

**THE MARMALADE TRUST  
TRUSTEES' ANNUAL REPORT**

**31 MARCH 2024**

**Company Registration Number 10879370  
Charity Number 1174217**

**THE MARMALADE TRUST**  
**FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2024**

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# **THE MARMALADE TRUST**

## **FINANCIAL STATEMENTS**

### **YEAR ENDED 31 MARCH 2024**

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The trustees present their report with the financial statements of the charity for the year ended 31 March 2024. 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 2019.

#### **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 on page 8. All directors give their time voluntarily and receive no benefits from the charity.

Marmalade Trust aims to maintain a board of at least 4 trustees and no more than 8. We believe this strikes the right balance between resilience and size. The absolute minimum number of trustees is two (2) as set out in the constitution.

Within this, the areas of expertise and experience that we prioritise, correct as at the date of last revision, are:

- Health and Social Care sector
- Fundraising
- Charity organisational
- Legal; and
- Finance

We utilise a range of channels when actively recruiting, including word of mouth recommendations, social media and paid advertising. If we have more applicants than available spots on the board, a short list of potential trustees is created by the Chair and at least 1 other Trustee - based on our recruitment priorities at the time and the relative strengths of the candidates/applicants. The candidates are then interviewed by a group of Trustees selected by the Chair; and recommendations, with rationale, are made to the full board at a monthly board meeting or ad-hoc meeting. The Board then decide which of the candidates will be offered a board position. Minutes are taken to record all of this – as “approval pending satisfactory referencing”.

# **THE MARMALADE TRUST**

## **FINANCIAL STATEMENTS**

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#### **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 we recognise that loneliness exists and support each other to find new social connections'.

#### **KEY HIGHLIGHTS**

##### **Advocacy:**

Throughout the year we work to raise awareness of loneliness. As part of this work, we run the UK national Loneliness Awareness Week (LAW) each June. LAW was started by Marmalade Trust in 2017 and is now recognised and celebrated in Europe, Africa, Australia and the USA.

This year's theme that we developed was 'Connection Matters – it's what makes us human'

Following several years apart, we wanted to build a sense of community by harnessing everyday moments of connection so that together, we could all feel less lonely. We wanted to highlight how small everyday moments matter.

We ran four online introduction sessions to share the campaign theme, ways to get involved and help build momentum. Over 100 people registered and shared our assets and tools!

We encouraged individuals, businesses, organisations, and community groups to join us in harnessing and sharing moments that matter and initiating conversations about loneliness with family, friends, colleagues and neighbours.

During the campaign we saw 1,507 UK global connection building events and initiatives, 6,377 downloads of our resources and toolkit, 141 pieces of press coverage and almost 25k visits to our website.

Our media reach this year saw a colossal surge to 151.4m as we were featured by The Times, Stylist Magazine, numerous local councils, Hello!, Black Country Radio, BBC UK, Yahoo! News, Reader's Digest, Bristol Mayor, the Government departments, Foreign Affairs NZ, WDBJ, UK News Group, Radio Woking, Bradford Radio, BBC Points West Radio and well over a hundred more.

Throughout the year, we also run webinars and in-house awareness courses for corporates and groups.

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## FINANCIAL STATEMENTS

### YEAR ENDED 31 MARCH 2024

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#### **Service delivery:**

As well as the work we do to raise awareness and provide guidance around loneliness, we deliver practical help to those in our local area experiencing isolation and loneliness. We run three initiatives throughout the year:

#### **1. Summer party:**

During Loneliness Awareness Week 2023, Marmalade Trust were delighted to host a joyous 'Garden Party' event at Windmill Hill City Farm in Bristol. The event was a celebration of connection and a chance to bring together people experiencing loneliness (service users) and volunteers.

The aim of the event was to provide a connection opportunity for service users and volunteers in a safe and supported environment, raise awareness about loneliness and the importance of meaningful connection during Loneliness Awareness Week, give an opportunity for service users and volunteers to share experiences of loneliness and how they have been supported and to thank volunteers for their incredible support.

48 people attended the event including 17 service users, 14 volunteers, 6 staff and board members, 2 additional guests, 3 musicians, 3 community bus drivers, a photographer and a videographer.

#### **2. Christmas Cheer:**

Across Bristol, South Gloucestershire and North Somerset, Marmalade Trust brought companionship and festive cheer to 222 people experiencing loneliness (our 'members'). 124 members attended a meal event at one of 8 pubs or restaurants and 98 received a doorstep visit.

160 trained volunteers provided support on Christmas Day in a variety of roles. 30 of those (18%) would also have been on their own on Christmas Day, meaning that there were a fabulous 252 beneficiaries in total. With all volunteers included, we had 382 people connecting on Christmas Day across the BNSSC (Bristol, North Somerset and South Gloucestershire) area.

The Christmas Cheer project also included connection opportunities in the lead up to Christmas through pre-Christmas visits in late November and phone calls from volunteers in December with further "Happy New Year" calls made in Jan '24.

Even though many of our existing members have taken part in Marmalade Companions, and do have some social connections throughout the year, many are still alone at Christmas, with no family, or difficult family situations. From late August onwards we contacted over 160 members who had either taken part in Christmas Cheer last year or had been on the Marmalade Companion's 2023 project. We asked them about their Christmas plans and if they had no other options, invited them to join us, helping them to feel more connected and having something to look forward to. In total 146 (65%) existing members took part in Christmas Cheer 2023. We supported 76 new members (35% of the total) through Christmas Cheer 2023

It is important for us to reach new members each year so that people experiencing chronic loneliness in the BNSSG area can join in the Christmas Cheer activities. We don't want

# THE MARMALADE TRUST

## FINANCIAL STATEMENTS

### YEAR ENDED 31 MARCH 2024

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anyone to be on their own on Christmas Day if they don't want to be, so we aim to enable them to experience Marmalade at Christmas, and then have the opportunity to move on to the Marmalade Companions project. In autumn, we contacted over 150 potential referrers, including GP surgeries, social prescribing services, other charities and support services. We had volunteers attend flu clinics, putting up posters locally and placed articles in local publications.

November 2023 saw the creation of 196 gift bags, put together by 27 UWE Year 1 Paramedic students. The personalised Santa-themed paper gift bags contained items including an informative Age UK brochure; an invitation to either the Christmas Cheer meal or Christmas Day doorstep visit; a bag of Malteser chocolate reindeer; a pair of Christmas socks (female/male), as well as a decoration and card handmade by local school children, addressed to the individual receiving the gift bag. 79% of these deliveries took place within the first four planned days by the students who visited members in pairs, with follow up visits made by UWE lecturers. Marmalade Trust volunteers and employees aimed to deliver the remaining bags in the following week, and 193 of the bags (98.5%) were successfully delivered. In addition to visits, members received phone calls from volunteers in the lead-up to Christmas to get to know each other and agree meet-up times on Christmas Day (for pick up or visiting). These calls helped members feel connected to someone else during the festive season.

Many of our members have no next of kin or are not in contact with their next of kin so are very socially isolated. As part of the Christmas Cheer project, we give hamper gifts to all members. As this is often the only gift they will receive on Christmas Day it can help them to feel valued and cared for. This year, hampers were put together with the help of some amazing volunteers from Sky and Interaction across two days. Hampers were distributed to over 220 members. Marmalade Trust had many generous donations of items for the hampers this year, including mugs, chocolate lollies, artwork, coffee sachets, shower gel, and jars of MARMALADE! Thanks to monetary donations, we were also able to purchase a variety of additional items, including sugar-free items for members who needed them. With the support of 3 local schools, children handmade bookmarks and calendars as additional gifts as they learned about loneliness.

### **3. Marmalade Companions:**

Our project objectives were to recruit and train volunteers to provide companionship and signposting calls using a social prescribing approach and to receive referrals and onboard 60 people experiencing loneliness and isolation and match with volunteers for weekly calls.

Marmalade Trust's Marmalade Companions project supported people who had limited social contact and who experienced loneliness. The project aimed to support members (beneficiaries) to re-engage with social activity and connect with others in their local community to help rebuild confidence, form new connections, and ultimately reduce loneliness and social isolation.

The Marmalade Companions project ran between January and June 2023 and in total 115 people benefitted from the project (63 members and 54 volunteers).

The project involved recruiting and training a team of volunteers and matching them to members for weekly telephone calls over a period of 4 - 20 weeks, depending on the level of support each member needed. Once rapport and a basic understanding of the members'

# THE MARMALADE TRUST

## FINANCIAL STATEMENTS

### YEAR ENDED 31 MARCH 2024

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needs had been established, the calls aimed to help signpost the members to new opportunities and ways of increasing their social connections in their communities. The Marmalade Companions project supported 63 members with 54 volunteers over the project time frame.

Most members are referred to us through health and medical professionals, support workers or other charities including local Age UKs, Missing Link and Second Step. It is estimated that 756 calls were completed between volunteers and members during the project. On average calls lasted 30 minutes equating to 378 hours of calls.

*"It has given me a few new ideas and now I am doing things again! With no living family, I realised I had no 'backup' and needed to start getting out more. With my volunteer's help, I now am!"*

As part of our continued effort to ensure we are well governed, we appointed a new trustee to include further communications expertise. We also appointed an Interim CEO in support of our founder/CEO's sabbatical.

## FINANCIAL REVIEW

At 31 March 2024, Marmalade Trust's restricted funds were £81,461 (2023: £15,900). The increase from the previous financial year is primarily a result of increased income from donations as a result of the charity's corporate partnerships. The trust's unrestricted funds were £115,929 (2023: £92,390), including designated funds £50,000 (2023: £nil). £50,000 of funds have been designated for the purpose of investment in our core office functions with the aim of strengthening our operational foundations.

As a small charity, raising funds to both deliver projects and outcomes and maintaining the charity's financial stability is an ongoing focus for management and the board. The charity raises funds by applications to grant-giving bodies, through corporate partnerships, by offering external training seminars, and through campaigns and appeals to members of the public.

Marmalade's total cash income for the year was £304,680, which represents an increase of £165,969 (120%) versus the previous financial year (2023: £138,722). Including donated services, total income grew year-on-year by £163,323 (106%) to reach a total of £317,035. This significant increase in income is largely driven by an increase in income from corporate partnerships. Expenditure on charitable activities has increased as we continue to expand our work (2024: £205,699; 2023: £162,743), as has our expenditure on raising funds (2024: £22,236; 2023: £12,189).

An overall surplus of £89,100 was reported this year (prior year deficit of £21,219).

## 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.

Based on the latest forecast, six months' forecast expenditure equates to approximately £80,000. Free reserves as of 31 March 2024 were above this figure at £115,929.

**THE MARMALADE TRUST**  
**FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2024**

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**STATEMENT OF TRUSTEES' RESPONSIBILITIES**

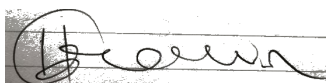
The trustees (who are also directors of The Marmalade Trust for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

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

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company 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 charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Signed on behalf of the trustees:**



Harriet Goodwin  
Chair

19 November 2024

# THE MARMALADE TRUST

## REFERENCE & ADMINISTRATIVE INFORMATION

YEAR ENDED 31 MARCH 2024

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Charity registration number: 1174217  
Company registration number: 10879370

### Principal address

St Paul's Learning Centre  
94 Grosvenor Road  
Bristol  
BS2 8XJ

### Directors and Trustees

|                  |                              |
|------------------|------------------------------|
| Rebecca Purchase | (resigned 13 September 2023) |
| Samuel Whatley   | (resigned 25 June 2024)      |
| Oliver Reid      |                              |
| Harriet Goodwin  |                              |
| Leah Cleaver     |                              |
| Richard Hughes   |                              |
| Matthew Lovat    |                              |
| Kate Lewis       | (appointed 5 February 2024)  |

### Executive Directors

Amy Perrin (CEO)  
Ron Moody (Interim CEO covering our founder/CEO's short-term sabbatical)

### Independent Examiner

Joshua Kingston, BSc. ACA,  
Burton Sweet Limited  
The Clock Tower  
5 Farleigh Court  
Old Weston Road  
Flax Bourton  
Bristol BS48 1UR

# THE MARMALADE TRUST

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

YEAR ENDED 31 MARCH 2024

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I report to the charity trustees on my examination of the accounts of the Charitable Company for the year ended 31 March 2024.

### Responsibilities and basis of report

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

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

### Independent examiner's statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
4. the accounts 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 accounts to be reached.

Joshua Kingston BSc ACA  
Burton Sweet Chartered Accountants  
The Clock Tower  
5 Farleigh Court  
Old Weston Road  
Flax Bourton  
Bristol BS48 1UR

*Joshua Kingston*

Date: 19 November 2024

# THE MARMALADE TRUST

## STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 MARCH 2024

|   | Note | Unrestricted<br>Funds<br>£ | Restricted<br>Funds<br>£ | Total Funds<br>2024<br>£ | Total Funds<br>2023<br>£ |
|---|------|----------------------------|--------------------------|--------------------------|--------------------------|
| <b>Income from:</b>   |      |                            |                          |                          |                          |
| Donations and legacies  | 2    | 120,037                    | 192,153                  | 312,190                  | 139,436                  |
| Charitable activities   | 3    | 4,845                      | -                        | 4,845                    | 14,277                   |
| <b>Total income</b>   |      | <u>124,882</u>             | <u>192,153</u>           | <u>317,035</u>           | <u>153,713</u>           |
| <b>Expenditure on:</b>  |      |                            |                          |                          |                          |
| Raising funds   | 4    | 4,392                      | 17,844                   | 22,236                   | 12,189                   |
| Charitable activities   | 5    | 96,951                     | 108,748                  | 205,699                  | 162,743                  |
| <b>Total expenditure</b>                                      |      | <u>101,343</u>             | <u>126,592</u>           | <u>227,935</u>           | <u>174,932</u>           |
| <b>Net income/(expenditure) and<br/>net movement in funds</b> | 6    | 23,539                     | 65,561                   | 89,100                   | (21,219)                 |
| <b>Total funds at start of year</b>                           | 11   | 92,390                     | 15,900                   | 108,290                  | 129,509                  |
| <b>Total funds at end of year</b>                             | 11   | <u>115,929</u>             | <u>81,461</u>            | <u>197,390</u>           | <u>108,290</u>           |

The Charity has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the charity are classed as continuing.

The notes on pages 12 to 20 form part of these financial statements  
See note 9 for fund-accounting comparative figures

# THE MARMALADE TRUST

## BALANCE SHEET

AS AT 31 MARCH 2024

Company number: 10879370

|   | Note | 2024<br>£             | 2023<br>£             |
|---|------|-----------------------|-----------------------|
| <b>Current assets</b>                           |      |                       |                       |
| Cash at bank and in hand                        |      | 201,871               | 112,409               |
|   |      | <u>201,871</u>        | <u>112,409</u>        |
| <b>Liabilities</b>                              |      |                       |                       |
| Creditors : amounts falling due within one year | 10   | (4,481)               | (4,119)               |
| <b>Net current assets</b>                       |      | <u>197,390</u>        | <u>108,290</u>        |
| <b>Total assets less current liabilities</b>    |      | <u>197,390</u>        | <u>108,290</u>        |
| <b>Net assets</b>                               |      | <u><u>197,390</u></u> | <u><u>108,290</u></u> |
| <b>FUNDS</b>                                    |      |                       |                       |
| <b>Unrestricted funds</b>                       |      |                       |                       |
| General funds                                   | 12   | 65,929                | 92,390                |
| Designated funds                                | 12   | 50,000                | -                     |
| <b>Restricted funds</b>                         | 12   | 81,461                | 15,900                |
| <b>Total funds</b>                              |      | <u><u>197,390</u></u> | <u><u>108,290</u></u> |

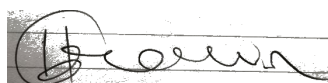
The company was entitled to exemption from audit under s477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to small companies subject to the small companies regime and in accordance with FRS102 SORP.

Approved by the Trustees on 19 November 2024 and signed on their behalf by:



Harriet Goodwin  
Chair

**The notes on pages 12 to 20 form part of these financial statements**

# THE MARMALADE TRUST

## NOTES TO THE FINANCIAL STATEMENTS

### YEAR ENDED 31 MARCH 2024

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#### 1 Accounting policies

##### **Accounting convention**

The accounts (financial statements) have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued in October 2019 and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Companies Act 2006) and UK Generally Accepted Practice as it applies from 1 January 2019.

The charity is a public benefit entity as defined under FRS102. The Trustees consider that there are no material uncertainties affecting the ability of the charity to continue as a going concern.

##### **Income**

Income from donations is included in income when these are receivable, except as follows:

- I. When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods;
- II. When donors impose conditions which have to be fulfilled before the charity becomes entitled to use such income, the income is deferred until the pre-conditions have been met.

Donations in kind comprise donated services where the costs are measurable and the services would otherwise have to be paid for to maintain operational effectiveness.

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

##### **Expenditure**

Expenditure is recognised in the period in which it is incurred. Expenditure includes attributable VAT which cannot be recovered.

##### **Raising funds**

Raising funds expenditure include those costs incurred in seeking voluntary contributions, costs of goods sold and other costs which include the costs of running and participating in fundraising events and collections and cost of goods purchased for resale.

##### **Charitable Activities**

Grants awarded are allocated to charitable activities.

Grants awarded are treated as expenditure and a liability in the accounts as soon as they become legal or constructive obligations. In the case of multi-year grant awards, the funding for all years is immediately recognised unless there are conditions which need to be met by the recipient to enable the release of subsequent years' funding.

**THE MARMALADE TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2024**

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**1 Accounting policies (*continued*)**

**Governance costs**

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the examination fees and costs linked to the strategic management of the charity. Governance costs are included within support costs.

**Pension costs and other post-retirement benefits**

The charity contributes to defined contribution pension schemes. Contributions payable to the charity's pension schemes are charged to the Statement of Financial Activities in the period to which they relate.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Designated funds form part of unrestricted funds and have been identified as being for particular purposes by the Trustees. They are not restricted and can be transferred to general funds at any time at the discretion of the Trustees.

Further explanation of the nature and purpose of each fund is included in note 11 of the financial statements.

**THE MARMALADE TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2024**

**2 Income from: Donations and legacies**

|  | <b>Unrestricted<br/>Funds</b> | <b>Restricted<br/>Funds</b> | <b>Total Funds<br/>2024</b> | <b>Total Funds<br/>2023</b> |
|--|-------------------------------|-----------------------------|-----------------------------|-----------------------------|
|  | <b>£</b>                      | <b>£</b>                    | <b>£</b>                    | <b>£</b>                    |
| Donations and gifts                    | 105,682                       | 170,698                     | 276,380                     | 45,637                      |
| Grants received                        | 2,000                         | 21,455                      | 23,455                      | 78,808                      |
| Donated goods, facilities and services | 12,355                        | -                           | 12,355                      | 14,991                      |
|  | <u>120,037</u>                | <u>192,153</u>              | <u>312,190</u>              | <u>139,436</u>              |

Donated goods, facilities and services includes:

- 'Work-based' volunteer hours at the market rate for the work they have undertaken.
- Professional services delivered for free; and
- Donated goods such as Christmas day meals and hampers.

Income from previous year was unrestricted except for grants received of £78,808.

**3 Income from: Charitable activities**

|             | <b>Unrestricted<br/>Funds</b> | <b>Restricted<br/>Funds</b> | <b>Total Funds<br/>2024</b> | <b>Total Funds<br/>2023</b> |
|-------------|-------------------------------|-----------------------------|-----------------------------|-----------------------------|
|             | <b>£</b>                      | <b>£</b>                    | <b>£</b>                    | <b>£</b>                    |
| Training    | 4,100                         | -                           | 4,100                       | 11,897                      |
| Consultancy | 745                           | -                           | 745                         | 2,380                       |
|             | <u>4,845</u>                  | <u>-</u>                    | <u>4,845</u>                | <u>14,277</u>               |

Income from previous year was unrestricted.

**4 Expenditure on: Raising funds**

|   | <b>Unrestricted<br/>Funds</b> | <b>Restricted<br/>Funds</b> | <b>Total Funds<br/>2024</b> | <b>Total Funds<br/>2023</b> |
|---|-------------------------------|-----------------------------|-----------------------------|-----------------------------|
|   | <b>£</b>                      | <b>£</b>                    | <b>£</b>                    | <b>£</b>                    |
| Incurred seeking donations                        | 562                           | -                           | 562                         | 418                         |
| Staging fundraising events                        | 229                           | 9,138                       | 9,367                       | 5,866                       |
| Advertising, marketing, direct mail and publicity | 3,601                         | 8,706                       | 12,307                      | 5,905                       |
|   | <u>4,392</u>                  | <u>17,844</u>               | <u>22,236</u>               | <u>12,189</u>               |

|   | <b>Unrestricted<br/>Funds</b> | <b>Restricted<br/>Funds</b> | <b>Total Funds<br/>2023</b> |
|---|-------------------------------|-----------------------------|-----------------------------|
|   | <b>£</b>                      | <b>£</b>                    | <b>£</b>                    |
| Incurred seeking donations                        | 418                           | -                           | 418                         |
| Staging fundraising events                        | -                             | 5,866                       | 5,866                       |
| Advertising, marketing, direct mail and publicity | 5,133                         | 772                         | 5,905                       |
|   | <u>5,551</u>                  | <u>6,638</u>                | <u>12,189</u>               |

**THE MARMALADE TRUST**  
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**5 Expenditure on: Charitable activities**

| <b>Current year</b>                                | <b>Unrestricted Funds</b>     | <b>Restricted Funds</b>     | <b>Total Funds 2024</b>     |
|--|-------------------------------|-----------------------------|-----------------------------|
|  | <b>£</b>                      | <b>£</b>                    | <b>£</b>                    |
| <i>Direct costs</i>                                |                               |                             |                             |
| To deliver Marmalade Trust's charitable objectives | 77,100                        | 106,636                     | 183,736                     |
| Donations of meals and hampers etc.                | 8,095                         | -                           | 8,095                       |
| Work-based volunteering and professional services  | 4,260                         | -                           | 4,260                       |
| <i>Support costs</i>                               |                               |                             |                             |
| Office costs                                       | 4,130                         | 2,112                       | 6,242                       |
| Insurance  | 966                           | -                           | 966                         |
| Governance costs (Note 6)                          | 2,400                         | -                           | 2,400                       |
|  | <u>96,951</u>                 | <u>108,748</u>              | <u>205,699</u>              |
| <br><b>Prior year</b>                              | <br><b>Unrestricted Funds</b> | <br><b>Restricted Funds</b> | <br><b>Total Funds 2023</b> |
|  | <b>£</b>                      | <b>£</b>                    | <b>£</b>                    |
| <i>Direct costs</i>                                |                               |                             |                             |
| To deliver Marmalade Trust's charitable objectives | 77,690                        | 63,620                      | 141,310                     |
| Donations of meals and hampers etc.                | 11,171                        | -                           | 11,171                      |
| Work-based volunteering and professional services  | 3,820                         | -                           | 3,820                       |
| <i>Support costs</i>                               |                               |                             |                             |
| Office costs                                       | 2,656                         | 2,922                       | 5,578                       |
| Insurance  | 864                           | -                           | 864                         |
|  | <u>96,201</u>                 | <u>66,542</u>               | <u>162,743</u>              |

**THE MARMALADE TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2024**

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**6 Net income/(expenditure) for the year**

This is stated after charging:

|   | <b>2024</b> | 2023     |
|---|-------------|----------|
|   | <b>£</b>    | <b>£</b> |
| Governance costs                                |             |          |
| Independent examiner's fees                     |             |          |
| - conducting the examination                    | 900         | -        |
| - accounts                                      | 1,500       | -        |
| Trustees' travel, meeting and training expenses | -           | -        |

No Trustees have been reimbursed for their out of pocket travel expenses (2023: Nil). No Trustee received any remuneration during the year (2023: Nil).

Aggregate donations from Trustees, key management personnel, and other related parties was £120 (2023: £120).

**7 Staff costs and numbers**

The aggregate payroll costs were:

|                       | <b>2024</b>   | 2023          |
|-----------------------|---------------|---------------|
|                       | <b>£</b>      | <b>£</b>      |
| Wages & salaries      | 91,480        | 76,498        |
| Social security costs | 4,788         | 3,578         |
| Pension contributions | 3,529         | 2,795         |
|                       | <u>99,797</u> | <u>82,871</u> |

No employee received emoluments of more than £60,000.

The average weekly number of employees during the year was 2.2 (2023: 2.0), calculated on the basis of average headcount. The total employment benefits received by key management personnel including employer national insurance and employer pension were £55,421 (2023: £48,687).

**8 Taxation**

The charity is exempt from corporation tax on its charitable activities.

**THE MARMALADE TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 31 MARCH 2024**

**9 Statement of Financial Activities comparative figures**

| <b>For the year ended 31 March 2023</b>                                    | <b>Unrestricted<br/>Funds<br/>£</b> | <b>Restricted<br/>Funds<br/>£</b> | <b>Total Funds<br/>2023<br/>£</b> |
|--|-------------------------------------|-----------------------------------|-----------------------------------|
| <b>Income from:</b>  |                                     |                                   |                                   |
| Donations and legacies   | 60,628                              | 78,808                            | 139,436                           |
| Charitable activities  | 14,277                              | -                                 | 14,277                            |
| <b>Total income</b>  | <b>74,905</b>                       | <b>78,808</b>                     | <b>153,713</b>                    |
| <b>Expenditure on:</b>   |                                     |                                   |                                   |
| Raising funds  | 5,551                               | 6,638                             | 12,189                            |
| Charitable activities  | 96,201                              | 66,542                            | 162,743                           |
| <b>Total expenditure</b>   | <b>101,752</b>                      | <b>73,180</b>                     | <b>174,932</b>                    |
| <b>Net income/(expenditure) for the year<br/>and net movement in funds</b> | <b>(26,847)</b>                     | <b>5,628</b>                      | <b>(21,219)</b>                   |
| <b>Total funds at start of year</b>  | <b>119,237</b>                      | <b>10,272</b>                     | <b>129,509</b>                    |
| <b>Total funds at end of year</b>  | <b>92,390</b>                       | <b>15,900</b>                     | <b>108,290</b>                    |

**10 Creditors: amounts falling due within one year**

|                              | <b>2024<br/>£</b> | <b>2023<br/>£</b> |
|------------------------------|-------------------|-------------------|
| Taxation and social security | 2,081             | 4,119             |
| Accruals                     | 2,400             | -                 |
|                              | <b>4,481</b>      | <b>4,119</b>      |

**THE MARMALADE TRUST**  
**NOTES TO THE FINANCIAL STATEMENTS**  
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**11 Movement in funds**

**For the year ended 31 March 2024**

|                           | <b>At 1 Apr<br/>2023<br/>£</b> | <b>Income<br/>£</b> | <b>Expenditure<br/>£</b> | <b>Transfers<br/>£</b> | <b>At 31 Mar<br/>2024<br/>£</b> |
|---------------------------|--------------------------------|---------------------|--------------------------|------------------------|---------------------------------|
| <b>Restricted funds</b>   |                                |                     |                          |                        |                                 |
| Companions                | 5,585                          | 3,300               | (8,885)                  | -                      | -                               |
| LAW                       | 10,315                         | 21,000              | (26,870)                 | -                      | 4,445                           |
| Christmas                 | -                              | 34,110              | (34,110)                 | -                      | -                               |
| Heineken partnership      | -                              | 133,743             | (56,727)                 | -                      | 77,016                          |
|                           | <u>15,900</u>                  | <u>192,153</u>      | <u>(126,592)</u>         | <u>-</u>               | <u>81,461</u>                   |
| <b>Unrestricted funds</b> |                                |                     |                          |                        |                                 |
| General funds             | 92,390                         | 124,882             | (101,343)                | (50,000)               | 65,929                          |
| Core office               | -                              | -                   | -                        | 50,000                 | 50,000                          |
|                           | <u>92,390</u>                  | <u>124,882</u>      | <u>(101,343)</u>         | <u>-</u>               | <u>115,929</u>                  |
| <b>Total funds</b>        | <u>108,290</u>                 | <u>317,035</u>      | <u>(227,935)</u>         | <u>-</u>               | <u>197,390</u>                  |

**Restricted funds**

Companions - funds received for the purpose of supporting the Marmalade Companions project.

LAW - funds received for the purpose of supporting the Loneliness Awareness Week campaign.

Christmas - funds received for the purpose of supporting the Christmas Cheer project.

Heineken partnership - funds received from corporate partner Heineken with the purpose of collaborating on a programme of events and activities to promote the charitable objectives of the Marmalade Trust and to support Heineken in raising awareness of loneliness and encouraging new social connections.

Other restricted funds - other funds received for the purpose of supporting specific activities of Marmalade Trust.

**Designated funds**

Core office - A designated fund towards the core office functions has been established with the aim of strengthening the charity's operational foundations.

**THE MARMALADE TRUST**  
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**11 Movement in funds (*continued*)**

**For the year ended 31 March 2023**

|                           | <b>At 1 Apr<br/>2022<br/>£</b> | <b>Income<br/>£</b> | <b>Expenditure<br/>£</b> | <b>Transfers<br/>£</b> | <b>At 31 Mar<br/>2023<br/>£</b> |
|---------------------------|--------------------------------|---------------------|--------------------------|------------------------|---------------------------------|
| <b>Restricted funds</b>   |                                |                     |                          |                        |                                 |
| Companions                | 39                             | 12,468              | (6,922)                  | -                      | 5,585                           |
| LAW                       | -                              | 13,301              | (2,986)                  | -                      | 10,315                          |
| Christmas                 | 8,279                          | 33,064              | (41,343)                 | -                      | -                               |
| Other restricted funds    | 1,954                          | 19,975              | (21,929)                 | -                      | -                               |
|                           | <u>10,272</u>                  | <u>78,808</u>       | <u>(73,180)</u>          | <u>-</u>               | <u>15,900</u>                   |
| <b>Unrestricted funds</b> |                                |                     |                          |                        |                                 |
| General funds             | 119,237                        | 74,905              | (101,752)                | -                      | 92,390                          |
|                           | <u>119,237</u>                 | <u>74,905</u>       | <u>(101,752)</u>         | <u>-</u>               | <u>92,390</u>                   |
| <b>Total funds</b>        | <u>129,509</u>                 | <u>153,713</u>      | <u>(174,932)</u>         | <u>-</u>               | <u>108,290</u>                  |

**12 Analysis of net assets between funds**

|                            | <b>Restricted<br/>Funds<br/>£</b> | <b>Unrestricted<br/>Designated<br/>Funds<br/>£</b> | <b>Unrestricted<br/>General<br/>Funds<br/>£</b> | <b>Total<br/>£</b> |
|----------------------------|-----------------------------------|--|---|--------------------|
| <b>As at 31 March 2024</b> |                                   |  |   |                    |
| Tangible fixed assets      | -                                 | -  | -   | -                  |
| Other net assets           | 81,461                            | 50,000   | 65,929  | 197,390            |
|                            | <u>81,461</u>                     | <u>50,000</u>                                      | <u>65,929</u>                                   | <u>197,390</u>     |
| <b>As at 31 March 2023</b> |                                   |  |   |                    |
| Tangible fixed assets      | -                                 | -  | -   | -                  |
| Other net assets           | 15,900                            | -  | 92,390  | 108,290            |
|                            | <u>15,900</u>                     | <u>-</u>   | <u>92,390</u>                                   | <u>108,290</u>     |

**THE MARMALADE TRUST**  
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**13 Related party transactions**

There are no transactions with trustees or other related parties other than those disclosed as required by the SORP elsewhere in the financial statements.