

**iheart Principles Limited**  
**Company Limited by Guarantee**  
**Financial Statements**  
**30 June 2025**

**HICKS AND COMPANY**

Chartered Accountants  
Vaughan Chambers  
Vaughan Road  
Harpenden  
AL5 4EE



**iheart Principles Limited**  
**Company Limited by Guarantee**  
**Financial Statements**  
**Year ended 30 June 2025**

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# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Director's Report)**

**Year ended 30 June 2025**

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The trustees, who are also the directors for the purposes of company law, present their report and the financial statements of the charity for the year ended 30 June 2025.

#### **Reference and administrative details**

**Registered charity name** iheart Principles Limited

**Charity Commission for  
England and Wales registration  
number** 1173025

**Company registration number** 10415309

**Principal office** 41 Green Walk  
London  
NW4 2AL

**Registered office** Vaughan Chambers  
Vaughan Road  
Harpenden  
AL5 4EE

<b>The trustees</b>	T Kahan	
	E G Krell	
	Y J Pearlman	Appointed 9 May 2025
	T A Rubenstein	
	B K Rubenstein	Appointed 25 February 2026

**Independent examiner** Hicks and Company  
Chartered Accountants  
Vaughan Chambers  
Vaughan Road  
Harpenden  
AL5 4EE

**Bank** Metro Bank

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 June 2025**

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

The charity is a company limited by guarantee and is governed by its articles and memorandum of association.

The trustees, who are also the directors for the purpose of company law, and who served during the period and up to the date of the signature of the financial statements were:

- Toby Kahan
- Ethan Krell
- Yehuda Pearlman (appointed 9 May 2025)
- Terry Rubenstein
- Brian Rubenstein (appointed 25 February 2026)

iheart recruit and appoint trustees as required. The charity aims to have a minimum of 3 trustees at any given time, but have set an ideal target of having 5 trustees appointed before the end of the next financial year. If the need for a new trustee appointment arises, the current leadership team (including the charity's founders) and trustees will recommend suitable candidates at the next trustee meeting. Prospective trustees are assessed based upon their commitment to the core purpose of the charity and the mental health education philosophy which underpins the charity's work, as well as other experience, skills and value they bring.

All new trustees are encouraged to attend one of the iheart courses in order to gain a better understanding of the core purpose of the charity and the approach we take.

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of winding up.

The affairs of the charity are governed by the Board of Trustees. They are responsible, with the support of the CEO and senior management team, for setting the strategic direction of the charity, consideration of reserves, risk management, performance review and affirming general organisational policy.

iheart carries out quarterly trustee meetings which are also attended by the CEO. Other meetings occur on an ad hoc basis as required. The strategic direction and key decisions are discussed and debated and then presented and agreed with the trustees in the quarterly trustee meetings.

##### **Objectives and activities**

The purpose of iheart is to relieve ill mental health and to promote and protect good mental health through the provision of courses and workshops in the subjects of resilience and the principles of innate health.

The main activity undertaken in relation to the purposes is the educating of young people through prevention-based programmes in mental health education, wellbeing and resilience with a focus on young people aged 9-18 years. The accredited iheart resilience training delivers programmes in schools and other youth settings, and offers facilitator training in the iheart curriculum to teachers and staff in schools and youth/community organisations.

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 June 2025**

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The core objective of the charity is achieved by maximising the delivery of our programmes. The strategies in place to achieve this are:

- 1) Training teachers/staff to deliver the programme to young people in schools, educational settings, youth groups, community settings etc.
- 2) The core iheart team delivering the programme to young people in schools and other educational settings through applying for grants and fundraising.
- 3) Utilising technology to further increase reach. This includes the development of digital programmes that can be delivered without facilitator input.
- 4) 1-1 and small group follow up support where required.
- 5) Support of parents where required.

The trustees have paid due regard to guidance issues by the Charity Commission in deciding what activities the charity should undertake and consider that the activities of the charity have been for the public benefit.

iheart's strategy over the next 12 months will continue to be based on a whole-school approach, meaning training teachers and support staff within schools wherever possible. Our accumulated experience has shown us that teachers are often best placed to provide ongoing, sustainable support to their pupils. This approach is also more cost-effective, enabling us to reach more young people whilst costing less in facilitated delivery costs. In order to achieve this, we are carrying out the following activities;

1. Maintaining and further developing key strategic partnerships with schools and other organisations.
2. Applying for grants to enable the above to take place, whilst managing existing multi-year grants and donor relationships.

#### **Achievements and performance**

During this period iheart has continued to deliver programmes to young people in schools, other youth settings, and private groups. Over the past year, iheart continued to increase its work in schools through undertaking in-house training so that their staff could be trained and supported by iheart. This is a significant step as it enables iheart to become embedded and sustainable within the school's own system.

Work was undertaken on an age-differentiated curriculum so that pupils in Years 9, 10 and 11 would receive more focused benefit from the iheart programme.

The continued and successful roll-out of the ignite digital programme to children aged 8-12, which does not need facilitation or training for teachers, is an important development. The short, impactful programme was designed to solve the problem of lack of timetable capacity in schools for the full curriculum programme.

iheart continues in its mission to sustainably support young people by also educating and supporting the adults around them by offering training programmes to reach teachers in schools where feasible.

iheart sets out clearly defined fundraising activities and financial targets as part of its overall budgeting each year. The financial affairs of the charity are reviewed at the trustee meetings.

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# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Director's Report) *(continued)***

#### **Year ended 30 June 2025**

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We carried out a successful community-based crowd and match fundraising campaign in January 2025 which proved vital given the tougher climate that we experienced around the availability of grant funding proved vital given the tougher climate that we experienced around the availability of grant funding financial year.

#### **Financial review**

For the period ended 30 June 2025 total income was £316,470. Of this figure, £297,110 was received as donations and grants and £19,150 was received from charitable activities. A further £210 was received as investment and other income.

Total unrestricted funds carried forward are £127,328. These funds will be used to deliver programmes in line with the charity's objectives.

All financial matters are discussed at the quarterly trustee meetings including risks to the charity and key strategies to manage and mitigate these.

The broader fundraising environment has continued to be challenging over the past 12 months. We have seen that this is true across the charity sector and is not unique to our organisation. In response, and in order to ensure iheart remains a going concern, iheart has reduced its expenditure to correlate with reduced fundraising income, particularly from grant-makers (trusts and foundations). The trustees and management team have implemented this strategy by deciding not to replace departing staff members, consolidating positions/roles and removing other non-essential operating costs wherever possible. The organisation has also elected not to create any new programmes for the time being.

We have narrowed the focus of the charity to the primary activity of delivering programmes in schools and other educational and community institutions, ensuring that funds raised are used for the primary purpose of the charity, namely wellbeing and resilience programmes for young people and the teachers and parents who support youth.

The trustees expect that the charity will be able to meet its objectives and continue as a going concern. These accounts have therefore been prepared on a going concern basis.

#### **Reserves policy**

The charity aims to hold sufficient funds in reserves to cover its short-term operating costs along with any funds which have been allocated to designated funds.

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Trustees' Annual Report (Incorporating the Director's Report) *(continued)***

**Year ended 30 June 2025**

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#### **Trustees' responsibilities statement**

The trustees, who are also directors for the purposes of company law, are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charitable company and the incoming resources and application of resources, including the income and expenditure, 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 applicable Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- 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 adequate accounting records that are sufficient to show and explain the charity's transactions and 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 Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

#### **Small company provisions**

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

The trustees' annual report was approved on 24 March 2026 and signed on behalf of the board of trustees by:



Terry Rubenstein  
Chair of Trustees

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Independent Examiner's Report to the Trustees of iheart Principles Limited**

**Year ended 30 June 2025**

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#### **Independent examiner's report to the trustees of iheart Principles Limited ('the Company')**

I report to the trustees on my examination of the financial statements of iheart Principles Limited for the year ended 30 June 2025, which are set out on Pages 7 to 17.

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

As the charity's trustees (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act')

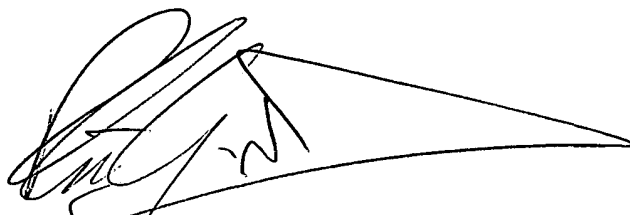
Having satisfied myself that the financial statements of the Company are not required to be audited and are eligible for independent examination, I report in respect of my examination of your charity's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the applicable directions given by the Charity Commission under section 145(5)(b) of the 2011 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 Company as required by Section 386 of the 2006 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the accounting requirements of Section 386 of the 2006 Act other than any requirement that the financial statements give a true and fair view which is not a matter considered as part of an independent examination; or
4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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 financial statements to be reached.



Philip Dean FCA  
Hicks and Company  
Chartered Accountants  
Vaughan Chambers  
Vaughan Road  
Harpenden  
AL5 4EE

24 March 2026

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# iheart Principles Limited

## Company Limited by Guarantee

### Statement of Financial Activities (including income and expenditure account)

Year ended 30 June 2025

	Note	Year to 30 Jun 25			Year to 30 Jun 24
		Unrestricted funds £	Restricted funds £	Total funds £	Total funds £
<b>Income and endowments</b>					
Donations and legacies	5	274,487	22,623	297,110	230,920
Charitable activities	6	19,150	-	19,150	80,100
Other income	7	101	-	101	150
Investment income		109	-	109	180
<b>Total income</b>		<u>293,847</u>	<u>22,623</u>	<u>316,470</u>	<u>311,350</u>
<b>Expenditure</b>					
Expenditure on raising funds	8	844	-	844	1,163
Expenditure on charitable activities	9, 10	241,672	22,623	264,295	417,915
<b>Total expenditure</b>		<u>242,516</u>	<u>22,623</u>	<u>265,139</u>	<u>419,078</u>
<b>Net income/(expenditure) and net movement in funds</b>		<u>51,331</u>	<u>-</u>	<u>51,331</u>	<u>(107,728)</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		75,997	-	75,997	183,725
<b>Total funds carried forward</b>		<u>127,328</u>	<u>-</u>	<u>127,328</u>	<u>75,997</u>

The statement of financial activities includes all gains and losses recognised in the year.  
All income and expenditure derive from continuing activities.

**iheart Principles Limited**  
**Company Limited by Guarantee**  
**Statement of Financial Position**  
**30 June 2025**

	Note	2025 £	2024 £
<b>Fixed assets</b>			
Tangible fixed assets	16	2,050	4,338
		<u>2,050</u>	<u>4,338</u>
<b>Current assets</b>			
Debtors	17	62,642	59,992
Cash at bank and in hand		70,199	19,903
		<u>132,841</u>	<u>79,895</u>
<b>Creditors: amounts falling due within one year</b>	18	7,563	8,236
<b>Net current assets</b>		<u>125,278</u>	<u>71,659</u>
<b>Total assets less current liabilities</b>		<u>128,048</u>	<u>75,997</u>
<b>Net assets</b>		<u>128,048</u>	<u>75,997</u>
<b>Funds of the charity</b>			
Unrestricted funds		127,328	75,997
<b>Total charity funds</b>	20	<u>127,328</u>	<u>75,997</u>

The charitable company is entitled to exemption from audit under section 477 of the Companies Act 2006 for the year ended 30 June 2025.

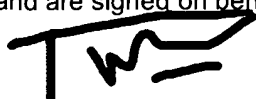
The members have not required the company to obtain an audit of its financial statements for the year ended 30 June 2025 in accordance with section 476 of the Companies Act 2006.

The Trustees acknowledge their responsibilities for:

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 24 March 2026, and are signed on behalf of the board by:



Terry Rubenstein  
Chair of Trustees

Company registration number: 10415309

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Notes to the Financial Statements**

**Year ended 30 June 2025**

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#### **1. General information**

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is Vaughan Chambers, Vaughan Road, Harpenden, AL5 4EE.

#### **2. Statement of compliance**

These financial statements have been prepared in compliance with the Companies Act 2006, the Charities Act 2011, the Charities Statement of Recommended Practice (FRS 102), and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland.

#### **3. Accounting policies** **Basis of preparation**

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure. The financial statements are prepared in sterling, which is the functional currency of the entity.

##### **Going concern**

In order to ensure iheart remains a going concern, iheart has reduced its expenditure to correlate with reduced fundraising income, particularly from grant-makers (trusts and foundations). The trustees and management team have implemented this strategy by deciding not to replace departing staff members, consolidating positions/roles and removing other non-essential operating costs wherever possible. The organisation has also elected not to create any new programmes for the time being.

As a result of the cost saving measures undertaken, the trustees consider that the charity remains a going concern.

##### **Taxation**

The Charity is a registered charity and as such is entitled to certain tax exemptions on income and profits from investments and surpluses on any trading activities carried on in furtherance of the charity's primary objectives.

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Notes to the Financial Statements** *(continued)*

#### **Year ended 30 June 2025**

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#### **3. Accounting policies** *(continued)*

##### **Judgements and key sources of estimation uncertainty**

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

##### **Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes. Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

##### **Incoming resources**

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Notes to the Financial Statements** *(continued)*

**Year ended 30 June 2025**

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#### **3. Accounting policies** *(continued)*

##### **Resources expended**

Expenditure is recognised on an accruals basis as a liability is incurred and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

##### **Tangible assets**

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

##### **Depreciation**

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Plant and machinery	- 25% straight line
Computer equipment	- 25% to 50% straight line

##### **Impairment of fixed assets**

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

# **iheart Principles Limited**

## **Company Limited by Guarantee**

### **Notes to the Financial Statements** *(continued)*

**Year ended 30 June 2025**

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#### **3. Accounting policies** *(continued)*

##### **Impairment of fixed assets**

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

##### **Financial instruments**

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument. Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs. Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted. Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument. Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

##### **Defined contribution plans**

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

# iheart Principles Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

Year ended 30 June 2025

#### 4. Limited by guarantee

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

#### 5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
<b>Donations</b>			
Donations and gifts	99,487	-	99,487
<b>Grants</b>			
Grants receivable	175,000	22,623	197,623
	<u>274,487</u>	<u>22,623</u>	<u>297,110</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
<b>Donations</b>			
Donations and gifts	77,219	-	77,219
<b>Grants</b>			
Grants receivable	144,000	9,701	153,701
	<u>221,219</u>	<u>9,701</u>	<u>230,920</u>

#### 6. Income from charitable activities

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
iheart	<u>19,150</u>	<u>19,150</u>	<u>80,100</u>	<u>80,100</u>

#### 7. Other income

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Royalties	101	101	-	-
Presentation income	-	-	150	150
	<u>101</u>	<u>101</u>	<u>150</u>	<u>150</u>

# iheart Principles Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

Year ended 30 June 2025

#### 8. Costs of raising donations and legacies

	Unrestricted Funds	Total Funds 2025	Unrestricted Funds	Total Funds 2024
	£	£	£	£
Fundraising campaign costs	844	844	1,163	1,163

#### 9. Expenditure on charitable activities by fund type

	Unrestricted Funds	Restricted Funds	Total Funds 2025
	£	£	£
iheart	84,259	-	84,259
Support costs	157,413	22,623	180,036
	<u>241,672</u>	<u>22,623</u>	<u>264,295</u>

	Unrestricted Funds	Restricted Funds	Total Funds 2024
	£	£	£
iheart	45,996	-	45,996
Support costs	362,218	9,701	371,919
	<u>408,214</u>	<u>9,701</u>	<u>417,915</u>

#### 10. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	Total funds 2025	Total fund 2024
	£	£	£	£
iheart	84,259	176,436	259,975	414,315
Governance costs	-	3,600	3,600	3,600
	<u>84,259</u>	<u>180,036</u>	<u>264,295</u>	<u>417,915</u>

#### 11. Analysis of support costs

	Support costs	Total 2025	Total 2024
	£	£	£
Staff costs	137,420	137,420	235,943
Contractors and consultants	-	-	60,700
Office support costs	35,305	35,305	64,505
Governance costs	3,600	3,600	3,600
Accountancy support costs	1,982	1,982	4,141
Bank fees and charges	1,729	1,729	3,030
	<u>180,036</u>	<u>180,036</u>	<u>371,919</u>



# iheart Principles Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

Year ended 30 June 2025

#### 12. Net income

Net income is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation of tangible fixed assets	<u>2,288</u>	<u>2,464</u>

#### 13. Independent examination fees

	Year to 2025	Year to 2024
	£	£
Fees payable to the independent examiner for: Independent examination of the financial statements	<u>3,600</u>	<u>3,600</u>

#### 14. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2025	2024
	£	£
Wages and salaries	126,078	211,997
Social security costs	10,021	18,128
Employer contributions to pension plans	1,321	3,540
Other staff costs	-	2,278
	<u>137,420</u>	<u>235,943</u>

The average head count of employees under employment contracts during the year was 2 (2024: 7).

In the year to 30 June 2025 one (2024: no) employee received employee benefits in excess of £60,000. The number of employees fell into the following bands:

	2025 number	2024 number
£80,000 to £89,999	1	-

The total employee benefits of key management personnel for the charity were £88,677 (2024: £95,649).

In the year ended 30 June 2024 two employees received statutory redundancy payments amounting to £6,376 (2025: £nil).

# iheart Principles Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 June 2025

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#### 15. Trustees

None of the trustees received any remuneration for their services as trustees. See note 21 for further information regarding related party transactions.

The aggregate of donations from trustees of the charity totalled £1,800 (2024: £nil).

#### 16. Tangible fixed assets

	Plant and machinery £	Computer equipment £	Total £
<b>Cost</b>			
At 1 July 2024	6,159	10,387	16,546
Additions	-	-	-
<b>At 30 June 2025</b>	<u>6,159</u>	<u>10,387</u>	<u>16,546</u>
<b>Depreciation</b>			
At 1 July 2024	5,980	6,228	12,208
Charge for the year	97	2,191	2,288
<b>At 30 June 2025</b>	<u>6,077</u>	<u>8,419</u>	<u>14,496</u>
<b>Carrying amount</b>			
<b>At 30 June 2025</b>	<u>82</u>	<u>1,968</u>	<u>2,050</u>
At 30 June 2024	<u>179</u>	<u>4,159</u>	<u>4,338</u>

#### 17. Debtors

	2025 £	2024 £
Trade debtors	7,498	5,729
Prepayments and accrued income	1,447	1,645
Other debtors	53,697	52,618
	<u>62,642</u>	<u>59,992</u>

#### 18. Creditors: amounts falling due within one year

	2025 £	2024 £
Trade creditors	90	389
Accruals and deferred income	4,320	4,596
Social security and other taxes	2,895	2,851
Other creditors	258	400
	<u>7,563</u>	<u>8,236</u>

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# iheart Principles Limited

## Company Limited by Guarantee

### Notes to the Financial Statements *(continued)*

#### Year ended 30 June 2025

#### 19. Pensions and other post-retirement benefits

##### Defined contribution plans

The amount recognised in income and expenditure as an expense in relation to defined contribution plans was £1,321 (2024: £3,540).

#### 20. Analysis of charitable funds

##### Unrestricted funds

	At 1 July 2024 £	Income £	Expenditure £	At 30 June 2025 £
General funds	<u>75,997</u>	<u>293,847</u>	<u>(242,516)</u>	<u>127,328</u>

	At 1 July 2023 £	Income £	Expenditure £	At 30 June 2024 £
General funds	<u>183,725</u>	<u>301,649</u>	<u>(409,377)</u>	<u>75,997</u>

##### Restricted funds

	At 1 July 2024 £	Income £	Expenditure £	At 30 June 2025 £
Grants received	<u>-</u>	<u>22,623</u>	<u>(22,623)</u>	<u>-</u>

	At 1 July 2023 £	Income £	Expenditure £	At 30 June 2024 £
Grants received	<u>-</u>	<u>9,701</u>	<u>(9,701)</u>	<u>-</u>

#### 21. Related parties

Terry Rubenstein and her husband Brian Rubenstein own all the shares of Resilimy Ltd. Brian Rubenstein is the sole director of Resilimy Ltd as well as Chief Executive Officer of iheart Principles Ltd.

During the year, the charity paid expenses of £1,080 on behalf of Resilimy Ltd (2024: £48,906). At 30 June 2025 the balance due from Resilimy Ltd to iheart Principles Ltd was £53,547 (2024: £52,467).

The charity paid Terry Rubenstein £2,400 during the year ended 30 June 2025 (2024: £nil) for consultancy work performed outside of her trustee role. In addition, the charity paid £14,400 to Resilimy Ltd to pay for shared operational costs such as rent and facilities. These payments were authorised by the other trustees with Terry Rubenstein taking no part in the decision-making process.