

Charity registration number: 1170244

# The Good Grief Project

Annual Report and Financial Statements

for the Year Ended 31 March 2024



**WESTCOTT S**

CHARTERED ACCOUNTANTS  
& BUSINESS ADVISERS

## **The Good Grief Project**

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## **The Good Grief Project**

### **Reference and Administrative Details**

<b>Trustees</b>	James Edmonds
	Andrew Freedman
	Jane Harris
	Kieron Milsom
	Sally Byng
	Tom Kihl
	Caroline Whaley
	Lynn Redwood
<b>Charity Registration Number</b>	1170244
<b>Principal Office</b>	3 Rowes Farm Barns
	Aish Road
	Stoke Gabriel
	Totnes
	Devon
	TQ9 6RT
<b>Independent Examiner</b>	Robyn Gifford-England
	Independent examiner
	Westcotts (SW) LLP
	Timberly
	South Street
	Axminster
	Devon
	EX13 5AD

## **The Good Grief Project**

### **Trustees' Report**

The trustees present the annual report together with the financial statements of the charity for the year ended 31 March 2024.

#### **Objectives and activities**

##### ***Objects and aims***

The preservation and protection of the mental and physical welfare of people who have suffered the untimely death of a close relative by:

The provision of services including, but not limited to, counselling and emotional support: and

The advancement of education and awareness of the public in relation to the effect that a bereavement or loss can have on those involved.

Approximately 6000 young people under the age of 24 die in the UK every year leaving up to 50,000 newly bereaved parents, siblings and grandparents.

Our mission is twofold - to support families grieving after the untimely death of a loved one, particularly the death of a child - and to promote an understanding of what it means to grieve in a society that often has difficulty talking openly about death, dying and bereavement. Both of these objectives involve giving a voice to grief – we do this with the films we produce and distribute, by delivering our Active Grief Weekend Retreats, liaising with other bereavement charities and with a sustained activity on social media.

##### ***Objectives, strategies and activities***

This is the seventh year of operation in which we have successfully built on our founding resolve to establish the charity as a significant voice within the UK's bereavement community and an important resource for bereaved families who mourn for the death of a son or daughter. Our activities can be summarised into three separate areas of work:

1. FILM/BOOK PRODUCTIONS – promoting A LOVE THAT NEVER DIES, BEYOND THE MASK and WHEN WORDS ARE NOT ENOUGH
2. Delivering ACTIVE GRIEF WEEKENDS
3. Delivering a number of presentations and talks to various charities, public institutions and corporates
4. Maintaining a constant presence on Social Media as a way of enlisting our audience and promoting our ideas.

Both Jane and Jimmy continue to work 3- 4 days a week on a voluntary basis though The Good Grief Project (TGGP) pays a licence fee to their company Beyond Goodbye Media Ltd. for the use of the documentaries.

Until October 2023 we have also been supported by Annabel Richmond who worked tirelessly promoting our work on social media. Annabel works for a small monthly fee. Tom Kihl has been instrumental in keeping our website up to date and in good order.

We are very grateful for the continuing support of The Jessica Mathers Trust who funds us to the tune of £12,000 per annum.

##### ***Public benefit***

The charitable activities during the year were undertaken to further the public benefit in accordance with the charity's objectives.

## **The Good Grief Project**

### **Trustees' Report (continued)**

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

#### **Achievements and performance**

The achievements and performance during the year can be found in the "ANNUAL REPORT April 2023 to March 2024" which is attached to these accounts.

#### **Financial review**

##### ***Policy on reserves***

In accordance with the Charity Commission's guidance on reserves, the Trustees have considered and agreed to a reserves strategy of creating a contingent reserve equivalent to a minimum amount running expenses. This would enable the Charity to continue its activities for a limited period in the event of a significant drop in funding. The reserve considered necessary to meet these objectives is £30,000. At present the reserves are sufficient to cover this contingency.

#### **Plans for future periods**

##### ***Aims and key objectives for future periods***

Our plans for next year are mentioned in the "ANNUAL REPORT April 2023 to March 2024".

#### **Trustees and officers**

The trustees and officers serving during the year and since the year end were as follows:

Trustees:	James Edmonds
	Andrew Freedman
	Jane Harris
	Kieron Milsom
	Sara Tibbetts (resigned 20 July 2024)
	Rosa Harris Edmonds (resigned 20 July 2024)
	Sally Byng
	Josephine Bousfield (resigned 20 July 2024)
	Tom Kihl
	Joseph Edmonds (resigned 20 July 2024)
	Caroline Whaley (appointed 20 July 2024)
	Lynn Redwood (appointed 20 July 2024)

#### **Structure, governance and management**

##### ***Nature of governing document***

The charity is registered in England & Wales with the Charity Commission as a Charitable Incorporated Organisation with charity number 1170244. The charity registered on 17 November 2016.

## **The Good Grief Project**

### **Trustees' Report (continued)**

#### ***Recruitment and appointment of trustees***

The Trustee Board is responsible for recruiting and appointing the Trustees who are elected and coopted under the terms of the Trust deed.

#### ***Induction and training of trustees***

New Trustees are inducted and trained in accordance with the charity commission guidance.

#### ***Organisational structure***

The day to day management of the Charity is undertaken by the Trustees.

## The Good Grief Project

### Trustees' Report (continued)

#### Statement of Trustees' Responsibilities

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

The law applicable to charities 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; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are 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 Charities (Accounts and Reports) Regulations 2008, and the provisions of the constitution. The trustees 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.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The annual report was approved by the trustees of the charity on ~~20.07.23~~ 20.07.24 and signed on its behalf by:

J Edmonds

James Edmonds  
Trustee

A Freedman

Andrew Freedman  
Trustee

## **The Good Grief Project**

### **Independent Examiner's Report to the trustees of The Good Grief Project**

I report to the trustees on my examination of the accounts of The Good Grief Project for the year ended 31 March 2024.

#### **Responsibilities and basis of report**

As the charity trustees of The Good Grief Project 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 The Good Grief Project'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**

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 Good Grief Project 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 accounting 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.



Robyn Gifford-England  
Independent examiner  
ICAEW  
Westcotts (SW) LLP  
Timberly  
South Street  
Axminster  
Devon  
EX13 5AD

Date: 8.10.24



## The Good Grief Project

(Registration number: 1170244)  
Balance Sheet as at 31 March 2024

	Note	2024 £	2023 £
<b>Current assets</b>			
Cash at bank and in hand	11	87,990	88,466
<b>Creditors: Amounts falling due within one year</b>	12	<u>(1,747)</u>	<u>(425)</u>
<b>Net assets</b>		<u>86,243</u>	<u>88,041</u>
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>86,243</u>	<u>88,041</u>
<b>Total funds</b>	13	<u>86,243</u>	<u>88,041</u>

The financial statements on pages 7 to 16 were approved by the trustees, and authorised for issue on ~~20.07.24~~ and signed on their behalf by:

J Edmonds

James Edmonds  
Trustee

A Freedman

Andrew Freedman  
Trustee

## The Good Grief Project

### Statement of Financial Activities for the Year Ended 31 March 2024

	Note	Unrestricted funds £	Total 2024 £	Total 2023 £
<b>Income and Endowments from:</b>				
Donations and legacies	2	70,630	70,630	144,596
Charitable activities	3	18,347	18,347	13,286
Other trading activities	4	2,338	2,338	-
Total income		<u>91,315</u>	<u>91,315</u>	<u>157,882</u>
<b>Expenditure on:</b>				
Raising funds		(557)	(557)	-
Charitable activities	5	<u>(92,556)</u>	<u>(92,556)</u>	<u>(76,094)</u>
Total expenditure		<u>(93,113)</u>	<u>(93,113)</u>	<u>(76,094)</u>
Net (expenditure)/income		<u>(1,798)</u>	<u>(1,798)</u>	<u>81,788</u>
Net movement in funds		(1,798)	(1,798)	81,788
<b>Reconciliation of funds</b>				
Total funds brought forward		<u>88,041</u>	<u>88,041</u>	<u>6,253</u>
Total funds carried forward	13	<u>86,243</u>	<u>86,243</u>	<u>88,041</u>

All of the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2023 is shown in note 13.

# **The Good Grief Project**

## **Notes to the Financial Statements for the Year Ended 31 March 2024**

### **1 Accounting policies**

#### **Statement of compliance**

The financial statements have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

#### **Basis of preparation**

The Good Grief Project meets the definition of a public benefit entity under FRS 102. The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant notes to these accounts.

#### **Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

#### **Income and endowments**

Voluntary income including donations, gifts, legacies and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured with sufficient reliability.

#### **Donations and legacies**

Donations and legacies are recognised on a receivable basis when receipt is probable and the amount can be reliably measured.

#### **Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

#### **Raising funds**

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

#### **Charitable activities**

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

## **The Good Grief Project**

### **Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)**

#### **Support costs**

Support costs include central functions and have been allocated to the main activity cost given there is one overall charitable activity.

#### **Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

#### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### **Fund structure**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

#### **Financial instruments**

##### ***Classification***

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)

#### **Recognition and measurement**

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

#### **2 Income from donations and legacies**

	<b>Unrestricted funds General £</b>	<b>Total 2024 £</b>
Donations and legacies;		
Donations	70,630	70,630
	<u>70,630</u>	<u>70,630</u>
	<b>Unrestricted funds General £</b>	<b>Total 2023 £</b>
Donations and legacies;		
Donations	144,596	144,596
	<u>144,596</u>	<u>144,596</u>

#### **3 Income from charitable activities**

	<b>Unrestricted funds General £</b>	<b>Total 2024 £</b>
Main activities	18,347	18,347

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)

		Unrestricted funds General £	Total 2023 £
Main activities		13,286	13,286
<b>4 Income from other trading activities</b>			
		Unrestricted funds General £	Total 2024 £
Events income;			
Other events income		2,338	2,338
		2,338	2,338
			Total 2023 £
			-
<b>5 Expenditure on charitable activities</b>			
	Note	Unrestricted funds General £	Total 2024 £
Main activities		87,534	87,534
Allocated support costs	6	5,022	5,022
		92,556	92,556
	Note	Unrestricted funds General £	Total 2023 £
Main activities		65,490	65,490
Allocated support costs		10,604	10,604
	6	76,094	76,094

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)

#### 6 Analysis of support costs

##### Support costs allocated to charitable activities

	Governance costs £	Finance costs £	Information technology £	Premises costs including depreciation £	Other support costs £
Main activities	1,200	124	424	1,000	2,274
<b>Total for 2023</b>	<b>425</b>	<b>65</b>	<b>-</b>	<b>4,608</b>	<b>5,506</b>
					<b>Total funds £</b>
Main activities					5,022
<b>Total for 2023</b>					<b>10,604</b>

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)

#### 7 Trustees remuneration and expenses

During the year the charity made the following transactions with trustees:

##### James Edmonds

£1,000 (2023: £6,413) of expenses were reimbursed to James Edmonds during the year.

A total of £1,000 (last year: £6,413) was paid to Jimmy Edmonds as reimbursement for various expenses and fees for delivering The Active Grief Weekend Retreats during the financial year.

##### Jane Harris

£3,495 (2023: £250) of expenses were reimbursed to Jane Harris during the year.

A total of £3,495 (last year: £250) was paid to Jane Harris as fees for counselling services, presentation fees and staffing The Active Grief Weekend Retreats during the financial year.

##### Joseph Edmonds

£8,925 (2023: £767) of expenses were reimbursed to Joseph Edmonds during the year.

A total of £8,925 was paid for staffing The Active Grief Weekend Retreats/ Grief Fits as well as a Kilimanjaro fee to Joe Edmonds Personal Training by the charity during the financial year.

Last year, a total of £750 was paid for staffing & £17 in expenses paid on The Active Grief Weekend Retreats (6th - 8th May 2022 & 14th - 16th October 2022) to Joseph Edmonds Personal Training by the charity during the financial year.

##### Rosa Harris Edmonds

£4,505 (2023: £4,206) of expenses were reimbursed to Rosa Harris Edmonds during the year.

A total of £4,505 (last year: £4,206) was paid for staffing and expenses for catering services The Active Grief Weekend Retreats to Rosa Harris Edmonds by the charity during the financial year.

##### Josephine Bousfield

£581 (2023: £816) of expenses were reimbursed to Josephine Bousfield during the year.

A total of £581 (last year: £816) was paid to Jo Bousfield as fees and expenses for staffing The Active Grief Weekend Retreats during the financial year.

#### 8 Staff costs

No staff were employed by the charity during the year, and therefore no employee received emoluments of more than £60,000 during the year

#### 9 Independent examiner's remuneration

	2024 £	2023 £
Examination of the financial statements	1,200	425



## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)

#### 10 Taxation

The charity is a registered charity and is therefore exempt from taxation.

#### 11 Cash and cash equivalents

	2024 £	2023 £
Cash at bank	87,990	88,466

#### 12 Creditors: amounts falling due within one year

	2024 £	2023 £
Trade creditors	547	-
Accruals	1,200	425
	1,747	425

#### 13 Funds

	Balance at 1 April 2023 £	Incoming resources £	Resources expended £	Balance at 31 March 2024 £
<b>Unrestricted funds</b>				
<b>General</b>				
General Funds	88,041	91,315	(93,113)	86,243
	Balance at 1 April 2022 £	Incoming resources £	Resources expended £	Balance at 31 March 2023 £
<b>Unrestricted funds</b>				
<b>General</b>				
General Funds	6,253	157,882	(76,094)	88,041

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2024 (continued)

#### 14 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 March 2024 £
Current assets	87,990	87,990
Current liabilities	(1,747)	(1,747)
Total net assets	86,243	86,243

	Unrestricted funds General £	Total funds at 31 March 2023 £
Current assets	88,466	88,466
Current liabilities	(425)	(425)
Total net assets	88,041	88,041

#### 15 Related party transactions

During the year the charity made the following related party transactions:

##### **Beyond Goodbye Media Ltd**

(Jane Harris and James Edmonds are directors of Beyond Goodbye Media as well as trustees of The Good Grief Project)

A total of £27,500.00 was paid for film licensing (last year £28,500).. At the balance sheet date the amount due to/from Beyond Goodbye Media Ltd was £Nil (2023 - £Nil).

##### **Tom Kihl (limited company)**

(Trustee of The Good Grief Project)

A total of £873.70 (last year: £430.00) was paid to Tom Kihl's limited company as fees for website maintenance during the financial year. At the balance sheet date the amount due to/from Tom Kihl (limited company) was £Nil (2023 - £Nil).

## The Good Grief Project

### Detailed Statement of Financial Activities for the Year Ended 31 March 2024

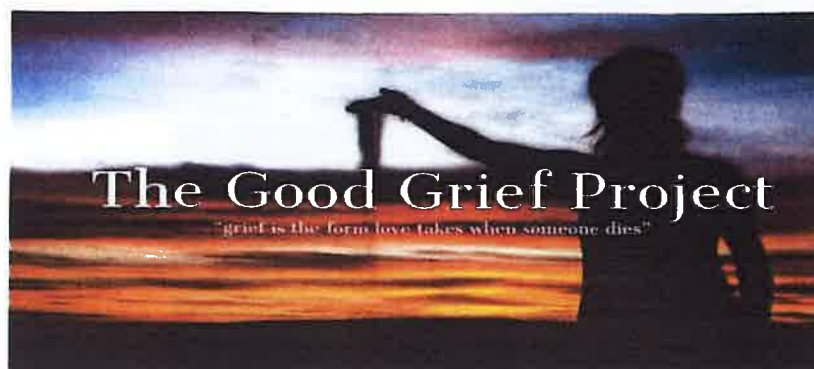
	Total 2024 £	Total 2023 £
<b>Income and Endowments from:</b>		
Donations and legacies (analysed below)	70,630	144,596
Charitable activities (analysed below)	18,347	13,286
Other trading activities (analysed below)	2,338	-
Total income	<u>91,315</u>	<u>157,882</u>
<b>Expenditure on:</b>		
Raising funds (analysed below)	(557)	-
Charitable activities (analysed below)	<u>(92,556)</u>	<u>(76,094)</u>
Total expenditure	<u>(93,113)</u>	<u>(76,094)</u>
Net (expenditure)/income	<u>(1,798)</u>	<u>81,788</u>
Net movement in funds	(1,798)	81,788
<b>Reconciliation of funds</b>		
Total funds brought forward	<u>88,041</u>	<u>6,253</u>
Total funds carried forward	<u><u>86,243</u></u>	<u><u>88,041</u></u>

## The Good Grief Project

### Detailed Statement of Financial Activities for the Year Ended 31 March 2024 (continued)

	Total 2024 £	Total 2023 £
<b><i>Donations and legacies</i></b>		
Appeals and donations	70,630	144,596
	<u>70,630</u>	<u>144,596</u>
<b><i>Charitable activities</i></b>		
Film screening	100	-
Book sales	1,481	-
Grief Fit	1,503	-
Active Grief Weekends	10,763	-
Events	4,500	-
Fees and supplies	-	13,286
	<u>18,347</u>	<u>13,286</u>
<b><i>Other trading activities</i></b>		
Charity auction	2,338	-
	<u>2,338</u>	<u>-</u>
<b><i>Raising funds</i></b>		
Other fundraising costs	(557)	-
	<u>(557)</u>	<u>-</u>
<b><i>Charitable activities</i></b>		
Cost of delivering charitable activities	(54,660)	(37,112)
Direct expenses	(32,874)	(28,378)
Sundry expenses	-	(231)
Rent	(1,000)	(4,608)
Computer software and maintenance costs	(424)	-
Advertising	(2,274)	(5,275)
Independent examiner's fee	(1,200)	(425)
Bank charges	(124)	(65)
	<u>(92,556)</u>	<u>(76,094)</u>

**THE GOOD GRIEF PROJECT**  
UK charity no 1170244  
**ANNUAL REPORT April 2023 to March 2024**



**ANNUAL GENERAL MEETING 20<sup>TH</sup> JULY 2024**

**OUR MISSION**

Approximately 6000 young people of 24 and under die in the UK every year leaving up to 50,000 newly bereaved parents, siblings and grandparents.

**Our mission is twofold** - to support families grieving after the untimely death of a loved one, particularly the death of a child - and to promote an understanding of what it means to grieve in a society that often has difficulty talking openly about death, dying and bereavement. Both of these objectives involve giving a voice to grief – we do this with the films we produce and distribute, by delivering our Active Grief Weekend Retreats, liaising with other bereavement charities and with a sustained activity on social media.

**SUMMARY OF ACTIVITIES**

This is the seventh year of operation in which we have successfully built on our founding resolve to establish the charity as a significant voice within the UK's bereavement community and an important resource for bereaved families who mourn for the death of a son or daughter. Our activities can be summarised into four separate areas of work

1. **FILM/BOOK PRODUCTIONS** – promoting A LOVE THAT NEVER DIES, BEYOND THE MASK and WHEN WORDS ARE NOT ENOUGH
2. Delivering **ACTIVE GRIEF WEEKENDS**
3. Delivering a number of presentations and talks to various charities, public institutions and corporates
4. Maintaining a constant presence on Social Media as a way of enlisting our audience and promoting our ideas.

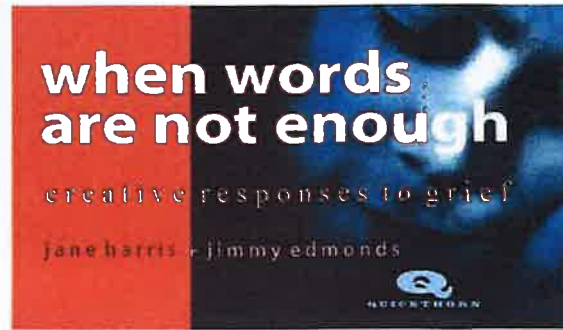
Both Jane and Jimmy continue to work 3- 4 days a week on a voluntary basis though TGGP pays a licence fee to their company Beyond Goodbye Media Ltd. for the use of the documentaries.

Until October 2023 we have been supported by Annabel Richmond who worked tirelessly promoting our work on social media platforms. Tom Kihl has been instrumental in keeping our website UpToDate and in good order.

We are very grateful for the continuing support of The Jessica Mathers Trust who fund us to the tune of £12,000 per annum.

## **ACHIEVEMENTS AND PERFORMANCE**

### **WHEN WORDS ARE NOT ENOUGH**



'WHEN WORDS ARE NOT ENOUGH' – *creative responses to grief* published by Quickthorn Books, continues to sell well and in the year ending March 2024 were 515 grossing £500 for the charity. Since publication in 2022 we have now sold over 1700 copies.

When Words are not Enough is now available in the US (IPGBook) and Australasia (Woodslane). Sales figures have yet to come in from them, though the US have ordered 250 to date. An ebook version went live in May 2023.

In May 2023 Therapy Today featured the book as one of their book choices for the month.

### **FILM SCREENINGS – A Love That Never Dies**

A LOVE THAT NEVER DIES continues to have a virtual life online and remains the property of Beyond Goodbye Media Ltd to whom TGGP will pay a monthly licence fee.

In August 2023 we took part in a live screening of A Love That Never Dies hosted by the US based bereavement network "What's Your Grief" with 300 attendees. In December 2023 Road Peace showed the film to their befrienders in the UK. This was an online viewing followed by a Q & A with Jane and Jimmy.

Online sales of ALTND have remained steady over the year with revenue from Amazon (UK/US) up a little at £210.08, Vimeo (mostly UK and Ireland) down a little at £38.22 and a bit less from Beamafilm (Australia) at £34.02.

### **FILM SCREENINGS – Beyond the Mask**

We have had no public screenings of Beyond the Mask. Unlike A Love that Never Dies we have now made Beyond the Mask free to view online with a request for donation on screening.

Both films are significant resources for the charity. Not only do they spread our core message (that grief can be a catalyst for positive emotional growth) they continue to be an important entry point for people discovering The Good Grief Project.

## ACTIVE GRIEF WEEKENDS



Our Active Grief weekends have now become an established part of our calendar and are usually booked up far in advance. In the year ending 2024 we held two, May and September, both at Blackadon Farm on Dartmoor.

As usual for each retreat we delivered three courses in photography, creative writing, and physical exercise. Since starting this programme we have now delivered 8 weekend retreats benefiting over 180 bereaved parents and a few siblings.

Some feedback from our retreats in 2023/24

*The safe space you have created that enabled us all to be so open and vulnerable with people we've only just met is a gift.*

*I haven't had so much fun in ages*

*I wish I could eat Rosa's food everyday*

*It was lovely to have a real good laugh together ... (yet) it was the first time I was able to cry publicly... it was a game changer for my grief.*

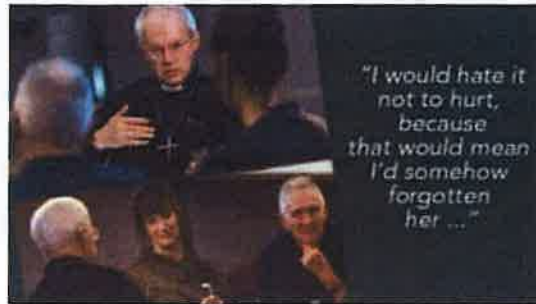
The average cost for each retreat is approximately £14000. Given that we discount places quite heavily as well as offering bursaries, receipts for both events came to £7163, meaning the remainder must be made up from funding and donations. The Active Grief Weekends continue to be a significant area of our work, one that feeds an emphasis on proactive approach to grief, the learning that ensues and which justifies the sizable expense.

Following the May 23 retreat we developed Grief Fit – an online fitness programme lead by Joe who delivered two 9 week programmes for 8/9 people drawn from the May and September retreats. Not only have these been physical beneficial for those attending, its helped maintain a friendship group formed whilst on the weekends, something we had hoped would happen and solves a slight dilemma of how to cope with the emotional aftermath of a weekend of intense activity.

## TALKS AND PRESENTATIONS

We continue to promote our ideas in various public forums both online and in person.

Jane joined Sophie Pierce in conversation for an afternoon event "Writing through Grief" on All Souls Day (Oct 2023) at St Thomas's church in Exeter.



In November 2023 Jane and Jimmy were invited to join Justin Welby, The Archbishop of Canterbury for a conversation about the grief for their children. The event was hosted by University of Exeter with a sellout audience.

Jane did a podcast about the death of an older child for the Grief Gang in March 2024. Also, in this month Jane and Jimmy took part in a panel discussion held at St Matt's Church in Exeter on the theme of bereavement following child loss and organized by a number of Devon NHS trusts. And the interview Jane did in 2021 with the Good Grief Festival titled "When Language Fails – Grieving Creatively" was published in their video channel.

## WEBSITES

[thegoodgriefproject.co.uk](http://thegoodgriefproject.co.uk) is now our main public-facing online presence, after ongoing streamlining of other domains and websites. Tom Kihl continues to lead on managing digital, including newsletter updates, minor development and housekeeping tasks, and the archiving of the historic [Beyondgoodbye.co.uk](http://Beyondgoodbye.co.uk) website to a static hosting platform.

15,926 new users came to read the website for the first time over the last 12 months, a 15% rise on the previous year. Visits from mobile devices is now up to 48%. That is still less than many other sites suggesting people land on TGGP website when they are focused in front of their desktop computer as opposed to casually on the move, with search making up for 61% of all traffic. The most popular search terms for new visitors are "the good grief project" and "grief retreat uk" or various combinations of similar words. The homepage is the top landing page, followed by Active Grief Retreats and Our Films.

The UK still makes up the majority of site traffic, up this year to 62%, with the USA audience slightly down at 19%, but the overall trends across our main international audiences hold fairly consistent. London and Cardiff are the most popular UK destinations for visitors. As before, the prevalence of VPNs may well be making geographical location analytics less accurate. The biggest day for traffic was Tuesday 17th October, which spiked a total of 641 new visitors in a single day to the site.

Demographic data on age and gender is not currently available due to the new GA4 analytics having changed the way some types of data is gathered. We can assume that it will largely be in line with the numbers previously gathered.

Currently we manage to send quarterly newsletters (via Mailchimp) to approx. 3,000 subscribers.



## PRESS

We had a reduced press coverage during 2023/ 2024 – with the exception of our local BBC who covered our conversation with the Archbishop of Canterbury and our message for those grieving at Christmas on both TV and radio stations. In April 2023 Following an hour long interview Jane was quoted in the Independent *"One of the main problems that bereaved people face is that everybody wants to make it better. And both as a therapist and as a bereaved person myself, I've learnt that's not really helpful"* in April 2023

Prima Magazine published two articles about our work in April and May 2023.



## SOCIAL MEDIA

Our thanks go to Annabel Richmond for all her help in developing our strategies for social media an increasingly important way of communicating our core message and linking with others (charities and individuals) as part of a general conversation around death, dying and bereavement. We currently are active on Facebook and Instagram. The photo group on Facebook continues to be a source of inspiration for all involved with a slight increase in membership to 352. On FACEBOOK we now have over 6.5k followers – the figure for Instagram is 4615. Both audiences are up approx. 15% on the previous year with roughly a 90/10 % mix between women and men. While the audience size has increased actual visits to our FB page has increased by close to 120% and to Instagram by 35%. The aim of our social media engagement includes raising awareness of our project, encouraging fundraising for the charity and to bring comfort to a like- minded peer-to-peer community. This is all achieved 'organically' without paid for advertising. A good two thirds of our audience is in the UK with the remainder coming from the USA and Canada. We remain a small charity that reaches way beyond its size.

Annabel ceased working for us in October and we engaged Louise Dillon of Armadillo Social to carry our social media messaging through to the New Year, but it became apparent that the model that works best for now is led by Jimmy and Jane.

## NETWORKS AND OUR PLACE WITHIN THE BEREAVEMENT COMMUNITY AND RELATIONSHIP TO OTHER CHARITIES

We continue to develop our relationships with other bereavement charities in the UK many of whom have used the documentary A LOVE THAT NEVER DIES to engage in the national conversation about death dying and bereavement. We have regular and friendly contact with Cruse, Child Bereavement UK and The Compassionate Friends, Hospice UK, Dying Matters and Macmillan Cancer Support.

Jane is on The House of Commons All Party Parliamentary Group on Bereavement Support and attends monthly meetings of the Childhood Bereavement Network and National Bereavement Alliance.

## FUNDRAISING

Following two (pandemic related) cancellations the second The Good Grief Kilimanjaro Challenge eventually took place in October 2023 and included our founder Jimmy Edmonds and his son Joe. Our thanks go to the whole team led by Andrea Hartley, all of whom summited successfully and raised almost £50,000 to support our work.

A video record of the challenge can be viewed here <https://vimeo.com/manage/videos/917235229>

Anyone who has taken on a physical challenge (organised or not) knows what it means to double the task by fundraising for charity, especially when there are so many 'good causes' to support. As part of this fundraising effort, Joe organised an auction of promises in September which was fun but quite stressful.

Again, we thank The Jessica Mathers Trust for their continued financial support to the tune of £12,000 annually. We continue to receive small donations from our online presence principally through PayPal.

## PLANS FOR THE FUTURE

Our plans for the next year are:

1. **Active Grief** - To continue developing our practice and philosophy around active and creative grief. We have booked Blackadon Farm for four more retreats during 2024 and 2025. As a major development Dr Edith Steffen of Plymouth University has started a qualitative research programme of the effectiveness of our week retreats. The results should be ready in the autumn of 2024.
2. **When Words are not Enough** - we will continue to promote the book, especially in USA and Australia.
3. **GRIEF-fit** - we will continue to develop Grief Fit, now in its second year with 4 cohorts of a maximum of 8 participants annually. It is now successfully expanded to recruit bereaved parents and siblings beyond those that have attended our retreats.
4. **Fundraising** - We continue to be supported financially by The Jessica Mathers Trust along with individual donations. We currently have no plans for any specific fundraising initiatives in 2024 but will plan a major challenge for 2025.
5. **Finances** - following on from the two successful Kilimanjaro challenges our finances are in good enough shape to support our work for the next year.

## **FINANCIAL REVIEW**

Our annual accounts have been prepared by Robyn Gifford-England of Westcotts Exeter.

## **STRUCTURE AND GOVERNANCE**

THE GOOD GRIEF PROJECT is a CIO – Charitable Incorporated Organisation whose only voting members are its Charity Trustees.

**Governing Document** - Our Constitution can be found here

<https://drive.google.com/open?id=0BziPhO3rqpzMdDlIbDk4ZFVldVk>

**Reference and administrative details** - UK registered Charity number: 1170244

**Principal Office:** 3 Rowes Farm Barns, Stoke Gabriel, Totnes TQ9 6RT

### **Our advisers**

**Accountants:** Robyn Gifford-England, Westcotts, 26-28 Southernhay East, Exeter, Devon, EX1 1NS

**Solicitors:** Anthony Collins Solicitors LLP, 134 Edmund Street, Birmingham B3 2ES

**Directors and trustees** The trustees and officers serving during the year and since the year end were as follows:

**Chair of trustees :** Andy Freedman

**Chief Executive Officer/Secretary:** Jimmy Edmonds

**Trustees:** Jane Harris, Jimmy Edmonds, Tom Kihl, Sally Byng, Kieron Milsom, Joe Edmonds, Rosa Harris Edmonds, Jo Bousfield, Sarah Tibbetts.



