

MARMALADE TRUST TRUSTEE'S REPORT FOR THE YEAR ENDED 31 MARCH 2022

The trustees present their report with the financial statements of the charity for the year ended 31 March 2022. 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

Rebecca Purchase	<i>Elizabeth Raffle (Resigned 12 February 2022)</i>
Samuel Whatley	<i>Matthew Areskog (Resigned 14 September 2022)</i>
Oliver Reid (appointed 12 February 2022)	
Harriet Goodwin (appointed 12 February 2022)	

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 2021, due to the continuing global covid-19 pandemic, we were not able to support face to face events and therefore continued our digital campaign delivery model. 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 fantastic. Our focus was on acceptance of loneliness as a natural emotion, and involved working with influencer, musicians and digital platforms to increase reach amongst new audiences. Our digital campaign reached 124 million impressions worldwide. 452,332 people actively engaged in the campaign (more than 3 times greater than 2020), including the British Red Cross, Age UK, Mind and several influencers. We continued to work with major stakeholders including Department of Culture, Media and Sport, supporting a royal mail postal stamp and working with florists to leave over 900 lonely bouquets of flowers across the UK.

Christmas Cheer Events

The Covid-19 pandemic continued to have an impact on service delivery. As restrictions had eased in the summer, plans were made to support almost 200 beneficiaries at our face-to-face Christmas events. However, due to the rise in risk of infection from the Omicron variant, a decision was made to move these events to doorstep visits. Marmalade Trust provided the following support in the lead up to and on Christmas Day to provide much needed companionship and connection to those who were isolated and experiencing chronic loneliness:

- Delivered 170 Connection Advent Calendars before Christmas which included 24 envelopes to open each day in the lead up to Christmas. Calendars contained word searches, handmade Christmas decorations, chocolates and other activities donated by volunteers and local community organisations to help provide connection with the community.
- Nine Christmas meals were delivered to beneficiaries who would have struggled to access a meal on Christmas Day.
- 181 people received a gift hamper (sourced and provided by the Marmalade Trust) and a socially distanced doorstep visit from 110 trained volunteers to provide companionship and a person to talk to on Christmas Day.

We received positive feedback from both our beneficiaries and volunteers:

- 93% of beneficiaries (who provided feedback) said they enjoyed taking part in Christmas Cheer 2021 and 81% said they felt less lonely over the Christmas period.
- "Thank you for all you tried to do for Christmas ... the advent box was superb and also the visit by the volunteer with a box of goodies on Christmas Day was all very much appreciated." Marmalade member
- "It was wonderful to volunteer, and see someone else feeling joy whilst being together having a door step chat on Christmas Day". Marmalade volunteer

Covid-19 Factors

Aware of the increase in beneficiaries losing confidence in face-to-face activities during the pandemic we held a 'Normal-i-Tea' event as part of Loneliness Awareness Week in June 2021. 28 people attended an afternoon tea at St. Werburgh's City Farm bringing connection with the local community.

In addition, a garden party was hosted by Marmalade Trust and our Charity Partner, David Wilson Homes, in September 2021 for 43 attendees. The event aimed to reconnect those who had not left their homes through providing afternoon tea, musical entertainment, and dancing. One member who had not left their home since March 2020 shared "I have had the best time, I haven't laughed this much for ages, and I even got up for a dance!".

Marmalade Companions

At the end of 2021 (to continue the support offered following our Christmas events) Marmalade Trust commenced a pilot, phone-based signposting service. The aim of the Marmalade Companions project was to support beneficiaries to re-engage with social activity and connect with their local community, helping to rebuild confidence, form new connections, and ultimately reduce loneliness and social isolation. During this reporting period, activities included recruiting beneficiaries, training volunteers, and matching them to beneficiaries for weekly telephone calls.

- Two trainings took place delivered across 16 sessions for 101 volunteers. Training one focussed on the volunteer role and policy and procedure and training two focussed on signposting opportunities and shared decision making.
- Implemented a collaborative Workplace platform for staff and volunteers to share knowledge on activities in the local community and foster a sense of community.
- 120 beneficiaries were recruited and matched to 101 volunteers - calls between beneficiaries and volunteers commenced to build rapport and identify beneficiaries' social connection needs.

Sustainability

During this year we recruited our first Head of Operations. As part of this role, systems and process reviews were undertaken to increase the efficiency of the organisation. This included updating existing policies and reviewing IT systems and storage to increase user efficiency, standardising monitoring and evaluation procedures through implementing new tools and frameworks such as the Office for National Statistics loneliness measurement.

Our new CRM system was fully integrated and longer term strategy development work commenced. Our board of trustees also went through a review of efficiency and compliance measures.

FINANCIAL REVIEW

Marmalade's total cash income for the year decreased by (12.8%) from the previous financial year – although unrestricted funds decreased by only (1.4%). Including donated services, we income fell year-on-year by (7.5%). Whilst challenging, this performance is more understandable considered against a backdrop of ongoing COVID disruption and a tightening fundraising market. The steady UR income performance is a positive achievement.

A small overall surplus of £8,109 was made on the year. Of this, (£28,080) deficit relates to a planned spend-down of restricted funds held for ongoing restricted projects. This leaves an underlying unrestricted surplus of £36,189 for the year. This is good ongoing performance in an uncertain economic and social climate, and the Board are pleased with progress. This performance has provided confidence to continue with 22-23 strategic planning.

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 £127,763, with charitable cash expenditure of (£119,654).

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 the charity has a robust plan to recover a healthy financial position.

Budgeted annual expenditure for the year to 31 March 2023, excluding expenditure chargeable to restricted funds already in hand, is (£133,878). The operative target reserve level is thus £66,939. This continues to be subject to a greater uncertainty given the ongoing disruption of COVID-19.

Free reserves as of 31 March 2022 were above this figure at £119,236.

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:

Chair

14 September 2022

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

I report on the Financial Statements for the year ended 31st March 2022

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.

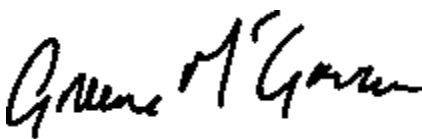
Basis of independent examiner's statement

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

[tbc]

Marmalade Trust
Balance Sheet on 31 March 2022

	2022 (£)	2021 (£)
Current assets		
Cash at bank	131,579	123,746
Creditors: due within one year	(2,070)	(2,347)
Net Current Assets	<u>129,509</u>	<u>121,399</u>
Net Assets	<u>129,509</u>	<u>121,399</u>
Reserves	<u>129,509</u>	<u>121,399</u>
Free Reserves*	<u>119,236</u>	<u>83,048</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

	<i>draft</i>		
	21-22 (£)	20-21 (£)	19-20 (£)
Balance Sheet			
Assets and Liabilities			
Debtors	0	0	1,871
Cash	131,579	123,746	72,946
Current Assets	131,579	123,746	74,817
Creditors: < 1 yr	(2,070)	(2,347)	(16,521)
Net Current Assets	129,509	121,399	58,295
Creditors: > 1 yr	0	0	(4,826)
Net Assets	129,509	121,399	53,470
Reserves:			
Unrestricted Reserves	119,236	83,048	53,470
Restricted Reserves	10,273	38,352	0
Total Reserves	129,509	121,399	53,470
SOFA (Income + Expenditure)			
Income			
Donations/Legacies - UR*	103,004	97,235	114,961
Donations/Legacies - R	41,701	59,037	12,526
Charitable activity	0	0	1,909
Training	0	100	0
Total Income	144,705	156,372	129,396
Expenditure			
Charitable activities - UR*	(64,832)	(65,444)	(85,672)
Charitable activities - R	(66,332)	(20,685)	(12,526)
Raising Funds - UR	(1,241)	(1,621)	(4,283)
Raising Funds - R	(3,449)		
Other	(742)	(691)	(982)
Total Expenditure	(136,596)	(88,442)	(103,464)
Net Income/Expenditure	8,109	67,930	25,932
Funds brought fwd	121,399	53,470	27,537
Funds Carried fwd	129,509	121,399	53,470
* Includes GIK in/out of	16,942	9,928	26,274