

MARMALADE TRUST TRUSTEE'S REPORT FOR THE YEAR ENDED 31 MARCH 2021

The trustees present their report with the financial statements of the charity for the year ended 31 March 2021. The trustees intend that this Annual Report also serves as the Statutory Director's Report. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) '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 (FRS102) effective 1 January 2015.

1. REFERENCE AND ADMINISTRATIVE DETAILS

Charity registration number: 1174217
Company registration number: 10879370

Principal address

157 Sydenham Lane, Bristol, BS6 5SQ

Directors and Trustees

Elizabeth Raffle (Chair) (appointed 22 July 2021)	<i>Richard Frost (Resigned 22 July 2021)</i>
Mathew Areskog (appointed 10 August 2020)	<i>Emma Wild (Resigned 20 October 2020)</i>
Rebecca Purchase (appointed 10 August 2020)	<i>Cara Fynn (Resigned 10 September 2020)</i>
Samuel Whatley	

Chief Executive Amy Perrin

2. STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing Document

The organisation is a charitable company limited by guarantee, incorporated on 24 July 2017, and registered as a charity on 10 August 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. In the event of the company being wound up members are required to contribute an amount not exceeding £1.

Objects

The charity's purposes as set out in the company's Articles of Association are the advancement of health and the relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage, especially those in need or at risk because of loneliness and social isolation, by such charitable means as the Trustees think fit.

Trustees

The directors of the company are also charity trustees for the purposes of charity law. The names of the present trustees, and all those who held office during the year, are shown in Section 1. All directors give their time voluntarily and receive no benefits from the charity.

Risk management

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error. The trustees have developed systems to monitor and control these risks, to mitigate any impact they may have.

Charitable activities

The trustees have complied with the duty in Section 17(5) of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission. The Charitable purposes of the Charity are the advancement of and the relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage, especially those in need or at risk because of loneliness and social isolation, by such charitable means as the Trustees think fit.

Our vision is “to create a society where people freely acknowledge that loneliness can exist, and actively support those experiencing it to increase their social contact and make new friendships.” During this year Marmalade has the following material areas of focus:

ACHIEVEMENTS AND PERFORMANCE

Loneliness Awareness Week

The UK's national Loneliness Awareness Week, was started by Marmalade Trust in 2017 and we continue to host the annual event for one week in June. In June 2020, due to the global covid-19 pandemic, we were not able to support face to face events as per previous years and therefore altered our delivery model to a digital campaign. The aim of this campaign was to increase awareness of loneliness and reduce associated stigma with all age groups, by producing and promoting a digital campaign across all platforms.

The outcomes of the campaign were outstanding. Our digital campaign reached 271.5 million impressions worldwide. 144,000 people actively engaged in the campaign, including the British Red Cross, Age UK, Mind and The Royal Family. Our mini guide to loneliness was downloaded over 6,000 times and conversations about loneliness happened every 2.6 seconds on the first day. We also worked with Department of Culture, Media and Sport to raise further awareness, including supporting a royal mail postal stamp and a 'loneliness awareness week' billboard in Piccadilly, London.

COVID-19 Response

As the UK went into its first lockdown due to the pandemic in March 2020, we quickly responded to meet the needs of our more vulnerable members (beneficiaries). We set up a covid companion scheme, which had 3 phases. The first phase was to ensure all our members had food and urgent medical supplies. The second phase was to set up longer term sustainable plans for food deliveries and personal finances. In our final phase, we focused on addressing our members wellbeing and companionship needs. We recruited and trained 129 volunteers to make individual weekly telephone calls to members throughout the winter period. This also included establishing a short-term support worker role to address the additional needs of some of our more vulnerable members. The feedback demonstrated the huge value of our response, with 40% of our members saying they would not have seen or spoken to anyone else if it hadn't had been for our support. Our volunteers also reported reduction in levels of loneliness, with 67.9% of our volunteers saying they felt less lonely being involved in the project. This project came to an end in March 2021, as national lockdowns eased.

Christmas Cheer Events

Due to the covid-19 pandemic we felt we were not sufficiently able to mitigate the associated risks of face-to-face events. Realising the huge importance at that time of companionship, we adapted our Christmas Cheer project to provide the following:

- Christmas meal delivery to 110 older people who had no other meal provision on the day
- Trained 150 volunteers to complete safe socially distanced door-step visits on Christmas day.
- Prepared and delivered 187 Christmas hampers, on Christmas Day
- Prepared and delivered 195 advent calendars. The advent calendars were 24 days of activities and connection, which included, dial in storytelling, quizzes, colouring books and letters from school children.
- Trained 129 volunteers to telephone members weekly during the festive period.

We received some fantastic feedback, including: "I cannot believe all the thought and effort you have made again, it's been such a tough year, but Sarah, my wonderful volunteer, has brightened my weeks, I count down the days until she calls again" And "I was dreading this Christmas, I have been in since March, but to see a friendly volunteer and have a lovely chat made my day". We feel incredibly proud of our wonderful volunteers for providing such invaluable support during the festive period.

As we moved out of lockdowns and urgent member support, we were able to revise our strategy for the year. By successfully securing funding from The Fore Foundation and the Bristol city fund, we were able to begin the process of focusing on longer term stability of the organisation, by recruiting a Head of Operations role and addressing efficiency processes, such as CRM implementation.

FINANCIAL REVIEW

Marmalade's total cash income for the year increased by 42% from the previous financial year. Including donated services, we increased income year-on-year by 21%. This enabled the charity to increase its expenditure on its charitable activities and deliver more support to our beneficiaries.

A £67,930 surplus was made on the year. Of this, £38,352 relates to restricted income relates to funds held for ongoing restricted projects and is expected to be spent in 21/22. This is strong performance in a very uncertain climate, and the Board are very pleased with progress made. This performance has provided confidence and enabled the organisation to expand its small management team.

As a small charity, raising funds to both deliver projects and outcomes and keep the charity financially stable is an ongoing challenge. This is something that the Board and Chief Executive devote a great deal of time and focus to. The charity raises funds by applications to grant-giving bodies and through campaigns and appeals to members of the public. Its total cash income for the year was £146,444, with charitable cash expenditure of (£77,190).

Reserves policy

The charity seeks to use its charitable funds in pursuit of our objectives whilst retaining an unrestricted reserve target of six months forecast expenditure. If reserves fall below this target, an increased level of financial oversight and control is triggered to ensure that the charity has in place a robust plan to recover a healthy financial position.

Budgeted annual expenditure for the year to 31 March 2022, excluding expenditure chargeable to restricted funds already in hand, is (£74,448). The operative target reserve level is thus £37,224. This continues to be subject to a greater uncertainty given the ongoing disruption of COVID-19.

Free reserves as of 31 March 2021 were above this figure at £83,048.

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the trustees should follow best practice and:

- Select suitable accounting policies and then apply them consistently,
- Make judgements and estimates that are reasonable and prudent,
- State whether applicable accounting standards and statements of recommended practice have been followed, subject to any 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 operation.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the charity and which enable them to ascertain the financial position of the charity and to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations. 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.

ON BEHALF OF THE TRUSTEES:

EBRaffle

Elizabeth Raffle, Chair
16 November 2021

INDEPENDENT EXAMINER'S REPORT
TO THE TRUSTEES OF THE MARMALADE TRUST

I report on the Financial Statements for the year ended 31st March 2021

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act;
- follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act), and
- state whether particular matters have come to my attention.

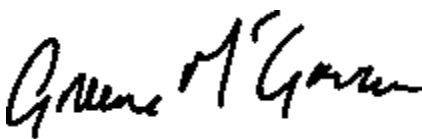
Basis of independent examiner's statement

My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in, any material respect, the requirements:
- to keep accounting records in accordance with section 130 of the Charities Act;
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities act
- have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Graeme McGowan

12 November 2021

Marmalade Trust
Balance Sheet on 31 March 2021

	2021 (£)	2020 (£)
Current assets		
Cash at bank	123,746	72,946
Creditors: due within one year	(2,347)	(16,521)
Net Current Assets	<u>121,399</u>	<u>58,296</u>
Net Assets	<u>121,399</u>	<u>53,470</u>
Reserves	<u>121,399</u>	<u>53,470</u>
Free Reserves*	<u>83,048</u>	<u>53,470</u>

**Unrestricted reserves only, excluding any balances not available for use.*

For the year ending 31 March 2021, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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.

Notes

1 Basis of accounting

The financial statements have been prepared under the historic cost convention in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP 2005) issued in March 2005 and applicable UK Accounting Standards and the Charities Act 1993.

2 Voluntary income

Cash donations, grants and gifts are included in full in the income and expenditure account as they are received

3 Trustees' remuneration and benefits

No remuneration or other benefits was paid to any Trustee in the year to 31 March 2020 nor in the year to 31 March 2019.

Marmalade Trust Accounts Summary

	20-21 (£)	19-20 (£)

Balance Sheet

Assets and Liabilities

Debtors	0	1,871
Cash	123,746	72,946
Current Assets	123,746	74,817
Creditors: < 1 yr	(2,347)	(16,521)
Net Current Assets	121,399	58,295
Creditors: > 1 yr	0	(4,826)
Net Assets	121,399	53,470
Reserves:		
Unrestricted Reserves	83,048	53,470
Restricted Reserves	38,352	0
Total Reserves	121,399	53,470

SOFA (Income + Expenditure)

Income

Donations/Legacies - UR*	97,235	114,961
Donations/Legacies - R	59,037	12,526
Charitable activity	100	1,909
Total Income	156,372	129,396

Expenditure

Charitable activities - UR*	(65,444)	(85,672)
Charitable activities - R	(20,685)	(12,526)
Raising Funds	(1,621)	(4,283)
Other	(691)	(982)
Total Expenditure	(88,442)	(103,464)
Net Income/Expenditure	67,930	25,932

Funds brought fwd	53,470	27,537
Funds Carried fwd	121,399	53,470

* Includes GIK in/out of	9,928	26,274
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