustee for a number of years, also resigned from the Board of Trustees in order to allow himself to apply (successfully) for the newly-created role of Director of Operations and Finance.

I am pleased to report that the Trustee Board has recently been greatly enhanced by the appointment of Ann Chalmers MBE, who, for more than 20 years was the CEO of Child Bereavement UK and thus brings huge and directly relevant experience to AtaLoss and its senior management team.

### Future

The Trustees are immensely grateful for the generosity of AtaLoss' principal benefactor. As the Trustees' Report explains, the key objective of the charity now is to build on the enhanced status that AtaLoss has been able to establish for itself as a result of this generosity and to seek to create sources of financial support for the continued delivery of services for those who have been bereaved.

In this task AtaLoss benefits from the boundless determination and energy of its chief executive. On behalf not only of the Trustees but also every bereaved person who has benefited from the services that AtaLoss provides, I should like to extend our appreciation of Yvonne Tulloch's unwavering dedication to the charity.

**James Normand**  
**Chair of the Trustees**  
**August 2025**

# AT A LOSS.ORG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## TRUSTEES' REPORT

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The trustees have pleasure in presenting their annual report for the purposes of the Charities Act 2011, together with the accounts for the period ended 31 December 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

### STRUCTURE GOVERNANCE AND MANAGEMENT

At A Loss.Org (known as AtaLoss) is a charitable incorporated organisation whose only voting members are its charity trustees.

Trustees are appointed for a period of one year by a resolution passed at a meeting of the charity trustees. Selection is based on skills, knowledge and experience needed for effective governance and administration of the CIO.

Trustees receive an induction pack based on Charity Commission guidelines and are offered opportunities to attend further training throughout the year.

The CIO has a board of reference consisting of a wide range of people with a variety of experience including marketing, finance, health and governance. Each trustee is required to register any interests annually. The ROI (Register of Interests) is held and updated by the Secretary.

All activities carried out by the CIO are risk assessed with particular focus on events where there may be vulnerable people.

Safeguarding policies are in place to cover any contact that trustees, employees, contractors and volunteers may have with individuals who are bereaved as we consider them to be 'vulnerable' adults. DBS checks are carried out at enhanced level where appropriate.

The trustees consider the major risks to which the charity is exposed when updating its strategic plans. These include internal and external risks that, if occurring, would be likely to affect finance and resources, staffing, the security and use of our data, reputation, and other aspects of the work of the charity. The trustees are satisfied that procedures and systems are in place to monitor and control these risks, to mitigate any impact that they may have on the charity in its future operations.

### OBJECTIVES AND ACTIVITIES

The charity's objects are:

"The relief of sickness and preservation of health by, but not limited to, relieving the mental, emotional and physical distress of persons suffering from bereavement, significant loss or family breakdown" and "to educate and raise awareness on matters of bereavement, significant loss, and family breakdown.

#### AtaLoss' Vision

AtaLoss was established as a charity in 2016, to ensure that no one in the UK should be without support when someone important has died. The charity's focus is on bereavement by death (including pregnancy loss) but in the case of children and young people we extend our work to parental separation.

#### AtaLoss' Aims

Our mission is to change the culture of bereavement, so that every bereaved person can have timely and holistic support, to navigate their grief and changed circumstances for healthy outcomes.

We do this by addressing the first three tiers of the adult bereavement care pyramid:

- **Raising awareness of the effect of bereavement**, through the media and advocacy - including the damaging effects of unsupported bereavement (such as mental and physical ill-health, job-loss, loneliness, low attainment, debt, relationship breakdown, substance abuse, homelessness and crime)

## TRUSTEES' REPORT

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- **Providing a central signposting and information service** AtaLoss.org for everyone bereaved - aiming for a 'Gold Standard' of comprehensive, up-to-date and widely directed to holistic support
- **Training and equipping community support** – especially churches to be 'Bereavement Friendly' and to be catalysts for Bereavement Friendly Communities, in particular to offer *The Bereavement Journey*® peer group support for their communities. This includes supporting bereaved adults directly nationally online, giving new leaders first hand experience.

This relieves pressure on public services and frees specialists for complex needs.

By enhancing awareness of grief and the issues of bereavement, improving access to help and fostering community resilience, AtaLoss is highlighting and addressing bereavement as a public health issue.

### Background

AtaLoss was founded by Yvonne Tulloch in 2016. Having been suddenly widowed, she became acutely aware of the many problems that bereaved people can face, how the impact of bereavement can be worsened due to lack of understanding and how it can be alleviated by finding timely, understanding support.

Up to and including 2024, the charity was achieving its objectives by:

- 1) Providing bereavement signposting and information through its bespoke website AtaLoss.org, directing via filters to appropriate local and national support.
- 2) Delivering bereavement support for adults by way of a national, on-line *The Bereavement Journey*® programme.
- 3) Training to support children and young people through loss through the charity's Listening People project.
- 4) Training and equipping churches through the charity's Loss and Hope project.
- 5) Responding to the increased need for bereavement support and information after decades of 'death denial', and the UK Commission on Bereavement's report following the Covid-19 pandemic.
- 6) Collaborating with organisations and individuals to achieve the charity's objectives.

In accordance with the Charity Commission's guidance on public benefit, the trustees confirm that they have had due regard to this guidance in shaping the charity's aims and in planning and reviewing its activities throughout the year. The following report summarises the principal activities carried out in 2024 in pursuit of AtaLoss' charitable objectives.

### 2024: A Landmark Year

2024 marked a period of exceptional growth, increased national recognition, and expanded service delivery for AtaLoss. At the start of the year, the charity received a transformative donation of £1.5 million, pledged over a number of years, including match funding building on previous 3 year funding from Benefact. Investment in staffing reflects the scaling of capacity, to meet increased need, as the subject of bereavement opens up in society, particularly through advocacy, partnerships, training and delivery of *The Bereavement Journey*®.

### Summary of Key Achievements in 2024

- *The Bereavement Journey*® extended to **390 locations across the UK**, alongside **3 national online courses per annum**.
- Over **5,200** people were directly supported through programme delivery in person or online.
- **AtaLoss.org** had reached on average over **8,300 active users per month**
- **AtaLoss.org** was listing over **2,000 bereavement support services and resources**
- **18 "Bereavement Friendly Church" webinars** trained **288 church leaders**
- **22 *The Bereavement Journey*® introductory webinars** reached **864 potential leaders**
- Nationwide training of **100 teachers and youth leaders**.
- Local-level promotion reached thousands through **118 *The Bereavement Journey*® banners**.
- The charity contributed to **23 speaking events, conferences and exhibitions**
- Parliamentary influence increased, with AtaLoss convening a **House of Commons Drop-In event** on the bereavement impact of the Assisted Dying Bill.
- Media appearances reached a combined audience of **53 million**.
- **Two Care UK Business Awards** were awarded.

## TRUSTEES' REPORT

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- **3 celebrity ambassadors** were secured
- **An impact report was commissioned** on the effectiveness of *The Bereavement Journey*® with signposting.
- Charity wide **re-branding**
- **Governance review** and improvement
- Recruitment of 8.6 staff (full time equivalent) to meet growing demand, increase organisational capacity and meet strategic priorities
- The establishment of a **small office base**
- **Infrastructure and systems upgrades**
- **CRM** implementation

### Infrastructure and Organisational Development

A two-phase Strategic Plan guided development efforts in 2024:

- **Phase 1** focused on increasing internal capacity through the appointment of a Change Management Consultant, governance improvements, and the recruitment of a new leadership team and staff. Enhancements included:
  - The appointment of a new Chair of Trustees
  - IT infrastructure upgrades
  - Implementation of a Salesforce-based CRM
  - Establishment of a small office base
  - Charity-wide rebranding
- **Phase 2** built on these foundations, embedding new staff, refining systems and processes, and strengthening governance structures. Key initiatives included:
  - Further CRM development including assessing and amending work process flows where appropriate
  - Reviewing and commissioning upgrades to the charity's signposting website
  - Development of a business development and income generation strategy
  - Launch of a new communications and marketing strategy
  - Early-stage discussions toward establishing an All-Party Parliamentary Group (APPG) on the impact of bereavement

These organisational investments laid a firm foundation for future scalability and sustainability.

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### Bereavement Support and Programme Delivery

AtaLoss' bereavement support delivery—saw rapid expansion in 2024.

- *The Bereavement Journey*® was being delivered in person in **390** locations across the UK, supporting at least **5,100 beneficiaries** with 864 potential leaders having been trained
- An additional **3 national online courses** were delivered in 2024, supporting a further **148 participants**. Since its launch in 2020 the online programme has supported **970 individuals** across **18 courses**

To further raise awareness, a **poster campaign** was launched, with **118 venues** across the UK displaying promotional banners for *The Bereavement Journey*®, significantly boosting local engagement.

A new partnership was secured with **The Parish Trust**, which will promote and deliver *The Bereavement Journey*® online throughout Wales, enhancing access in underserved regions and through partnership with the NHS.

In addition, **18 "Bereavement Friendly Church" webinars** were held in 2024, training **288 church leaders** to support bereaved individuals in their communities.

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### Training, Outreach and Partnerships

AtaLoss continues to expand its impact by equipping individuals and communities to support those bereaved:

- **Over 100 teachers and youth leaders** were trained in 2024 to support grieving children and young people.
- The charity took part in **23 speaking events**, conferences and exhibitions, including:
  - National Funerals Exhibition
  - Social Prescribers Conference

## TRUSTEES' REPORT

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- Provide NHS Community Services
- Christian Resources Exhibition
- National Deaneries Network

These events offered valuable engagement with professionals, faith leaders, and community groups via exhibition stands and keynote presentations on topics such as grief disguised as mental ill-health and faith and society.

By the end of 2024 the charity had **5 formal partnerships and collaborations**, enhancing impact, innovation, and sustainability.

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### Media and Advocacy

Public-facing communication remained a vital aspect of AtaLoss' strategy in 2024:

- **120 TV and radio interviews** were conducted, reaching an estimated **53 million across all channels**, up from **42 million** in 2023.
- **AtaLoss.org** promoted over **2,000 bereavement support services and resources** for accessing by the public.
- National visibility was enhanced through features on major broadcast platforms, listings on the UK Government's official help website, and action-line coverage in broadcast guides.
- **Three celebrity ambassadors** joined the charity, amplifying its message and reach.

The charity was involved with and was signposted to in the Covid Day of Reflection and National Grief Awareness Week.

The charity also advanced its advocacy agenda, making significant progress toward forming an **All-Party Parliamentary Group on Grief Support and the Impact of Death on Society**.

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### People and Representation

AtaLoss' growth and success are underpinned by a strong network of **16 ambassadors, associate practitioners, and subject matter experts**. These representatives play a vital role in extending the charity's reach across media, professional, and community settings.

In summary, the substantial donation strengthened the charity's position by enabling the charity to enhance infrastructure and expand capacity to meet the growing demand for bereavement support. For the first time, it also enabled the charity to set aside £162,000—equivalent to three months of projected annual costs—creating a financial safeguard for its core activities against the volatility of the funding climate and marking a significant step toward long-term sustainability. The trustees further noted that future contributions from the major donor include match funding to encourage broader philanthropic engagement.

The trustees are proud of the charity's significant achievements in 2024. Every activity undertaken during the year has demonstrably advanced AtaLoss' charitable aims, delivering public benefit through direct support, education, community engagement, advocacy, and systemic change.

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### Plans for 2025

Building on the momentum of 2024, AtaLoss determined to focus on five strategic objectives in 2025:

1. **Increase public awareness** of bereavement and related issues and advocate for change through the media, publication of an impact report, and establishment of the planned APPG
  2. **Improve signposting** towards the charity's 'Gold Standard' through the planned upgrade of AtaLoss.org, promotion of effective signposting and public sector and other partnerships
  3. **Enhance community capacity** to support bereaved individuals by resourcing churches taking bereavement support for their communities seriously, achieving Bereavement Friendly Church sign-ups, extending *The Bereavement Journey*® programme locations, planning for future new *The Bereavement Journey*® contexts (such as prisons, care homes and young people) and developing wider training for organisations.
  4. **Secure diversified income** to ensure long-term sustainability through fundraising initiatives and training fees, and by developing a wider supporter base, e-commerce, will-writing, and corporate donations.
  5. **Improve operational efficiency** across the organisation by refining objectives and embedding systems.
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**TRUSTEES' REPORT**

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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**APPOINTMENT OF AN INDEPENDENT EXAMINER**

During the year under review the charity remained below the audit threshold and the trustees appointed Geoffrey Frost of Blue Spire Limited as independent examiner. Geoffrey Frost has expressed his willingness to continue as examiner to the charity provided the charity remains below the audit threshold.

Approved by the trustees and signed on their behalf.

*Luke Richmond*

Luke Richmond  
Trustee

Date 18 September 2025

# AT A LOSS.ORG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## INDEPENDENT EXAMINER'S REPORT

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### Independent Examiner's Report to the Trustees of AtaLoss.Org

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2024.

#### Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Geoffrey Frost BSc(Hons) FCA  
Blue Spire Limited  
South Pallant  
Chichester  
West Sussex  
PO19 1SY

Date 18 September 2025

# AT A LOSS.ORG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## STATEMENT OF FINANCIAL ACTIVITIES

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		<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>31 Dec 2024 Total Funds £</b>	<b>31 Dec 2023 Total Funds £</b>
<b>INCOME AND ENDOWMENTS FROM:</b>					
Donations and legacies	<b>1</b>	612,837	4,127	616,964	184,978
Charitable activities	<b>2</b>	7,934	-	7,934	10,752
Investments	<b>3</b>	3,022	-	3,022	-
<b>Total</b>		<u>623,793</u>	<u>4,127</u>	<u>627,920</u>	<u>195,730</u>
<b>EXPENDITURE ON:</b>					
Charitable activities	<b>4</b>	411,081	64,360	475,441	176,457
<b>Total</b>		<u>411,081</u>	<u>64,360</u>	<u>475,441</u>	<u>176,457</u>
<b>Net income/(expenditure)</b>		212,712	(60,233)	152,479	19,273
<b>Transfers between funds</b>		(2,482)	2,482	-	-
<b>Net movement on funds</b>		210,230	(57,751)	152,479	19,273
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>	<b>10</b>	13,189	61,034	74,223	54,950
<b>Total funds carried forward</b>	<b>10</b>	<u>223,419</u>	<u>3,283</u>	<u>226,702</u>	<u>74,223</u>

None of the charity's activities were acquired or discontinued during the above two financial years.

The charity has no recognised gains or losses other than those dealt with in the statement of financial activities.

# AT A LOSS.ORG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## BALANCE SHEET AS AT 31 DECEMBER 2024

	Note	31 Dec 2024		31 Dec 2023	
		£	£	£	£
<b>CURRENT ASSETS</b>					
Cash at hand and in bank		232,304		74,223	
<b>Total current assets</b>		<u>232,304</u>		<u>74,223</u>	
<b>CURRENT LIABILITIES</b>					
Creditors: amounts falling due within one year	8	<u>5,602</u>		-	
<b>Net current assets/(liabilities)</b>			226,702		74,223
<b>Net assets/(liabilities)</b>			<u>226,702</u>		<u>74,223</u>
<b>THE FUNDS OF THE CHARITY</b>					
Restricted funds	10		3,283		61,034
Unrestricted funds	10		223,419		13,189
<b>Total charity funds</b>			<u>226,702</u>		<u>74,223</u>

The accompanying notes form part of the financial statements.

18 September 2025

The financial statements were approved and authorised for issue by the trustees on ..... and signed on their behalf by:

*Luke Richmond*

.....  
Trustee

# AT A LOSS.ORG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## ACCOUNTING POLICIES

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### General information, scope and basis of the financial statements

At A Loss.Org is an unincorporated charity constituted as a Charitable Incorporated Organisation. The address of the principal office is given in the reference and administrative details section and the nature of the charity's operations and principal activities are given in the trustees' report.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

### Cash flow statement

The charity does not include a statement of cash flows on the grounds that it is applying FRS 102 Section 1A.

### Incoming resources

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

Investment income is received in the form of bank interest. Interest income is recognised on receipt or using the effective interest method where material.

### Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably. It is categorised under the following expenditure headings:

- Charitable activities; these include costs of delivering activities and administering the charity inclusive of governance costs

Support and governance costs are those that assist the work of the charity but do not directly represent charitable activities. They are incurred directly in support of expenditure on the objects of the charity. Governance costs are those incurred in the governance of the charity and primarily associated with the constitution and statutory requirements.

### VAT

The charity is not registered for VAT and is unable to recover VAT incurred. On this basis costs are recorded inclusive of VAT within the SOFA.

### Taxation

The charity is considered to pass the tests set out in sections 521 to 536 Income Tax Act 2007 (ITA 2007), as such no income tax is payable on the charity's activities.

### Debtors receivable and creditors payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

# AT A LOSS.ORG

UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

## ACCOUNTING POLICIES

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### **Cash and cash equivalents**

Cash and cash equivalents includes cash at bank and in hand and cash balances within the investment portfolio available for investment transaction purposes.

### **Fund accounting**

Unrestricted income funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

### **Going concern**

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

**NOTES TO THE FINANCIAL STATEMENTS**

**1. Donations and legacies**

	31 Dec 2024			31 Dec 2023		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Donations and grants	602,532	4,127	606,659	58,363	126,615	184,978
Corporate Donations and Support	10,000	-	10,000	-	-	-
Miscellaneous	305	-	305	-	-	-
	<u>612,837</u>	<u>4,127</u>	<u>616,964</u>	<u>58,363</u>	<u>126,615</u>	<u>184,978</u>

**2. Income from charitable activities**

	31 Dec 2024			31 Dec 2023		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Event income	7,934	-	7,934	-	10,752	10,752
	<u>7,934</u>	<u>-</u>	<u>7,934</u>	<u>-</u>	<u>10,752</u>	<u>10,752</u>

**3. Investment income**

	31 Dec 2024			31 Dec 2023		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Bank interest	3,022	-	3,022	-	-	-
	<u>3,022</u>	<u>-</u>	<u>3,022</u>	<u>-</u>	<u>-</u>	<u>-</u>

**4. Expenditure on charitable activities**

	31 Dec 2024			31 Dec 2023		
	Unrestricted Funds £	Restricted Funds £	Total Funds £	Unrestricted Funds £	Restricted Funds £	Total Funds £
Events	1,098	-	1,098	291	-	291
Consultancy	103,487	13,239	116,726	9,101	19,678	28,779
Staff costs (note 7.)	222,390	35,741	258,131	46,432	47,143	93,575
Support and governance costs (note 5.)	84,106	15,380	99,486	20,472	33,340	53,812
	<u>411,081</u>	<u>64,360</u>	<u>475,441</u>	<u>76,296</u>	<u>100,161</u>	<u>176,457</u>

**NOTES TO THE FINANCIAL STATEMENTS**

**5. Support and governance costs**

	31 Dec 2024			31 Dec 2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	Funds
	£	£	£	£	£	£
Advertising	7,601	1,595	9,196	2,403	203	2,606
Website	23,154	101	23,255	3,732	-	3,732
Personnel Development	3,239	25	3,264	-	-	-
Travel	4,051	611	4,662	667	276	943
Accommodation	1,432	-	1,432	-	-	-
Subsistence	677	-	677	17	-	17
Resource Production	2,573	5,168	7,741	3,059	22,914	25,973
IT	25,739	526	26,265	8,100	620	8,720
Printing	961	-	961	-	6,736	6,736
Postage	497	2,528	3,025	413	2,242	2,655
Stationery	343	96	439	-	-	-
Books	9	-	9	-	9	9
Subscriptions	1,815	57	1,872	969	-	969
Insurance	751	1,127	1,878	573	-	573
Repairs & Main	49	45	94	-	-	-
Equipment	40	-	40	-	-	-
Legal advice	-	-	-	30	-	30
DBS Check	441	-	441	-	-	-
Event costs	-	525	525	-	340	340
Other	7,590	2,976	10,566	5	-	5
Governance costs						
Accountancy fees	1,044	-	1,044	504	-	504
Independent examiner's fees	2,100	-	2,100	-	-	-
	<u>84,106</u>	<u>15,380</u>	<u>99,486</u>	<u>20,472</u>	<u>33,340</u>	<u>53,812</u>

**6. Independent examiner's fees**

	31 Dec 2024			31 Dec 2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	Funds	Funds	Funds	Funds	Funds	Funds
	£	£	£	£	£	£
Examination	2,100	-	2,100	-	-	-
	<u>2,100</u>	<u>-</u>	<u>2,100</u>	<u>-</u>	<u>-</u>	<u>-</u>

**NOTES TO THE FINANCIAL STATEMENTS**

**7. Staff costs and related party transactions**

	<b>31 Dec 2024</b>	<b>31 Dec 2023</b>
	<b>£</b>	<b>£</b>
Gross wages	223,828	86,909
Other allowances and benefits	728	1,236
Employer's national insurance costs (inclusive of employer national insurance allowance)	17,415	3,081
Employer's pension contributions	7,160	2,049
Termination payments (complete with no further amounts to be paid)	9,000	-
Self employed staff	-	300
	<u>258,131</u>	<u>93,575</u>

None of the charity's employees received employment benefits exceeding £60,000 during the year under review nor the comparative year.

During the year under review the charity's key management personnel (as detailed on the charity information page) received employment benefits consisting of gross wages, employer's national insurance, employer's pension contributions and termination payments of £115,428 (2023 gross wages, employer's national insurance and employer's pension contributions: £39,847).

**8. Creditors: amounts falling due within one year**

	<b>31 Dec 2024</b>			<b>31 Dec 2023</b>		
	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Accruals	2,100	-	2,100	-	-	-
Other creditors	3,502	-	3,502	-	-	-
	<u>5,602</u>	<u>-</u>	<u>5,602</u>	<u>-</u>	<u>-</u>	<u>-</u>

**9. Net assets between funds**

	<b>31 Dec 2024</b>			<b>31 Dec 2023</b>		
	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>	<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Current assets	229,021	3,283	232,304	13,189	61,034	74,223
Current liabilities	(5,602)	-	(5,602)	-	-	-
	<u>223,419</u>	<u>3,283</u>	<u>226,702</u>	<u>13,189</u>	<u>61,034</u>	<u>74,223</u>

**NOTES TO THE FINANCIAL STATEMENTS**

**10. Net movement in funds and description of funds**

	<b>Year ended 31 December 2024</b>				
	<b>Total funds brought forward</b>	<b>Total incoming resources</b>	<b>Total resources expended</b>	<b>Transfers between funds</b>	<b>Total funds carried forward</b>
	£	£	£	£	£
Restricted funds					
Listening people	7,345	4,127	(8,189)	-	3,283
Loss & Hope	53,689	-	(56,171)	2,482	-
	<u>61,034</u>	<u>4,127</u>	<u>(64,360)</u>	<u>2,482</u>	<u>3,283</u>
Unrestricted funds	13,189	623,793	(411,081)	(2,482)	223,419
	<u>74,223</u>	<u>627,920</u>	<u>(475,441)</u>	<u>-</u>	<u>226,702</u>
	<b>Year ended 31 December 2023</b>				
	<b>Total funds brought forward</b>	<b>Total incoming resources</b>	<b>Total resources expended</b>	<b>Transfers between funds</b>	<b>Total funds carried forward</b>
	£	£	£	£	£
Restricted funds					
Listening people	14,842	4,181	(11,678)	-	7,345
Loss & Hope	8,986	133,186	(88,483)	-	53,689
	<u>23,828</u>	<u>137,367</u>	<u>(100,161)</u>	<u>-</u>	<u>61,034</u>
Unrestricted funds	31,122	58,363	(76,296)	-	13,189
	<u>54,950</u>	<u>195,730</u>	<u>(176,457)</u>	<u>-</u>	<u>74,223</u>

Description of funds

Listening people	Funded mainly by small individual donations this fund is established to provide bereavement support training and resources for teachers, youth workers, counsellors and anyone who works with young people to safely and confidently enable them to engage around the difficult topic of loss.
Loss & Hope	<p>The fund supports a church focussed project with the goal to equip UK churches and Christians of every denomination to reach out to their communities in bereavement support for social transformation.</p> <p>During the year under review it was concluded income from the sale of resource materials had been recorded as restricted income however such receipts would not represent restricted income under the Charities SORP. Accordingly no such receipts have been recorded as restricted in the year under review.</p>

**AT A LOSS.ORG**

England & Wales - Charity number 1169269

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# Accounts

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Section A

Independent Examiner's Report

Report to the trustees

AT A LOSS.ORG

On accounts for the year ended

31 DECEMBER 2023

Charity no (if any)

1169269

Set out on pages

1 & 2 OF THE RECEIPTS & PAYMENTS ACCOUNT

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31.12.2023

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

[The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]]. Delete [ ] if not applicable.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (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 no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

\* Please delete the words in the brackets if they do not apply.

Signed:

G C Williams

Date:

20.08.24

Name:

GERALD C. G. WILLIAMS

Relevant professional qualification(s) or body

FELLOW OF THE INSTITUTE OF CHARTERED ACCOUNTANTS (RETIRED)

(if any):

Address:

BEECHWOOD  
RIDGLEY ROAD, CHIDDINGFOLD  
SURREY GU8 4QW

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

# Trustees' Annual Report for the period

	Period start date				Period end date		
<b>From</b>	1	January	2023	<b>To</b>	31	Dec.	2023

**Charity name**

AtaLoss.org

**Other names charity is known by**

AtaLoss

**Registered charity number (if any)**

1169269

**Charity's principal address**

PO Box 824

Chichester

**Postcode**

PO19 9WW

## 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	Yvonne Lorraine Tulloch	Founder & Executive Chair		
2	Luke William Richmond	Treasurer		
3	Carol Jane Oundjian			
4	Andrew Shaw			
5	Rebecca van der Westhuizen		To 6/3/23	
6	James Normand			
7				

## 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
Auditor	Gerald	Williams

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

Jane Lloyd Woodward – Executive Director & Secretary to the Board

## Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	A charitable incorporated organisation whose only voting members are its charity trustees.
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed by the charity trustees for a period of one year by a resolution passed at a properly convened meeting of the charity trustees. Selection is based on skills, knowledge and experience needed for effective governance & administration of the CIO.

## 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.

<p>Trustees receive an induction pack based on Charity Commission guidelines and are offered opportunities to attend further training throughout the year.</p> <p>The CIO has a board of reference consisting of a wide range of people with a variety of experience including marketing, finance, health and governance. Each trustee is required to register any interests annually. The ROI (Register of Interests) is held and updated by the Secretary.</p> <p>All activities carried out by the CIO are risk assessed with particular focus on events where there may be vulnerable people i.e. those who have been bereaved.</p> <p>Safeguarding policies are in place to cover any contact that trustees, contractors and volunteers may have with individuals who are bereaved as we consider them to be 'vulnerable' adults. DBS checks are carried out at enhanced level where appropriate.</p> <p>The trustees consider the major risks to which the charity is exposed when updating its strategic plans. These include internal and external risks that, if occurring, would be likely to affect finance and resources, staffing, the security and use of our data, reputation, and other aspects of the work of the charity. The trustees are satisfied that procedures and systems are in place to monitor and control these risks, to mitigate any impact that they may have on the charity in its future operations.</p>
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## Summary of the objects of the charity set out in its governing document

<p>The objects of AtaLoss are:</p> <ul style="list-style-type: none"> <li>• the relief of sickness and preservation of health by, but not limited to, relieving the mental, emotional and physical distress of persons suffering from bereavement, significant loss or family breakdown; and</li> <li>• to educate and raise awareness on matters of bereavement, significant loss, and family breakdown.</li> </ul>
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**In its purposes and principles document, the CIO explains how it delivers its objects;**

**AtaLoss' VISION** is for nobody in the UK, suffering a bereavement, to be left floundering or alone. The charity's focus is on bereavement by death (including pregnancy) but in the case of children and young people we extend our work to parental separation.

**AtaLoss' AIMS** are:

- Signposting bereaved people in the UK to support services and information, for timely and holistic support, to relieve the impact and knock-on effects of bereavement.
- Training and resourcing to support bereaved adults, children and young people for increased and improved community bereavement support, especially through churches and Christian organisations.
- Collaborating with others to improve accessibility to bereavement support across the UK, and understanding of the impact of bereavement, at the time of death and in the longer-term, including in the relationship to mental ill-health and other damaging outcomes.

**AtaLoss' ACTIVITIES** to achieve the charity's aims are:

- 1) **Signposting** bereaved people across the UK to the range of support services and information, for easy access to relevant, available support and up-to-date information, by means of our bespoke website [www.AtaLoss.org](http://www.AtaLoss.org)
- 2) **Training** to increase understanding of how to support bereaved adults and build capacity for supporting them in local communities, in particular through our Loss and Hope churches project – including supporting children and young people through loss through our ListeningPeople project.
- 3) **Educating**, all sectors about the misunderstandings, misconceptions and wider impact of loss and raising awareness of the issues and costs of unsupported loss in and to society.
- 4) **Resourcing** bereavement support, in particular churches in support of bereaved people in their communities and youth leaders in supporting children and young people through loss.
- 5) **Supporting** bereaved people directly across the UK by running *The Bereavement Journey®* programme online, and enabling its provision in person or online by churches and Christian organisations in all communities across the UK.
- 6) **Collaborating** with other organisations where that will achieve benefits to bereaved people, and mutual benefit by shared promotion and/or more efficient use of resources to achieve our aims.
- 7) **Initiating** projects that help us to achieve the charity's objectives.

AtaLoss was founded by Yvonne Tulloch in 2016. Having been suddenly widowed, she became acutely aware of the many problems that bereaved people face and of how the impact of bereavement can be worsened due to lack of understanding, but alleviated by finding support.

Up to and including 2022, the charity was achieving its objectives by:

- 1) Providing a comprehensive bereavement information and signposting website, aiming to be reliable (up-to-date and accurate) and directing easily via filters to appropriate, local and national support.
- 2) Delivering bereavement support by way of a national, on-line 6-session support programme called *The Bereavement Journey*.
- 3) Through the charity's ListeningPeople project, training professionals who encounter children and young people to support them through loss.
- 4) Training and equipping churches in becoming 'bereavement friendly' through the charity's Loss and Hope project, in particular resourcing and supporting them to provide *The Bereavement Journey* support programme for bereaved people in their communities.
- 5) Responding to the increased need for bereavement support and information as a result of the Covid-19 pandemic, especially following decades of 'death denial', and the UK Commission on Bereavement's report in September 2022.

Following the UK Commission on Bereavement's identification of the need for more bereavement support, signposting and community provision, where they highlighted the work of AtaLoss and called for all sectors to work together, in 2023 the subject of death and grief began to open up and the work of AtaLoss became more recognized.

AtaLoss was turned to for a large number of media interviews on radio and TV, resulting from our own press releases on grief, as well as by invitation to comment on national tragedies, and we became the 'go to' organisation for several media outlets.

Having fully revised and updated *The Bereavement Journey* films in 2022 to be more inclusive in content and style, with an added Session and including material to support unresolved loss, we revised its dedicated website and all the materials in early 2023 with new branding and promotional materials, re-positioning the programme around supporting the nation's past as well as current bereavements, and we created a more comprehensive Leaders' Pack with detailed instructions to make it more straightforward to run. The revision also included requirement for our training, safeguarding measures and use of the materials provided, and a registration process to ensure consistent, quality delivery.

Rather than this reducing the number of locations running *The Bereavement Journey* as we had expected, the number increased, and by the end of the year over 200 courses were registered (existing and new) with a new Taster Leaders' Pack being ordered on average every day.

By the end of 2023 *The Bereavement Journey* courses were supporting several thousand beneficiaries across the UK, mostly in person but with some online, with corresponding orders being received for the new materials, increased numbers of church leaders attending our 'Bereavement Friendly Church' webinars (to learn how to support bereaved people more widely), and comprehensive feedback processes were in place which were beginning to report GPs, Social Prescribers

**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)**

and Funeral Directors confidently referring people.

The update of *The Bereavement Journey* was considered a huge success with great potential for further expansion to achieve the charity's objectives, and it began to raise the charity's profile and reputation significantly.

As a result, having always reached out, during 2023 key stakeholders began approaching AtaLoss. We trialed an online *The Bereavement Journey* partnership with WAY, and we secured some significant partnerships, including a corporate partnership with Irwin Mitchell and a signposting partnership with one of the new ICBs (Frimley), and ended the year with further partnership conversations in place.

We also contributed to the National Bereavement Alliance's review of the Bereavement Care Standards (established in 2014), helping to shape them to now include our new model of structured volunteer community support; we contributed to research, including that by Theos; and were invited to attend and present at several Bereavement Forums and conferences, including at Exeter University with our Patron, the Archbishop of Canterbury.

However, with the UK Commission on Bereavement having identified the need for signposting, several public health and other bodies began investing in their own, limited signposting, unaware of the value of our own service. And with death and grief now on the public radar, several organisations began engaging with death without consideration of bereavement implications. The charity therefore recognized the urgency of raising awareness of our 'gold standard' signposting and of partnership conversations as soon as possible.

Despite the charity's growing success, 2023 was another challenging year for funding, but we were maintained by some loyal individual donors, ongoing funding from the 54:2 Trust, a one-off donation from Dignity Funeral Directors, and much welcomed one off, then 3-year, funding from Benefact Trust. With increased resource sales and webinar training revenue from the growth of *The Bereavement Journey*, we finished the year with more than 5 months' reserves, but still with very little committed future funding for securing staff.

At the end of the year it was felt that after 7 years of working hard to increase bereavement support in a culture where death has been taboo (the very thing we have been trying to change always standing against us) the landscape is now changing quickly, due in part to the charity's own successful awareness raising, and that the need for AtaLoss' services will be considerable going forward, especially as several of the better known bereavement charities have long waiting lists. It was also acknowledged that whilst the relationship of unsupported bereavement to mental ill-health has yet to be recognized, AtaLoss has created services of signposting and structured volunteer community support that will help alleviate the nation's bereavement problem as well as prevent mental health and other societal problems.

However, funding for bereavement support per se remains limited and especially for the pioneering services of AtaLoss, even though they:

- align with the NICE public health hierarchy, of information and community support interventions taking pressure off specialists and therapists
- prevent escalation of many of society's social issues, including mental ill-health

- are being increasingly respected and directed to by GPs, social prescribers and Funeral Directors.

The CEO and trustees therefore ended the year hoping to seek substantial investment in the charity for greater promotion and capacity, expecting the culture to continue to change with increased opportunity to achieve the charity's objectives, and with the hope that the criteria of funders would in turn be extended. Also, with plans for how AtaLoss.org could be monetized from its growing use by professionals and businesses.

### **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.

Volunteers are increasingly involved with AtaLoss in our expanding *The Bereavement Journey* structured volunteer community support programme, using prescribed programme materials, and with required training and support, and safeguarding procedures that exceed national expectations.

## Summary of the main achievements of the charity during the year

- The AtaLoss.org signposting website continued to develop. By the end of 2023 its directory of support services exceeded 1800 UK listings, including many valuable local initiatives, and with all checked regularly for updates and accuracy.
- There was a significant step up in development of the Loss and Hope project with the revised *The Bereavement Journey* support programme finalised, piloted nationally online in early 2023, trialed in 25 locations from April-July, refined and then launched officially in September 2023, with requirement for training and registration for consistent national delivery.
- Processes were established alongside the new *The Bereavement Journey* programme for recording the number, locations and attendance of courses, and for receiving comprehensive feedback for continual revision and updating of the programme's online Leaders Pack.
- *Introducing The Bereavement Journey* webinars commenced showcasing the programme to 1000+ potential leaders.
- 23 *Bereavement Friendly Church* webinars were delivered training over 300 church leaders.
- 3 central, online *The Bereavement Journey* courses were delivered to over 132 beneficiaries, many in tragic bereavement circumstances, including some high profile murders – and training new leaders.
- 2 leading bereavement charities discussed partnering with the charity's national online *The Bereavement Journey* course and we received interest from 6 countries for running *The Bereavement Journey* abroad.
- 15 *ListeningPeople* webinars and several in person and online training events were delivered, training scores of teachers and youth leaders in supporting children and young people through loss, with emergency consultancy offered in some locations. And the Tough Stuff journals were renewed.
- Our PR was extended with 9 articles and 137 radio and TV interviews, including BBC 2, BBC 4, LBC and GB News. By the end of 2023 several stations were considering AtaLoss as the 'go to place' for commentary on any news story or awareness day related to bereavement, including Radio 2's Jeremy Vine.
- A focus on collaboration resulted in several new Ambassadors, corporate partnership with Irwin Mitchell, a signposting partnership with Frimley ICB, several sector associations and presentations - plus articles written for our signposting and information website.
- We contributed to the National Bereavement Alliance's review of the Bereavement Care Standards (established in 2014), enabling them to incorporate our new model of structured volunteer led community bereavement support.
- Content was developed for the Loss and Hope website, including case studies of effective initiatives to resource churches in supporting bereaved people.

- The Loss and Hope team taught at 21 theological colleges, Christian conferences and events.
- With the AtaLoss.org website evolving during 2023, and the part-time appointment of a Digital Marketing Manager, our social media grew considerably. There was a significant increase in website traffic and referrals from mental health organisations, which meant our campaign to raise awareness that grief can be mistaken for mental illness and also become mental ill-health continued.
- Our 'gold standard' signposting of [www.ataloss.org](http://www.ataloss.org) received two awards: Best UK Bereavement Information Provider Organisation 2023 and Best UK Bereavement Signposting Services Organisation 2023 - and we provided signposting for the National Grief Awareness Week in December 2023.
- 2 Part-time support staff were appointed, and the hours of our administrative staff were extended.
- A transition of website domains and emails to Microsoft 365 took place but in September rather than August, adding to the Autumn workload.
- A comprehensive review was conducted of our policies, updating them where required and adding new policies where needed.
- The Trustees met to consider monetising the [www.ataloss.org](http://www.ataloss.org) and identified 11 potential areas, including signposting partnerships, affiliate sales and corporate sponsors. However, it was acknowledged that the current website was limited in its ability to accommodate many of these areas.
- It was recognised that our staffing levels are insufficient with the growth of demand for our services and the subject of grief and bereavement opening up after many years of taboo, and that major investment was needed in securing staff longer term and in IT equipment and automated systems for the future.

**Brief statement of the charity's policy on reserves**

The charity has a policy of holding a minimum of 3 months' reserves. This correlates with the maximum staff notice.

**Details of any funds materially in deficit**

NONE

**Further financial review details (Optional information)**

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

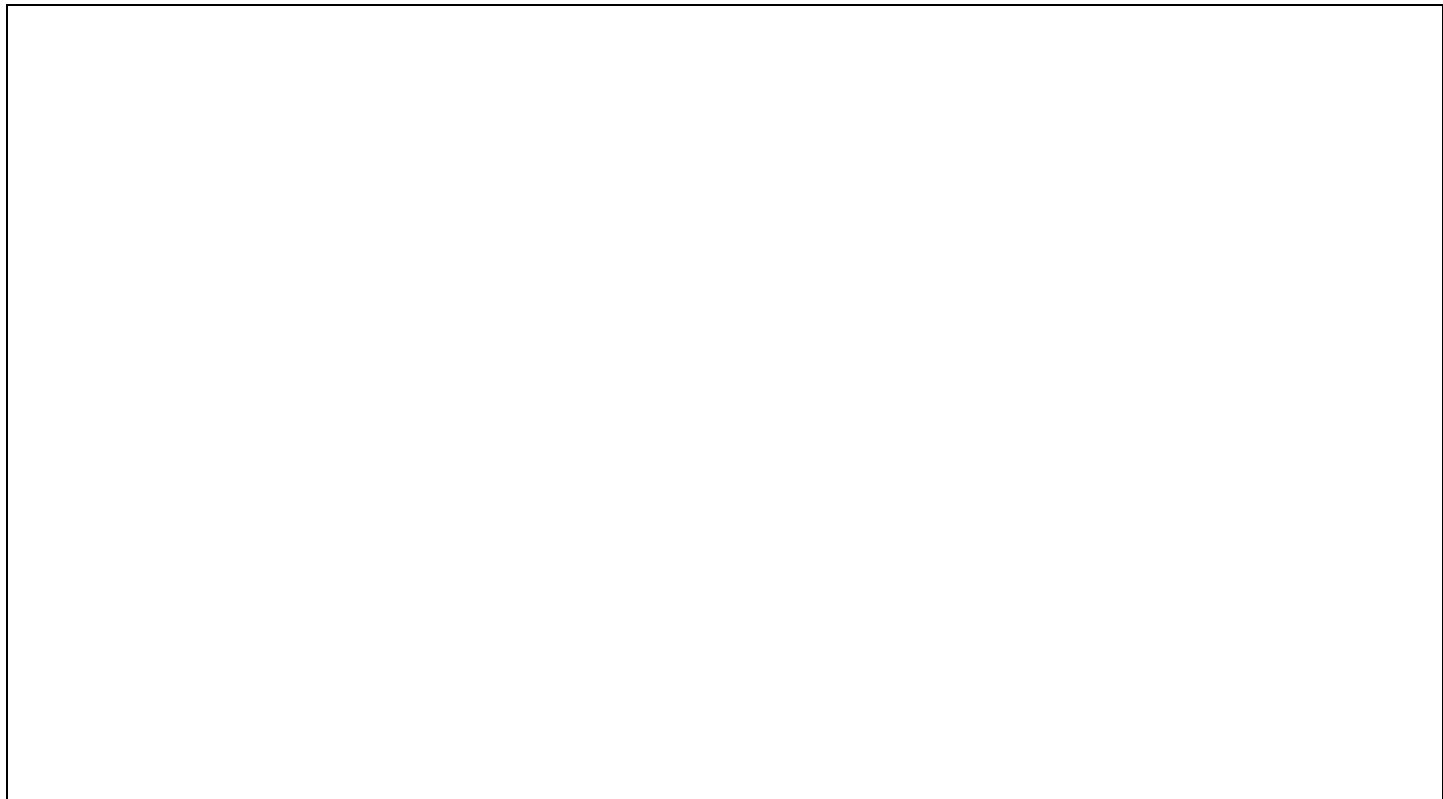
- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

AtaLoss has relied on individual donations and small trust funds to date, and whilst successful in achieving significant funding from Benefact in 2023 over 3 years, and in generating resource sale and training fee income for the future - plus ending the year with over 5 months' reserves - the charity has very little long-term funding to secure staff, at a time when greater capacity is needed for the future.

Our plans for 2024 include seeking investment for a step change for the charity to:

- recruit more staff and build capacity to meet burgeoning demand and opportunity,
- address certain worsening issues with society's increased death engagement without bereavement awareness,
- upgrade systems, and
- establish ourselves as key players in the bereavement sector, with a significant contribution to make in bereavement support and in preventing societal issues,

in turn developing income streams and attracting further funding.



## Section G

## Declaration

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

Signed on behalf of the charity's trustees

Signature(s)	Y.Tulloch	
Full name(s)	YVONNE RICHMOND TULLOCH	
Position (eg Secretary, Chair, etc)	CHAIR	
Date	31 <sup>st</sup> July 2024	

## Receipts and payments accounts

CC16a

For the period from	Period start date 01/01/2023	To	Period end date 31/12/2023
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### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Grants	22,000	95,000	-	117,000	42,000
Individuals	34,620	1,649	-	36,269	46,256
Fundraising			-	-	150
Events	-	10,752	-	10,752	3,232
Other			-	-	-
Fees			-	-	817
Sales	1,744	29,966	-	31,710	16,733
			-	-	-
<b>Sub total (Gross income for AR)</b>	<b>58,364</b>	<b>137,367</b>	<b>-</b>	<b>195,731</b>	<b>109,188</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>58,364</b>	<b>137,367</b>	<b>-</b>	<b>195,731</b>	<b>109,188</b>
<b>A3 Payments</b>					
Publicity	2,403	203	-	2,606	2,559
Website	3,730	-	-	3,730	4,653
Salaries	55,533	66,821	-	122,354	101,831
Legal	534	-	-	534	522
IT	8,100	620	-	8,721	2,165
PPS	1,954	8,977	-	10,932	4,589
Subsistence	17	-	-	17	80
Materials	3,059	22,924	-	25,983	17,154
Travel & Accom	667	276	-	944	765
Events	291	340	-	631	155
Other	5	-	-	5	742
<b>Sub total</b>	<b>76,295</b>	<b>100,162</b>	<b>-</b>	<b>176,457</b>	<b>135,214</b>
<b>A4 Asset and investment purchases. (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>76,295</b>	<b>100,162</b>	<b>-</b>	<b>176,457</b>	<b>135,214</b>
<b>Net of receipts/(payments)</b>	<b>- 17,931</b>	<b>37,205</b>	<b>-</b>	<b>19,274</b>	<b>- 26,026</b>
<b>A5 Transfers between funds</b>			-	-	-
<b>A6 Cash funds last year end</b>	<b>31,122</b>	<b>23,828</b>	-	<b>54,950</b>	<b>80,976</b>
<b>Cash funds this year end</b>	<b>13,191</b>	<b>61,033</b>	-	<b>74,224</b>	<b>54,950</b>

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Current Account	13,191	61,033	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>13,191</b>	<b>61,033</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK
<b>B2 Other monetary assets</b>	<b>Details</b>	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	<b>Details</b>	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>	<b>Details</b>	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>	<b>Details</b>	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	

**AT A LOSS.ORG**

England & Wales - Charity number 1169269

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# Accounts

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# Trustees' Annual Report for the period

	Period start date				Period end date		
<b>From</b>	1	January	2022	<b>To</b>	31	Dec.	2022

**Charity name** AtaLoss.org

**Other names charity is known by** AtaLoss

**Registered charity number (if any)** 1169269

**Charity's principal address** PO Box 824

Chichester

**Postcode** PO19 9WW

### 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	Yvonne Lorraine Tulloch	Founder & Executive Chair		
2	Luke William Richmond	Treasurer		
3	Carol Jane Oundjian			
4	Andrew Shaw			
5	James Normand		From December 2022	
6				
7				

### 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
<b>Auditor</b>	Gerald	Williams

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

Jane Lloyd Woodward – Executive Director & Secretary to the Board

## Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	A charitable incorporated organisation whose only voting members are its charity trustees.
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed by the charity trustees for a period of one year by a resolution passed at a properly convened meeting of the charity trustees. Selection is based on skills, knowledge and experience needed for effective governance & administration of the CIO.

## 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.

Trustees receive an induction pack based on Charity Commission guidelines and are offered opportunities to attend further training throughout the year.

The CIO has a board of reference consisting of a wide range of people with a variety of experience including marketing, finance, health and governance. Each trustee is required to register any interests annually. The ROI (Register of Interests) is held and updated by the Secretary.

All activities carried out by the CIO are risk assessed with particular focus on events where there may be vulnerable people i.e. those who have been bereaved.

Safeguarding policies are in place to cover any contact that trustees, contractors and volunteers may have with individuals who are bereaved as we consider them to be 'vulnerable' adults. DBS checks are carried out at enhanced level where appropriate.

The trustees consider the major risks to which the charity is exposed when updating its strategic plans. These include internal and external risks that, if occurring, would be likely to affect finance and resources, staffing, the security and use of our data, reputation, and other aspects of the work of the charity. The trustees are satisfied that procedures and systems are in place to monitor and control these risks, to mitigate any impact that they may have on the charity in its future operations.

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

The objects of AtaLoss are:

- the relief of sickness and preservation of health by, but not limited to, relieving the mental, emotional and physical distress of persons suffering from bereavement, significant loss or family breakdown; and
- to educate and raise awareness on matters of bereavement, significant loss, and family breakdown.

**In its purposes and principles document, the CIO explains how it delivers its objects;**

**AtaLoss' VISION** is for nobody in the UK, suffering a bereavement, to be left floundering or alone. The charity's focus is on bereavement by death (including pregnancy) but in the case of children and young people we extend our work to parental separation.

**AtaLoss' AIMS** are:

- Signposting bereaved people in the UK to support services and information, for timely and effective support, to relieve the impact and knock-on effects of bereavement.
- Training and resourcing to support bereaved adults, children and young people for increased and improved community bereavement support, especially through churches and Christian organisations.
- Collaborating with others to improve accessibility to bereavement support across the UK and understanding of the impact of loss, especially its relationship to mental ill-health.

**AtaLoss' ACTIVITIES** to achieve the charity's aims are:

- 1) **Signposting** bereaved people across the UK to the range of support services and information, for easy access to relevant, available and up to date support and information, by means of our bespoke website [www.AtaLoss.org](http://www.AtaLoss.org)
- 2) **Training** to increase understanding of how to support bereaved adults and to build capacity for supporting them in their local communities, in particular through our Loss and HOPE churches project – and in supporting children and young people through loss through our ListeningPeople project.
- 3) **Educating**, all sectors about the misunderstandings, misconceptions and wider impact of loss and raising awareness of the issues and costs of unsupported loss in and to society.
- 4) **Resourcing** bereavement support, in particular churches in support of bereaved people in their communities and youth leaders in supporting children and young people through loss.
- 5) **Supporting** bereaved people directly across the UK by running *The Bereavement Journey*® course online and enabling its provision in person or online by churches and Christian organisations in all communities across the UK.
- 6) **Collaborating** with other organisations where that will achieve benefits to bereaved people, the charity and the other organisation through joining forces, shared promotion and/or more efficient use of resources to achieve our aims.
- 7) **Initiating** projects that help us to achieve the charity's objectives.

**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)**

AtaLoss was founded by Yvonne Richmond Tulloch in 2016. Having been suddenly widowed, she became acutely aware of the many problems that bereaved people face and of how the impact of bereavement can be worsened due to lack of understanding and difficulty in finding support.

Up to and including 2021, the charity was achieving its objectives by:

- 1) Providing a comprehensive information and signposting website hub, aiming to be reliable (up-to-date and accurate) and directing easily via filters to appropriate, local and national support.
- 2) Delivering bereavement support by way of a national, on-line 6-session support course called *The Bereavement Journey*.
- 3) Through the charity's *ListeningPeople* project, training professionals who encounter children and young people to support them through loss.
- 4) Training and equipping churches in becoming 'bereavement friendly' through the charity's *Loss and HOPE* project, in particular resourcing and supporting them to provide *The Bereavement Journey* support course for bereaved people in their communities to process loss.
- 5) Working to respond to the increased need for support and information as a result of the Covid-19 pandemic.

During 2022 we continued to run online courses of *The Bereavement Journey*. 3 were delivered with over 170 beneficiaries attending from across the UK, at the same time training potential leaders through practical experience to deliver the course in their own communities.

By the end of 2022, there were over 180 churches running *The Bereavement Journey* in their communities and church leaders were attending our awareness raising webinar on 'Bereavement Friendly Church' in increasing numbers.

*The Bereavement Journey* resources continued to sell well during 2022 and is the biggest revenue earner of all the products sold on AtaLoss websites. Resources earned from sales are used to fund the project costs on-going, although we have plans for funding applications to be made early in 2023 and to secure longer term funding. The latter quarter of 2022 saw the charity beginning a major refresh of *The Bereavement Journey* materials to add more material, bring it up to date, make it more inclusive and modernize its presentation style. It is anticipated this will be completed by Easter 2023.

Consolidation and development of the AtaLoss.org website continued during 2022. At the end of the year over 1500 support services had been listed both specialist and local, including peer group and befriending services, and with direct communication having been made with services to ascertain accuracy.

The death of HM Queen Elizabeth gave us an opportunity to offer our AtaLoss.org website as a resource to the nation, with many (including people bereaved during the pandemic) experiencing awakened grief in the period from her death to the funeral. In mid 2022 we engaged the assistance of a professional PR consultant who was able to secure a large number of media interviews during the period of national mourning, both on radio and TV. This period was a greater opportunity for AtaLoss than other national bereavement charities because it coincided with the planned reporting of the UK Commission on Bereavement, when those organisations involved in advising the Commission and helping to produce the report, were unable to comment publicly. AtaLoss was able

to take full advantage of this and became the 'go to' organisation for the media.

During 2022 we continued to reach out to key stakeholders. We attended the 2022 Funerals Exhibition, re-established contact with a range of organisations, and joined SAIF and the NAFD to connect more widely with funeral directors. We also focused a lot of effort on collaboration with organisations who were targeting audiences we needed to reach. We were invited to attend several Bereavement Forums and conferences and took opportunities to present to their members about the services we offer. We also sent our submission of evidence to the UK Commission on Bereavement, with our proposal for a 'Gold Standard' in signposting and information. Whilst this was not taken on board specifically by the Commission, in its report published in October 2022, AtaLoss was the only charity mentioned apart from Cruse, and our work was commended as being essential if bereaved people are to receive the support they need.

2022 was a challenging year for major funding but we did receive a £45k grant from 54:2 Trust over 3 years for Loss and HOPE, £30k pledged for receipt in 2023 to renew *The Bereavement Journey* materials and some unexpected funds from Dignity of £10k following the Funerals Exhibition. However, we were approached by several corporates and discussions commenced regarding AtaLoss becoming a charity partner. These will continue into 2023 to establish a formula for corporate relationships that results in financial support for the charity. Internal discussions were also held to consider options for monetizing the website and we hope to arrive at a satisfactory solution in 2023.

The charity's *ListeningPeople* project continued throughout 2022, with online training now well established. With its focus on children as well as young people, the project attracted a wide circle of professionals from across the country and with a few charities requesting annual in person or online training. Sales of our *Tough Stuff Journal 'Someone has Died'* for bereaved young people went well during 2022.

With the AtaLoss.org website evolving during 2022, our social media activity grew considerably. There was a significant increase in website traffic and referrals from mental health organisations, which meant our campaign to raise awareness that grief can be mistaken for mental illness and also become mental ill-health, gathered pace during 2022 and will continue into 2023.

2022 sadly saw the departure of two trustees due to work pressures elsewhere. We were fortunate to replace them with one trustee in December and also increase our board of reference.

Our progress has only been made possible by ensuring we have the right people with the right skills to help take the charity forward. During 2022 the number of employees of the charity remained the same (3) plus a number of part-time consultancy staff. The Loss and Hope Administrator left later in the year for a full-time job which increased the workload of the Loss and Hope Manager. A decision was taken for a Board discussion in early 2023 on monetising the AtaLoss.org website and for increased attention to raising funds to build capacity to meet increased demand.

## 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.

2022 was a year of significance in terms of how the country related to bereavement as an issue. Our concern was that the pandemic impact would soon be forgotten, and, until September, this seemed to be the case in terms of media profile. Despite this, across the nation, bereavement support organisations – especially the larger ones - found themselves overwhelmed by grieving people and some were forced to close their waiting lists. The death of The Queen in September and the UK Bereavement Commission reporting in October served to keep the issue on the agenda, which helped AtaLoss in its campaigning messages. But whilst the need for signposting, supporting bereaved people in their communities, and the role of faith groups were highlighted by the Commission, the role that bereavement plays in many societal issues, not least mental ill-health, was largely overlooked.

Although website donations increased, larger scale funding was harder to come by and the unremunerated work of our Chair, the Finance Assistant, Trustees, and advisors continued to be key to many developments.

## Summary of the main achievements of the charity during the year

- The AtaLoss.org website continued to develop, especially targeting inclusivity, and its directory of support exceeded 1500 listings across the UK by the end of 2022 with most having been checked for their accuracy.
- More effective systems were adopted for social media to ensure the AtaLoss.org website was found more easily by bereaved people and professionals working with them across the UK.
- AtaLoss joined the Association of Independent Funeral Directors (SAIF) and National Association of Funeral Directors (NAFD).
- Collaboration with other organisations continued and mental health organizations were targeted, in particular.
- A PR professional was appointed to secure more media coverage and was successful in achieving many radio and TV interviews, particularly interviews on Christian radio and TV. By the end of 2022 these stations were considering AtaLoss the 'go to place' for commentary on any news story or awareness day related to bereavement.
- 3 central, online *The Bereavement Journey* courses were delivered to over 170 beneficiaries, many in the most tragic of bereavement circumstances – also training 24 new leaders.
- There was a significant step up in development of the Loss and HOPE project with, by the end of 2022, over 180 churches running *The Bereavement Journey* support courses online or in person to thousands of beneficiaries across the UK.
- Content was developed for the Loss and HOPE website, including case studies of effective initiatives, to resource churches in supporting bereaved people.
- 10 *Bereavement Friendly Church* webinars were delivered training over 140 church leaders.
- The Loss and HOPE team taught at 16 Christian conferences and events.
- 10 *ListeningPeople* webinars and several in person and online training events were delivered, training scores of teachers and youth leaders in supporting children and young people through loss.
- The charity's promotional materials were revised and re-printed to reflect the post-pandemic situation.
- A major refresh of *The Bereavement Journey* programme began with the re-writing and re-filming of the course's 14 films to bring them up to date, make them more inclusive, modernize their presentation and style, and add more material (including pandemic bereavement, unprocessed loss and mental ill-health)
- AtaLoss.org provided the bereavement signposting for the National Grief Awareness Week in December 2022.

- The initial formal structures and procedures for the organisation were reviewed and continued, to underpin and sustain the key activities.
- A comprehensive review was conducted of our policies, updating them where required and adding new policies where needed.
- A focus on collaboration resulted in several new Ambassadors, sector associations and presentations - plus articles written both by AtaLoss staff for others and for our signposting and information website.
- An excellent trustee with business, board and finance experience was appointed, and Advisors and Ambassadors from minority ethnic backgrounds.
- The charity failed to fully secure funds to cover all expenditure of 2022. This is partly because fewer funds were available, but also trust funds were changing their criteria to support issues that were emerging from the pandemic years without recognizing bereavement as a significant factor. Also, payments were made for *The Bereavement Journey* new films in advance of receipt of the £30k pledge.

**Brief statement of the charity's policy on reserves**

Staff were employed in 2021 with the reserves policy changing to a minimum of 3 months' reserves. This policy remained in place in 2022.

**Details of any funds materially in deficit**

NONE

**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.

The charity has mostly relied on donations and fundraising bids to date and whilst successful in generating more smaller donations and resource sale and training fee income in 2022, it was less successful in securing major funding. We continue to rely on our own efforts to secure funding to keep staff engaged by the charity.

Staffing costs increased during the year with a salaries inflationary uplift and hours extended. Extending staff hours has enabled the charity to continue to develop the signposting website and promote it, take on major administrative tasks to ensure compliance and build capacity, and in particular, to develop the Loss and HOPE project.

Our plans for 2023 include building further on our work across the whole charity, continuing to collaborate with others and with the media to raise our profile, build our network and extend our presence as a key and essential player in the bereavement sector and mental health world. We aim to be more confident in what we offer so that we remain the 'go to' place to find bereavement support across the UK but also use this and our reputation for delivering a gold standard signposting service to attract funding.

**Activities planned for 2023 are:**

1. Secure major funds for the charity to fund, in particular, staff costs.
2. Consider the structure of the AtaLoss team and resources needed to move forward to the next phase of development. This might include additional team resources and support in key areas such as appointing a professional to help deliver a strategy for communications and social media, and/or extending our use of technology to achieve this.
3. Review – subject to funding- our IT strategy to streamline systems, maximise data security and provide staff with charity hardware.
4. Revisit our messaging to increase effectiveness and reach.
5. Extend our engagement with the NHS to decision-makers and ensure our signposting website is central to the emerging ICBs.
6. Continue to develop the AtaLoss.org website to ensure more local services are sourced and listed from all four UK nations.
7. Continue to seek to include bereavement services and resources via our signposting website, that support gender, race, disability and age.
8. Continue to develop the AtaLoss.org website – consider the design, layout, and readability to increase use and improve user journeys.
9. Extend products sold in the on-line shops and methodology for sales.
10. Explore the potential of corporate partnerships.
11. Address the potential for monetising the website- a special Board meeting has been arranged in January 2023 for the trustees to consider this.

12. Continue to raise our profile as a charity supporting the (well-funded) mental health agenda, including connecting with the emerging social prescriber/link worker network in the UK.
13. Continue to raise awareness of the need for quality bereavement signposting and information, not least in the prevention of mental ill-health, especially during Grief Awareness Week 2023 and other national opportunities.
14. Complete the radical refresh of *The Bereavement Journey* by re-writing, updating and rebranding all supporting materials to ensure they are widely inclusive, presented in a way that meets modern day expectations and standards and include pandemic bereavement, unprocessed loss and mental ill-health, and implement a registration process to ensure the course is consistently delivered across the UK.
15. Explore the extension of *The Bereavement Journey* programme to overseas churches.
16. Extend the Loss and HOPE reach to include a wider and more diverse range of churches and organisations and resources on the website.
17. Secure more training opportunities in ministerial training colleges and a range of church conferences.
18. Build AtaLoss Friends to provide some essential volunteer support and fundraising activity.
19. Begin a 'Partners' Major Donors scheme to secure longer term charity funding.
20. Review our policies during the autumn of 2023.
21. Further develop associate, ambassadors, and partnership opportunities with bereavement organisations, seeking out opportunities that will help the charity to deliver its objectives.

## Section G Declaration

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

Signed on behalf of the charity's trustees

<b>Signature(s)</b>	Y.Tulloch	
<b>Full name(s)</b>	YVONNE RICHMOND TULLOCH	
<b>Position (eg Secretary, Chair, etc)</b>	CHAIR	
<b>Date</b>	20 <sup>th</sup> July 2023	

Charity Name	No (if any)	CC16a
<b>Receipts and payments accounts</b>		
For the period from	To	
01/01/2022	31/12/2022	

### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Grants	25,500	16,500	-	42,000	53,500
Individuals	31,537	14,719	-	46,256	46,319
Fundraising	150	-	-	150	1,722
Events	100	3,132	-	3,232	2,384
Other	-	-	-	-	54
Fees	-	817	-	817	-
Sales	1,222	15,511	-	16,733	17,421
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>58,509</b>	<b>50,679</b>	<b>-</b>	<b>109,188</b>	<b>121,400</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>58,509</b>	<b>50,679</b>	<b>-</b>	<b>109,188</b>	<b>121,400</b>
<b>A3 Payments</b>					
Publicity	1,132	1,427	-	2,559	14,605
Website	4,653	-	-	4,653	4,509
Salaries	40,566	61,265	-	101,831	90,822
Legal	209	313	-	522	2,283
IT	1,226	940	-	2,165	2,077
PPS	2,297	2,291	-	4,589	2,753
Subsistence	80	-	-	80	-
Materials	248	16,907	-	17,154	3,601
Travel & Accom	473	292	-	765	-
Events	41	196	-	155	-
Other	692	50	-	742	1,652
	-	-	-	-	-
<b>Sub total</b>	<b>51,534</b>	<b>83,680</b>	<b>-</b>	<b>135,214</b>	<b>122,302</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>51,534</b>	<b>83,680</b>	<b>-</b>	<b>135,214</b>	<b>122,302</b>
<b>Net of receipts/(payments)</b>	<b>6,975</b>	<b>33,001</b>	<b>-</b>	<b>26,026</b>	<b>902</b>
<b>A5 Transfers between funds</b>	<b>30,000</b>	<b>30,000</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>54,147</b>	<b>26,829</b>	<b>-</b>	<b>80,976</b>	<b>35,282</b>
<b>Cash funds this year end</b>	<b>31,122</b>	<b>23,828</b>	<b>-</b>	<b>54,950</b>	<b>34,380</b>

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Current Account	31,122	23,828	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>31,122</b>	<b>23,828</b>	-

(agree balances with receipts and payments account(s))


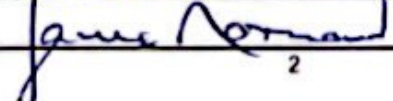
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	YL TULLOCH	27/8/23
	JP NORMAN	26/8/23

25/08/2023



Section A

Independent Examiner's Report

Report to the trustees

AT A LOSS ORG

On accounts for the year ended

31 DECEMBER<sup>M</sup> 2022

Charity no (if any)

1169269

Set out on pages

1 & 2 OF RECEIPTS & PAYMENTS A/C.

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31.12.2022.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

[The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]]. Delete [ ] if not applicable.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (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 no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

\* Please delete the words in the brackets if they do not apply.

Signed:

G. Williams

Date:

25.08.2023

Name:

GERALD C.G. WILLIAMS

Relevant professional qualification(s) or body

FELLOW OF INSTITUTE OF CHARTERED ACCOUNTANTS (RETIRED)

(if any):

Address:

BEECHWOOD  
RIDGLEY ROAD CHIDDINGFOLD  
SURREY GU8 4QW.

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

**AT A LOSS.ORG**

England & Wales - Charity number 1169269

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# Accounts

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# Trustees' Annual Report for the period

	Period start date			Period end date			
<b>From</b>	1	January	2021	<b>To</b>	31	Dec.	2021



**Charity name** AtaLoss.org

**Other names charity is known by** AtaLoss

**Registered charity number (if any)** 1169269

**Charity's principal address** PO Box 824

Chichester

**Postcode** PO19 9WW

## 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	Yvonne Lorraine Tulloch	Founder & Chair		
3	Luke William Richmond	Treasurer		
4	Carol Jane Oundjian			
5	Alison Williams			
7	Andrew Shaw			
8	Rebecca van der Westhuizen			
9				

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

Name	Dates acted if not for whole year
Andrew Shaw	From August 2021
Rebecca van der Westhuizen	From November 2021

## Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
<b>Auditor</b>	Gerald	Williams

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

Jane Lloyd Woodward - Executive Director & Secretary to the Board

## Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	A charitable incorporated organisation whose only voting members are its charity trustees.
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed by the charity trustees for a period of one year by a resolution passed at a properly convened meeting of the charity trustees. Selection is based on skills, knowledge and experience needed for effective governance & administration of the CIO.

## Additional governance issues (Optional information)

<p>You <b>may choose</b> to include additional information, where relevant, about:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> policies and procedures adopted for the induction and training of trustees;</li> <li><input type="checkbox"/> the charity's organisational structure and any wider network with which the charity works;</li> <li><input type="checkbox"/> relationship with any related parties;</li> <li><input type="checkbox"/> trustees' consideration of major risks and the system and procedures to manage them.</li> </ul>	<p>Trustees receive an induction pack based on Charity Commission guidelines and are offered opportunities to attend further training throughout the year.</p> <p>The CIO has a board of reference consisting of a wide range of people with a variety of experience including marketing, finance and governance. Each trustee is required to register any interests annually. The ROI (Register of Interests) is held and updated by the Secretary.</p> <p>All activities carried out by the CIO are risk assessed with particular focus on events where there may be vulnerable people i.e. those who have been bereaved.</p> <p>Safeguarding policies are in place to cover any contact that trustees, contractors and volunteers may have with individuals who are bereaved as we consider them to be 'vulnerable' adults. DBS checks are carried out at enhanced level where appropriate.</p> <p>The trustees consider the major risks to which the charity is exposed when updating its strategic plans. These include internal and external risks that, if occurring, would be likely to affect finance and resources, staffing, the security and use of our data, reputation, and other aspects of the work of the charity. The trustees are satisfied that procedures and systems are in place to monitor and control these risks, to mitigate any impact that they may have on the charity in its future operations.</p>
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**Summary of the objects of the charity set out in its governing document**

**In its purposes and principles document, the CIO explains how it delivers its objects;**

The objects of AtaLoss are:

- the relief of sickness and preservation of health by, but not limited to, relieving the mental, emotional and physical distress of persons suffering from bereavement, significant loss or family breakdown; and
- to educate and raise awareness on matters of bereavement, significant loss, and family breakdown.

**AtaLoss' VISION** is for nobody in the UK, suffering a bereavement, to be left floundering or alone. The Charity's focus is on bereavement by death (including pregnancy) but in the case of young people we extend our work to parental separation.

**AtaLoss' AIMS** are:

Signposting bereaved people in the UK to relevant and up to date support services, information and resources via our national website. Training and resourcing professionals to support bereaved adults and young people, including churches, to provide community support. Collaborating with others to improve accessibility to bereavement support across the UK and understanding of the impact of loss.

**AtaLoss' ACTIVITIES** to achieve the Charity's aims are:

- 1) Signposting** bereaved people across the UK to appropriate, available support by means of our bespoke website [www.AtaLoss.org](http://www.AtaLoss.org)
- 2) Training** to increase understanding of how to support bereaved adults and to build capacity for supporting them in their local communities, in particular through our Loss and HOPE churches project – and in supporting young people through loss through our ListeningPeople project.
- 3) Educating**, all sectors about the misunderstandings, misconceptions and wider impact of loss and raising awareness of the issues and costs of loss in and to society.
- 4) Resourcing** bereavement support, in particular churches in spiritual support of bereaved people and youth leaders in supporting young people through loss.
- 5) Supporting** bereaved people by running and enabling *The Bereavement Journey*® courses online across the UK.
- 6) Collaborating** with other organisations where that will achieve benefits to bereaved people, the charity and the other organisation through joining forces, shared promotion and/or more efficient use of resources to achieve our aims.
- 7) Initiating** projects that help us to achieve the charity's objectives.

**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)**

AtaLoss was founded by Yvonne Richmond Tulloch in 2016. Having been suddenly widowed, she became acutely aware of the many problems that bereaved people face and of how the impact of bereavement can be worsened due to lack of understanding and difficulty in finding support.

Up to and including 2020, the charity was achieving its objectives by:

- 1)** Providing a comprehensive information and signposting website hub which aims to be up-to-date and accurate, and which directs easily via filters to appropriate, local and national support.
- 2)** Delivering bereavement support by way of a national, on-line 6-session support course called *The Bereavement Journey*®.
- 3)** Through our *ListeningPeople* project, training professionals who encounter children and young people to support them through loss.
- 4)** Equipping churches to deliver bereavement support in their neighbourhoods and communities through our *Loss and HOPE* project: providing webinars in how to make churches 'bereavement friendly', the delivery of in person training and provision of resources, and support to enable them to run their own courses in their communities.
- 5)** Working to respond to the increased need for support and information as a result of the Covid-19 pandemic.

During 2020, the Covid-19 pandemic forced the charity to take new directions in the way we operated, which benefitted the charity. A key response had been to convert all materials and training into online resources and *The Bereavement Journey*® course (previously held in London in a face-to-face setting), was run online very successfully during 2020 with over 300 beneficiaries attending from across the UK, and training potential leaders through practical experience to deliver the course in their own communities.

Having learnt that far from being second best, on-line courses were just as effective, more inclusive, flexible and attracted more people than was expected, as well as being cost-effective, these continued. Five national online courses were run during 2021 with over 200 beneficiaries attending and over 20 new course leaders trained to deliver *The Bereavement Journey*® in their own localities. By the end of 2021, there were over 90 churches running *The Bereavement Journey*® in their communities - mostly online - across the UK, delivering the course to thousands of beneficiaries. The central online course will now continue to be run to train leaders for continued national roll-out. Churches attending the awareness raising webinar on 'Bereavement Friendly Church' also increased in number.

*The Bereavement Journey*® resources sold well during 2021 and continue to be by far the biggest revenue earner of all the products sold on AtaLoss websites. Resources earned from sales are used to fund the project costs on-going.

Our AtaLoss.org signposting website reliably provides one central place for finding bereavement support and offers timely

access to a wide range of services, and it continued to come into its own during 2021 with the on-going Covid-19 pandemic. We continued to develop the website expanding the directory of services, researching, in particular, to find services that serve ethnic and other minority groups and communities. At the end of 2021, over 1300 support services had been listed including local, peer group and befriending services. We also provided relevant information about bereavement during the ongoing pandemic restrictions, added technology which enabled every web page to be translated into 100 languages and we promoted the service we offer widely.

The pandemic continued to increase our significance and we sought new opportunities to raise awareness of our service to professionals who can refer bereaved people to support. We continued to use email for promotions, aiming for umbrella organisations to maximise our reach. During 2021 we reached out to (amongst others) local authorities, medical examiners, NHS Providers, funeral directors, libraries nationwide, university welfare officers, social prescribers and all cathedrals. We succeeded in having several articles published, featuring in a number of radio programmes and in the BBC online news, and AtaLoss.org was added to the BBC Action-Line and other media channels' information pages.

We focused a lot of effort on collaboration with other organisations who were targeting audiences we needed to reach, including Independent Age and Age Concern, Settl'd, AMPARO, Thrive London and Support After Suicide Partnership. We were invited to attend several Bereavement Forums and conferences and took opportunities to present to their members about the services we offer. We were invited to participate in the UK Commission on Bereavement discussions and prepared our submission of evidence at the end of the year.

During 2021 the charity secured grants from the Lottery Emergency Funds (England and Wales) to run an awareness raising campaign by printing website details on pharmacy bags supplied to community pharmacies in Wales (80k bi-lingual bags) and England (120k), targeting communities most affected by Covid deaths.

The charity was successful in gaining a short contract in February/ March to work with the Department of Health and Social Care. Funding available for the project was limited but it has benefitted AtaLoss in terms of building a very positive relationship with the DHSC bereavement team and raising their awareness of what we do. It is a relationship we hope to nurture further during 2022.

The charity's *ListeningPeople* project continued on-line throughout 2021, with this now well established as an on-line resource. With its focus on children as well as young people, the project attracted a wide circle of professionals from new areas with a number of charities and teachers from schools across the country regularly attending on-line sessions. Sales of *Tough Stuff Journal 'Someone has Died'*, for bereaved young people went well during 2021.

With the AtaLoss.org website evolving during 2021, our social media activity has grown considerably. News, features and highlighting the work of lesser-known charities have been used to direct bereaved people and professionals supporting them to the website for help. We saw a significant increase in website traffic and referrals from other, not directly related, organisations, with the highest being from MIND, the mental health charity. This started a campaign to raise awareness that grief can be mistaken for mental illness and also become mental ill-health if left unresolved.

We built good working relationships with professionals in different fields (including in the mental health arena) and, where possible, invited them to contribute articles on timely subjects. We appointed several new Ambassadors with interests in different areas, to help the charity to extend its reach and gain positive endorsement from professionals.

2021 was also a year when we focused on building the charity's strength and resilience through the appointment of two new trustees. We sought a person with experience in technology and business, and another in marketing and fundraising. One was appointed in August 2021, the other joined the Board in November 2021.

Our progress has only been made possible by ensuring we have the right people with the right skills to help take the charity forward and AtaLoss became an employer in 2021. The three longest serving members of the team were formally employed by the charity from 1 April having been on temporary contracts previously. We appointed an external payroll provider to handle salaries, pensions and NI contribution. A part-time administrator and Assistant Project Leader were both appointed to help develop the *Loss and HOPE* project.

Fundraising continued with mixed success. *The ListeningPeople* project had received funding for 3 years from the Westhill Foundation in 2020 and we also received the final tranche of a 3-year grant from the Joseph Rank Trust to cover AtaLoss staff costs. Other funding was received from trust fund applications, the DHSC contract, the Metals Recycling Fund (via crematoria) and there was an increase in donations through the website. The introduction of a small fee for webinars and online attendance at the central *The Bereavement Journey*® course began contributing towards their costs. Long term funding continues to be our aim. 2022 will be a significant year for the charity and effort will be focused on fundraising and developing new funding outlets by targeting new audiences.

## **Additional details of objectives and activities (Optional information)**

2021 began to see a relaxation in Covid-restrictions but we were aware that for many bereaved people this was when they started to feel the full effect of their loss and grief. We placed great emphasis during 2021 on the 'tsunami of grief' expected from complex and delayed grief due to pandemic restrictions, which we predict will impact on society for the next few years. This provided the focus for much of our media work and our contribution to the National Grief Awareness Week in December. Our aim for 2022 is to keep this on everyone's agenda as there will be a natural tendency to return to 'normal' life and forget the horrors of the pandemic.

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

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

2022 will therefore be a year of significance in terms of how the country relates to bereavement as an issue given the huge impact of the pandemic, whether the NHS re-assesses the value of prevention in an effort to reduce demand on public health services for interventionist treatments and whether what we do in providing quality signposting and enabling community bereavement care will be endorsed as valid and essential services to help with that process. As we approached the end of 2021 we were crafting our evidence to the UK Commission on Bereavement in offering a national standard for bereavement signposting and information, which would set the bar and make it easier for professionals to confidently refer bereaved people to us. We also highlighted the role that faith groups can play in providing community care. The trustees are hopeful of longer-term funding when the value of our work is recognized. However, they are aware that costs for 2022 will rise due to a return to expectation of face-to-face gatherings.

The unremunerated work of our Chair, the Finance Assistant, Trustees, and advisors continued to be key to many developments.

## Summary of the main achievements of the charity during the year

- The AtaLoss.org website continued to develop, especially targeting inclusivity, and its directory of support exceeded 1300 listings across the UK by the end of 2021. Technology was added to enable access in over 100 languages.
- Systems were put in place for updates and additions to ensure the AtaLoss.org website continued to provide the best standard of signposting for bereaved people and professionals working with them across the UK.
- The AtaLoss.org signposting website was listed on the BBC, ITV and Channel 4 support pages.
- Promotions were undertaken to local authorities, medical examiners, university welfare officers, social prescribers and cathedrals amongst others, plus community pharmacies via pharmacy bags which reached 100k people in communities hardest hit by Covid-19.
- Several blogs were written for websites and articles for professional magazines, plus radio programme inclusions and a BBC news feature.
- 5 central online *The Bereavement Journey*® courses were delivered to over 200 beneficiaries, training over 20 new leaders.
- There was a significant step up in development of the *Loss and HOPE* project with over 90 churches running *The Bereavement Journey*® bereavement support courses to thousands of beneficiaries across the UK by the end of 2021.
- Two new members of part-time staff were appointed to help the growing *Loss and HOPE* churches project.
- Content on the *Loss and HOPE* website was extended to resource churches over the National Day of Reflection, the first two weeks of November (which we termed the 'Season of Remembering') and Christmas.
- *The Bereavement Journey*® logo became a registered trademark.
- 20 'Bereavement Friendly Church' webinars trained over 210 church leaders.
- 18 *ListeningPeople* webinars trained 222 teachers and youth workers, with fees and resource sales covering project costs.
- 'Remembering Someone' badges were produced for sale as a sign of grief vulnerability.
- The initial formal structures and procedures for the organisation were reviewed and continued, to underpin

and sustain the key activities.

- A comprehensive review was conducted of our policies, updating them where required and adding new policies where needed.
- The charity became an employer of three members of staff to provide the consistency needed as the charity stepped up a gear. This took effect seamlessly in April 2021.
- Two new trustees were successfully appointed in an advert and external recruitment process.
- A focus on collaboration resulted in several new Ambassadors, sector associations and presentations - plus articles written both by AtaLoss staff for others and for our signposting and information website.
- With a focus on inclusivity and diversity, the charity successfully appointed an excellent trustee and a member of staff from minority ethnic backgrounds.
- The charity secured more income than in previous years. This was less than the budget, but reduced costs (due to restrictions and no face-to-face activity) left the charity at the end of 2021 with over 8 months of reserves.

**Brief statement of the charity’s policy on reserves**

As staff were employed for the first time in 2021, the Board changed its reserves policy to ensure a minimum of 3 months’ reserves are held at all times.

**Details of any funds materially in deficit**

NONE

**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.

The charity mostly relies on donations and fundraising bids and was successful in raising funds to meet its objectives during 2021.

We continue to rely on our own efforts to secure funding to keep staff engaged by the charity.

Staffing costs increased during the year as staff have been employed and hours extended. Extending staff hours has enabled the charity to continue to develop the signposting website and promote it, develop the Loss and HOPE project, distribute materials and take on major administrative tasks to ensure compliance and build capacity.

In 2022, we plan to:

- Extend our messaging and engagement with the NHS to ensure decision-makers in the public health sector understand the cost saving that can be achieved from having one central, effective and known about bereavement signposting and information service.
- Raise our profile as a charity supporting the (well funded) mental health agenda, including connecting with the emerging social prescriber/link worker network in the UK.
- Engage fully with the UK Commission on Bereavement and work towards an agreed bereavement signposting standard for anyone bereaved throughout the UK, for submission to the government minister.
- Use the media more effectively to win support, followers and coverage of our cause, leading to more donors.
- Continue to improve our reporting on deliverables, extending our use of technology where appropriate to achieve this.
- Develop our Loss and HOPE project to increase numbers of churches delivering bereavement support to their communities and purchasing resources, in particular *The Bereavement Journey*®.
- Explore corporate partnerships for sponsorship, commissions and associate relationship forms of funding.
- Licence, roll out and coordinate international *The Bereavement Journey*® courses for further potential revenue streams.

In summary, our plan for 2022 includes building on the good work established during the pandemic across the whole charity and continuing to collaborate with others and with the media to raise our profile, build our network and extend our presence as a key and essential player in the bereavement sector plus mental health world.



Activities planned for 2022 are:

- Secure major funds for the charity, to fund staff costs.
- Continue to develop the AtaLoss.org website and increase the range of bereavement support services listed, especially the smaller, local services across all four UK nations.
- Achieve and promote a recognised standard for bereavement information services.
- With improved messaging raise awareness through promotion and social media to maximise signposting to the AtaLoss.org website of bereavement support services and information.
- Continue to collaborate more widely and 'deeper' with organisations operating in the health sector.
- Continue to extend inclusivity and equal access to bereavement services and resources via our signposting website, concerning gender, race, disability and age, e.g. the elderly, blind and communities where English is not the first language, and in particular BAME communities.
- Seek to ensure ListeningPeople training fees and sales cover project costs.
- Further develop the *Bereavement Friendly Church* training to reach churches of all denominations across the UK particularly the non-conformist denominations and Roman Catholics.
- Secure funding for the Loss and HOPE project workers beyond the end of 2022.
- Extend the number of churches engaging with *The Bereavement Journey* course,
- Continue to run the online *The Bereavement Journey* course and consider other opportunities as they arrive.
- Review and coordinate controls over the use of *The Bereavement Journey* course material.
- Extend products sold in the on-line shops.
- Further develop associate, ambassadors, and partnership opportunities with bereavement organisations, seeking out opportunities that will help the charity to deliver its objectives.
- Continue to raise awareness of the need for quality bereavement signposting and information including a significant media campaign between September and December, and during Grief Awareness Week 2022.
- Update our promotional materials to reflect the changes in our services and messaging resulting from the pandemic.
- Update *The Bereavement Journey*® films and materials to include a wider range of bereavement scenarios and ethnicity, age and gender diversity.
- Extend the Loss and HOPE steering group to include a wider and more diverse range of churches and organisations.
- Secure training opportunities in ministerial training colleges and a range of church conferences.

# Section G Declaration

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

Signed on behalf of the charity's trustees

<b>Signature(s)</b>	Y.Tulloch	
<b>Full name(s)</b>	YVONNE RICHMOND TULLOCH	
<b>Position (eg Secretary, Chair, etc)</b>	CHAIR	
<b>Date</b>	21 October 2022	

## Receipts and payments accounts

CC16a

For the period from	Period start date 01/01/2021	To	Period end date 31/12/2021
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### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Grants	35,000	18,500	-	53,500	90,240
Individuals	37,768	8,551	-	46,319	32,078
Fundraising	1,722	-	-	1,722	-
Events	-	2,384	-	2,384	-
Other	54	-	-	54	-
Fees	-	-	-	-	9,440
Sales	1,175	18,596	-	17,421	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>73,369</b>	<b>48,031</b>	<b>-</b>	<b>121,400</b>	<b>131,758</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>73,369</b>	<b>48,031</b>	<b>-</b>	<b>121,400</b>	<b>131,758</b>
<b>A3 Payments</b>					
Publicity	14,052	553	-	14,605	5,132
Website	4,344	165	-	4,509	9,877
Salaries	52,145	38,677	-	90,822	59,441
Legal	715	1,568	-	2,283	320
IT	1,262	815	-	2,077	2,352
PPS	822	1,931	-	2,753	3,753
Subsistence	-	-	-	-	42
Materials	1,192	2,409	-	3,601	3,569
Travel & Accom	-	-	-	-	431
Events	-	-	-	-	147
Other	1,652	-	-	1,652	1,000
<b>Sub total</b>	<b>76,184</b>	<b>46,118</b>	<b>-</b>	<b>122,302</b>	<b>86,063</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>76,184</b>	<b>46,118</b>	<b>-</b>	<b>122,302</b>	<b>86,063</b>
<b>Net of receipts/(payments)</b>	<b>2,815</b>	<b>1,913</b>	<b>-</b>	<b>902</b>	<b>45,695</b>
<b>A5 Transfers between funds</b>	<b>138</b>	<b>138</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>56,798</b>	<b>25,081</b>	<b>-</b>	<b>81,879</b>	<b>36,184</b>
<b>Cash funds this year end</b>	<b>54,121</b>	<b>26,856</b>	<b>-</b>	<b>80,977</b>	<b>81,879</b>

### Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Current Account	54,121	26,856	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>54,121</b>	<b>26,856</b>	<b>-</b>

(agree balances with receipts and payments account(s))

	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>			
Details			
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			
Details			
		-	-
		-	-
		-	-
		-	-
		-	-

	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>			
Details			
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>			
Details			
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
<i>M. Tulloch</i>	YVONNE TULLOCH	9/9/22
<i>C. J. Oundjian</i>	C. JANE OUNDJIAN	11/9/22



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Independent examiner's report on the  
accounts

Section A Independent Examiner's Report

Report to the trustees/  
members of

Charity Name  
At A Loss.org

On accounts for the year  
ended

31st December 2021	Charity no (if any)	1169269
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Set out on pages

1 & 2 of RECEIPTS & PAYMENTS  
(from entries 2, 3 and 4 only) (page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended DD / MM / YYYY.

Responsibilities and  
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

~~The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]]. Delete [ ] if not applicable.~~

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (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 no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

\* Please delete the words in the brackets if they do not apply.

Signed: G. Williams Date: 8. ix. 2022

Name: GERALD CECIL WILLIAMS

Relevant professional  
qualification(s) or body

FELLOW OF THE INSTITUTE OF CHARTERED ACCOUNTANTS (FCIA)  
FELLOW OF THE CHARTERED INSTITUTE OF LOSS ADJUSTERS



**AT A LOSS.ORG**

England & Wales - Charity number 1169269

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# Accounts

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# Trustees' Annual Report for the period

	Period start date	Period end date
<b>From</b>	1 January 2020	31 Dec. 2020
	<b>To</b>	



**Charity name** AtaLoss.org

**Other names charity is known by**

**Registered charity number (if any)** 1169269

**Charity's principal address** PO Box 824

Chichester

**Postcode** PO19 9WW

## 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	Yvonne Lorraine Tulloch	Founder & Chair		
3	Luke William Richmond	Treasurer		
4	Carol Jane Oundjian			
5	Alison Williams			
7	Andrew Shaw	From August 2021		
8				
9				

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

Name	Dates acted if not for whole year
Andrew Shaw	From August 2021 (present when annual report was considered)

## Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
<b>Auditor</b>	Gerald	Williams

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

Jane Lloyd Woodward - Executive Director & Secretary to the Board

## Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	A charitable incorporated organisation whose only voting members are its charity trustees.
Trustee selection methods (eg. appointed by, elected by)	Trustees are appointed by the charity trustees for a period of one year by a resolution passed at a properly convened meeting of the charity trustees. Selection is based on skills, knowledge and experience needed for effective administration of the CIO.

## 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.

Trustees receive an induction pack based on Charity Commission guidelines and are offered opportunities to attend further training throughout the year.

The CIO has a board of reference consisting of a wide range of people with a variety of experience including marketing, finance and governance. Each trustee is required to register any interests annually. The ROI (Register of Interests) is held and updated by the Secretary.

All activities carried out by the CIO are risk assessed with particular focus on events where there may be vulnerable people i.e. those who have been bereaved.

Safeguarding policies are in place to cover any contact that trustees, contractors and volunteers may have with individuals who are bereaved as we consider them to be 'vulnerable adults'. DBS checks are carried out at enhanced level.

The trustees give consideration to the major risks to which the charity is exposed when updating its strategic plans. These include internal and external risks that, if occurring, would be likely to affect finance and resources, staffing, the security and use of our data, reputation and other aspects of the work of the charity. The trustees are satisfied that procedures and systems are in place to monitor and control these risks, to mitigate any impact that they may have on the charity in its future operations.

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

**In its purposes and principles document, the CIO explains how it delivers its objects;**

The objects of AtaLoss.org are:

- the relief of sickness and preservation of health by, not limited to, relieving the mental, emotional and physical distress of persons suffering from bereavement, significant loss or family breakdown; and
- to educate and raise awareness on matters of bereavement, significant loss and family breakdown.

**AtaLoss.org's VISION** is for nobody in the UK, suffering a bereavement, to be left floundering or alone. The Charity's focus is on bereavement by death (including pregnancy) but in the case of young people we extend our work to parental separation.

**AtaLoss.org's AIMS** are:

Accessible support for bereaved people

Bridging of gaps in bereavement support, and

Changing the culture around bereavement support.

**AtaLoss.org's ACTIVITIES** to achieve the Charity's aims are:

- 1) **Signposting** bereaved people across the UK to appropriate, available support by means of our bespoke website [www.AtaLoss.org](http://www.AtaLoss.org)
- 2) **Training** to increase understanding of how to support bereaved adults and young people who have suffered significant loss, and to build capacity for supporting them in their local communities.
- 3) **Educating**, all sectors about the misunderstandings, misconceptions and wider impact of loss and raising awareness of the issues and costs of loss in and to society.
- 4) **Resourcing** bereavement support, in particular churches in spiritual support of bereaved people and youth leaders in supporting young people through loss.
- 5) **Supporting** bereaved people by running and enabling *The Bereavement Journey* courses online across the UK.
- 6) **Collaborating** with other organisations where that will achieve benefits to bereaved people, the charity and the other organisation through joining forces, shared promotion and/or more efficient use of resources to achieve our aims.
- 7) **Initiating** projects that help us to achieve the charity's objectives.

**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)**

AtaLoss.org was founded by Yvonne Richmond Tulloch in 2016. Having been suddenly widowed, she became acutely aware of the many problems that bereaved people face and of how the impact of bereavement can be worsened due to lack of understanding and difficulty in finding support.

Up to 2020, the charity has been achieving its objectives by:

- 1) Providing a comprehensive information and signposting website hub which aims to be up-to-date and accurate, and which directs easily via filters to appropriate, local and national support.
- 2) Providing support and activities for groups of bereaved people where support is scarce i.e. 18-30's and men.
- 3) Working alongside other bereavement organisations that campaign for and support bereaved people, and
- 4) Training churches and other professionals who encounter those who have been bereaved to understand their needs and provide local support.

During 2019 the charity secured a grant from the Transform Foundation to replace its website with a significantly upgraded version, which was launched in April 2020. Work continued throughout 2020 to expand the directory of services and provide relevant information about bereavement during the pandemic and to promote the service we offer widely.

We continued to use email for promotions, aiming for the umbrella organisations to ensure all their members are reached. During 2020 we reached out to all local authorities across the UK, crematoria, funeral directors, the NHS, Cathedrals, schools and community pharmacies. We received funding from the lottery to target pharmacies in areas with high Covid-19 death rates in cities, especially in areas with high ethnic minority communities, and 50k pharmacy bags were printed for distribution running up to Christmas 2020 in all four nations of the UK.

Since our website reliably provides one central place for finding bereavement support and offers timely access to a wide range of services, it came into its own during the 2020 Covid-19 pandemic and became relied upon by significant organisations for signposting to bereavement support, including the Government, local authorities, Care England and Transport for London, in turn easing the burden for the NHS and other professionals working alongside those who have been bereaved and helping to prevent mental ill health, suicide, loneliness, addiction, relationship breakdown and other negative outcomes.

The Certificate in Bereavement Ministry 5-day residential Course, which was run at Cliff College in previous years, was cancelled in June 2020. The college declined to consider an online course at that stage. There is clearly a demand for this among church professionals working with bereaved people but Yvonne Tulloch decided that this demand can be more effectively met through our Loss and HOPE project which was launched in March 2020.

The Loss and HOPE project was launched by AtaLoss.org at Lambeth Palace, supported by coalition members of the steering

group - The Church of England Life Events Department, HOPE Together and Care for the Family. The event, which was funded by Dignity Funerals and opened by our Patron the Archbishop of Canterbury, was attended by about 100 leaders from different Christian organisations around the UK and was held just a week before the first national Covid-19 lockdown. *The Bereavement Journey* course was branded and published for the launch and funding was secured to appoint a Project Manager who arrived in August 2020. Since the launch, the project has grown significantly, with churches taking up the option to run *The Bereavement Journey* course, attending training in bereavement support, and purchasing materials from a new website set up to promote and supply *The Bereavement Journey* materials and films. A new Loss and HOPE website was funded by the AllChurches Trust to provide information and resources to any churches involved in supporting bereaved people in their community.

A key response by the charity to the pandemic was to convert all its materials and training into an online resource. *The Bereavement Journey* course, in particular, previously held in a face-to-face setting, was run online very successfully during 2020, with over 300 beneficiaries attending. Helpers were recruited from among church people wanting to run their own course, and so the national course run by AtaLoss.org became a training ground. We learnt that far from being second best, on-line courses were just as effective, more inclusive, more flexible and attracted more people than was expected. The plan is to continue to run a national course on-line for the foreseeable future.

The charity's ListeningPeople project also converted training to an on-line resource. With its focus on children and young people, the project leader (Pete English) has found the training he offers online has attracted a much wider circle of professionals than the youth and children's workers, hospice workers and college chaplains he had previously trained. A number of charities and teachers from schools across the country have regularly been attending on-line sessions. The *Tough Stuff Journal 'Someone has Died'* for bereaved young people was also published. Sales have gone very well during 2020 and it is now on its third print run.

The Board carried out a review of GrabLife activity weekends and peer support for bereaved 18-30's, and Bereavement Support for Men (peer support and events for bereaved men) in the autumn of 2020. The pandemic had caused the cancellation of all weekends planned so the review was timely. The costs of running and supporting both projects were becoming hard to justify. We were relying on key people to run and manage the weekends on a voluntary basis and the Board decided this was no longer viable. The Board felt able to make this decision because *The Bereavement Journey* online courses were supporting bereaved young adults and men and new organisations supporting bereaved 18-30's and Men had developed in the previous 12 months. AtaLoss.org has reached out to these to work with them to ensure both cohorts receive the support they need.

With the AtaLoss.org website rapidly evolving during 2020, our

social media activity has grown considerably. News, features and highlighting the work of lesser-known charities, have been used to send traffic to the [AtaLoss.org](http://AtaLoss.org) website. We have built good working relationships with professionals in different fields and, where possible, have invited them to contribute articles on timely subjects.

Our aim has always been to have the most comprehensive, accurate and up-to-date directory of services, resources and information and during 2020 we made significant progress. By the end of 2020, we had doubled the number of services listed at the start of the year and also increased the library of reading materials and resources.

During 2020 we made good use of the new website functionality and added an online shop, with products including the Tough Stuff Journals and materials for promoting the charity. As the directory of services has grown, so we have become more effective at reviewing the information listed, using this as an opportunity to make contact with bereavement services around the UK.

The development of the website and the progress made with the Loss and HOPE project has only been made possible by increasing the human resource within the charity and having more staff time dedicated to the website operation. The website was provided in template form, but developed by Jane Woodward, whose job title changed to Executive Director in the autumn. She worked 4 days a week for the latter part of 2020 in order to complete the website project. Vicky McQuarrie's hours were extended to 22.5 and Katy Tutt was appointed in August to undertake 25 hours a week for the Loss and HOPE project.

Fundraising continued with mixed success. Funding was secured for the Loss and HOPE project from Stewardship. The ListeningPeople project received funding for 3 years from the Westhill Foundation and we also received emergency funding from the Lottery to help support [AtaLoss.org](http://AtaLoss.org). We also received the second tranche of a 3 year grant from the Joseph Rank Trust to cover staff costs. Long term funding continues to be our aim. To this end pressure was put on the DHSC and we continued to campaign for funding for signposting, which all involved in the bereavement sector recognise is a fundamental part of bereavement support provision and public sector health care.

### **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.

The pandemic affected voluntary activities during 2020 although the unremunerated work of our Chair, the Finance Assistant, Trustees and advisors was key to many developments.

We are approached by people wanting to volunteer and where possible we try to steer them to appropriate work. However, as we work remotely, managing volunteers can take more time and effort than we get back in return, so we are always careful to explore their commitment before engaging with them.

## Summary of the main achievements of the charity during the year

- The development of the Loss and HOPE project to mobilise churches in bereavement support, involving the Church of England Life Events Department, HOPE Together and Care for the Family, continued apace in early 2020. A successful launch took place in March 2020 at Lambeth Palace with the backing of our patron, the Archbishop of Canterbury, with funding from Dignity Funerals for refreshments and from The AllChurches Trust for a new Loss and HOPE website.
- We branded and published *The Bereavement Journey* course for wider church bereavement support and as a potential income stream to fund church training.
- We commissioned A Dozen Eggs to design and launch the new Loss and Hope Website. We also launched a bespoke website to support *The Bereavement Journey* – a place where participants and course leaders can purchase materials.
- In response to the pandemic, *The Bereavement Journey* materials and training were transformed into digital resources to enable courses to be run online. This enabled the running of the course 4 times by AtaLoss.org during 2020 each with between 50-90 beneficiaries and up to 25 trainee helpers. *The Bereavement Journey* materials began to generate a small but steady income for AtaLoss.org as more and more churches decided to run the course in response to the pandemic.
- The Loss and HOPE project was a key player in establishing a national broadcast of Westminster Abbey's All Souls Service in November 2020, attended by HRH The Countess of Wessex.
- The project for the new AtaLoss.org website was taken on late 2019/early 2020 by the Executive Director so avoiding external developmental costs. The website was launched in April 2020. Learnt new skills enabled us to keep the website work in house, continually develop the website during 2020, reach new audiences and attract new services and organisational interest.
- Research of bereavement support services for our AtaLoss.org signposting website continued – both national and local – and ongoing systems were put in place for updates and additions to aim for comprehensive information, UK wide support services and accuracy.
- The AtaLoss.org signposting website was listed on the Government, NHS and Care England websites and other key organisations' websites as the 'go to' place for finding bereavement support in the pandemic.
- ListeningPeople was transformed into online training. A new journal for bereaved young people – "Tough Stuff: someone has died" was completed and published with

funding that was secured for the project.

- Newsletters were distributed 4 times to an increasing number of recipients.
- Having previously contacted *all* GPs and numerous care homes and funeral directors, promotions were conducted to all UK local authorities, crematoria, cathedrals, the NHS and hospices. We also ran a campaign with TfL London across the London Transport Network telling people they could get support from our website and assisting in the prevention of suicide. Promotions were undertaken to community pharmacies in November and December 2020 via pharmacy bags which reached 50k people at the height of the pandemic.
- Pandemic rapid response grants were awarded enabling the charity to promote the [AtaLoss.org](https://www.ataloss.org) signposting website more widely, provide online bereavement support and scale up training in support online.
- With deaths from Covid-19 reported daily on the news, a great deal of time was invested in media work with journalists for news coverage of the increasing bereavement problem and of our available signposting, but with limited success. Regional radio and magazine features were more productive.
- The initial formal structures, policies and procedures for the organisation were reviewed and continued, to underpin and sustain the key activities. Discussions were begun about changing the status of key members of staff from consultants to employees, to provide the consistency needed as the charity stepped up a gear.
- One of our founding trustees and creator of *The Bereavement Journey*- Jane Oundjian- received an MBE for services to bereavement in the Queen's birthday honours list in November.

**Brief statement of the charity’s policy on reserves**

AtaLoss.org has a policy of at least one month of expenditure in reserve. At the 2020 year end funds held were in excess of the reserve figure. When the charity begins to employ staff it will change the policy to a minimum of two months’ reserves.

**Details of any funds materially in deficit**

NONE

**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.

The charity mostly relies on donations and fundraising bids and was successful in raising funds to meet its objectives during 2020.

A number of applications for funding were submitted during 2020, with some success. We continue to rely on our own efforts to secure funding to keep staff engaged with the charity.

The charity’s main expense during its fourth year was - as in previous years - paying for professional management and administrative consultancy support to ensure the charity continued to be run professionally and grow in reputation and effectiveness. Staffing costs increased by 50% during the year. Extending staff hours has enabled the charity to continue to develop the signposting website, promote it and distribute materials in order to create a national awareness of its service, and take on major administrative tasks to ensure compliance and build capacity. Investment in the charity’s main website was also increased by 30% which was well spent given the increased numbers of people searching for bereavement support during this year, the year of the Covid-19 pandemic.

In 2021, we plan to:

- Improve our messaging to ensure decision-makers in Government and the public health sector understand the cost saving that can be achieved from having one central, effective and known about bereavement signposting and information service.
- Raise our profile as a charity supporting the mental health agenda including connecting with the emerging social prescriber network in the UK.
- Work towards an agreed bereavement signposting standard for anyone bereaved throughout the UK, fulfilled by AtaLoss.org, that i) ensures timely support, preventing mental health issues and other negative outcomes, ii) relieves the pressure on the NHS and iii) spreads the load of bereavement services.

The trustees are hopeful of securing longer term funding when these messages are heard.

Our activities planned for 2021 are:

- To employ key members of staff.
- Secure major funds for the charity, in particular to fund the staff costs.
- Continue to develop the AtaLoss.org website and increase the range of bereavement support services listed, especially the smaller, local services across all four UK nations. We hope to reach 1500 during 2021.
- Explore options for achieving a recognised standard for information services.
- With improved messaging raise awareness through promotion and social media to maximise signposting to the AtaLoss.org website of bereavement support services and information.
- Continue to collaborate more widely and 'deeper' with organisations operating in areas where there is shared interest or potential development of bereavement support.
- Explore opportunities to improve inclusivity and equal access to bereavement services and resources via our website, concerning gender, race, disability and age, e.g. the elderly, blind and communities where English is not the first language, and in particular BAME communities most impacted by the pandemic.
- Further develop ListeningPeople training and introduce a small charge to cover project costs.
- Further develop the *Bereavement Friendly Church* training to reach churches of all denominations across the UK.
- Secure funding for the Loss and HOPE project worker beyond the end of 2021.
- Extend the Loss and HOPE website as a resource for churches.
- Extend the number of churches engaging with *The Bereavement Journey* course, particularly the non-conformist denominations and Roman Catholics.
- Continue to run the central London *The Bereavement Journey* course and consider other opportunities as they arrive, including introducing a charge for attending the course to help cover costs.
- Trademark 'The Bereavement Journey' logo and explore ways to protect the material and its delivery.
- Roll out and coordinate international *The Bereavement Journey* courses, with a view to further potential revenue streams.
- Produce badges to signal vulnerability of grief that can be sold via the charity's on-line shop.
- Further develop associate, ambassadors, and partnership opportunities with bereavement organisations, seeking out opportunities that will help the charity to deliver its objectives.
- Continue to raise awareness of the need for people traumatically bereaved during the pandemic to find bereavement support.

In summary, our plan for 2021 includes building on the good work of 2020 across the whole charity, collaborating with others to raise our profile, build our network of Ambassadors and extend our presence as a key and essential player in the bereavement sector and mental health world.

## Section G Declaration

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

Signed on behalf of the charity's trustees

Signature(s)	Y.Tulloch	
Full name(s)	YVONNE RICHMOND TULLOCH	

<b>Position (eg Secretary, Chair, etc)</b>	CHAIR	
<b>Date</b>	21 October 2021	



Charity Name	No (if any)
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## Receipts and payments accounts

For the period from	Period start date 1/1/2020	To	Period end date 12/31/2020
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### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
<b>A1 Receipts</b>				
Grants	43,949	46,291	-	90,240
Individuals	27,535	4,543	-	32,078
Fundraising	-	-	-	-
Events	-	-	-	-
Other	-	-	-	-
Fees	-	9,440	-	9,440
	-	-	-	-
	-	-	-	-
<b>Sub total</b> (Gross income for AR)	<b>71,484</b>	<b>60,273</b>	<b>-</b>	<b>131,758</b>
<b>A2 Asset and investment sales, (see table).</b>				
	-	-	-	-
	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>71,484</b>	<b>60,273</b>	<b>-</b>	<b>131,758</b>
<b>A3 Payments</b>				
Publicity	5,082	50	-	5,132
Website	3,696	6,181	-	9,877
Salaries	36,583	22,858	-	59,441
Legal	192	128	-	320
IT	1,987	365	-	2,352
PPS	688	3,065	-	3,753
Subsistence	15	27	-	42
Materials	-	3,569	-	3,569
Travel & Accom	-	431	-	431
Events	47	100	-	147
Other	1,000	-	-	1,000
<b>Sub total</b>	<b>49,290</b>	<b>36,773</b>	<b>-</b>	<b>86,063</b>
<b>A4 Asset and investment purchases, (see table)</b>				
	-	-	-	-
	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>49,290</b>	<b>36,773</b>	<b>-</b>	<b>86,063</b>
<b>Net of receipts/(payments)</b>	<b>22,194</b>	<b>23,500</b>	<b>-</b>	<b>45,695</b>
<b>A5 Transfers between funds</b>	<b>- 326</b>	<b>326</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>34,929</b>	<b>1,255</b>	<b>-</b>	<b>36,184</b>
<b>Cash funds this year end</b>	<b>56,798</b>	<b>25,081</b>	<b>-</b>	<b>81,879</b>

# Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
<b>B1 Cash funds</b>	Current Account	56,798	25,081
		-	-
		-	-
	<b>Total cash funds</b>	<b>56,798</b>	<b>25,081</b>
	(agree balances with receipts and payments account(s))	OK	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
<b>B2 Other monetary assets</b>		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

	Details	Fund to which asset belongs	Cost (optional)
<b>B3 Investment assets</b>			-
			-
			-
			-
			-

	Details	Fund to which asset belongs	Cost (optional)
<b>B4 Assets retained for the charity's own use</b>			-
			-
			-
			-
			-
			-
			-
			-
			-

	Details	Fund to which liability relates	Amount due (optional)
<b>B5 Liabilities</b>			-
			-
			-
			-
			-

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name

**CC16a**



**Last year**

**to the nearest £**

<b>76,446</b>
<b>10,985</b>
-
<b>7,976</b>
-
<b>2,932</b>
-
-
<b>98,339</b>

-
-

<b>98,339</b>
---------------

<b>4,318</b>
<b>7,490</b>
<b>39,027</b>
<b>60</b>
<b>7,331</b>
<b>2,857</b>
<b>819</b>
<b>1,676</b>
<b>2,207</b>
<b>4,631</b>
-
<b>70,416</b>

-

<b>70,416</b>
---------------

<b>27,923</b>
-
<b>8,261</b>
<b>36,184</b>



**Endowment funds**

to nearest £

-
-
-
-

OK

**Endowment funds**

to nearest £

-
-
-
-
-
-

**Current value (optional)**

-
-
-
-
-

**Current value (optional)**

-
-
-
-
-
-
-
-
-

**When due (optional)**


**Date of approval**




**Section A**

**Independent Examiner's Report**

Report to the trustees/  
members of

ALALOSS.ORG

On accounts for the year  
ended

31st DECEMBER 2020

Charity no  
(if any)

1169269

Set out on pages

1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended DD / MM / YYYY.

**Responsibilities and  
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent  
examiner's statement**

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

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*\* Please delete the words in the brackets if they do not apply.*

Signed:

*Gerard C. Williams*

Date:

23 SEPTEMBER 21

Name:

GERARD C. WILLIAMS

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

F.C.A. (RETIRED)  
F.C.I.L.A

Address:

BEECHWOOD, RIDGLEY ROAD  
CHIDDINGFOLD, SURREY  
GU8 4QW

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

*[Faint, illegible handwriting is visible within the large rectangular box, likely bleed-through from the reverse side of the page.]*