

**THE GOOD GRIEF PROJECT**  
UK charity no 1170244  
**ANNUAL REPORT April 2024 to March 2025**



**ANNUAL GENERAL MEETING 24<sup>th</sup> SEPTEMBER 2025**

**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 eighth 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 PROGRAMME of retreats and ONLINE fitness sessions GRIEF-FIT
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.

Tom Kihl has been instrumental in keeping our website UpToDate and in good order.

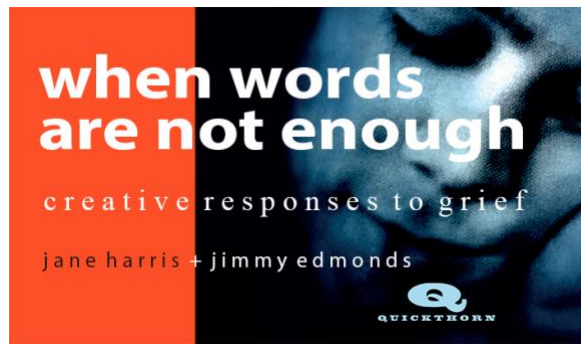
We are very grateful for the continuing support of The Jessica Mathers Trust who fund us to the tune of £12,000 per annum.

## **ACHIEVEMENTS AND PERFORMANCE**

*"The sense of safety you all created allowed for such a beautiful creative and transformative expression of grief - it was nothing short of magical. My soul feels nourished, and my heart feels full. Thanks, from the bottom of it!"*

**Bereaved parent following the May 2024 Retreat**

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



‘WHEN WORDS ARE NOT ENOUGH’ – *creative responses to grief* published by Quickthorn Books. continues to sell modestly. Since publication in 2022 we have now sold over 1800 copies.

When Words are not Enough is now available in the US (IPGBook) and Australasia (Woodslane).. An ebook version went live in May 2023.

### **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 pays a monthly licence fee.

Online sales of ALTND have dropped from the previous year with revenue from Amazon (UK/US) at £89.48, Vimeo (mostly UK and Ireland) down a little at £21.68 and a bit less from Beamafilm (Australia) at £25.8. All income from the film goes to TGGP.

### **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 these films and other videos on the TGGP website, Beyond Goodbye (about Joshua’s funeral), Lessons in Grief (about the Mexican Day of the Dead) and Gerry’s Legacy (about Jane’s father experience of dying with dementia and anticipatory grief), 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. More than anything they provide a window to who we are both as bereaved parents and as creatives who have found successful ways to addressing our grief and can now offer these lessons to others. In this way people are drawn to the authenticity of our message. They can also provide a kind of stop gap for the newly bereaved who may not yet be ready to join us in person.

## FILM/VIDEO PRODUCTION

Following the sad death of Jane's brother Richard in July 2024, we were delighted to make a promotional video for the Martlets Hospice where he had spent the last few weeks of life. Our charge to Martlets for the video production was £1000 but we understand the video helped them raise over £80k as part of their Xmas 2024 campaign. More importantly this work and the final film helped raise the profile of TGGP among the hospice movement.

## ACTIVE GRIEF PROGRAMME



Our **Active Grief Weekend retreats** have now become an established part of our calendar and are usually booked up far in advance. In the year ending March 2024, we held two, in May and September, both at Blackadon Farm on Dartmoor. We'd like to thank our core team who have now helped deliver the retreats for a number of years ... Jane, Jimmy, Joe, Rosa, Gill Mann, Jo Bousfield, Jola Malin, Sharon Jackson and Donna seccombe

As usual for each retreat we delivered three courses in photography, creative writing, and physical exercise. Since starting this programme we have now delivered 12 weekend retreats benefiting over 200 bereaved parents and siblings.

Some feedback from our retreats in 2024/25

*I'm just blown away by what the TGG team have created... Eternally grateful ... I can't articulate how wonderful this (weekend) has been.*

*Who knew boxing could be so deep and so fun ... so good to laugh again*

*Beyond my expectations. All the team were so amazing. Felt treated as peers and equals not like customers/clients. Felt so cared for.*

*I leave feeling lighter and not just happier but happy*

The average cost for each retreat is now approximately £15000. We have now restricted the cohort to 16 meaning that each place is worth approx. £900 but we discount these to £300 per person and offer bursaries to those on low incomes. Total receipts for both events came to £6,510. We gave bursaries amounting to £1450.

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.

## **GRIEF - FIT**

Following the May 23 retreat we developed **Grief Fit – an online fitness programme** lead by Joe (Josh's brother and a qualified personal trainer) who has now delivered 8 nine week groups supporting 56 individuals – (including some returnees.) We now offer it on a sliding scale of £75 - £150.

**Grief-Fit** was developed in response to feedback from Active Grief Weekend participants seeking continued connection after the retreat. Rooted in the charity's ethos of active, intentional grieving, the programme uses exercise and movement to support the physical and mental well-being of bereaved parents and siblings. Facilitator Joe shaped Grief-Fit from his own experience of loss, using physical activity as a means of processing grief. Acknowledging the pressures grieving individuals face—from societal expectations to daily responsibilities—Grief-Fit encourages self-care and empowers participants to prioritise their well-being.

Not only have these sessions been physical beneficial for those attending, but they have also 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.

### **Some Feedback on Grief Fit:**

*"Life changing. It's such a unique offering. I really don't think I would have achieved the results I have in a non-grieforientated programme. Joe brings his personal experience of grief into his work in such a sensitive and intuitive way. He understands the additional barriers and difficulties that grieving people can experience and works with these in a gentle but professional way. I felt I was in safe hands!" - Alex Stevenson, Grief-Fit Cohort 4*

*"Grief-Fit has given me confidence, given my self-esteem a boost and made me realise how important it is to look after myself" - Sue Brinkman, Grief-Fit Cohort 5*

*"I can't breathe, let alone move"* Joni sent this message when applying for Grief-Fit shortly after the death of her son Charlie. A year and a half on, Joni and the rest of Grief-Fit Cohort 3 continue to offer each other peer-to-peer support through their own remote group meetings and have built friendships leading to a long awaited face-to-face group meet up in July 2025.

*"Grief-Fit has really been a springboard for me, thank you so much"* **Joni Nettleship post Grief-Fit programme**

In December 2024 and as part of the National Grief Awareness Week, Joe and Grief-Fit were awarded the SHINE A LIGHT award hosted by The Good Grief Trust for going above and beyond making a difference to those grieving in our community.



## **TALKS AND PRESENTATIONS**

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

As part of Dying Matters Week in May we contributed to a number of events:

Two book events for WHEN WORDS ARE NOT ENOUGH – at St George’s University Hospitals Trust on the subject The Language We Use Around Dying Death and Grief, and as part of local author convention at Paignton Library, Jane and Jimmy introduced the work of TGGP along with book signings

And on 9<sup>th</sup> May Jane introduced a screening of MUCH ADO ABOUT DYING by Simon Chambers at our local Totnes cinema

During the year Jane and Lizzie Pickering held THREE Savills presentations as part of our WELL BEING IN THE WORKPLACE programme earning £3000 for the charity.

In October Jane joined Debbie Enever for her [BEREAVED PARENTS CLUB podcast](#)

In November Jane and Jimmy gave an Online presentation to the New York based [COPE FOUNDATION](#) - Finding Meaning Through the Healing Power of Creativity and Community. They showed that grief, while deeply personal, can also be a profoundly creative and collective experience. Also that TGGP while small has a big reach.

In February 2025, Jane and Joe led a panel discussion for the Childhood Bereavement Network

## **WEBSITES**

[thegoodgriefproject.co.uk](http://thegoodgriefproject.co.uk) continues as our central public-facing online presence, alongside limited social media activity, which has seen more focus on LinkedIn and the end of activity on X (formerly Twitter) due to the changing nature of that platform.

Tom Kihl continues to lead on digital, including reposting newsletter updates, site development and housekeeping tasks. This has included completion of archiving of the [Beyondgoodbye.co.uk](http://Beyondgoodbye.co.uk) website to a static host and streamlining the historic domains and email addresses run through IONOS. We secured a refund on a series of ‘pro’ services that had not been requested and made the decision to remain for IONOS for the duration of the current contract at the reduced rate to avoid the upheaval of moving email providers.

12,735 new users came to read the website for the first time over the last 12 months. This is down 20% on the reporting period in the year before, but still in line with sustained monthly visitor levels over time. For the first time, mobile devices now make up the majority of views of the website, at 53.9%, reflecting the ongoing growth of phones as the primary tool for interacting online. Organic search still dominates our inbound traffic, with 58.76% coming through search engines. We can expect to see AI results driving new views in future, but it is uncertain as to how this will impact the visibility and visitor numbers to the site yet. As last year, 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 a strong ongoing performance by the post ‘Rosa’s Essay’ from 2022. Our Films and Grief Fit are also the other two popular landing pages.

The UK still makes up the majority of site traffic at 59%, with the USA audience 20% as the overall trends across our main international audiences hold fairly consistent.

## **NEWSLETTERS**

In the year March 2024 to April 2025 we send out five newsletters (via Mailchimp) to approx. 3,300 subscribers. On average we have a 50% open rate which is way above the industry norm. The newsletters are always written from a personal point of view, and their authenticity clearly has an impact. They offer long term and on-going encouragement, inspiration and hope to those grieving and those who support them.

## **PRESS**

We have had no significant press coverage during the period. We are currently in the process of engaging an intern to promote our work across various media platforms.

## **SOCIAL MEDIA**

We continue to develop strategies for social media as an 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. This work is currently undertaken mostly by Jane with Jimmy helping out from time to time.

We currently are active on Facebook and Instagram. And LinkedIn. The photo group on Facebook continues to be a source of inspiration for all involved with a slight increase in membership to 364. On FACEBOOK we now have over 6.8k followers – the figure for Instagram is now over 5000. 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.

Podcasts such as Conversations with Annalisa Barbieri, The Grief Gang, and Good Grief Festival’s YouTube channel continue to bring audiences to our work.

## **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, Winston’s Wish, The Good Grief Festival 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.

*“Jane has played a key role in advising, policy making and changing the way we think about loss and grief”* Paula Abramson, founder of Bereavement Training International.

## **FUNDRAISING**

We had no specific fundraising campaigns during the period though we received around £28,000 in various donations and grants. This is lower than the figure of £70,00 for the previous period which included a major campaign/challenge to climb Mt Kilimanjaro. In 2024/25 the following foundations gave us grants:

The Pack Foundation -	£5000
The Rudd Sarfin Trust -	£3454.74

In July a small festival in Bexhill on Sea JackoFest (in honour of Jackson Peacock) raised £2238.52 for TGGP

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.

## **NEW TRUSTEES**

We are pleased to welcome new trustees and volunteers to our core group. Cal Whaley comes with considerable experience of business management and coaching and facilitated our first strategy meeting in December. Lynn Redwood is local to our base in Stoke Gabriel, Devon and will be helping out at the retreats.

## **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 2025 and 2026. We continue to collaborate with Dr Edith Steffen's qualitative research into the effectiveness of our weekend retreats. Dr Steffen is an internationally recognized bereavement researcher and one of the world's leading scholars on continuing bonds. Her research will provide valuable feedback and also contribute to a wider academic understanding of bereavement support.
2. **When Words are not Enough** – with the help of a marketing intern 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 third 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. **YouTube channel** – currently there are 61 different grief related videos on the Beyond Goodbye Vimeo account. Our plan is to engage a Marketing Assistant with special responsibility of migrating most of these to a new Good Grief YouTube channel.
5. **Jimmy** will continue his research into the value of photography as a tool for processing grief in view of publishing **REFRAMING GRIEF**, a collection of essays, images and reflections including contributions from people who have attended the Active Grief Weekends.
6. **Fundraising** – We continue to be supported financially by The Jessica Mathers Trust along with individual donations. Following the successful fundraising challenge to climb Yorkshire Three Peaks in 2025, we now have plans to develop these as an annual event.
7. **Finances** – Given the substantial grants listed above, 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=0BziPhO3rqpzMdDlIbDk4ZFVIdVk>

**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, Andy Freedman, Tom Kihl, Kieron Milsom, Caroline Whaley, Lynn Redwood





Charity registration number: 1170244

# The Good Grief Project

Annual Report and Financial Statements

for the Year Ended 31 March 2025



**WESTCOTTS**

CHARTERED ACCOUNTANTS  
& BUSINESS ADVISERS

## **The Good Grief Project**

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## **The Good Grief Project**

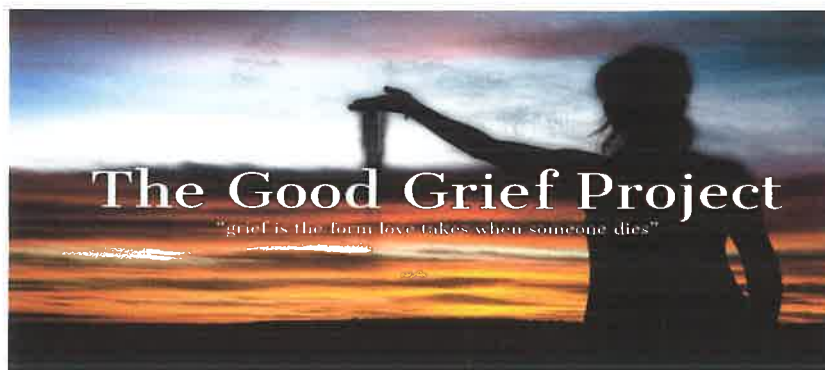
### **Reference and Administrative Details**

<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 2025.



### **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.

## **The Good Grief Project**

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

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

This is the eight 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.

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 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 2024 to March 2025" 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 £50,000. At present the reserves are sufficient to cover this contingency.

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

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

Our plans for the next year are detailed in the "ANNUAL REPORT April 2024 to March 2025".

## **The Good Grief Project**

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

#### **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.

##### ***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.

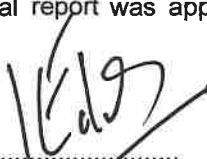
The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial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

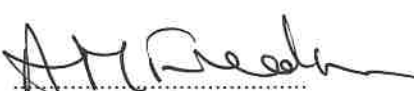
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed 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 24/9/25 and signed on its behalf by:

  
James Edmonds  
Trustee

  
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 2025.

#### 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').

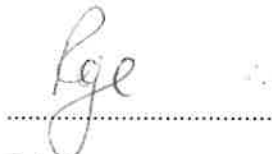
I report in respect of my examination of the The Good Grief Project's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

#### 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: 13.10.25

## The Good Grief Project

### Statement of Financial Activities for the Year Ended 31 March 2025

	Note	Unrestricted funds £	Total 2025 £	Total 2024 £
<b>Income and Endowments from:</b>				
Donations and legacies	2	27,801	27,801	70,630
Charitable activities	3	15,249	15,249	18,347
Other trading activities	4	1,700	1,700	2,338
Total income		<u>44,750</u>	<u>44,750</u>	<u>91,315</u>
<b>Expenditure on:</b>				
Raising funds		-	-	(557)
Charitable activities	5	(69,932)	(69,932)	(92,556)
Total expenditure		<u>(69,932)</u>	<u>(69,932)</u>	<u>(93,113)</u>
Net expenditure		<u>(25,182)</u>	<u>(25,182)</u>	<u>(1,798)</u>
Net movement in funds		(25,182)	(25,182)	(1,798)
<b>Reconciliation of funds</b>				
Total funds brought forward		<u>86,243</u>	<u>86,243</u>	<u>88,041</u>
Total funds carried forward	13	<u>61,061</u>	<u>61,061</u>	<u>86,243</u>

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


The funds breakdown for 2024 is shown in note 13.

## The Good Grief Project

(Registration number: 1170244)  
Balance Sheet as at 31 March 2025

	Note	2025 £	2024 £
<b>Current assets</b>			
Cash at bank and in hand	11	62,657	87,990
<b>Creditors: Amounts falling due within one year</b>	12	<u>(1,596)</u>	<u>(1,747)</u>
<b>Net assets</b>		<u>61,061</u>	<u>86,243</u>
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>61,061</u>	<u>86,243</u>
<b>Total funds</b>	13	<u>61,061</u>	<u>86,243</u>

The financial statements on pages 7 to 16 were approved by the trustees, and authorised for issue on 24/4/25 and signed on their behalf by:

  
James Edmonds  
Trustee

  
Andrew Freedman  
Trustee

# **The Good Grief Project**

## **Notes to the Financial Statements for the Year Ended 31 March 2025**

### **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.

#### **Grants receivable**

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

#### **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.

## **The Good Grief Project**

### **Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)**

#### ***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.

#### **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 2025 (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 2025 £</b>
Donations and legacies;		
Donations	10,801	10,801
Grants, including capital grants;		
Grants from other charities	17,000	17,000
	<u>27,801</u>	<u>27,801</u>
	<b>Unrestricted funds General £</b>	<b>Total 2024 £</b>
Donations and legacies;		
Donations	57,630	57,630
Grants, including capital grants;		
Grants from other charities	13,000	13,000
	<u>70,630</u>	<u>70,630</u>

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)

#### 3 Income from charitable activities

	Unrestricted funds General £	Total 2025 £
Main activities	15,249	15,249
	<u>15,249</u>	<u>15,249</u>
	Unrestricted funds General £	Total 2024 £
Main activities	18,347	18,347
	<u>18,347</u>	<u>18,347</u>

#### 4 Income from other trading activities

	Unrestricted funds General £	Total 2025 £
Events income;		
Other events income	1,700	1,700
	<u>1,700</u>	<u>1,700</u>
	Unrestricted funds General £	Total 2024 £
Events income;		
Other events income	2,338	2,338
	<u>2,338</u>	<u>2,338</u>

#### 5 Expenditure on charitable activities

	Note	Unrestricted funds General £	Total 2025 £
Main activities		67,532	67,532
Allocated support costs	6	2,400	2,400
		<u>69,932</u>	<u>69,932</u>



## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)

	Note	Unrestricted funds General £	Total 2024 £
Main activities		87,534	87,534
Allocated support costs		5,022	5,022
	6	<u>92,556</u>	<u>92,556</u>

#### 6 Analysis of support costs

##### Support costs allocated to charitable activities

	Governance costs £	Finance costs £	Information technology £	Premises costs including depreciation £	Other support costs £	Total funds £
Main activities	1,290	95	-	-	1,015	2,400
Total for 2024	<u>1,200</u>	<u>124</u>	<u>424</u>	<u>1,000</u>	<u>2,274</u>	<u>5,022</u>

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)

#### 14 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 March 2025 £
Current assets	62,657	62,657
Current liabilities	(1,596)	(1,596)
Total net assets	<u>61,061</u>	<u>61,061</u>

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

#### 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 £29,000 was paid for film licensing (2024: £27,500). At the balance sheet date the amount due to/from Beyond Goodbye Media Ltd was £Nil (2024 - £Nil).

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

(Trustee of The Good Grief Project)

A total of £1,164.71 (2024: £873.70) 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 (2024 - £Nil).

## The Good Grief Project

### Detailed Statement of Financial Activities for the Year Ended 31 March 2025

	Total 2025 £	Total 2024 £
<b>Income and Endowments from:</b>		
Donations and legacies (analysed below)	27,801	70,630
Charitable activities (analysed below)	15,249	18,347
Other trading activities (analysed below)	1,700	2,338
Total income	44,750	91,315
<b>Expenditure on:</b>		
Raising funds (analysed below)	-	(557)
Charitable activities (analysed below)	(69,932)	(92,556)
Total expenditure	(69,932)	(93,113)
Net expenditure	(25,182)	(1,798)
Net movement in funds	(25,182)	(1,798)
<b>Reconciliation of funds</b>		
Total funds brought forward	86,243	88,041
Total funds carried forward	61,061	86,243

## The Good Grief Project

### Detailed Statement of Financial Activities for the Year Ended 31 March 2025 (continued)

	Total 2025 £	Total 2024 £
<b><i>Donations and legacies</i></b>		
Appeals and donations	10,801	57,630
Grants	17,000	13,000
	<u>27,801</u>	<u>70,630</u>
<b><i>Charitable activities</i></b>		
Film screening	1,460	100
Book sales	215	1,481
Grief Fit	2,400	1,503
Active Grief Weekends	4,975	10,763
Events	6,199	4,500
	<u>15,249</u>	<u>18,347</u>
<b><i>Other trading activities - fundraising events</i></b>		
Charity auction	-	2,338
Yorkshire Three Peaks	1,700	-
	<u>1,700</u>	<u>2,338</u>
<b><i>Raising funds</i></b>		
Other fundraising costs	-	(557)
	<u>-</u>	<u>(557)</u>
<b><i>Charitable activities</i></b>		
Cost of delivering charitable activities	(58,513)	(54,660)
Direct expenses	(8,603)	(32,874)
Rent	-	(1,000)
Insurance	(416)	-
Computer software and maintenance costs	-	(424)
Advertising	(1,015)	(2,274)
Independent examiner's fee	(1,290)	(1,200)
Bank charges	(95)	(124)
	<u>(69,932)</u>	<u>(92,556)</u>

Charity registration number: 1170244

# The Good Grief Project

Annual Report and Financial Statements

for the Year Ended 31 March 2025



**WESTCOTTS**

CHARTERED ACCOUNTANTS  
& BUSINESS ADVISERS

## **The Good Grief Project**

### **Contents (continued)**

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Statement of Financial Activities	7
Balance Sheet	8
Notes to the Financial Statements	9 to 16

## **The Good Grief Project**

### **Reference and Administrative Details**

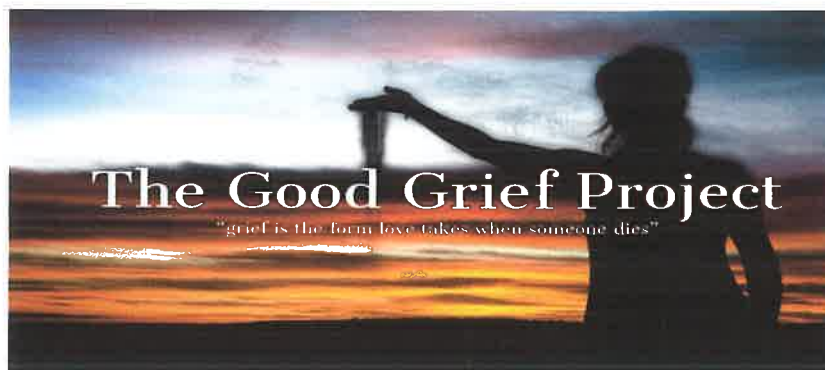
<b>Trustees</b>	James Edmonds
	Andrew Freedman
	Jane Harris
	Kieron Milsom
	Sally Byng
	Tom Kihl
	Caroline Whaley
	Lynn Redwood
<b>Charity Registration Number</b>	1170244
<b>Principal Office</b>	3 Rowes Farm Barns
	Aish Road
	Stoke Gabriel
	Totnes
	Devon
	TQ9 6RT
<b>Independent Examiner</b>	Robyn Gifford-England
	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 2025.



### **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.

## **The Good Grief Project**

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

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

This is the eight 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.

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 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 2024 to March 2025" 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 £50,000. At present the reserves are sufficient to cover this contingency.

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

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

Our plans for the next year are detailed in the "ANNUAL REPORT April 2024 to March 2025".

## **The Good Grief Project**

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

#### **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.

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

The Trustee Board is the 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.

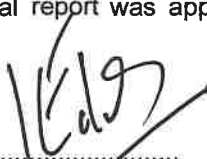
The law applicable to charities requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial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

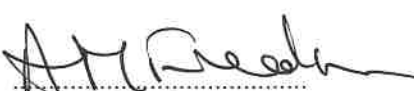
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed 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 24/9/25 and signed on its behalf by:

  
James Edmonds  
Trustee

  
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 2025.

#### 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').

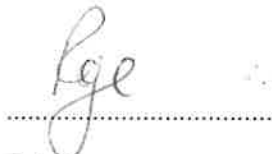
I report in respect of my examination of the The Good Grief Project's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

#### 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: 13.10.25

## The Good Grief Project

### Statement of Financial Activities for the Year Ended 31 March 2025

	Note	Unrestricted funds £	Total 2025 £	Total 2024 £
<b>Income and Endowments from:</b>				
Donations and legacies	2	27,801	27,801	70,630
Charitable activities	3	15,249	15,249	18,347
Other trading activities	4	1,700	1,700	2,338
Total income		<u>44,750</u>	<u>44,750</u>	<u>91,315</u>
<b>Expenditure on:</b>				
Raising funds		-	-	(557)
Charitable activities	5	(69,932)	(69,932)	(92,556)
Total expenditure		<u>(69,932)</u>	<u>(69,932)</u>	<u>(93,113)</u>
Net expenditure		<u>(25,182)</u>	<u>(25,182)</u>	<u>(1,798)</u>
Net movement in funds		(25,182)	(25,182)	(1,798)
<b>Reconciliation of funds</b>				
Total funds brought forward		<u>86,243</u>	<u>86,243</u>	<u>88,041</u>
Total funds carried forward	13	<u>61,061</u>	<u>61,061</u>	<u>86,243</u>

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


The funds breakdown for 2024 is shown in note 13.

## The Good Grief Project

(Registration number: 1170244)  
Balance Sheet as at 31 March 2025

	Note	2025 £	2024 £
<b>Current assets</b>			
Cash at bank and in hand	11	62,657	87,990
<b>Creditors: Amounts falling due within one year</b>	12	<u>(1,596)</u>	<u>(1,747)</u>
<b>Net assets</b>		<u>61,061</u>	<u>86,243</u>
<b>Funds of the charity:</b>			
<b>Unrestricted income funds</b>			
Unrestricted funds		<u>61,061</u>	<u>86,243</u>
<b>Total funds</b>	13	<u>61,061</u>	<u>86,243</u>

The financial statements on pages 7 to 16 were approved by the trustees, and authorised for issue on 24/4/25 and signed on their behalf by:

  
James Edmonds  
Trustee

  
Andrew Freedman  
Trustee



# **The Good Grief Project**

## **Notes to the Financial Statements for the Year Ended 31 March 2025**

### **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.

#### **Grants receivable**

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

#### **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.

## **The Good Grief Project**

### **Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)**

#### ***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.

#### **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 2025 (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 2025 £</b>
Donations and legacies;		
Donations	10,801	10,801
Grants, including capital grants;		
Grants from other charities	17,000	17,000
	<u>27,801</u>	<u>27,801</u>
	<b>Unrestricted funds General £</b>	<b>Total 2024 £</b>
Donations and legacies;		
Donations	57,630	57,630
Grants, including capital grants;		
Grants from other charities	13,000	13,000
	<u>70,630</u>	<u>70,630</u>

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)

#### 3 Income from charitable activities

	Unrestricted funds General £	Total 2025 £
Main activities	15,249	15,249
	<u>15,249</u>	<u>15,249</u>
	Unrestricted funds General £	Total 2024 £
Main activities	18,347	18,347
	<u>18,347</u>	<u>18,347</u>

#### 4 Income from other trading activities

	Unrestricted funds General £	Total 2025 £
Events income;		
Other events income	1,700	1,700
	<u>1,700</u>	<u>1,700</u>
	Unrestricted funds General £	Total 2024 £
Events income;		
Other events income	2,338	2,338
	<u>2,338</u>	<u>2,338</u>

#### 5 Expenditure on charitable activities

	Note	Unrestricted funds General £	Total 2025 £
Main activities		67,532	67,532
Allocated support costs	6	2,400	2,400
		<u>69,932</u>	<u>69,932</u>

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)

	Note	Unrestricted funds General £	Total 2024 £
Main activities		87,534	87,534
Allocated support costs		5,022	5,022
	6	<u>92,556</u>	<u>92,556</u>

#### 6 Analysis of support costs

##### Support costs allocated to charitable activities

	Governance costs £	Finance costs £	Information technology £	Premises costs including depreciation £	Other support costs £	Total funds £
Main activities	1,290	95	-	-	1,015	2,400
Total for 2024	<u>1,200</u>	<u>124</u>	<u>424</u>	<u>1,000</u>	<u>2,274</u>	<u>5,022</u>

## The Good Grief Project

### Notes to the Financial Statements for the Year Ended 31 March 2025 (continued)

#### 14 Analysis of net assets between funds

	Unrestricted funds General £	Total funds at 31 March 2025 £
Current assets	62,657	62,657
Current liabilities	(1,596)	(1,596)
Total net assets	<u>61,061</u>	<u>61,061</u>

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

#### 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 £29,000 was paid for film licensing (2024: £27,500). At the balance sheet date the amount due to/from Beyond Goodbye Media Ltd was £Nil (2024 - £Nil).

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

(Trustee of The Good Grief Project)

A total of £1,164.71 (2024: £873.70) 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 (2024 - £Nil).

## The Good Grief Project

### Detailed Statement of Financial Activities for the Year Ended 31 March 2025

	Total 2025 £	Total 2024 £
<b>Income and Endowments from:</b>		
Donations and legacies (analysed below)	27,801	70,630
Charitable activities (analysed below)	15,249	18,347
Other trading activities (analysed below)	1,700	2,338
Total income	44,750	91,315
<b>Expenditure on:</b>		
Raising funds (analysed below)	-	(557)
Charitable activities (analysed below)	(69,932)	(92,556)
Total expenditure	(69,932)	(93,113)
Net expenditure	(25,182)	(1,798)
Net movement in funds	(25,182)	(1,798)
<b>Reconciliation of funds</b>		
Total funds brought forward	86,243	88,041
Total funds carried forward	61,061	86,243

## The Good Grief Project

### Detailed Statement of Financial Activities for the Year Ended 31 March 2025 (continued)

	Total 2025 £	Total 2024 £
<b><i>Donations and legacies</i></b>		
Appeals and donations	10,801	57,630
Grants	17,000	13,000
	<u>27,801</u>	<u>70,630</u>
<b><i>Charitable activities</i></b>		
Film screening	1,460	100
Book sales	215	1,481
Grief Fit	2,400	1,503
Active Grief Weekends	4,975	10,763
Events	6,199	4,500
	<u>15,249</u>	<u>18,347</u>
<b><i>Other trading activities - fundraising events</i></b>		
Charity auction	-	2,338
Yorkshire Three Peaks	1,700	-
	<u>1,700</u>	<u>2,338</u>
<b><i>Raising funds</i></b>		
Other fundraising costs	-	(557)
	<u>-</u>	<u>(557)</u>
<b><i>Charitable activities</i></b>		
Cost of delivering charitable activities	(58,513)	(54,660)
Direct expenses	(8,603)	(32,874)
Rent	-	(1,000)
Insurance	(416)	-
Computer software and maintenance costs	-	(424)
Advertising	(1,015)	(2,274)
Independent examiner's fee	(1,290)	(1,200)
Bank charges	(95)	(124)
	<u>(69,932)</u>	<u>(92,556)</u>