

ADVICE SUPPORT KNOWLEDGE INFORMATION

(A CHARITABLE COMPANY LIMITED BY GUARANTEE)

**REPORT OF THE DIRECTORS/TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

ADVICE SUPPORT KNOWLEDGE INFORMATION

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ADVICE SUPPORT KNOWLEDGE INFORMATION
REFERENCE AND ADMINISTRATIVE INFORMATION
FOR THE YEAR ENDED 31 MARCH 2025

COMPANY NAME:	ADVICE SUPPORT KNOWLEDGE INFORMATION
OTHER WORKING NAME:	ASKI
COMPANY NUMBER:	08324877
CHARITY NUMBER:	1171343
DIRECTORS/TRUSTEES:	MICHELLE FORD TAJEDA KELLY RIENNE CORBETT
CHAIRMAN:	M FORD
CEO	J JEFFERS
REGISTERED OFFICE:	299 London Road Croydon CR0 3PA
BANKERS:	SANTANDER
INDEPENDENT EXAMINER'S:	Maroof Adeoye (MBA, DChA, FCIE, MInstF) Registered Charity Independent Examiner Accman & Co Accountants 30 Union Road, Croydon CR0 2XU

**ADVICE SUPPORT KNOWLEDGE INFORMATION
CHAIR'S & CEO'S REPORT
FOR THE YEAR ENDED 31 MARCH 2025**

CHAIR'S REPORT

Dear Board of Trustees, Volunteers, and Funders,

I am delighted to present the annual Chair's Report on behalf of our non-profit organization dedicated to serving older individuals in our community. This report reflects our significant achievements, the challenges we've navigated, and our aspirations as we work to enhance the lives of older adults.

Over the past year, our organization has successfully delivered a diverse array of services tailored to the needs of older people. Thanks to the unwavering dedication of our staff and volunteers, we have ensured that our offerings are accessible, inclusive, and of the highest quality. From health and wellness programs to social and recreational activities, we have positively impacted on the lives of those we serve, exemplifying the meaningful work we undertake.

It is worth noting the increasing demand for our services. As the population of older individuals continues to grow, so too does the need for support and assistance. We have observed a steady rise in the number of individuals seeking our services, underscoring the vital role our organization plays in the community. In addition to our work in Croydon We are now delivering services in Lewisham and Southwark.

In response to this growing demand, our committed team has been actively engaged in various fundraising initiatives. We have organized successful events, reached out to potential donors, and explored grant opportunities. While fundraising presents its challenges, we remain steadfast in our commitment to securing the resources necessary to continue providing our essential services.

I would like to extend my heartfelt thanks to our Board of Trustees. Your guidance, expertise, and unwavering support have been crucial to our organization's growth and success. Your dedication to our mission inspires us to reach new heights and make a lasting impact on the lives of older individuals.

Additionally, I want to express our sincere appreciation for our dedicated volunteers. Your selfless contributions of time, skills, and compassion have profoundly affected the older individuals we serve. Your commitment and enthusiasm are invaluable, and we are truly grateful for all that you do. ASKI was awarded the Kings Award for Voluntary service which is a huge honour.

I also wish to acknowledge our funders. Your support and belief in our mission have empowered us to continue delivering vital services to older people in our community. We are thankful for your partnership and trust in our organization, as your contributions have left a lasting impact on many lives.

Looking ahead, we remain resolute in our commitment to serving older individuals with compassion, dignity, and respect. We will continue to adapt and innovate to meet the evolving needs of this demographic and diligently secure resources to expand our services. We are excited to extend our outreach through The Place, creating more opportunities for older adults to engage in dance classes and collaborative creative works.

Furthermore, we are committed to refining our business plan and fundraising strategy to ensure we are well-prepared to meet the growing challenges of service demand.

In conclusion, I would like to express my deepest gratitude to each of you for your dedication, support, and commitment to our organization. Together, we have achieved remarkable milestones. Your support is integral to our success, and I am confident that, through our collective efforts, we will continue to make a positive difference in the lives of older people in our community.

Sincerely,



Michelle Ford
Chair of the Board
30 December 2025

ACKNOWLEDGEMENT

The continuation of ASKI would not be possible without the generous help of our funders and everyone connected with us. ASKI would like to thank the following funders for their generosity and continued support over the past 12 months:

1. Arnold Clark Autom
2. BBC Children In Need
3. City of London
4. Clarion Futures
5. Community Action Sutton
6. Crowdfunder UK
7. Croydon Council
8. Ealing and Hounslow CVS
9. Exercise Movement
10. Garfield Weston
11. GLA Build STG - Rocket Science UK
12. GLA Sport Unites
13. Groundwork UK
14. KFC Foundation
15. Kickstart from SCC
16. L&Q Place Makers
17. LBS Creditors
18. Local Giving
19. London Community
20. London Learning Centre LLC
21. London Sport
22. London Youth
23. Lottery Fund
24. Mercers' Company
25. People's Health Trust
26. PWC Foundation
27. RUKBA/Independent Age
28. Southwark Charities
29. Sport Unites
30. The Church Urban
31. The Health Forum
32. The Kings Fund
33. Thomas Wall Grants
34. Trust for London
35. Youth Isolation

**ADVICE SUPPORT KNOWLEDGE INFORMATION
DIRECTORS'/CHARITY TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2025**

The Directors presents its report with the unaudited financial statements of the company for the year ended 31 March 2025.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The organisation is a charitable company limited by guarantee, incorporated on 10 December 2012 and registered as a charity on 27 January 2017. The company was established under a memorandum of association which established the objects and powers of the charitable company and is governed under its articles of association with resolution of alteration on 5 December 2016. In the event of the company being wound up members are required to contribute an amount not exceeding £10.

Recruitment and Appointment of Directors

The directors of the company are also charity trustees for the purposes of charity law. Under the requirements of the Memorandum and Articles of Association the charitable company may by ordinary resolution appoint a person who is willing to act to be a director; and determine the rotation in which any additional directors are to retire. All members of the Directors give their time voluntarily and receive no benefits from the charitable company. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

OBJECTIVES AND ACTIVITIES

Our charity's purposes as set out in the objects contained in the company's memorandum of association are:

- a. To relieve poverty among people living in in Surrey and the surrounding areas by providing education, training, information, advice and support.
- b. To promote social inclusion for the public benefit by preventing people from becoming socially excluded relieving the needs of those people who are socially excluded and assisting to integrate into society.

For this clause 'socially excluded' means being excluded from society, or part of society, as a result of being a member of a socially and economically deprived community.

Our main activities the provision of education, training, healthcare projects to relieve those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantages.

ACHIEVEMENTS AND PERFORMANCE

Through our various activities as detailed above, ASKI was able to achieve the following:

- resolving issues surrounding many disadvantages and difficulties arising from, or which cause, the lack of financial or material resources;
- provides solutions to problems that is giving rise to poverty and preventing it from happening, such as poor health and nutrition, and low achievement in education and other areas of human development;
- direct public benefits in the area of reduction in crime and anti-social behaviour due to reduction in poverty;
- enable individuals to generate a sustainable income, be self-sufficient and bring the quality of life of the beneficiaries to a reasonable standard;
- alleviating social conditions that can lead to, or can be caused by poverty

FINANCIAL REVIEWS

Against the backdrop of limited resources and insecurities over funding, the company, with the support of grant funders, donors, directors and volunteers, was able to minimize its net unrestricted funds to £5,827 surplus (2024: £73) and with its aid of sound financial management, the charitable company was able to cope without affecting its services and existence for the foreseeable future.

Policy on Reserves

The charity operates on a **Full Cost Recovery basis**, ensuring that all costs of delivering its charitable activities are fully funded through grants. The trustees therefore do not seek to accumulate large reserves and consider it appropriate to hold unrestricted reserves equivalent to **approximately three months of core operating expenditure** (around **£15,000**). This level of reserves provides sufficient short-term financial resilience and cash-flow stability. Holding excessive reserves would not be consistent with the charity's not-for-profit ethos or the intended use of grant funding. Any surplus funds which are not likely to be needed to pay for activities will be placed on deposit to earn interest. This Policy will be reviewed every other year, at minimum, or sooner if warranted by internal or external events or changes.

ACCOUNTING AND REPORTING RESPONSIBILITIES

The directors are responsible for preparing the directors Annual Report and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom General Accepted Accounting Practice).

Company law requires the Directors to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of the incoming resources and application of resources, including the income and expenditure of the charitable company, for the financial period. In preparing these financial statements, the directors are required to:

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

The Directors are responsible for:

- keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and which enable them to ensure that the financial statements comply with the Companies Act 2006 and
- safeguarding the assets of the company and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions for small companies under Part XV of the Companies Act 2006.

This report was approved by the Directors on 30 December 2025, and signed on their behalf by:

A handwritten signature in black ink, appearing to read 'T. Kelly', is written over a faint, circular official stamp.

Tajeda Kelly
Director

**ADVICE SUPPORT KNOWLEDGE INFORMATION
INDEPENDENT EXAMINER'S REPORT
FOR THE YEAR ENDED 31 MARCH 2025**

To the trustees/directors of ADVICE SUPPORT KNOWLEDGE INFORMATION

I report to the charity trustees/directors on my examination of the accounts of the charitable company for the year ended 31 March 2025, which are set out on pages 9 to 15.

Responsibilities and basis of report

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

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

Independent examiner's statement

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

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

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



Maroof Adeoye MBA DChA FCIE MInstF
Registered Charity Independent Examiner
Accman & Co Accountants
Maroof Suite, 30 Union Road
Croydon, Surrey. CR0 2XU

Date: 30 December 2025

ADVICE SUPPORT KNOWLEDGE INFORMATION
STATEMENT OF FINANCIAL ACTIVITIES
(Including Income & Expenditure Account)
FOR THE YEAR ENDED 31 MARCH 2025

	Note	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	2024 Total Funds £
Incoming resources from charitable activities					
Voluntary income	2	-	111298	111298	175188
Other incoming resources	3	137576	0	137576	112208
Total incoming resources		137576	111298	248874	287396
Resources expended					
Costs of generating voluntary income		-	0	-	0
Charitable activities	4	129899	112375	242274	285634
Governance	5	1850	0	1850	1650
Total resources expended		131749	112375	244124	287284
Net incoming/(outgoing) resources		5827	(1077)	4750	112
Total funds brought forward		13407	1077	14484	14372
Total funds carried forward	11	19234	-	19234	14484

All incoming resources are derived from continuing operations. The charitable company has no other gains or losses other than those recognised in the Statement of Financial Activities.

ADVICE SUPPORT KNOWLEDGE INFORMATION
BALANCE SHEET
AS AT 31 MARCH 2025

	Note	£	2025 £	2024 £
Fixed assets				
Tangible assets	6	4839		6452
Investments (unlisted)		0		0
			4839	6452
Current assets				
Debtors	7	16183		4050
Cash at bank and in hand	8	<u>62</u>		<u>9672</u>
<i>total current assets</i>		16245		13722
Current Liabilities				
Creditors:				
amounts falling due within one year	9	<u>1850</u>		<u>5690</u>
Net current assets			14395	8032
Total Net Assets			<u>19234</u>	<u>14484</u>
The funds of the charity				
Unrestricted income funds	10		19234	13407
Restricted income funds	10		0	1077
Total funds	11		<u>19234</u>	<u>14484</u>

For the year ended 31 March 2025 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Director's responsibilities;

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These accounts have been prepared in accordance with the provisions applicable to companies' subject to the small Companies regime.

This report was approved by the director on 30 December 2025, and signed on their behalf by:



Tajeda Kelly
Director

**ADVICE SUPPORT KNOWLEDGE INFORMATION
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

1. Principal accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

Accounting convention

The financial statements have been prepared under the historical cost convention and in accordance with: Accounting and Reporting by Charities – Statement of Recommended Practice (SORP 2005 – Second Edition May 2008) and Financial Reporting Standard for Smaller Entities (FRSSE) (Effective April 2008); the Charities Act 2011 and Charities (Accounts and Reports) Regulations 2008; the Companies Act 2006.

Incoming resources

All material incoming resources have been included in the Statement of Financial Activities when the company is entitled to the income and the amount can be quantified with reasonable accuracy.

Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT that cannot be fully recovered, and is reported as part of the expenditure to which it relates:

- Costs of generating funds comprise the costs associated with attracting voluntary income.
- Fundraising trading costs comprise costs of trading activities which are specifically to raise income for the charity.
- Charitable expenditure comprises those costs incurred by the company in the delivery of its activities 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.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the company.

Taxation

The company is exempt from Corporation Tax on its charitable activities

Funds accounting

Incoming resources that may be applied for charity's purposes are treated as 'unrestricted' incoming resources and are credited to the 'unrestricted funds'. Where a donation or grant is required to be used for a specified purpose, the amount concerned is treated as a 'restricted' incoming resources and is credited to the appropriate 'restricted fund'.

Fixed assets and depreciation

All tangible fixed assets are capitalised and included at cost including any incidental expenses of acquisition. Equipment is written down using reducing balance method of depreciation over their estimated useful economic lives.

2. Incoming resources from charitable activities – Voluntary income

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	2024 Total Funds £
BBC Children In Need	-		-	19197
City of London	-		-	
Clarion Futures		2389	2389	2389
Community Action Sutton	-		-	
Crowdfunder UK - Main Grant	-	66109	66109	46559
Croydon Council AP	-		-	11127
Exercise Movement	-		-	1535
KFC Foundation		2100	2100	100
L&Q Place Makers	-		-	2274
London Community	-		-	26927
London Learning Centre LLC	-		-	1000
London Youth	-	4200	4200	9380
Lottery Fund	-		-	8905
Mercers Trustee	-	20000	20000	20000
People's Health	-		-	5296
PWC Foundation	-	10000	10000	20500
Southwark Charities		6500	6500	
			-	
	0	0	111298	111298
				175188

3. Other Incoming Resources

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	2024 Total Funds £
Appeals and donation	0		-	7389
Fees and supplies - Training	2237		2237	9049
Membership Fees	6551		6551	8302
Project/Events Income	115763		115763	83745
Other income	13026	-	13026	3723
	137576	0	137576	112208

4. Resources Expended – Charitable Activities Resources Expended – Charitable Activities

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	2024 Total Funds £
Training	2983	22486	25469	29218
Consultancy incl advertisements	13900		13900	2193
Professional Fees-Legal&Prof	28142		28142	0
Telephone/Fax/WebDial	2955		2955	2256
Travel-Motor expenses	13642		13642	20477
Bank Charges Refreshment	83		83	90
Admin costs	464		464	15239
Rent/Venue Hire	45815		45815	21378
Volunteers Expenses	5930		5930	9828
Employment Costs	7830	59019	66849	128259
Project/Activities & Materials	4095	30870	34965	47513
IT Costs	1979		1979	2311
Insurance	0		0	2724
Depreciation	1613		1613	2151
Other costs - Fundraising	468		468	1997
			0	0
	- 129899	112375	242274	285634

5. Resources Expended – Governance

	Unrestricted Funds £	Restricted Funds £	2025 Total Funds £	2024 Total Funds £
Accountancy	1850	0	1850	1650
Other professional fees	0	0	-	0
	1850	0	1850	1650

6. Tangible Fixed Assets

	Plant & Machinery	Office Equipment	Motor Vehicles	2025 Total £	2024 Total £
Cost	£	£	£		
At 1 April 2024	-	-	20,394	20,394	20,394
Additions	-	-	-	-	-
Disposals	-	-	-	-	-
Revaluations	-	-	-	-	-
Transfers	-	-	-	-	-
At 31 March 2025	-	-	20,394	20,394	20394
Depreciation					
At 1 April 2024	-	-	13,942	13,942	11,791
Charge for year	-	-	1,613	1,613	2,151
Disposals	-	-	-	-	-
Other adjustments	-	-	-	-	-
At 31 March 2025	-	-	15,555	15,555	13942
Net book value					
At 31 March 2025	-	-	4,839	4,839	6452
At 31 July 2024	-	-	6,452	6,452	8603

7. Debtors

	2025 £	2024 £
Rent - Refundable Deposit	4050	4050
Other debtors - Accruals	12133	0
	16183	4050

8. Cash at bank and in hand

	2025 £	2024 £
Santander account	62	7172
Cash in hand	0	2500
	62	9672

9. Creditors

	2025 £	2024 £
Creditors - Funds Accrued	4040	4040
Accountancy	1850	1650
Other creditors - Accruals	0	0
	5890	5690

10. Movements in funds

	Opening balance £	Incoming resources £	(Resources expended) £	Transfers £	Closing balance £
Unrestricted funds					
Charity's fund	13,407	137,576	131,749	-	19,234
Total Unrestricted Funds	13,407	137,576	131,749	-	19,234
Restricted funds					
Grants:					
Clarion Futures	-	2,389	2,389	-	-
Main Grant	-	66,109	66,109	-	-
KFC Foundation	-	2,100	2,100	-	-
London Youth	-	4,200	4,200	-	-
Lottery Fund	624		624	-	-
Mercers Trustee	453	20,000	20,453	-	-
PWC Foundation	-	10,000	10,000	-	-
Southwark Charities	-	6,500	6,500	-	-
Total Restricted Funds	1,077	111,298	112,375	-	-
TOTAL FUNDS	14,484	248,874	244,124	-	19,234

11. Analysis of net assets by fund

	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
	0	0	0	0
Cash at bank and in hand	62	0	62	9672
Other net assets (liabilities)	19172		19172	4812
	19234	-	19234	14484

12. Trustee Remuneration & Related Party Transactions

No member of the directors received any remuneration during the year. No Trustee or other person related to the charity had any personal interest in any contract or transaction entered by the charity during the year.

13. Taxation

As a charity, Advice Support Knowledge Information (ASKI), is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or s256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the Charity.

14. Control

The ultimate controlling parties are the directors as listed in the information and page.