Trustees' Annual Report for the period

	Period start date				Period end date		
From	1	January	2020	**To**	31	Dec.	2020

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
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 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

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.

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

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
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 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. 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 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	

Position (eg Secretary, Chair, etc)	CHAIR	
Date	21 October 2021	

CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name	No (if any)

Receipts and payments accounts

For the period from	Period start date 1/1/2020	To	Period end date 12/31/2020

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 £
A1 Receipts				
Grants	43,949	46,291	-	90,240
Individuals	27,535	4,543	-	32,078
Fundraising	-	-	-	-
Events	-	-	-	-
Other	-	-	-	-
Fees	-	9,440	-	9,440
	-	-	-	-
	-	-	-	-
Sub total*(Gross income for AR)*	71,484	60,273	-	131,758
A2 Asset and investment sales, (see table).				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	71,484	60,273	-	131,758
A3 Payments				
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
Sub total	49,290	36,773	-	86,063
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	49,290	36,773	-	86,063
Net of receipts/(payments)	22,194	23,500	-	45,695
A5 Transfers between funds	- 326	326	-	-
A6 Cash funds last year end	34,929	1,255	-	36,184
Cash funds this year end	56,798	25,081	-	81,879

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

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

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets			-
			-
			-
			-
			-

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

	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities			-
			-
			-
			-
			-

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

Signature	Print Name

CC16a

[redacted]

Last year
to the nearest £
76,446
10,985
-
7,976
-
2,932
-
-
98,339

-
-
98,339

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

-
70,416
27,923
-
8,261
36,184

[redacted]

Endowment funds to nearest £
-
-
-
-

OK

Endowment funds to nearest £
-
-
-
-
-
-

Current value (optional)
-
-
-
-
-

Current value (optional)
-
-
-
-
-
-
-
-
-

When due (optional)

Date of approval

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	ATALOSS.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:	[signature] — **Date:** 23.SEPTEMBER '21
Name:	GERALD 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

Section B	Disclosure

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.