

DAISY'S DREAM

England & Wales · Charity number 1177145

Details

Status Registered

Legal form CIO

Registered 2018-02-13

Register [View on the Charity Commission register](#)

Contact

Address Daisys Dream
Unit 7 Chalfont Court
Lower Earley District Centre
Lower Earley
Reading
RG6 5SY

Phone 01189342604

Email info@daisysdream.org.uk

Website www.daisysdream.org.uk

Activities

Objects: TO RELIEVE THE CONDITION OF LIFE OF BEREAVED CHILDREN AND THOSE FACING BEREAVEMENT AND ASSOCIATED ADULTS BY THE PROVISION OF A SUPPORT SERVICE IN THE GEOGRAPHICAL AREA OF BERKSHIRE AND THE ADJOINING COUNTIES, OR ANY OTHER AREA AS AGREED BY TRUSTEES FROM TIME TO TIME. TO ADVANCE EDUCATION AND TRAINING IN THE NATURE OF BEREAVEMENT FOR THE PUBLIC BENEFIT. SUCH OTHER CHARITABLE PURPOSES AT LAW AS THE TRUSTEES SHALL DECIDE.

Activities: Daisy's Dream is a professional support service which responds to the needs of children and families affected by life threatening illness or bereavement. We offer a flexible service which is tailored to meet the individual needs of each child and their family. This may include telephone support and advice, group events, home and school visits for the child or young person.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, Disability
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- Bracknell Forest
- Reading
- Slough
- West Berkshire
- Windsor And Maidenhead
- Wokingham

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£504,689	£494,717	£369,817	9
2024-03-31	£613,486	£544,922	£359,844	10
2023-03-31	£391,402	£488,621	-	-
2022-03-31	£352,302	£463,984	-	-
2021-03-31	£411,607	£392,995	-	-

Trustees

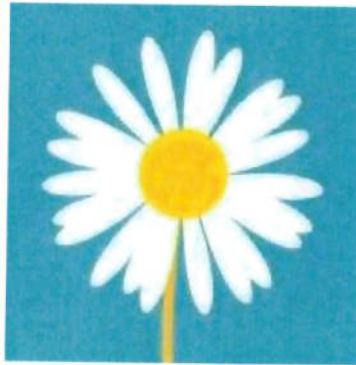
Name	Role	Appointed
David Guile	Chair	2018-09-17
Anne Entwistle		2026-03-06
David Wood		2023-04-18
Joshua Picken		2025-12-09
Katherine Green		2019-04-01
Laura Peters		2020-12-07
Porscha Davies		2018-02-13
STEPHEN BENNETT		2018-02-13
Sarah Bowsher		2025-11-03
Sean Hatton		2026-01-19

DAISY'S DREAM

England & Wales - Charity number 1177145

Accounts

Daisy's Dream



Annual Report and Accounts 2024-2025

Charitable Incorporated Organisation - 1177145

DAISY'S DREAM

Legal and administrative details for the period ended 31 March 2025

Name	Daisy's Dream
Status	Registered charity number 1177145. Charitable Incorporated Organisation. Governing instrument is a constitution adopted on 13 th February 2018.
Principal address	PO Box 4738, Twyford, Reading RG10 9GT. (Delivery address – Unit 7 Chalfont Court, Lower Earley, Reading RG6 5SY)
Charity objects	To relieve the condition of life of bereaved children and those facing bereavement and associated adults by the provision of a support service in the geographical area of Berkshire and the surrounding area. To advance education and training in the nature of bereavement for the public benefit. Such other charitable purposes at law as the Trustees shall decide.
Organisational Structure	Daisy's Dream is managed and administered by a Management Committee. Trustees will be appointed for a term of one year by a resolution passed at a properly convened meeting of the charity Trustees.
Management Committee	Members of the Management Committee (Trustees) who served during the period and since the period end are shown below, together with the honorary officers in post throughout the period. David Guile - Chair David Wood (Hon. Treasurer) Steve Bennett Porscha Davies Kate Green Laura Peters Glynis Wiltshire Julie Stolland Julie Campbell – Resigned 21.04.25 Debbie Mumford – Resigned 01.04.25
Signatories	David Wood Laura Lewis Sarah Long
Bankers	National Westminster Bank plc Reading Market Place, 13 Market Place, Reading, RG1 2EG
Independent Examiner	Mr S. P. F. Howell, FCCA, TC Group, The Granary, Hones Yard, Waverley Lane, Farnham, Surrey, GU9 8BB

It has been both a pleasure and a privilege to serve as Chair over the past year, and I am delighted to report that Daisy's Dream continues to grow, evolve, and make a significant impact.

We have enjoyed another successful year, with income exceeding £500,000 and reserves standing at a healthy £370,000. This strong financial position is a testament to the dedication and hard work of our entire team.

Our success would not be possible without our dedicated therapeutic practitioners, fundraisers, and finance and administration staff. I would like to extend my thanks to each member of the team for their commitment and professionalism.

In light of the increasingly challenging environment facing many charities, we have adopted a more considered and realistic budget for 2025/26. Supported by our healthy reserves, this approach ensures that we can continue to deliver and build upon the strong foundations laid this year.

This year's key achievements include:

- Supporting 1,062 people through one-to-one sessions and group work and telephone support.
- Refreshing our brand identity to better reflect who we are today, helping to reposition the charity in a more contemporary and relevant light.
- Maximising the opportunity of our new office space, which provides a relaxed and welcoming environment for both our team and the children we support. This has enabled us to extend the range and frequency of the services we offer.

Finally, I would like to thank everyone associated with Daisy's Dream—our staff, trustees, volunteers, fundraisers, and supporters. Each and every one plays a key role in enabling us to provide personalised, compassionate support to bereaved children and their families across Berkshire.

David Guile
Chair of Trustees

Annual Report 2024 – 25

Who we are

Our Mission

Daisy's Dream is a charity providing support for children and young people who have been affected by bereavement, either supporting them in preparing for a loss or working with them following the death of someone important to them

Our Vision

A society that is comfortable talking about grief so that everyone can be supported at times of need.

Our Values

We are **COMPASSIONATE** and treat everyone with **KINDNESS**

We are **EMPATHETIC** and offer everyone a **RESPONSIVE** service

We are **WELCOMING** and are **SUPPORTIVE** to everyone we come into contact with

We are **KNOWLEDGEABLE** and take an **INDIVIDUAL** approach to meet differing needs.

The Charity 2024 – 2025

This report covers the period April 1st, 2024, until March 31st, 2025.

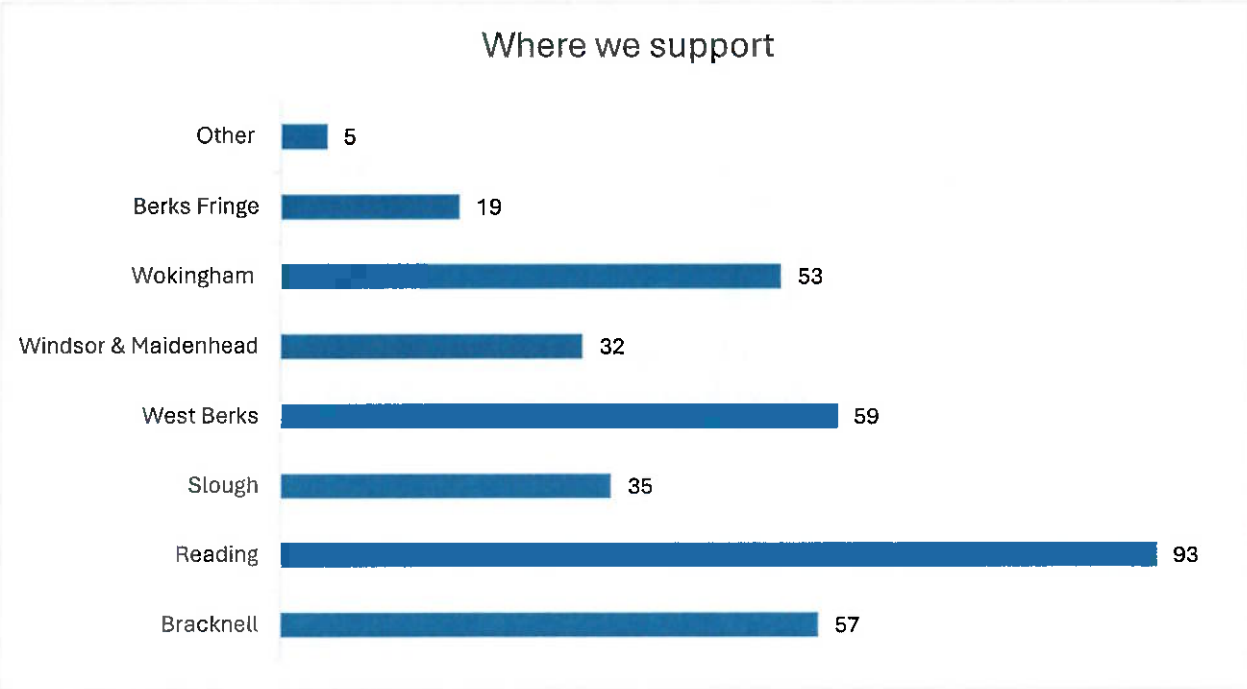
Delivering services

2024 has been a busy year for Daisy's Dream, having moved our offices in the very last week of December 2023 there was much work to be done to turn a tired and tatty office space into a pleasant working environment, also to create a new and nurturing family room and 1:1 area. Once this work had been done as a charity we then had to start planning and developing the services to run from here, something that has been met by our beneficiaries with much appreciation and delivery of groups now growing significantly. Since the summer we have delivered 3 art sessions, a newly designed 6 week course for teenagers, groups for bereaved siblings and children who have no memories of the person that died and a number of parent support groups. This is alongside our regular therapeutic days and social outings. More individual support is now also being provided from these premises.

Referrals have continued to be steady but slightly reduced this year. We attribute this to a reduction in the support we are able to offer for children and young people who have experienced the death of a grandparent or extended family member. In 2023 we had to make the decision to reduce the group and individual support we were able to provide for this cohort and now offer support calls to parents to work with them to support their child following the death of a grandparent. Very sadly the complexities of referrals are increasing with more children experiencing additional trauma surrounding the death of a loved one, this is sometimes due to a death that may be violent or sudden or other presenting circumstances like multiple deaths, caring duties or moving to a new area. We have also seen a big increase in support for bereaved siblings which is a very complicated and challenging area of work to navigate.

We rebranded and launched a new website in 2024, as part of this we asked young people to help us design our new literature to be given to children and young people. They gave us feedback on what they would have liked to know about before they started work with us, what had made them nervous and what might have reassured them. These leaflets have been well received and we'll look forward to working with the young people we support on projects like this in the future.

We have worked on a joint project with the University of Reading to create a training programme for schools. Co-designed with the Institute of Education we delivered a pilot scheme to help teachers and other school staff build their confidence in having conversations with students about death and dying. There were 14 attendees to the 3 online sessions in 2024 and the next cohort of 7 participants completed this training in early 2025. As a result of this our training offer has been developed further, throughout 2024 we delivered 4 further training sessions to groups of teachers and a visiting party of academics.



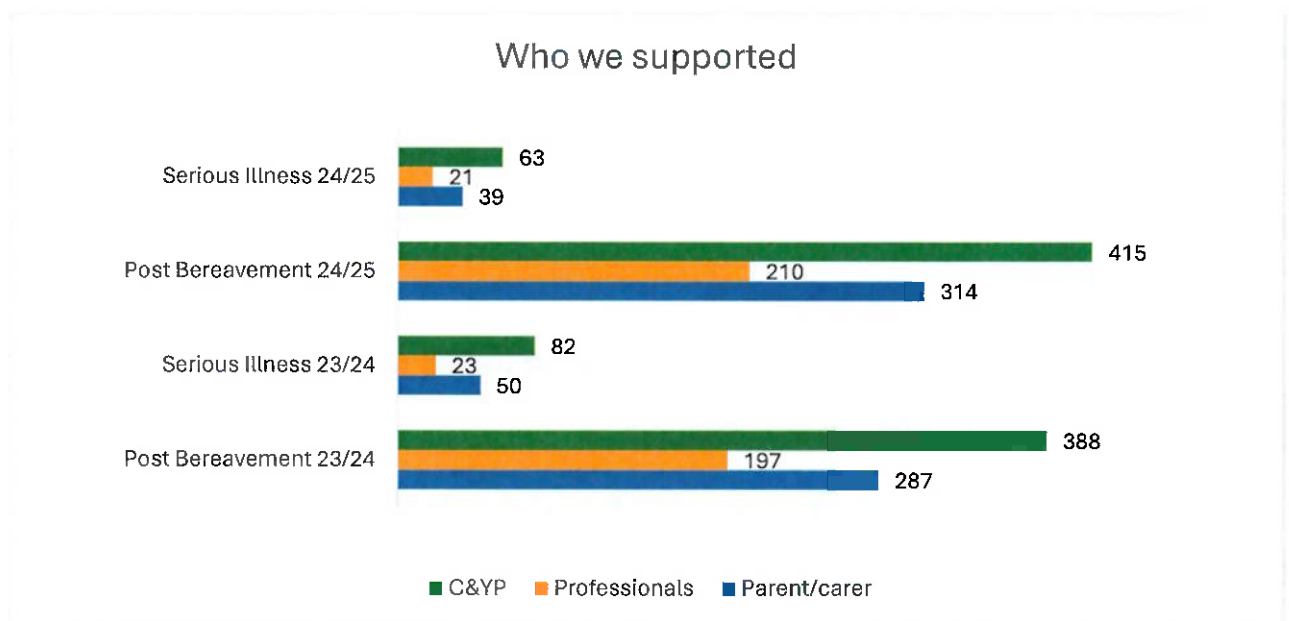
Who we support

This year we have taken 353 referrals (347 last year) 312 post bereavement and 41 preparing for loss.

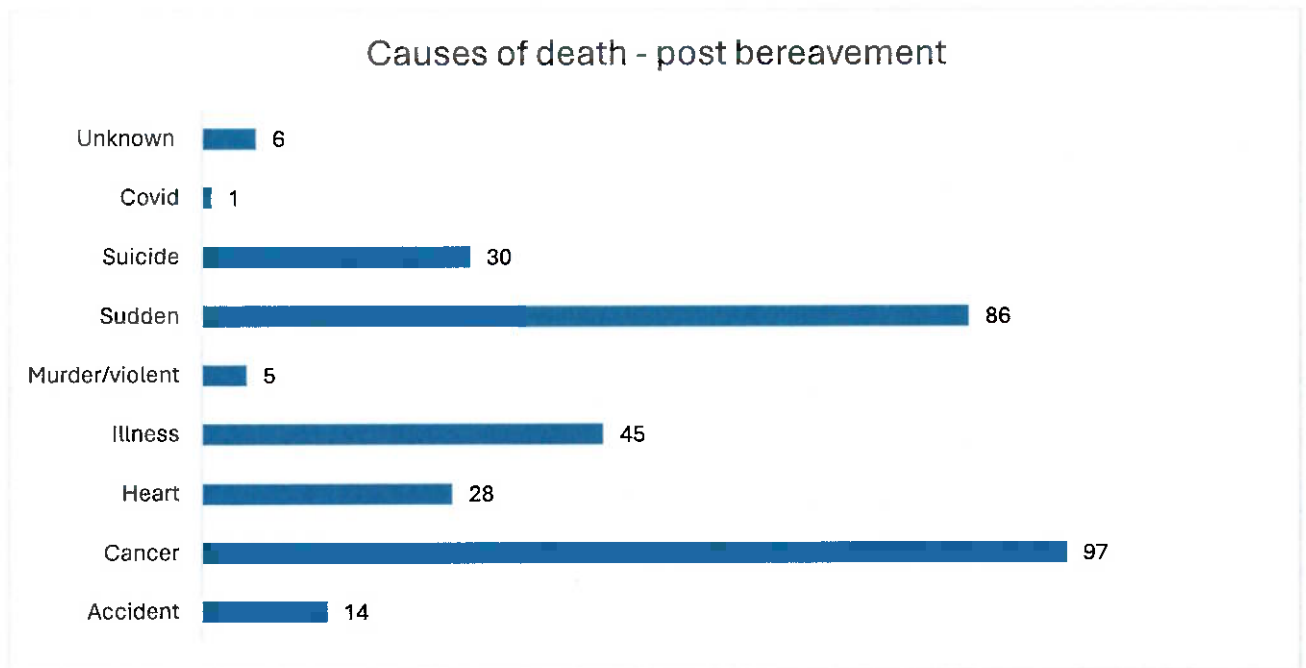
We have supported 1,062 people (1,027 last year) 353 parent/carers, 231 professionals, 478 children and young people. 2024 was a year of many changes, we also had a significant reduction in therapeutic staff for at least 6 months due to recruitment issues of two vacancies and one person being off on long term sickness absence. With our move complete and groups now growing, along with a fully staffed team we anticipate these figures to increase this year.

There is also some working happening to identify how many children and young people are being helped by the significant number of adults we have trained to support children in their own settings, especially schools, and so know that the number of children indirectly supported by the charity is much higher than numbers we currently record.

It is also important to note here that we are seeing an increase in terms of the complexities of the families we are supporting. Whilst bereavement will always be the primary reason for us being involved with a child or young person often this will be accompanied by a range of other issues such as, having to move home, having to live with a parent or family member that they had not lived with prior to the bereavement, a significant reduction in household income, children and young people caring for a parent with terminal and challenging health needs, deaths from drug and alcohol addiction and siblings being split up due to new family dynamics. These are all issues we have seen with very recent cases our team have worked with, operating at this level will usually take more time and resource which we are having to allow for more often as these sorts of referrals increase.



Comparing numbers from last year referrals for grandparent deaths have halved but referrals for sibling deaths have doubled, this is another indication that the work we do is becoming more complicated and involved. Working in this way means we are meeting the needs of those most affected by bereavement and with support are likely to have much better outcomes in the future.



The work we do at Daisy's Dream can be difficult to quantify, but the impact that an interaction with us may have can be life-changing in terms of how a young person will be able to move forwards in their life.

"Although it was a tough decision to make to tell my 2 boys how their Dad died from suicide, Claire from Daisy's Dream did some amazing work with them, she always kept their feelings in her heart. It came the time to tell my boys after nearly two years how their dad died. I didn't feel strong enough to tell them how so Claire arranged a meeting with me prior to telling the boys and worded it perfectly in such a gentle way. I wouldn't have been able to do it without the support from Claire and for that I will be forever grateful. Although I hope nobody else has to go through what we did you never know the depth off some people's mental health problems."

A large proportion of our work is in partnership with schools, delivering individual one to one therapeutic sessions in the setting or providing help and strategies to teachers. In 2024 we worked in 96 schools. We consistently receive positive feedback about our work and the impact it has on those we support and the wider school community. Our training to schools has increased this year with 100% of participants saying that they would recommend the training to others.

"Excellent down to weather, warm pragmatic approach. I enjoyed and found insights by the training team and colleagues invaluable"

"You are an amazing service and what we have learned as a school from Wendy has been invaluable."

Other referrals, if not from the family themselves, tend to come from health and social care. We continue to build relationships with these professionals and attend team meetings and information sharing events to increase awareness around what we do and find ways that we can work in partnership with these agencies to provide the most comprehensive support for a young person during the most difficult times.

Over the course of the year we delivered:

40 groups, with 278 attendees, and was made up of:

- 5 social events – including climbing, pottery painting, bowling and laser tag.
- 14 sessions for teenagers
- 10 parent support sessions
- 3 children's therapeutic days
- 3 art groups
- 4 bereaved sibling support groups
- 1 group for children who don't have memories of the person who died (Remembering Someone Special group)

Last year we delivered 15 groups with 98 attendees

The future

We will be using volunteers to support our service work a lot more, the introduction of some standardised processes here and a new training programme will hopefully mean we can work across a wider geography and offer more support. By having a volunteer strategy in place this will hold us accountable to ensure that we build our volunteer programme to support the sustainability of the charity.

We have been building our group support considerably in the latter part of 2024 and we plan to continue with this, plans for groups for children that have no memory of the person that died are already underway. Whilst we've been developing this support from our offices we will also try and move to delivering some groups in the community, especially in areas that may find it hard to get to us, for example Slough and rural West Berkshire.

2025 will be a time for us to look at our CRM system and work across the entire organisation to make sure that what we have in place is the right thing for us. Currently we have a system that is not fit for purpose and this makes the gathering and interrogation of data difficult and time consuming.

Looking at data and gathering information about numbers of children and young people we have supported will also be something we will address, we need to have an idea of not only the direct impact we have but where we may have indirectly supported children and young people by training other professionals to help them.

As a charity Daisy's Dream has in previous years been cautious in our approach to marketing and telling people what we do. For the coming year we will be sharing the stories of those families we support much more. We want to raise awareness of the amazing people we work with, inspiring others that may find themselves in a similar situation. We have already made a film and hope to build upon this. This will also help support our fundraising plans and strategy.

Fundraising

As always fundraising continues to be a mixed picture. Our financial year ended strongly with an unexpected legacy donation of £165k in March 2024. This meant that we finished in surplus and had a strong start to the new year. For the rest of 2024 we had a new fundraising strategy in place and started to see positive income from corporates, trusts and foundations, events and the community. A particular highlight was a campaign to support our work in West Berkshire, with significant match funding applied. Fundraising endeavours continue to be well supported across the organisation and we look forward to 2 new part-time fundraisers joining the team in 2025 to try and build capacity following the loss of one of our team in November.

Daisy's Dream continues to ensure its fundraising activity has been spread across a number of different sectors, namely: Community Fundraising, Corporate Fundraising, Trusts and Grants and Events.

The fundraising team comprises a manager, a corporate fundraiser and two community fundraisers. Trust and grant applications are completed by the Fundraising Manager and our CEO, who has a masters in Charity Marketing and Fundraising.

As a small local charity, we are indebted to the community we serve for the support it gives us. We are both proud and appreciative of the number of people who have been recipients of our service who then go on to raise funds for us, acting as wonderful ambassadors for Daisy's Dream in the process. It is a testament to the charity's longevity and reputation that young people once helped by the charity as children have gone on to fundraise for us as adults.

Risk Assessment and Reserves

The Trustee Board regularly reviews the risks the charity is subject to in respect of working practices, safeguarding, GDPR and financial risk. The Trustee Board regularly review the risks to which the charity is or maybe exposed to. Policies and procedures are amended accordingly.

The charity will continue to take appropriate measures to safeguard its future.

Our reserves policy remains to have at least 6 months' worth of operating costs, enabling us to continue to provide ongoing support for families, even in the event of an appreciable decline in income. We are aware that we are slightly above where we would plan to be with regards to the amount of free reserves we aim to hold. Trustees have agreed to set a deficit budget this year to allow the opportunity to concentrate on some key areas of growth, specifically our new volunteer programme and new CRM system.

Our Governance

Management of the charity

Daisy's Dream is managed and administered by a board of Trustees who form the Management Committee. Members of the Management Committee are appointed for a term of one year by a resolution passed at a properly convened meeting of the charity trustees.

This year the trustee board undertook a full governance review using The Charity Governance Code framework. This was a useful exercise and has helped focus areas for improvement.

In selecting individuals for appointment as charity Trustees, the charity Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

The Management Committee is required to consist of not more than 15 Trustees and not less than 4 Trustees. A limited number of individuals may be co-opted onto the Management Committee.

Currently the Management Committee has eight members with wide ranging skills and expertise. Whilst there is not a formalised recruitment process, members are sought for their ability to further the objectives of the organisation.

Detail of Trustee and Management Committee responsibilities are outlined in the constitution.

In the period covered by this report the Management Committee met 4 times.

The Trustees have complied with the duty in Section 4 of the Charities Act to have due regard to guidance published by the Charity Commission, particularly in respect of the public benefit.

Finance

The Statement of Financial Activities appended to this report shows that income for the period ended 31 March 2025 was £504,689 and the expenditure £494,717. At 31 March 2025 the total funds of the charity were £369,817.

Financial systems are managed within the staff team supported by the Hon. Treasurer. We are fortunate that payroll services are provided on a voluntary basis.

Reserves

The Trustees' policy is to strive to ensure that the level of reserves remain at a level as to secure the longevity of service provision for at least six months.

At the end of the period free reserves were £350,746.

Human Resources

At the end of the year there were 15 members of staff.

Volunteers

Daisy's Dream has had a large and active volunteer group from the inception of the charity. Many of the current team of volunteers have been with the charity for several years and, together with their more recently recruited colleagues, they continue to make an invaluable contribution to the work of the organisation. Volunteers work across all sectors of the organisation. They are key members of the group work programme, supporting fundraising initiatives, as well as administration and governance.

Regular training sessions and opportunities for volunteers to come together are held throughout the year and we aim to significantly grow this programme over the course of the year.

We would like to express our thanks to all our volunteers for the huge contribution they make to the work of the organisation.

Our accounting and reporting responsibilities

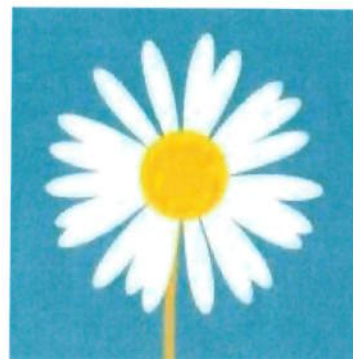
Members of the Management Committee are jointly responsible for the preparation of a set of annual accounts which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year and which comply with:

- Current legislation
- The charity's constitution
- The Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019 (SORP 2019 (FRS 102))

Approved by the Management Committee

On 16/6/25.....and signed on their behalf by

[Signature]..... (Trustee)



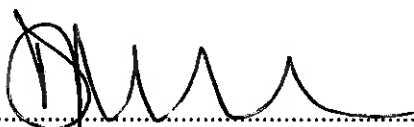
Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales 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 charity and of the incoming resources and application of resources of the charity 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 2019 (FRS 102)
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- 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 proper accounting records that 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 Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.



.....

Signed on behalf of the Trustees

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
DAISY'S DREAM

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2025, which are set out on pages 19 to 30.

RESPONSIBILITIES AND BASIS OF REPORT

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

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

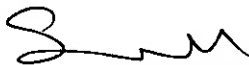
INDEPENDENT EXAMINER'S STATEMENT

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

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 charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



.....
Simon Howell FCCA

TC Group
The Granary
Waverley Lane
Farnham
Surrey
GU9 8BB

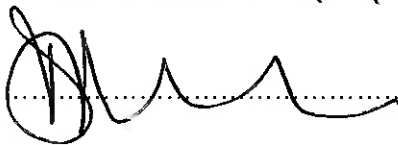
Date: 10/7/2025
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Daisy's Dream CIO

Balance Sheet at 31 March 2025

	Note	2025	2024
Fixed Assets			
Office equipment	11	1,174	3,264
Current Assets			
Cash at Bank and in hand		392,417	377,727
Debtors	12	<u>2,220</u>	<u>3,535</u>
		<u>394,637</u>	<u>381,262</u>
Creditors: amounts falling due within one year	13	-25,994	-24,682
Net Current Assets		368,643	356,580
Total Assets less current Liabilities		<u>369,817</u>	<u>359,844</u>
Funds			
Unrestricted	14	350,746	334,489
Restricted	14	<u>19,071</u>	<u>25,355</u>
		<u>369,817</u>	<u>359,844</u>

Approved by the Management Committee on 16/6/25

and signed on its behalf by 

Daisy's Dream CIO

Statement of Financial Activities for the period ended 31 March 2025

	Notes	Unrestricted Funds	Restricted Funds	Total Funds Year to 31 March 2025	Total Funds Year to 31 March 2024
INCOME from					
Donations, grants and legacies	3	350,370		350,370	441,106
Charitable activities	5	590	83,238	83,828	84,628
Other trading activities	6	69,748		69,748	86,859
Investments	7	743		742.80	893
Total Income		421,451	83,238	504,689	613,486
EXPENDITURE on	8				
Raising funds		169,620		169,620	155,483
Charitable activities		235,780	89,317	325,097	389,439
Total Expenditure		405,400	89,317	494,717	544,922
Net income/(expenditure)		16,052	-6,079	9,973	68,564
Transfer between funds					
Net movement in funds		0	-6,079	0	0
Reconciliation of funds:					
Total funds brought forward		334,694	25,150	359,844	291,280
Total funds carried forward		350,746	19,071	369,817	359,844

Approved by the Management Committee on

16/6/25

and signed on its behalf by

1. Accounting policies

Basis of accounting

Daisy's Dream was registered as a Charitable Incorporated Organisation (CIO) and this was granted on the 13th February 2018.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees consider that there are no material uncertainties about the CIO's ability to continue as a going concern.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements are presented in sterling which is the functional currency of the charitable company and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Fund accounting

Restricted funds can only be used for particular restricted purposes within the objects of the charity. The purposes and uses of the restricted funds received and expended in the year are identified in note 14 below.

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

Incoming resources

Grants and voluntary income received by way of donations and gifts are included in full in the year received. Restricted grant funding for a specific post is accounted for on a receivable basis.

Gifts in kind for sale or distribution are included only when sold or distributed by the charity. Gifts in kind are accounted for at their estimated market value when received or their value to the charity whichever is the lower.

Gifts in kind for use by the charity are included in the SOFA in the year in which they are received.

Intangible income (i.e. donated services and facilities) is only included in incoming resources where another party is bearing the financial cost of the resource supplied and the benefit is quantifiable and material.

The value of any voluntary help received is not included in the accounts but is referred in the Annual Report.

The income from fundraising activities is reported gross and in the year in which received.

Resources expended

Expenditure which is attributable to only one expenditure head is allocated to that activity.

Staff costs, excluding payments made to staff for managing and attending service events, are allocated to expenditure heads on the basis of the staff time spent on each activity.

Trustee expenses are allocated to the expenditure head to which they relate.

Fixed assets

All fixed assets are initially recorded at cost. Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Office equipment - 33.33% straight line.

Individual fixed assets costing under £500 are not capitalised.

Pension costs

The charity operates a defined contribution pension scheme. Contributions payable to the pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. Critical accounting estimates and judgements

In the application of the charitable company'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.

In the opinion of the trustees, there are no significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have significant effect on the amounts recognised in the financial statements.

3. Income from Donations and Legacies

	Total funds 2025	Total funds 2024
	£	£
Community donations	102,712	105,404
Trusts and grants (see Note 4 below)	185,585	97,469
Corporates	61,573	72,558
Legacies	500	165,675
	<u>350,370</u>	<u>441,106</u>

Income from donations and legacies was £350,370 (2024 - £441,106) of which £350,370 (2024 - £439,015) was attributable to unrestricted and £nil (2024 - £2,091) was attributable to restricted funds.

4. Grants received

	2025	2024
	£	£
Greenham Common Charitable Trust	57,535	19,919
The Phillips 2012 Charitable Trust	50,000	10,000
Awards For All	20,000	-
Openwork Foundation	15,000	-
Berkshire Community Foundation	7,980	4,591
Edwards Life Sciences	-	7,835
Stevenson Family Charitable Trust	5,000	3,000
The Shanley Foundation	5,000	-
The Masonic Charitable Foundation	-	5,500
Reading Voluntary Action	-	5,000
Louis Nicholas Residuary Charity	-	5,000
The Earley Charity	-	4,784
One Slough Grant	4,526	-
The Screwfix Foundation	-	4,433
The Morrisons Foundation	-	4,339
The Big Give	4,269	4,292
Groundwork UK	3,625	1,125
West Berkshire Council	-	3,500
The Gerald Palmer Eling Trust	3,000	3,000
Schroder Charity	3,000	-
Sir Jules Thorn Charitable Trust	-	3,000
Englefield Charitable Trust	2,000	-
Heathrow Community Fund	1,400	2,100
Souter Charitable Trust	-	2,000
St Laurence Relief in Need	1,000	1,000
TK Maxx	1,000	-
Sovereign Housing Association	-	966
Berkshire Masonic Charity	750	-
Earley Town Council	500	-
Crowthorne PC	-	500
Charvil Parish Council	-	465
Stratfield Mortimer Parish Council	-	360
Sebastian Pollitzer Charitable Settlement	-	300

4. Grants received (continued)

Bentley Advancing Life Chances Fund	-	400
The Blakemore Foundation	-	60
	<u>185,585</u>	<u>97,469</u>

5. Income from charitable activities

Income from activities in furtherance of charitable objects includes fees for training, donations and fees for direct service provision and grants specifically for service provision.

	Total funds 2025	Total funds 2024
	£	£
The National Lottery Community Fund	67,738	80,203
University of Reading	-	4,425
Children in Need	12,000	-
Peter Harrison Foundation	3,500	-
Fees	590	-
	<u>83,828</u>	<u>84,628</u>

Income from charitable activities was £83,828 (2024 - £84,628) of which £590 (2024 - nil) was attributable to unrestricted and £83,238 (2024 - £84,628) was attributable to restricted funds.

6. Income from other trading activities

Income from activities for generating funds relates to income from fundraising events including The London Marathon, Reading Half Marathon, Skydives, Golf Day, Quiz Night, Daisy Fest and the sale of toys.

	Total funds 2025	Total funds 2024
	£	£
Fundraising events	69,158	85,946
Merchandise sales	590	913
	<u>69,748</u>	<u>86,859</u>

Income from other trading activities was £69,748 (2024 - £86,859) of which £69,748 (2024 - £86,859) was attributable to unrestricted and £nil (2024 - £nil) was attributable to restricted funds

7. Investment income

	Total funds 2025	Total funds 2024
	£	£
Interest received	<u>743</u>	<u>893</u>

8. Resources Expended

The main items of expenditure for the different expenditure heads were as follows, staff costs are inclusive of reimbursed travel and training incurred by staff on behalf of the charity:

COSTS	Staff Costs	Direct Costs	Total	Support	Total	%
Support costs	85,347	73,871	159,218	-159,218		
Fundraising	79,690	35,340	115,030	54,590	169,620	34.29
Service costs and service events	197,811	18,464	216,275	102,638	318,913	64.46
Governance		4,194	4,194	1,990	6,184	1.25
Total	362,848	131,869	494,717	0	494,717	100.00

Charitable expenditure includes; direct costs for the provision of group events, summer and Christmas events and other therapeutic activities. It also includes the provision of advice and information for families, their relatives and professionals by post, telephone, email and visits and the cost of the support service for children and their families provided in their home or at school. It also includes direct costs of volunteer recruitment and training, ongoing support for the volunteer team and personal supervision for the Therapeutic Practitioners of Daisy's Dream.

9. Staff costs and emoluments

Total staff costs were as follows:

	2025	2024
	£	£
Wages and salary costs	318,239	368,024
Social security costs	27,502	32,021
Pension costs	8,434	9,615
	<u>354,175</u>	<u>409,660</u>
Other staff related costs:		
Mileage	6,037	9,178
Supervision	300	1,040
Training	1,933	1,890
Recruitment	402	221
	<u>8,673</u>	<u>12,329</u>
Total	<u><u>362,847</u></u>	<u><u>421,989</u></u>

Particulars of employees

	2025	2024
	No.	No.
Full Time Staff	16	16
Average full time equivalent	<u>9</u>	<u>10</u>

No staff member earned more than £60,000 (2024 – nil).

10. Trustees remuneration

The Trustees, or any person connected to them, have not received any remuneration from Daisy's Dream during the period.

There were no amounts reimbursed to trustees during the period for expenses incurred on behalf of the charity.

11. Tangible fixed assets

	Office equipment £
Cost at 1 April 2024	18,577
Additions in the period	929
Cost at 31 March 2025	19,506
Depreciation at 1 April 2024	15,313
Charge for the period	3,019
Depreciation at 31 March 2025	18,332
Net book value at 31 March 2025	1,174
Net book value at 31 March 2024	3,264

12. Debtors

	2025 £	2024 £
Prepayments	2,220	3,535

13. Creditors: amount falling due within one year

	2025 £	2024 £
Trade creditors	4,977	5,157
Accruals and deferred income	13,720	11,005
Taxation and social security	6,078	6,063
Other creditors	1,219	2,457
	25,994	24,682

14. Analysis of charitable funds

Unrestricted funds

	Balance at 01.04.2024	Incoming	Outgoing	Transfers	Balance at 31.03.2025
TOTAL UNRESTRICTED FUNDS	334,694	421,451	(405,400)	-	350,746

Unrestricted funds – previous year

	Balance at 01.04.2023	Incoming	Outgoing	Transfers	Balance at 31.03.2024
TOTAL UNRESTRICTED FUNDS	258,972	526,767	(451,045)	-	334,694

Restricted funds

These funds are utilised for the purpose for which they were donated and are set out below.

NAME	Balance at 01.04.2024	Incoming	Outgoing	Transfers	Balance at 31.03.2025
The National Lottery Community Fund 2	18,839	67,738	75,355	-	11,222
University of Reading	4,425		4,425	-	-
Berkshire Community Fund	1,886		1,886	-	-
Children in Need	-	12,000	5,000	-	7,000
Peter Harrison Foundation	-	3,500	2,651	-	849
TOTAL RESTRICTED FUNDS	25,150	83,238	(89,317)	-	19,071

A grant from The National Lottery Community Fund was awarded to fund core costs of the organisation. This funding will last for 3 years and will end in 2026.

A grant from Children in Need was awarded to fund core costs of the organisation.

A grant from the Peter Harrison Foundation was awarded to fund group events.

Restricted fund – previous year

NAME	Balance at 01.04.2023	Incoming	Outgoing	Transfers	Balance at 31.03.2024
The Remembering Nell Foundation	3,125	-	3,125	-	-
Cheshire Community Foundation	833	-	833	-	-
The National Lottery Community Fund 2	28,350	80,203	89,714	-	18,839
University of Reading	-	4,425	-	-	4,425
Berkshire Community Fund	-	2,091	205	-	1,886
TOTAL RESTRICTED FUNDS	32,308	86,719	(93,877)	-	25,150

15. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,174		1,174
Cash at bank and in hand	373,346	19,071	392,417
Current assets	2,220		2,220
Current liabilities	(25,994)		(25,994)
TOTAL	350,746	19,071	369,817

Analysis of net assets between funds – previous year

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	3,264		3,264
Cash at bank and in hand	352,577	25,150	377,727
Current assets	3,535		3,535
Current liabilities	(24,682)		(24,682)
TOTAL	334,694	25,150	359,844

16. Related party transactions

There are no related party transactions during the year.

Hon. President – Penny Lowe

Hon. Vice-President – Caroline Speer

Daisy's Dream staff at 31 March 2025

Laura Lewis – Chief Executive Officer

Wendy Picken – Service Team Leader

Tricia Cattell – Therapeutic Practitioner

Claire Andrews – Therapeutic Practitioner

Charlotte Rampton – Therapeutic Practitioner

Amanda Woolmer – Therapeutic Practitioner

Philippa King – Therapeutic Practitioner

Cassida Biggs – Duty Worker

Vicky Maunder – Fundraising Manager

Zoe Nightingale – Fundraiser Officer

Jade Sim – Fundraiser & Engagement Officer

Sophie Carter – Fundraising Officer

Sarah Long – Finance & Administration Manager

Charlotte Mercure – Administrator

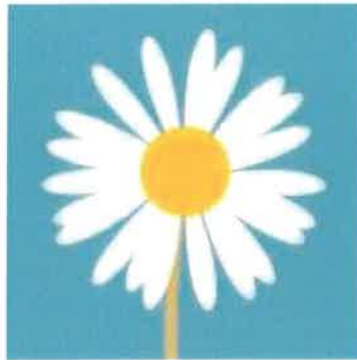
Charlene Robbins - Administrator

DAISY'S DREAM

England & Wales - Charity number 1177145

Accounts

Daisy's Dream



Annual Report and Accounts 2023-2024

Charitable Incorporated Organisation - 1177145

DAISY'S DREAM

Legal and administrative details for the period ended 31 March 2024

Name	Daisy's Dream
Status	Registered charity number 1177145. Charitable Incorporated Organisation. Governing instrument is a constitution adopted on 13 th February 2018.
Principal address	PO Box 4738, Twyford, Reading RG10 9GT. (Delivery address – Unit 7 Chalfont Court, Lower Earley, Reading RG6 5SY)
Charity objects	To relieve the condition of life of bereaved children and those facing bereavement and associated adults by the provision of a support service in the geographical area of Berkshire and the surrounding area. To advance education and training in the nature of bereavement for the public benefit. Such other charitable purposes at law as the Trustees shall decide.
Organisational Structure	Daisy's Dream is managed and administered by a Management Committee. Trustees will be appointed for a term of one year by a resolution passed at a properly convened meeting of the charity Trustees.
Management Committee	Members of the Management Committee (Trustees) who served during the period and since the period end are shown below, together with the honorary officers in post throughout the period. Terry Murphy (Chair) – Resigned March 2024 David Wood (Hon. Treasurer) Appointed 18.04.23 Steve Bennett Porscha Davies David Guile - Chair Kate Green Laura Peters Glynis Wiltshire - Appointed 04.05.23 Julie Stolland – Appointed 04.05.23 Julie Campbell – Appointed 04.05.23 Debbie Mumford – Appointed 04.05.23
Signatories	David Wood Laura Lewis Sarah Long
Bankers	National Westminster Bank plc Reading Market Place, 13 Market Place, Reading, RG1 2EG
Independent Examiner	Mr S. P. F. Howell, FCCA, TC Group, The Granary, Hones Yard, Waverley Lane, Farnham, Surrey, GU9 8BB

I write this report as the newly appointed Chair of Daisy's Dream following the resignation of our long-standing Chair Terry Murphy in March 2024.

On behalf of everyone associated with our Charity we thank Terry for his leadership and commitment over the past 12 years and wish him a healthy and enjoyable retirement.

It is a pleasure and a privilege to be appointed Chair and I look forward to building on the strong foundations that has seen Daisy's Dream grow from strength to strength. I have been associated with the charity for over 27 years - initially as a service user as a result of being widowed with a young daughter and then as a volunteer and trustee. I have been Vice Chair for the last 4 years.

All those years ago I realised firsthand what an important service our charity provides both to the bereaved child and their families and I am delighted that, unlike some local charities, we have thrived and continue to be an established, well recognised and financially viable charity.

This year has been very exciting as the charity has evolved into this next phase under the direction and leadership of our CEO Laura Lewis who was appointed in August 2022.

Our continued success lies with our dedicated professional team of therapeutic practitioners, fundraisers and finance & admin team. All have had to be more creative and resourceful in their roles in order to adapt to the changing and challenging landscape, in terms of the cost-of-living crisis which has impacted the fundraising opportunity, whilst having to absorb rising operational costs.

I am delighted to share that despite the challenges we face, we have enjoyed another successful year with income generated over £613,000, supported by a legacy donation of £165,675, providing a strong foundation from which to build the service and an increase in reserves to £359,844 – creating increased financial stability going forwards.

The challenge to raise sufficient income to cover our increasing costs remains a key focus for the year ahead with the goal to build upon our reserves and I am confident that we have a robust strategy and a committed team of staff and trustees to achieve this

We have new premises in Lower Early which are a professional reflection of what we stand for, giving us the opportunity to become more visible and accessible whilst providing a safe and relaxed environment for us to welcome children young people and their families for 1:1 and group support.

We have re-positioned the charity by introducing new branding which is more current and reflective of who we are, and our vision, values and key objectives have been re-established and have been embraced both by the team and trustees.

I would like to thank everyone associated with Daisy's Dream for their support and hard work over this past year. Our staff, trustees, volunteers, fundraisers and supporters, all who play a vital part in allowing us to provide this vital personalised service to bereaved children and their families in Berkshire.

David Guile
Chair of Trustees

Annual Report 2023 – 24

Who we are

Our Mission

Daisy's Dream is a charity providing support for children and young people who have been affected by bereavement, either supporting them in preparing for a loss or working with them following the death of someone important to them

Our Vision

A society that is comfortable talking about grief so that everyone can be supported at times of need.

Our Values

We are **COMPASSIONATE** and treat everyone with **KINDNESS**

We are **EMPATHETIC** and offer everyone a **RESPONSIVE** service

We are **WELCOMING** and are **SUPPORTIVE** to everyone we come into contact with

We are **KNOWLEDGEABLE** and take an **INDIVIDUAL** approach to meet differing needs.

The Charity 2023 – 2024

This report covers the period April 1st, 2023, until March 31st, 2024.

Delivering services

Whilst the period April to September was very much about staffing and creating our new 3 year delivery plan the latter half of the year has been more focused on establishing greater efficiencies across the organisation.

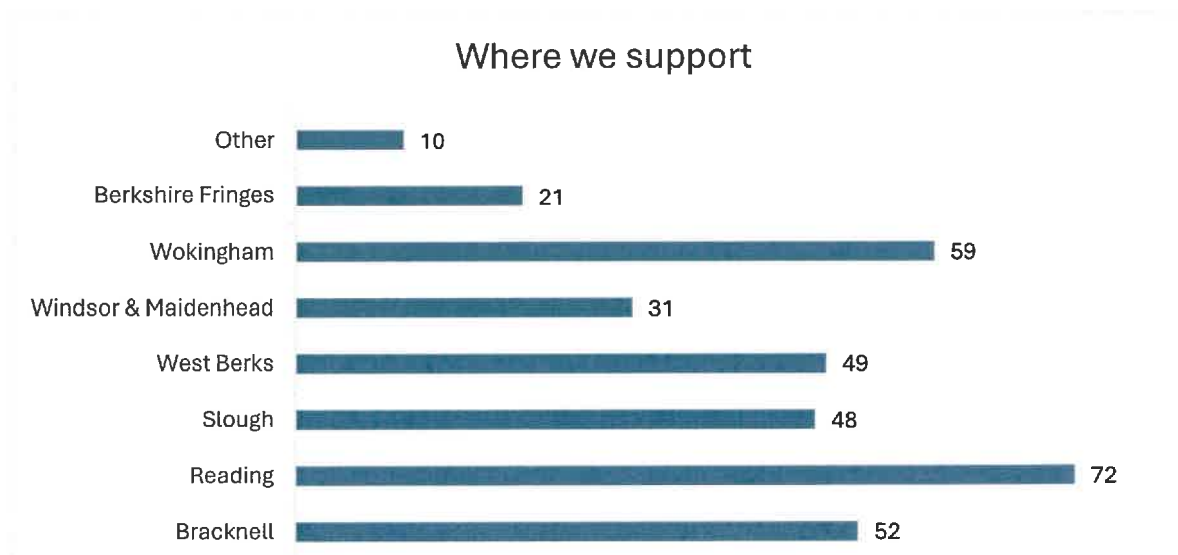
At the end of December 2023 we moved our office space, our existing set up had been an office above a car dealership where Daisy's Dream had been settled for 25 years. In line with service developments we have identified the benefit of more frequent, small groups to be delivered and also the need for families to sometimes be able to access us very quickly (often the case with terminal illness). With this in mind we have now moved to a premises that will have space for small groups and individual work to take place. This will be transformational in terms of what we can offer and the level of support we can provide and we anticipate seeing a rise in numbers of children that we support this way.

The support that we provide for children, young people and their families continues to be in high demand with a full range of activities provided. Provision takes the form of either 1:1 support for children and young people, groups specifically designed for children, teenagers or parents. Telephone support and advice for parents, carers and professionals is also a hugely valuable area of service that we offer.

Professionals from the education sector make up the largest number of our referrals. Our service team continue to establish strong relationships with schools across the areas we work and plans are being

made to increase our collaborative work to hopefully see a wider spread of referrals from different organisations. A joint project with the University of Reading has seen a new training programme being delivered to 16 settings to empower these professionals to have conversations about death and dying.

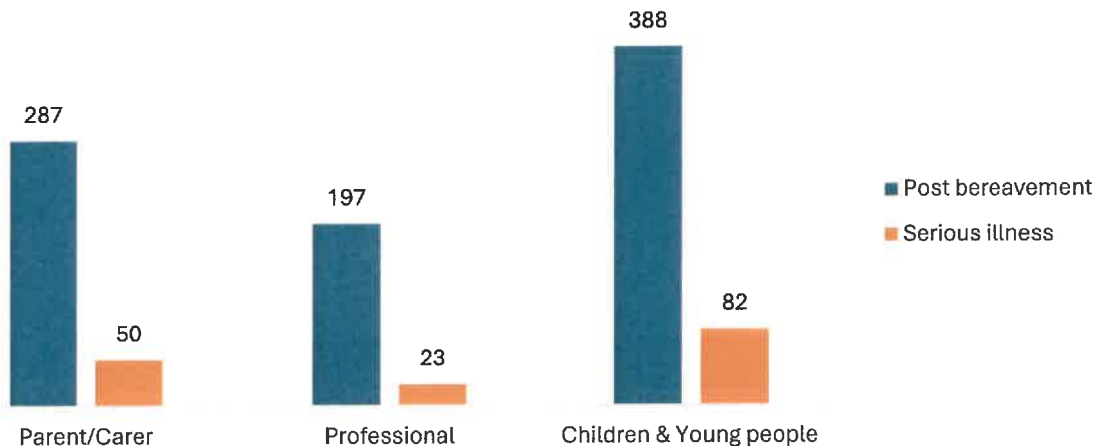
We support the highest number of people from the Reading area, this is largely down to established networks and relationships. The rest of the areas we work in continue to be fairly evenly spread across the county of Berkshire, where numbers are slightly lower we will look at ways that we can work to increase these, possibly by further marketing or through development of additional support options. There is also a significant level of support being delivered to those on the fringes of Berkshire and again we will be exploring whether there are further opportunities for us to work in some of these areas.



Who we support

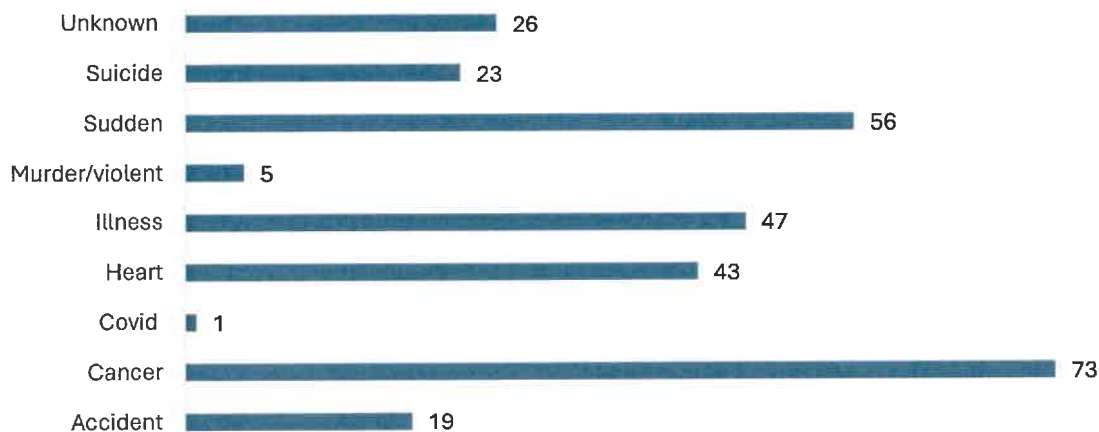
In the year 23-24 we supported a total of 1027 people directly (1380 last year), either children, parents and carers or professionals. This dip in numbers was expected as we made the decision in 2023 to stop working with families who had experienced the death of a grandparent due to reduced staffing levels and a refocus on where we were best to place our resource. In 22/23 we worked with 116 grandparent cases and in 23/24 we saw 56. As a charity we are now supporting families to support themselves in this area. Making this decision has allowed us to concentrate on working with children and young people who have more complex referrals. With high numbers of adults being worked with it is likely that even more children and young people will have benefitted from our support than we have recorded. There were also 347 individual referrals that we worked with during this period.

Who we supported



Numbers of people that we support as a result of a bereavement continue to be significantly higher than those that have a family member with a serious illness. The Therapeutic Practitioners are highly skilled at developing appropriate ways of working with children and young people depending on the cause of death that they have experienced. For example, the approach taken when supporting someone whose parent has died from cancer is likely to be different from those that who have lost a sibling in a sudden accident. We are very fortunate to have such an experience team and continue to work with children and young people in a trauma informed way.

Cause of death - Post Bereavement



We have been working this year with our referrers to ensure more appropriate referrals for the support we provide for our post bereavement service. We delivered 5 groups this year to support this cohort, whilst numbers for these can fluctuate, we are committed to offered this service to any family that needs it.

Preparing for loss



Our work has significant impact on the lives of the children and young people that we have supported and is probably best summed up by our beneficiaries:

"Daisy's Dream have been truly amazing, kind and supportive. My daughter was given valuable support, guidance, and space to vent. I can't thank everyone enough."

"I found the person I spoke to very reassuring and knowledgeable. I felt so much better about the situation and what I had to do after I spoke to them."

"This is an invaluable service for children and their families."

"You were a safe space in a very uncertain time."

"It is amazing what a charity can do. I always thought it would never happen to me, but Daisy's Dream is just amazing, and I will be forever grateful for what they have done."

Over the course of the year we delivered

- 3 groups for bereaved children – **26 attendees**
- 3 group for bereaved teenagers – **25 attendees**
- 2 groups for parents – **10 attendees**
- 2 groups for families coping with the death of a grandparent or other family member – **17 attendees**
- 5 preparing for loss groups – **20 attendees**

A large proportion of our work is in partnership with schools, 46% of referrals this year came from education. This is done by delivering individual one to one therapeutic sessions in the setting or providing help and strategies to teachers. We consistently receive positive feedback about our work and the impact it has on those that need it.

Daisy's Dream is an amazing charity which responds to the needs of children and families affected by life threatening illness or bereavement. They have helped many children and families at our school, and we will continue to work with them to carry out therapeutic sessions at our site. Daisy's Dream have provided huge support to pupils and families and have been extremely beneficial, helping them through difficult and life changing times. All the therapeutic practitioners are professionally qualified and do an amazing job, helping the school and wider community. They go to great lengths to ensure that our children and families get the help that they need and go above and beyond and travelling great distances. We very much appreciate the work that they do, and they are extremely valuable.

Daisy's Dream has been incredibly helpful to our school during times of need. We are grateful that they can visit our pupils and work directly with them on our school site. We have seen improved emotional wellbeing - helping students cope with their grief and emotions leading to reduced feelings of sadness anxiety and isolation.

Support has reduced the likelihood of students displaying disruptive behaviours in school. Students have been able to develop a better understanding of their emotions and have developed coping strategies that help them deal with their loss.

Daisy's Dream have conducted visits at our school and delivered assemblies to children and staff so everyone has a better understanding of the support that is provided. It is a difficult subject to talk about, but it is delivered so well and appropriate to the audience. When a child has suffered a loss, Daisy's Dream provides us as a school with the tools that are needed to provide support the student at all times, this promotes a sense of belonging and support among students, parents and staff.

The future

Time has been spent this year on redesigning our website and a rebrand. Our website is now much easier to navigate and we plan to use this to share more information so that people can be directed here to gain further support.

We will definitely see a change to our service delivery model, using groups as a vehicle to delivering more to more, we will be trying to refine our 1:1 sessions to make sure that those that need this support will then be encouraged to attend a regular group when this has finished. This will offer them a greater level of support but may also mean that we can slightly shorten the number of 1:1 sessions allowing us to again work with more children and young people. We will also be identifying where it is appropriate to deliver some of our 1:1 sessions online instead of face to face.

Cheshire East

Following a thorough review of this project it was decided to close our services in Cheshire East. The service was set up in 2017 when a need was identified in this part of the country. Whilst there was certainly demand for support, fundraising and resources were challenging and so we took the difficult decision to close the project and make redundancies of the three staff that were working in the area. As an organisation we made attempts to continue our work in Cheshire East through other means but ultimately it was felt that it was best for the charity and the team working in that area to close. The redundancies took affect from October 2023 and all families we were supporting have been given support to cope with this change.

Fundraising

Fundraising has been a mixed picture across this last year, we had huge success with our London Marathon runners and have seen an increase in corporate support. As an organisation, staff and trustee wide, income generation has been given a huge focus for 2024/25 and with an increase in resource and a new strategy we hope to see our funding levels back to where we would like them.

Daisy's Dream continues to ensure its fundraising activity has been spread across a number of different sectors, namely: Community Fundraising, Corporate Fundraising, Trusts and Grants and Events.

The fundraising team comprises a manager, a corporate fundraiser and a community fundraiser. Trust and grant applications are completed by the Fundraising Manager and our CEO, who has a masters in Charity Marketing and Fundraising.

We are now in a position to establish a more formal trusts and grants programme and are looking at developing other income streams, including digital and legacies, to ensure a more stable and sustainable financial picture. We have just started our second year of a 3-year National Lottery Grant and are looking to apply for more multi-year grants to support this.

As a small local charity, we are indebted to the community we serve for the support it gives us. We are both proud and appreciative of the number of people who have been recipients of our service who then go onto raise funds for us, acting as wonderful ambassadors for Daisy's Dream in the process. It is a testament to the charity's longevity and reputation that young people once helped by the charity as children have gone onto fundraise for us as adults.

Risk Assessment and Reserves

The Trustee Board regularly reviews the risks the charity is subject to in respect of working practices, safeguarding, GDPR and financial risk. The Trustee Board regularly review the risks to which the charity is or maybe exposed to. Policies and procedures are amended accordingly.

The charity will continue to take appropriate measures to safeguard its future.

Our reserves policy remains to have at least 6 months' worth of operating costs, enabling us to continue to provide ongoing support for families, even in the event of an appreciable decline in income. We recognise that the challenges of this year have meant that we have had to draw on those reserves and we will continue to closely monitor this position.

Our Governance

Management of the charity

Daisy's Dream is managed and administered by a board of Trustees who form the Management Committee. Members of the Management Committee are appointed for a term of one year by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity Trustees, the charity Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

The Management Committee is required to consist of not more than 15 Trustees and not less than 4 Trustees. A limited number of individuals may be co-opted onto the Management Committee.

Currently the Management Committee has nine members with wide ranging skills and expertise. Whilst there is not a formalised recruitment process, members are sought for their ability to further the objectives of the organisation.

Detail of Trustee and Management Committee responsibilities are outlined in the constitution.

In the period covered by this report the Management Committee met 4 times.

The Trustees have complied with the duty in Section 4 of the Charities Act to have due regard to guidance published by the Charity Commission, particularly in respect of the public benefit.

Finance

The Statement of Financial Activities appended to this report shows that income for the period ended 31 March 2024 was £613,486 and the expenditure £544,922. At 31 March 2024 the total funds of the charity were £359,844.

Financial systems are managed within the staff team supported by the Hon. Treasurer. We are fortunate that payroll services are provided on a voluntary basis.

Reserves

The Trustees' policy is to strive to ensure that the level of reserves remain at a level as to secure the longevity of service provision for at least six months.

At the end of the period free reserves were £334,694.

Human Resources

At the end of the year there were 11 members of staff.

Volunteers

Daisy's Dream has had a large and active volunteer group from the inception of the charity. Many of the current team of volunteers have been with the charity for several years and, together with their more recently recruited colleagues, they continue to make an invaluable contribution to the work of the organisation. Volunteers work across all sectors of the organisation. They are key members of the group work programme, supporting fundraising initiatives, as well as administration and governance.

Regular training sessions and opportunities for volunteers to come together are held throughout the year.

We would like to express our thanks to all our volunteers for the huge contribution they make to the work of the organisation.

Our accounting and reporting responsibilities

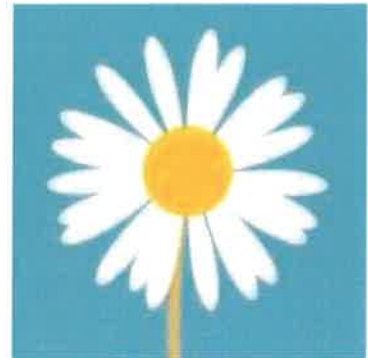
Members of the Management Committee are jointly responsible for the preparation of a set of annual accounts which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year and which comply with:

- Current legislation
- The charity's constitution
- The Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019 (SORP 2019 (FRS 102))

Approved by the Management Committee

On 17/6/24.....and signed on their behalf by

..... (Trustee)



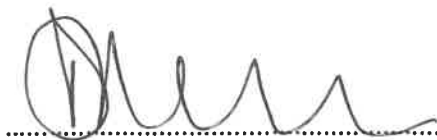
Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales 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 charity and of the incoming resources and application of resources of the charity 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 2019 (FRS 102)
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- 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 proper accounting records that 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 Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.



Signed on behalf of the Trustees

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
DAISY'S DREAM**

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2024, which are set out on pages 19 to 30.

RESPONSIBILITIES AND BASIS OF REPORT

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

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

INDEPENDENT EXAMINER'S STATEMENT

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

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 charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



.....
Simon Howell FCCA
TC Group
The Granary
Waverley Lane
Farnham
Surrey
GU9 8BB

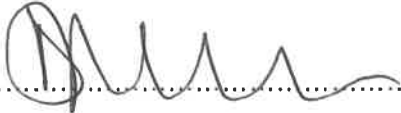
Date: 26/06/2024

Daisy's Dream CIO

Balance Sheet at 31 March 2024

	Note	2024	2023
Fixed Assets			
Office equipment	11	3,264	4,275
Current Assets			
Cash at Bank and in hand		377,727	296,179
Debtors	12	<u>3,535</u>	<u>3,273</u>
		<u>381,262</u>	<u>299,452</u>
Creditors: amounts falling due within one year	13	-24,682	-12,447
Net Current Assets		356,580	287,005
Total Assets less current Liabilities		<u>359,844</u>	<u>291,280</u>
Funds			
Unrestricted	14	334,489	258,972
Restricted	14	<u>25,355</u>	<u>32,308</u>
		<u>359,844</u>	<u>291,280</u>

Approved by the Management Committee on 17/6/24

and signed on its behalf by 

Daisy's Dream CIO

Statement of Financial Activities for the period ended 31 March 2024

	Notes	Unrestricted Funds	Restricted Funds	Total Funds Year to 31 March 2024	Total Funds Year to 31 March 2023
INCOME from					
Donations, grants and legacies	3	439,015	2,091	441,106	219,363
Charitable activities	5		84,628	84,628	115,025
Other trading activities	6	86,859		86,859	56,715
Investments	7	893		893.00	300
Total Income		526,767	86,719	613,486	391,402
EXPENDITURE on	8				
Raising funds		155,483		155,483	163,342
Charitable activities		295,562	93,877	389,439	325,279
Total Expenditure		451,045	93,877	544,922	488,621
Net income/(expenditure)		75,722	-7,159	68,564	-97,219
Transfer between funds					
Net movement in funds		0	-7,159	0	-97,219
Reconciliation of funds:					
Total funds brought forward		258,972	32,308	291,280	388,499
Total funds carried forward		334,694	25,150	359,844	291,280

Approved by the Management Committee on

17/6/24

and signed on its behalf by

1. Accounting policies

Basis of accounting

Daisy's Dream was registered as a Charitable Incorporated Organisation (CIO) and this was granted on the 13th February 2018.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees consider that there are no material uncertainties about the CIO's ability to continue as a going concern.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements are presented in sterling which is the functional currency of the charitable company and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Fund accounting

Restricted funds can only be used for particular restricted purposes within the objects of the charity. The purposes and uses of the restricted funds received and expended in the year are identified in note 14 below.

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

Incoming resources

Grants and voluntary income received by way of donations and gifts are included in full in the year received. Restricted grant funding for a specific post is accounted for on a receivable basis.

Gifts in kind for sale or distribution are included only when sold or distributed by the charity. Gifts in kind are accounted for at their estimated market value when received or their value to the charity whichever is the lower.

Gifts in kind for use by the charity are included in the SOFA in the year in which they are received.

Intangible income (i.e. donated services and facilities) is only included in incoming resources where another party is bearing the financial cost of the resource supplied and the benefit is quantifiable and material.

The value of any voluntary help received is not included in the accounts but is referred in the Annual Report.

The income from fundraising activities is reported gross and in the year in which received.

Resources expended

Expenditure which is attributable to only one expenditure head is allocated to that activity.

Staff costs, excluding payments made to staff for managing and attending service events, are allocated to expenditure heads on the basis of the staff time spent on each activity.

Trustee expenses are allocated to the expenditure head to which they relate.

Fixed assets

All fixed assets are initially recorded at cost. Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Office equipment - 33.33% straight line.

Individual fixed assets costing under £500 are not capitalised.

Pension costs

The charity operates a defined contribution pension scheme. Contributions payable to the pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. Critical accounting estimates and judgements

In the application of the charitable company'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.

In the opinion of the trustees, there are no significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have significant effect on the amounts recognised in the financial statements.

3. Income from Donations and Legacies

	Total funds 2024	Total funds 2023
	£	£
Community donations	105,404	98,838
Trusts and grants (see Note 4 below)	97,469	72,847
Corporates	72,558	45,678
Legacies	165,675	2,000
	<u>441,106</u>	<u>219,363</u>

Income from donations and legacies was £441,106 (2023 - £219,363) of which £439,015 (2023 - £219,363) was attributable to unrestricted and £2,091 (2023 - £nil) was attributable to restricted funds.

4. Grants received

	2024	2023
	£	£
Greenham Common Charitable Trust	19,919	15,565
The Phillips 2012 Charitable Trust	10,000	10,000
Edwards Life Sciences	7,835	6,061
The Masonic Charitable Foundation	5,500	5,000
M&G	-	3,350
Reading Voluntary Action	5,000	-
Louis Nicholas Residuary Charity	5,000	-
The Earley Charity	4,784	-
Berkshire Community Foundation	4,591	2,500
The Screwfix Foundation	4,433	-
The Morrisons Foundation	4,339	-
The Big Give	4,292	-
West Berkshire Council	3,500	2,000
The Gerald Palmer Eling Trust	3,000	3,000
Stevenson Family Charitable Trust	3,000	3,000
Sir Jules Thorn Charitable Trust	3,000	2,500
Heathrow Community Fund	2,100	-
Souter Charitable Trust	2,000	-
Groundwork UK	1,125	1,625
The Payne-Gallwey Charitable Trust	-	2,500
St Laurence Relief in Need	1,000	2,500
Sovereign Housing Association	966	-
Crowthorne PC	500	-
Charvil Parish Council	465	-
Stratfield Mortimer Parish Council	360	-
Sebastian Pollitzer Charitable Settlement	300	-
Bentley Advancing Life Chances Fund	400	-
The Blakemore Foundation	60	-
The Medicash Foundation	-	3,000
The Kiriath Trust	-	2,000
West Berks Community Foundation	-	2,000
Arnold Clark Community Foundation	-	1,000

4. Grants received (continued)

	-	
Nantwich Town Council	-	1,000
Moto In the Community Fund	-	1,200
PayPal	-	1,146
Groundwork UK	-	1,625
Charities Trust	-	1,000
The Gordon Palmer Memorial Trust	-	800
Louis Baylis Trust	-	500
The Equilibrium Foundation	-	500
Thales Charitable Trust	-	500
Costa Raise & Match Community		500
The Blakemore Foundation		100
	<u>97,469</u>	<u>72,847</u>

5. Income from charitable activities

Income from activities in furtherance of charitable objects includes fees for training, donations and fees for direct service provision and grants specifically for service provision.

	Total funds 2024 £	Total funds 2023 £
The National Lottery Community Fund	80,203	105,025
University of Reading	4,425	-
The Remembering Nell Foundation	-	7,500
Cheshire Community Fund	-	2,500
	<u>84,628</u>	<u>115,025</u>

Income from charitable activities was £84,628 (2023 - £115,025) of which £nil (2023 - £nil) was attributable to unrestricted and £84,628 (2023 - £115,025) was attributable to restricted funds.

6. Income from other trading activities

Income from activities for generating funds relates to income from fundraising events including The London Marathon, Reading Half Marathon, Skydives, Golf Day, Climbing Mount Kilimanjaro and sale of Christmas Puddings and toys.

	Total funds 2024 £	Total funds 2023 £
Fundraising events	85,946	51,587
Merchandise sales	913	5,128
	<u>86,859</u>	<u>56,715</u>

Income from other trading activities was £86,859 (2023 - £56,715) of which £86,859 (2023 - £56,715) was attributable to unrestricted and £nil (2022 - £nil) was attributable to restricted funds

7. Investment income

	Total funds 2024 £	Total funds 2023 £
Interest received	893	300

8. Resources Expended

The main items of expenditure for the different expenditure heads were as follows, staff costs are inclusive of reimbursed travel and training incurred by staff on behalf of the charity:

COSTS	Staff Costs	Direct Costs	Total	Support	Total	%
Support costs	84,690	60,532	145,222	-145,222		
Fundraising	85,448	28,599	114,047	41,436	155,483	28.53
Service costs and service events	251,852	30,294	282,146	102,512	384,658	70.59
Governance		3,507	3,507	1,274	4,781	.88
Total	421,990	122,932	544,922	0	544,922	100.00

Charitable expenditure includes; direct costs for the provision of group events, summer and Christmas events and other therapeutic activities. It also includes the provision of advice and information for families, their relatives and professionals by post, telephone, email and visits and the cost of the support service for children and their families provided in their home or at school. It also includes direct costs of volunteer recruitment and training, ongoing support for the volunteer team and personal supervision for the Therapeutic Practitioners of Daisy's Dream.

9. Staff costs and emoluments

Total staff costs were as follows:

	2024 £	2023 £
Wages and salary costs	368,024	329,728
Social security costs	32,021	28,085
Pension costs	9,615	8,356
	<u>409,660</u>	<u>366,169</u>
Other staff related costs:		
Mileage	9,178	8,011
Supervision	1,040	1,145
Training	1,890	407
Recruitment	221	7,200
	<u>12,329</u>	<u>16,763</u>
Total	<u>421,989</u>	<u>382,932</u>

9. Staff costs and emoluments (continued)

Particulars of employees

	2024 No.	2023 No.
Full Time Staff	16	19
Average full time equivalent	<u>10</u>	<u>9</u>

No staff member earned more than £60,000 (2023 – nil).

10. Trustees remuneration

The Trustees, or any person connected to them, have not received any remuneration from Daisy's Dream during the period.

There were no amounts reimbursed to trustees during the period for expenses incurred on behalf of the charity.

11. Tangible fixed assets

	Office equipment £
Cost at 1 April 2023	16,635
Additions in the period	<u>1,942</u>
Cost at 31 March 2024	<u>18,577</u>
Depreciation at 1 April 2023	12,360
Charge for the period	<u>2,953</u>
Depreciation at 31 March 2024	<u>15,313</u>
Net book value at 31 March 2024	<u>3,264</u>
Net book value at 31 March 2023	<u>4,275</u>

12. Debtors

	2024 £	2023 £
Prepayments	<u>3,535</u>	<u>3,273</u>

13. Creditors: amount falling due within one year

	2024	2023
	£	£
Trade creditors	5,157	1,466
Accruals and deferred income	11,005	3,358
Taxation and social security	6,063	6,389
Other creditors	2,457	1,234
	<u>24,682</u>	<u>12,447</u>

14. Analysis of charitable funds

Unrestricted funds

	Balance at 01.04.2023	Incoming	Outgoing	Transfers	Balance at 31.03.2024
TOTAL UNRESTRICTED FUNDS	258,972	526,767	(451,250)	-	334,489

Unrestricted funds – previous year

	Balance at 01.04.2022	Incoming	Outgoing	Transfers	Balance at 31.03.2023
TOTAL UNRESTRICTED FUNDS	388,499	276,377	(405,904)	-	258,972

Restricted funds

These funds are utilised for the purpose for which they were donated and are set out below.

NAME	Balance at 01.04.2023	Incoming	Outgoing	Transfers	Balance at 31.03.2024
The Remembering Nell Foundation	3,125	-	3,125	-	-
Cheshire Community Foundation	833	-	833	-	-
The National Lottery Community Fund 2	28,350	80,203	89,714	-	18,839
University of Reading	-	4,425	-	-	4,425
Berkshire Community Fund	-	2,091	205	-	1,886
TOTAL RESTRICTED FUNDS	32,308	86,719	(93,877)	-	25,150

A grant from The University of Reading was awarded to fund the cost of a schools project.

A grant from The Berkshire Community Fund was awarded to fund heating costs.

A grant from The National Lottery Community Fund was awarded to fund core costs of the organisation. This funding will last for 3 years and will end in 2026.

Restricted fund – previous year

NAME	Balance at 01.04.2022	Incoming	Outgoing	Transfers	Balance at 31.03.2023
The Remembering Nell Foundation	-	7,500	4,375	-	3,125
Cheshire Community Foundation	-	2,500	1,667	-	833
The National Lottery Community Fund	-	62,500	62,500	-	-
The National Lottery Community Fund 2	-	42,525	14,175	-	28,350
TOTAL RESTRICTED FUNDS	-	115,025	(82,717)	-	32,308

15. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	3,264		3,264
Cash at bank and in hand	352,577	25,150	377,727
Current assets	3,535		3,535
Current liabilities	(24,682)		(24,682)
TOTAL	334,694	25,150	359,844

Analysis of net assets between funds – previous year

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	4,275		4,275
Cash at bank and in hand	263,871	32,308	296,179
Current assets	3,273		3,273
Current liabilities	(12,447)		(12,447)
TOTAL	258,972	32,308	291,280

16. Related party transactions

There are no related party transactions during the year.

Hon. President – Penny Lowe

Hon. Vice-President – Caroline Speer

Daisy's Dream staff at 31 March 2024

Laura Lewis – Chief Executive Officer

Wendy Picken – Service Team Leader

Tricia Cattell – Therapeutic Practitioner

Claire Andrews – Therapeutic Practitioner

Charlotte Rampton – Therapeutic Practitioner

Amanda Woolmer – Therapeutic Practitioner

Zoe Nightingale – Fundraiser

Vicky Maunder – Fundraiser

Joanne Somner – Fundraiser

Sarah Long – Finance & Administration Manager

Charlotte Mercure - Administrator

DAISY'S DREAM

England & Wales - Charity number 1177145

Accounts



Annual Report and Accounts

2022-2023

Charitable Incorporated Organisation – 1177145

DAISY'S DREAM

Legal and administrative details for the period ended 31 March 2023

Name	Daisy's Dream
Status	Registered charity number 1177145. Charitable Incorporated Organisation. Governing instrument is a constitution adopted on 13 th February 2018.
Principal address	PO Box 4738, Twyford, Reading RG10 9GT. (Delivery address - Suite 4, Bulldog House, London Road, Twyford, Reading. RG10 9EU)
Charity objects	To relieve the condition of life of bereaved children and those facing bereavement and associated adults by the provision of a support service in the geographical area of Berkshire and the surrounding area. To advance education and training in the nature of bereavement for the public benefit. Such other charitable purposes at law as the Trustees shall decide.
Organisational Structure	Daisy's Dream is managed and administered by a Management Committee. Trustees will be appointed for a term of one year by a resolution passed at a properly convened meeting of the charity Trustees.
Management Committee	Members of the Management Committee (Trustees) who served during the period and since the period end are shown below, together with the honorary officers in post throughout the period. Terry Murphy (Chair) Kevin Morrison (Hon. Treasurer) – Resigned March 2023 Steve Bennett Porscha Davies David Guile Kate Green Laura Peters Paul Scott – Resigned March 2023
Signatories	Terry Murphy Kevin Morrison Laura Lewis Sarah Long
Bankers	National Westminster Bank plc Reading Market Place, 13 Market Place, Reading, RG1 2EG
Independent Examiner	Mr S. P. F. Howell, FCCA, TC Group, The Granary, Hones Yard, Waverley Lane, Farnham, Surrey, GU9 8BB

This year has been another year of real change. Gill Stevens Daisy's Dream Chief Executive decided to retire after more than 20 years in various roles in the Charity. She has been part of the development of the Charity in providing a full range of services for children and young people and increasing the scope and reach of the Charity in the local area. There is no doubt we would not be where we are now without her vision, energy and commitment to the services and values of Daisy's Dream. We will all miss Gill and wish her a long and fruitful retirement.

During last year we started the process to recruit a new CEO. After a thorough and comprehensive process I am pleased to report we appointed Laura Lewis as the new CEO for Daisy's Dream. She fulfilled all the criteria we set and has started with enthusiasm and drive to take Daisy's Dream to the next level.

I am pleased to say that we are now out of the Covid era and back to providing the majority of the services face to face as was the case prior to Covid. Some of the benefits from Covid – agile working in particular, are now embedded in the Charity and there is more flexibility in both delivery of services and interaction with other bodies such as schools. As always staffing is key to the services we provide and we have been successful in achieving a full complement of staff to deliver the services though this is always challenging.

The services provided by the Charity are now once again being well used by the community we serve. The full details of the services, area covered and referrals is given in the main body of this report and as can be seen the services are very well used providing vital support to children and families in their hour of need. The continued year on year growth demonstrates the real need for the services and support the Charity provides but also recognises in the areas we cover the power in the name of Daisy's Dream as a trusted and professional organisation.

Fundraising is an important role in Daisy's Dream as all the funding needs to be sourced to deliver the services. The last few years have been challenging for fundraising opportunities and the previous management of funding and reserves have meant the Charity has been able to continue to operate in these difficult times. Thankfully events and Community activities are starting to take shape and though we are not complacent we are encouraged by the levels of fundraising to date. We aim to redouble our fundraising activities across our catchment area especially for Community activities whilst at the same time maximising applications for Trusts and Grants from national bodies.

As the Charity grows we will look to take on more Trustees to provide expertise and guidance to the Charity. Trustees give their time willingly and their guidance at meetings and events is welcomed and important to balance the Charity as it moves forward taking into account changes in operation, catchment areas and service delivery.

As always I would like to thank everyone associated with Daisy's Dream for their support and hard work in another interesting and challenging year. Trustees, staff, volunteers, fundraisers and supporters all have an important role to play and without each and every one of you the Charity would not be a growing successful and professional organisation providing vital services to young people in the catchment areas we cover. Let us all look forward to another successful year as we continue to spread the word about Daisy's Dream.

Terry Murphy

Chair of Trustees

Annual Report 2022 – 23

Who we are

Our Mission

We specialise working with children, young people and their families who are living with the impact of serious illness or who have been bereaved.

Our mission is to provide free, professional support, led by individual need, in a flexible and responsive manner and to help them with the changing dynamics of family life.

Our Vision

For families and children to be able to integrate and manage the changes in their family and move forward with confidence and resilience.

To help and educate the wider community understand the impact of loss and change relating to serious illness or bereavement.

Our Values

- A free service dependant on fundraising and donations
- A service delivered by professionally qualified staff
- A community based outreach service
- Individual support which is needs led and focuses on the child and family
- Groups for children, young people, their parents and carers
- Advice, support and information to families, individuals and the wider community including Social Care, Health, Education and Voluntary agencies
- Training for professionals on bereavement, serious illness and strategies to support children and young people
- A service valuing the contribution of volunteers

Initially founded in 1996 to support children and families in Berkshire and surrounding areas who had experienced bereavement the service has grown and expanded over the years to encompass the now well-established service of also supporting families affected by life limiting illness. In 2018 the charity also expanded its reach to East Cheshire in recognition of the fact that no similar organisation existed in the area.

The Charity 2022 – 2023

This report covers the period April 1st, 2022, until March 31st, 2023. During this period we have been minimally affected by the pandemic, where we have seen any impact this has been largely around returning to group work, volunteer capacity and with regards to some fundraising activity.

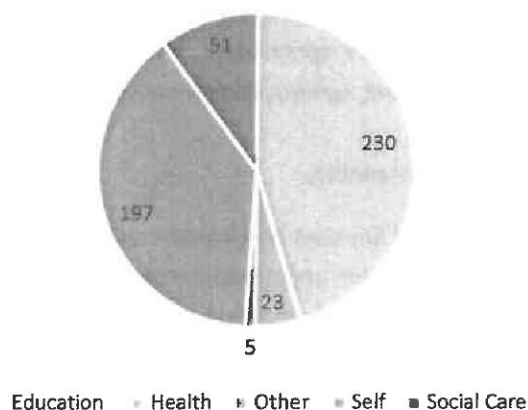
In August 2022, Gill Stevens, our Director of 22 years retired and our new CEO Laura Lewis joined. Whilst this has been a period of huge change for the organisation there are new opportunities for growth and development within the charity. The transition of leader has been a smooth one with services and staffing unaffected. In February 2023 staff and trustees spent the day together working on a new strategic plan, delivery on this will start during 2023.

Delivering our service

The support that we provide for children, young people and their families continues to be in high demand with a full range of activities provided. Provision takes the form of either 1:1 support for children and young people, groups specifically designed for children, teenagers, parents or for those who have been bereaved of a grandparent. Telephone support and advice for parents, carers and professionals is also a hugely valuable area of service that we offer.

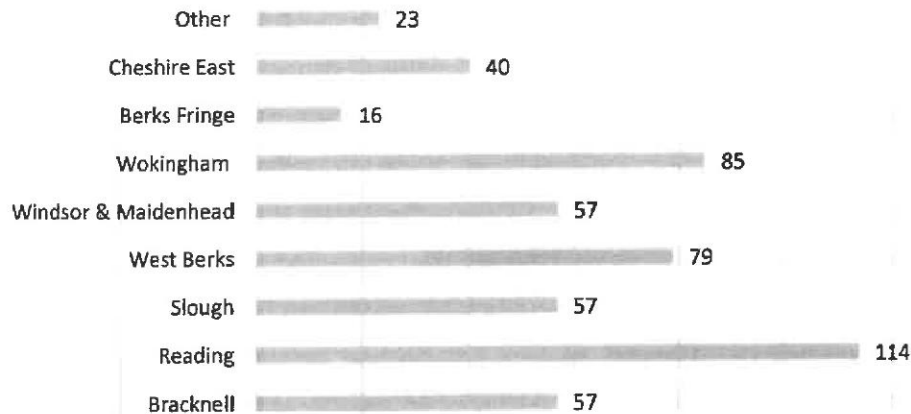
Professionals from the education sector make up the largest number of our referrals. Our service team continue to establish strong relationships with schools across the areas we work and plans are being made to increase our collaborative work to hopefully see a wider spread of referrals from different organisations.

Source of referral



We clearly support the highest number of people from the Reading area, this is largely down to established networks and relationships. The rest of the areas we work in continue to be fairly evenly spread across the county of Berkshire, where numbers are slightly lower we will look at ways that we can work to increase these, possibly by further marketing or through development of additional support options. Numbers in Cheshire East continue to rise.

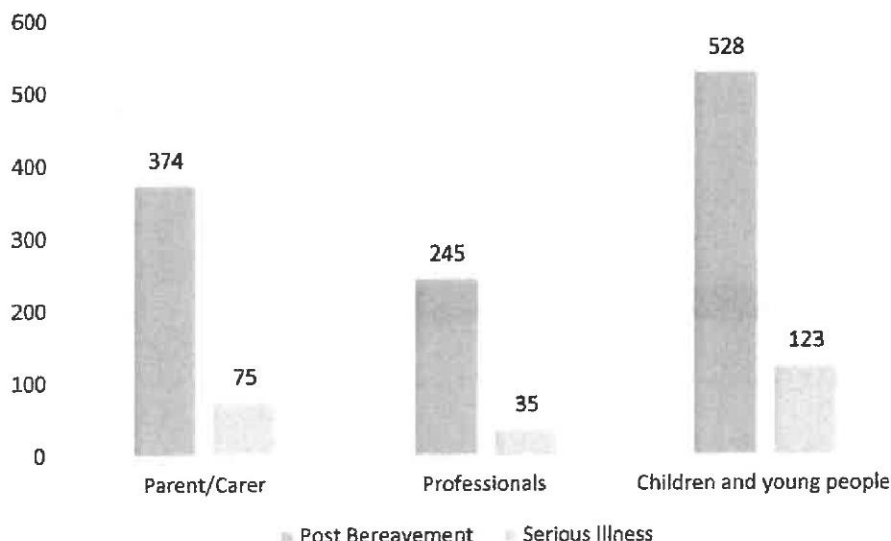
Where we support



Who we support

In the year 22-23 we supported a total of 1380 people directly, either children, parents and carers or professionals. With high numbers of adults being worked with it is likely that even more children and young people will have benefitted from our support than we have recorded. There were also 488 individual referrals that we worked with during this period.

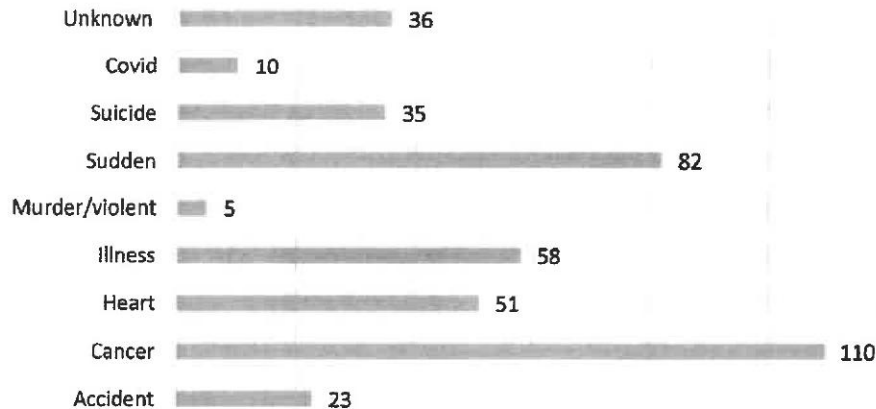
Who we supported



Numbers of people that we support as a result of a bereavement continue to be significantly higher than those that have a family member with a serious illness. The Therapeutic Practitioners are highly skilled at developing appropriate ways of working with children and young people depending on the cause of death that they have experienced. For example the approach taken when supporting someone whose parent has died from cancer is likely to be different from those that who have lost a

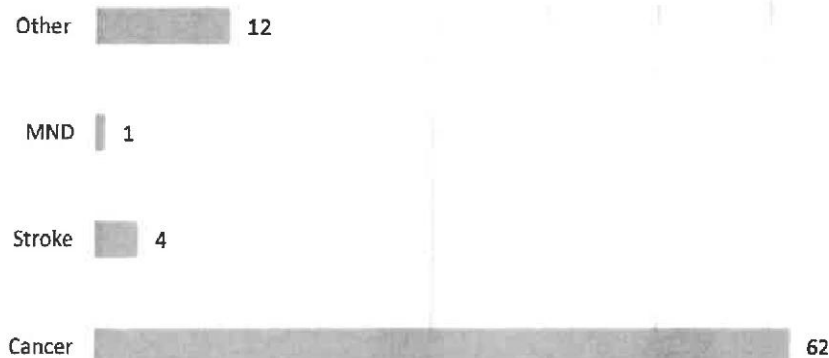
sibling in a sudden accident. We are very fortunate to have such an experience team and continue to work with children and young people in a trauma informed way.

Causes of death



We have been working this year with our referrers to ensure more appropriate referrals for the support we provide for serious illness. These numbers can fluctuate over the course of the year and there is more work that we would like to do to support those who have a parent or carer with a serious illness. Collaborative working with other agencies will be a good way of starting this work.

Serious Illness



Here is some recent feedback from children that attended our groups:

- *I was very relieved as I was able to get to talk about it*
- *It helped me relax and remember the amazing moments*
- *We got to talk to other people that understand me*
- *Making new friends and seeing people like me*
- *For once I didn't feel out of place*
- *This has made me realise that if someone asks about my mum, I can tell the truth (young person whose mum died by suicide).*

And from parents:

- *Being able to relate made her feel like less of an odd one out. She also mentioned that it will help her going forward in how to deal with things and how to talk about things if she's upset*
- *Absolutely invaluable as she came away empowered and supported.*

Over the course of the year we delivered

- 2 groups for bereaved children
- 1 group for bereaved teenagers
- 6 groups for parents
- 5 groups for families coping with the death of a grandparent or other family member

Claire Andrews is one of our Therapeutic Practitioners. She is a qualified social worker with 16 years of experience. She has worked in Children's services with looked after children, child protection, fostering and adoption and has worked for Daisy's Dream for two years. She shared the following anonymised case study of a child who has benefited from her support.

I started working with a 10-year-old girl in May 2022. Her father died when she was 4 years old. She lived with her Mum but there were concerns around neglect and she was removed from her mother's care and placed with paternal grandparents, aunt and uncle.

She had lots of issues surrounding the death of her dad and not having many memories as he died when she was young. In addition, there was the loss of a relationship with her Mum who was unable to care for her, and not living in a conventional family set up. She therefore felt the emotion of loss more keenly.

She struggled to understand all of these feelings and a sense of being different from peers due to her circumstances. I offered lots of support for her in understanding the different layers of loss and relationships as well as missing her father. We completed a memory book to help her with memories of her dad as well as recognising her own support networks.

When she applied to attend a grammar school and narrowly missed out, I wrote a letter of support for her appeal, which was successful and she has been placed at the grammar school which helped her confidence and feeling of a brighter more positive future.

The work with this child helped change her perspective of herself and to re-engage and enjoy being with her friends, embracing the difference in her own circumstances and building her self-esteem. As a result, she was less anxious about her own sense of self and belief, that she can talk and be listened to within her own family and at school.

The future

Fully re-starting our face-to-face work with both beneficiaries and referrers has led to some interesting learning moments. On returning to schools, we have particularly found that often only senior staff are aware of the sensitivities around death and bereavement while junior staff can be largely untrained. In addition, despite group sessions being particularly popular and effective, children do feel worried and anxious prior to attending for the first time. These learnings, together with the departure of our CEO of 22 years Gill Stevens to retirement, have provided us with an opportunity to think carefully and strategically about the future direction of the charity.

We completed a strategic review in February 2023, our new, 3 year strategy has big ambitions for the future. These include increasing our group provision, working more effectively with referring organisations and offer support with more specific remits, for example, groups that only support young people who have a parent that has died by suicide. We are also looking at potential new premises so that we are able to see families on site which will enable us to meet with even more beneficiaries.

Cheshire East

The project in Cheshire East has continued to grow with the appointment of a second, part-time Therapeutic Practitioner. There continues to be growing relationships with several local schools, and we have extended the geographical reach in which we operate. The team in Cheshire East were nominated and shortlisted for the local Business Awards Charity of the Year in March 2023, a huge testament to the fantastic support they are offering.

Along with the two practitioners Cheshire East is also supported by a part-time fundraiser. We hope that the project will soon become self sustainable from fundraising in the area.

Fundraising

Throughout its history Daisy's dream has been committed to ensuring its fundraising activity has been spread across a number of different sectors, namely: Community Fundraising, Corporate Fundraising, Trusts and Grants and Events.

The fundraising team comprises a manager, a corporate fundraiser, a community fundraiser and a generic fundraiser in Cheshire East. Trust and grant applications are completed by the Fundraising Manager and our CEO, who has a masters in Charity Marketing and Fundraising.

We are now in a position to establish a more formal trusts and grants programme and are looking at developing other income streams, including digital and legacies, to ensure a more stable and sustainable financial picture. We have just started our first year of a 3-year National Lottery Grant and are looking to apply for more multi-year grants to support this.

Our events programme continues to be strong and our community support has picked up over the recent months with two significant Charity of the Year partnerships in progress.

As a small local charity, we are indebted to the community we serve for the support it gives us. We are both proud and appreciative of the number of people who have been recipients of our service who then go onto raise funds for us, acting as wonderful ambassadors for Daisy's Dream in the process. It is a testament to the charity's longevity and reputation that young people once helped by the charity as children have gone onto fundraise for us as adults.

Risk Assessment and Reserves

The Trustee Board regularly reviews the risks the charity is subject to in respect of working practices, safeguarding, GDPR and financial risk. The Trustee Board regularly review the risks to which the charity is or maybe exposed to. Policies and procedures are amended accordingly.

The charity will continue to take appropriate measures to safeguard its future.

Our reserves policy remains to have between 6 months and a years' worth of operating costs, enabling us to continue to provide ongoing support for families, even in the event of an appreciable decline in income. We recognise that the challenges of this year have meant that we have had to draw on those reserves and we will continue to closely monitor this position.

Our Governance

Management of the charity

Daisy's Dream is managed and administered by a board of Trustees who form the Management Committee. Members of the Management Committee are appointed for a term of one year by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity Trustees, the charity Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

The Management Committee is required to consist of not more than 15 Trustees and not less than 4 Trustees. A limited number of individuals may be co-opted onto the Management Committee.

Currently the Management Committee has eight members with wide ranging skills and expertise. Whilst there is not a formalised recruitment process, members are sought for their ability to further the objectives of the organisation.

Detail of Trustee and Management Committee responsibilities are outlined in the constitution.

In the period covered by this report the Management Committee met 4 times.

The Trustees have complied with the duty in Section 4 of the Charities Act to have due regard to guidance published by the Charity Commission, particularly in respect of the public benefit.

Finance

The Statement of Financial Activities appended to this report shows that income for the period ended 31 March 2023 was £391,402 and the expenditure £488,621. At 31 March 2023 the total funds of the charity were £291,281.

Financial systems are managed within the staff team supported by the Hon. Treasurer. We are fortunate that payroll services are provided on a voluntary basis.

Reserves

The Trustees' policy is to strive to ensure that the level of reserves remain at a level as to secure the longevity of service provision for at least six months.

At the end of the period free reserves were £258,973.

Human Resources

At the end of the year there were 15 part time members of staff.

Volunteers

Daisy's Dream has had a large and active volunteer group from the inception of the charity. Many of the current team of volunteers have been with the charity for several years and, together with their more recently recruited colleagues, they continue to make an invaluable contribution to the work of the organisation. Volunteers work across all sectors of the organisation. They are key members of the group work programme, supporting fundraising initiatives, as well as administration and governance.

We would like to express our thanks to all our volunteers for the huge contribution they make to the work of the organisation.

Our accounting and reporting responsibilities

Members of the Management Committee are jointly responsible for the preparation of a set of annual accounts 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 and which comply with:

- Current legislation
- The charity's constitution
- The Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019 (SORP 2019 (FRS 102))

Approved by the Management Committee

On 19/6/23.....and signed on their behalf by

FTK..... (Trustee)



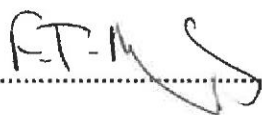
Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales 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 charity and of the incoming resources and application of resources of the charity 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 2019 (FRS 102)
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- 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 proper accounting records that 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 Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.

.....


Signed on behalf of the Trustees

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
DAISY'S DREAM**

I report on the accounts of the charity for the period ended 31 March 2023, which are set out on pages 19 to 30.

RESPONSIBILITIES AND BASIS OF REPORT

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

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

INDEPENDENT EXAMINER'S STATEMENT

Since the charity's gross income exceeded £250,000, I confirm that I am qualified to undertake the examination because I am member of The Association of Chartered Certified Accountants, which is one of the listed bodies.

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 charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



.....
Simon Howell FCCA
TC Group
The Granary
Waverley Lane
Farnham
Surrey
GU9 8BB

Date: 04/07/2023

Daisy's Dream CIO**Balance Sheet at 31 March 2023**

	Note	2023	2022
Fixed Assets			
Office equipment	11	4,275	1,038
Current Assets			
Cash at Bank and in hand		296,179	405,055
Debtors	12	<u>3,273</u>	<u>0</u>
		<u>299,452</u>	<u>405,055</u>
Creditors: amounts falling due within one year	13	-12,447	-17,594
Net Current Assets		287,005	387,461
Total Assets less current Liabilities		<u>291,280</u>	<u>388,499</u>
Funds			
Unrestricted	14	258,972	388,499
Restricted	14	<u>32,308</u>	<u>0</u>
		<u>291,280</u>	<u>388,499</u>

Approved by the Management Committee on 19/6/23

and signed on its behalf by FTMS

Daisy's Dream CIO

Statement of Financial Activities for the period ended 31 March 2023

	Notes	Unrestricted Funds	Restricted Funds	Total Funds Year to 31 March 2023	Total Funds Year to 31 March 2022
INCOME from					
Donations, grants and legacies	3	219,363		219,363	161,462
Charitable activities	5		115,025	115,025	137,000
Other trading activities	6	56,715		56,715	52,996
Investments	7	300		300	845
Total Income		276,377	115,025	391,402	352,302
EXPENDITURE on	8				
Raising funds		163,342		163,342	165,056
Charitable activities		242,562	82,717	325,279	298,929
Total Expenditure		405,904	82,717	488,621	463,984
Net income/(expenditure)		-129,527	32,308	-97,219	-111,682
Transfer between funds					
Net movement in funds		0	0	0	-111,682
Reconciliation of funds:					
Total funds brought forward		388,499	0	388,499	500,181
Total funds carried forward		258,972	32,308	291,280	388,499

Approved by the Management Committee on

19/6/23

and signed on its behalf by

FT: H

1. Accounting policies

Basis of accounting

Daisy's Dream was registered as a Charitable Incorporated Organisation (CIO) and this was granted on the 13th February 2018.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees consider that there are no material uncertainties about the CIO's ability to continue as a going concern.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements are presented in sterling which is the functional currency of the charitable company and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Fund accounting

Restricted funds can only be used for particular restricted purposes within the objects of the charity. The purposes and uses of the restricted funds received and expended in the year are identified in note 14 below.

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

Incoming resources

Grants and voluntary income received by way of donations and gifts are included in full in the year received. Restricted grant funding for a specific post is accounted for on a receivable basis.

Gifts in kind for sale or distribution are included only when sold or distributed by the charity. Gifts in kind are accounted for at their estimated market value when received or their value to the charity whichever is the lower.

Gifts in kind for use by the charity are included in the SOFA in the year in which they are received.

Intangible income (i.e. donated services and facilities) is only included in incoming resources where another party is bearing the financial cost of the resource supplied and the benefit is quantifiable and material.

The value of any voluntary help received is not included in the accounts but is referred in the Annual Report.

The income from fundraising activities is reported gross and in the year in which received.

Resources expended

Expenditure which is attributable to only one expenditure head is allocated to that activity.

Staff costs, excluding payments made to staff for managing and attending service events, are allocated to expenditure heads on the basis of the staff time spent on each activity.

Trustee expenses are allocated to the expenditure head to which they relate.

Fixed assets

All fixed assets are initially recorded at cost. Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Office equipment - 33.33% straight line.

Individual fixed assets costing under £500 are not capitalised.

Pension costs

The charity operates a defined contribution pension scheme. Contributions payable to the pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. Critical accounting estimates and judgements

In the application of the charitable company'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.

In the opinion of the trustees, there are no significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have significant effect on the amounts recognised in the financial statements.

3. Income from Donations and Legacies

	Total funds 2023 £	Total funds 2022 £
Community donations	98,838	96,032
Trusts and grants (see Note 4 below)	72,847	44,366
Corporates	45,678	21,063
Legacies	2,000	
	<u>219,363</u>	<u>161,462</u>

Income from donations and legacies was £219,362 (2022 - £161,462) of which £219,362 (2022 - £161,462) was attributable to unrestricted and £nil (2022 - £nil) was attributable to restricted funds.

4. Grants received

	2023 £	2022 £
Greenham Common Charitable Trust	15,565	4,500
The Phillips 2012 Charitable Trust	10,000	-
Edwards Life Sciences	60,61	3,578
The Masonic Charitable Foundation	5,000	5,000
M&G	3,350	-
The Gerald Palmer Eling Trust	3,000	-
Stevenson Family Charitable Trust	3,000	3,000
The Medicash Foundation	3,000	-
Berkshire Community Foundation	2,500	-
The Payne-Gallwey Charitable Trust	2,500	2,500
St Laurence Relief in Need	2,500	1,000
Sir Jules Thorn Charitable Trust	2,500	-
The Kiriath Trust	2,000	2,000
West Berks Community Foundation	2,000	-
Arnold Clark Community Foundation	1,000	-
Nantwich Town Council	1,000	-
Moto In the Community Fund	1,200	-
PayPal	1,146	233
Groundwork UK	1,625	1,625
Charities Trust	1,000	-
The Gordon Palmer Memorial Trust	800	-
Louis Baylis Trust	500	-
The Equilibrium Foundation	500	-
Thales Chritable Trust	500	500
Costa Raise & Match Community	500	-
The Blakemore Foundation	100	-
Awards for All	-	4,050
The Shanley Foundation	-	3,000
The Big Give	-	2,920
The Good Exchange	-	2,000
The John Ackroyd Charitable Trust	-	2,000
Jenson Wealth Management	-	1,800

Four Acre Trust	-	1,650
Hall & Woodhouse	-	1,010
The Helen Robertson Charitable Trust	-	1,000
The Ludlow Trust	-	1,000
	<u>72,847</u>	<u>44,366</u>

5. Income from charitable activities

Income from activities in furtherance of charitable objects includes fees for training, donations and fees for direct service provision and grants specifically for service provision.

	Total funds 2023 £	Total funds 2022 £
The Remembering Nell Foundation	7,500	-
The CRH Charitable Trust	-	5,000
The National Lottery Community Fund	105,025	125,000
Medicash – Cheshire East	-	5,000
Cheshire Community Fund	2,500	2,000
	<u>115,025</u>	<u>137,000</u>

Income from charitable activities was £115,025 (2022 - £137,000) of which £nil (2022 - £nil) was attributable to unrestricted and £115,025 (2022 - £137,000) was attributable to restricted funds.

6. Income from other trading activities

Income from activities for generating funds relates to income from fundraising events including The London Marathon, Reading Half Marathon, Skydives, Golf Day, Climbing Mount Kilimanjaro and sale of Christmas Puddings.

	Total funds 2023 £	Total funds 2022 £
Fundraising events	51,587	49,538
Merchandise sales	5,128	3,458
	<u>56,715</u>	<u>52,996</u>

Income from other trading activities was £56,715 (2022 - £49,538) of which £56,715 (2022 - £52,996) was attributable to unrestricted and £nil (2022 - £nil) was attributable to restricted funds

7. Investment income

	Total funds 2023 £	Total funds 2022 £
Interest received	<u>300</u>	<u>845</u>

8. Resources Expended

The main items of expenditure for the different expenditure heads were as follows, staff costs are inclusive of reimbursed travel and training incurred by staff on behalf of the charity:

COSTS	Staff Costs	Direct Costs	Total	Support	Total	%
Support costs	74,908	56,858	131,766	-131,766		
Fundraising	91,182	28,111	119,293	44,048	163,342	33.43
Service costs and service events	216,303	20,066	236,369	87,278	323,647	66.24
Governance	704	487	1,192	440	1,632	.33
Total	383,097	105,522	488,620	0	488,620	100.00

Charitable expenditure includes; direct costs for the provision of group events, summer and Christmas events and other therapeutic activities. It also includes the provision of advice and information for families, their relatives and professionals by post, telephone, email and visits and the cost of the support service for children and their families provided in their home or at school. It also includes direct costs of volunteer recruitment and training, ongoing support for the volunteer team and personal supervision for the Therapeutic Practitioners of Daisy's Dream.

9. Staff costs and emoluments:

Total staff costs were as follows:

	2023	2022
	£	£
Wages and salary costs	329,728	310,964
Social security costs	28,085	24,850
Pension costs	8,356	7,988
	<u>366,169</u>	<u>343,802</u>
Other staff related costs:		
Mileage	8,011	5,682
Supervision	1,145	1,430
Training	407	733
Recruitment	7,200	5,709
	<u>16,763</u>	<u>13,555</u>
Total	<u><u>382,932</u></u>	<u><u>357,356</u></u>

Particulars of employees

	2023	2021
	No.	No.
Full Time Staff	19	18
Average full time equivalent	<u>9</u>	<u>9</u>

No staff member earned more than £60,000 (2022 – nil).

10. Trustees remuneration

The Trustees, or any person connected to them, have not received any remuneration from Daisy's Dream during the period.

There were no amounts reimbursed to trustees during the period for expenses incurred on behalf of the charity.

11. Tangible fixed assets

	Office equipment £
Cost at 1 April 2022	10,390
Additions in the period	6,245
Cost at 31 March 2023	<u>16,635</u>
Depreciation at 1 April 2022	9,352
Charge for the period	3,008
Depreciation at 31 March 2023	<u>12,360</u>
Net book value at 31 March 2023	<u>4,275</u>
Net book value at 31 March 2022	<u>1,038</u>

12. Debtors

	2023 £	2022 £
Prepayments	<u>3,273</u>	<u>-</u>

13. Creditors: amount falling due within one year

	2023 £	2022 £
Trade creditors	1,466	6,258
Accruals and deferred income	3,358	2,024
Taxation and social security	6,389	6,662
Other creditors	1,234	2,650
	<u>12,447</u>	<u>17,594</u>

14. Analysis of charitable funds

Unrestricted funds

	Balance at 01.04.2022	Incoming	Outgoing	Transfers	Balance at 31.03.2023
TOTAL UNRESTRICTED FUNDS	388,499	265,207	(373,832)	-	291,281

Unrestricted funds – previous year

	Balance at 01.04.2021	Incoming	Outgoing	Transfers	Balance at 31.03.2022
TOTAL UNRESTRICTED FUNDS	500,181	209,298	(316,301)	-	388,499

Restricted funds

These funds are utilised for the purpose for which they were donated and are set out below.

NAME	Balance at 01.04.2022	Incoming	Outgoing	Transfers	Balance at 31.03.2023
The Remembering Nell Foundation	-	7,500	4,375	-	3,125
Cheshire Community Foundation	-	2,500	1,667	-	833
The National Lottery Community Fund	-	62,500	62,500	-	-
The National Lottery Community Fund 2	-	42,525	14,175	-	28,350
TOTAL RESTRICTED FUNDS	-	115,025	(82,717)	-	32,308

A grant from The Remembering Nell Foundation was awarded to fund the cost of the service provided in East Cheshire.

A grant from The Cheshire Community Fund was awarded to fund the cost of the service provided in East Cheshire.

A grant from The National Lottery Community Fund was awarded to fund core costs of the organisation. This funding will last for 3 years and will end in 2022.

A new grant from The National Lottery Community Fund was awarded to fund core costs of the organisation. This funding will last for 3 years and will end in 2026.

Restricted fund – previous year

NAME	Balance at 01.04.2021	Incoming	Outgoing	Transfers	Balance at 31.03.2022
The CHR Charitable Trust	-	5,000	5,000	-	-
Medicash	-	5,000	5,000	-	-
Cheshire Community Fund	-	2,000	2,000	-	-
The National Lottery Community Fund	-	125,000	125,000	-	-
TOTAL RESTRICTED FUNDS	-	137,000	(137,000)	-	-

15. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	4,275		4,275
Cash at bank and in hand	263,871	32,308	296,179
Current assets	3,273		3,273
Current liabilities	(12,447)		(12,447)
TOTAL	258,972	32,308	291,280

Analysis of net assets between funds – previous year

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,038		1,038
Cash at bank and in hand	405,055		405,055
Current assets	-		-
Current liabilities	(17,594)		(17,594)
TOTAL	388,499		388,499

16. Related party transactions

There are no related party transactions during the year.

Hon. President – Penny Lowe

Hon. Vice-President – Caroline Speer

Daisy's Dream staff at 31 March 2023

Laura Lewis – Chief Executive Officer

Wendy Picken – Service Team Leader

Liz Foley – Therapeutic Practitioner

Karen Burke – Therapeutic Practitioner

Tricia Cattell – Therapeutic Practitioner

Claire Andrews – Therapeutic Practitioner

Olivia Imperiali – Therapeutic Practitioner

Jude Leng – Therapeutic Practitioner

Sarah Pilbrow – Fundraising Manager

Zoe Nightingale – Fundraiser

Vicky Maunder – Fundraiser

Joanne Stewart – Fundraiser

Sarah Hampton - Fundraiser

Sarah Long – Finance & Administration Manager

Charlotte Mecure - Administrator

DAISY'S DREAM

England & Wales - Charity number 1177145

Accounts



Annual Report and Accounts

2021-2022

Charitable Incorporated Organisation – 1177145

DAISY'S DREAM

Legal and administrative details for the period ended 31 March 2022

Name	Daisy's Dream
Status	Registered charity number 1177145. Charitable Incorporated Organisation. Governing instrument is a constitution adopted on 13 th February 2018.
Principal address	PO Box 4738, Twyford, Reading RG10 9GT. (Delivery address - Suite 4, Bulldog House, London Road, Twyford, Reading. RG10 9EU)
Charity objects	To relieve the condition of life of bereaved children and those facing bereavement and associated adults by the provision of a support service in the geographical area of Berkshire and the surrounding area. To advance education and training in the nature of bereavement for the public benefit. Such other charitable purposes at law as the Trustees shall decide.
Organisational Structure	Daisy's Dream is managed and administered by a Management Committee. Trustees will be appointed for a term of one year by a resolution passed at a properly convened meeting of the charity Trustees.
Management Committee	Members of the Management Committee (Trustees) who served during the period and since the period end are shown below, together with the honorary officers in post throughout the period. Terry Murphy (Chair) Kevin Morrison (Hon. Treasurer) Steve Bennett Porscha Davies David Guile Kate Green Laura Peters Paul Scott
Signatories	Terry Murphy Kevin Morrison Gill Stevens Sarah Long
Bankers	National Westminster Bank plc Reading Market Place, 13 Market Place, Reading, RG1 2EG
Independent Examiner	Mr S. P. F. Howell, FCCA, TC Group, The Granary, Hones Yard, Waverley Lane, Farnham, Surrey, GU9 8BB

This year has been another year of change as we have run through the second full year of the Covid 19 pandemic. With most of the restrictions lifted but with caution the watch word we are starting to get to some sense of normality for both the way we work and interact with our client group and how we manage the Charity. It will still take time to get back to where we were though with the many changes brought about by the pandemic there will inevitably be a new normal to everything we do in the future.

The other major change is that Gill Stevens the Director of Daisy's Dream has advised the Trustee Board of her intention to step down and retire during 2022. The Trustee Board has commenced the process of appointing a successor to Gill with the aim that there is a smooth transition during the course of 2022 with the help and assistance from Gill I am sure we will achieve a seamless handover.

Gill has been with Daisy's Dream since 2000 in a number of roles culminating in the Director of the Charity in 2005. Her background and experience in bereavement has been a driving force in shaping Daisy's Dream in the growth and delivery of a wider range of services to our client group. Her energy in promoting the Charity far and wide has enabled the Charity to have a broad presence in the catchment area which has provided a focus for our fundraising. Though Gill will be sorely missed the foundations she has laid will be an ideal platform to build for the future as the Charity moves forward from strength to strength.

The services provided by the Charity are now once again being well used with support to over 800 children and nearly 600 families in the last year. This year on year growth demonstrates the real need for the services and support the Charity provides but also recognises in the areas we cover the power in the name of Daisy's Dream as a trusted and professional organisation.

What will the fallout from the pandemic be in relation to our core group of young people? There have been some studies and comments identifying profound changes in attitudes, ability to communicate effectively and interacting with their peers. These may be passing phases or have longer term impacts which the Charity will need to monitor and either adjust service provision or look at the type of services provided for example more in depth group activities.

At the end of our financial year we also saw conflict in Europe that looks like it will be a long drawn out affair. Refugees are starting to move to our area which could bring new challenges that we may need to adjust to in our work with local schools.

You will read in the report the review of fundraising and the changes put in place as a result of the external report. As we are still coming out of the pandemic and the restrictions to raising funds the changes proposed will take a little time to bed in but the initial signs are positive. We are as always indebted to our Community which generates the majority of the funding for the Charity and this along with social media and internet giving is a strong plank to move forward as the other changes take effect.

Though the Charity benefits from reserves built up over a number of years this is acting as a buffer in these uncertain times when traditional sources of funding have reduced and it does give the Charity an opportunity to not only make the recent changes but also gives us the benefit of time as these changes start to bear fruit. As you would expect fundraising and the costs of the Charity are reviewed regularly to make sure we are on track and can if necessary make any adjustments. We continue to support the Cheshire project which now has its own fundraiser and grows in service provision and profile in the local area.

As always I would like to thank everyone associated with Daisy's Dream for their support and hard work in another difficult and challenging year. Trustees, staff, volunteers, fundraisers and supporters all have an important role to play and without each and every one of you the Charity would not be a growing successful and professional organisation providing vital services to young people in the catchment areas we cover.

Terry Murphy

Chair of Trustees

Annual Report 2021 – 22

Who we are

Our Mission

We are a Berkshire based charity which specialises in working with children, young people and their families who are living with the impact of serious illness or who have been bereaved.

Our mission is to provide free, professional support, led by individual need, in a flexible and responsive manner and to help them with the changing dynamics of family life.

Our Vision

For families and children to be able to integrate and manage the changes in their family and move forward with confidence and resilience.

To help and educate the wider community understand the impact of loss and change relating to serious illness or bereavement.

Our Values

- A free service dependant on fundraising and donations
- A service delivered by professionally qualified staff
- A community based outreach service
- Individual support which is needs led and focuses on the child and family
- Groups for children, young people, their parents and carers
- Advice, support and information to families, individuals and the wider community including Social Care, Health, Education and Voluntary agencies
- Training for professionals on bereavement, serious illness and strategies to support children and young people
- A service valuing the contribution of volunteers

Initially founded in 1996 to support children and families in Berkshire and surrounding areas who had experienced bereavement the service has grown and expanded over the years to encompass the now well-established service of also supporting families affected by life limiting illness. In 2018 the charity also expanded its reach to East Cheshire in recognition of the fact that no similar organisation existed in the area.

The Charity 2021 – 2022

This report covers the period April 1st, 2021, until March 31st, 2022. During the preceding year the operations of the charity had been determined to a large degree by the restrictions imposed by the Covid-19 pandemic. Our aim throughout that period was to continue to provide a responsive, needs led, flexible service to children and families both facing and following bereavement whilst ensuring the safety of all concerned by adhering to government guidelines. Our ethos has remained that:

“No child's future should be defined by a death or a life limiting illness within the family. Given time and support we believe that children and young people can learn to cope with the changing dynamics of their life and ultimately move forward in a positive way.”

Delivering our service

In common with many services, the duration of the pandemic saw the charity adapting to new ways of offering support to comply with restrictions. Primarily this meant delivering our service remotely either online or through telephone support. As an outreach service much of the support we offer has always been supporting children directly either at home or school. Whilst for some young people offering support online or via the phone will continue to remain a highly effective way of delivering support, our experience over the years has confirmed the importance and effectiveness of face-to-face support delivered by professionally qualified staff. This will remain the cornerstone of our service.

With the lifting of some restrictions in March 2021 and the return of children to school, we were able to return to pre-pandemic ways of working, seeing most of the children referred to our service at school. Over many years the charity has built close links with many of our local schools. This has been mutually beneficial; we are able to meet with children in a secure and predictable environment, where they can speak openly and, in turn, schools who are familiar with our work are well placed to recognise when a child is struggling and make a referral to our service. National lockdowns had a significant psychological impact on children, heightening the difficulties already facing the vulnerable children we support. In turn, schools themselves had to adapt to different working patterns as they struggled with significant levels of absenteeism from both pupils and staff, as the impact of the pandemic continued to reverberate. At times during the previous year the demand for our service had intermittently dropped, mirroring the patterns of lockdowns. However, with the return of children to schools, we immediately saw a significant rise in demand for support of **33%**.

Where do our enquiries come from?

Given our strong relationship with the education sector, referrals from schools continue to represent the majority of enquires to the service (44%). Enquiries from families themselves represent 38%. This is a slightly lower figure than in previous years; however not entirely unexpected given the legacy of lockdowns.

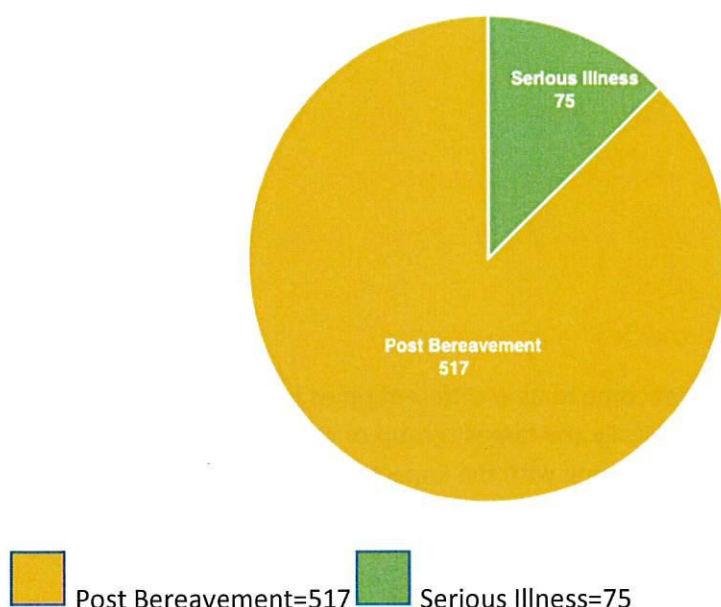
The next largest referring agency are Children's Services (12%). By definition, families supported by Children's Services are already facing a complex range of challenges in addition to the impact of bereavement. In these instances, much of our work involves liaison with the various professionals involved to provide a co-ordinated response, ensuring that families are not faced with an often-bewildering number of professionals. Our work can often be to provide guidance and support to professionals already working with the family, so they in turn can feel confident in establishing the most effective and efficient ways of supporting these most vulnerable children and families.

A relatively low number of enquiries into our service came from health professionals. Typically, a number of requests to support families affected by life limiting illness have originated in this sector, but the advent of the pandemic saw a decrease in the number of families referred. This decline in numbers is likely to reflect the pressures facing the sector and the changing patterns of care. However, in contrast the number of families who sought out the service themselves actually increased.

Who we support

In the year 21-22 **803 children** from **592 families** were supported by the charity, the highest number of children supported annually since the charity's inception.

Total No. of Referrals to Daisy's Dream
April 2021 - March 2022



Since the charity was founded, the needs of children have been at the forefront of our work. However, Daisy's Dream is very much a family service with advice and information for parents and carers also forming a significant part of our work. Working with parents, together with the advice and information given to professionals whose work brings them into contact with children facing and following bereavement, ensures a holistic and effective package of support leading to better outcomes for children and young people.

We continue to provide support in a variety of ways: telephone and online support and advice, direct face to face work and support delivered through a programme of groupwork. Most children and families will experience a mixture of all these interventions.

Whilst everyone's experience of bereavement is unique, there are certain common themes experienced by children and young people; one of the most common being a sense of isolation. Daisy's Dream had initially been founded on the principle of bringing together bereaved children and their families in groups to lessen their sense of isolation. Achieving this through a specially designed groupwork programme has remained an integral part of our service for 26 years.

In October 2021 we were able to resume our programme of group events, which had been cancelled for the duration of the pandemic.

Over the course of the year we delivered

- 2 groups for bereaved children
- 1 group for bereaved teenagers
- 2 groups for parents
- 2 groups for families coping with the death of a grandparent

58 children and young people and 28 adults participated in our group events and provided some very positive feedback”

“An incredible day with an amazing impact”

“Being able to relate made her feel less of an odd one out. She also mentioned that it will help her going forward in how to deal with things and how to talk about something if she is upset.”

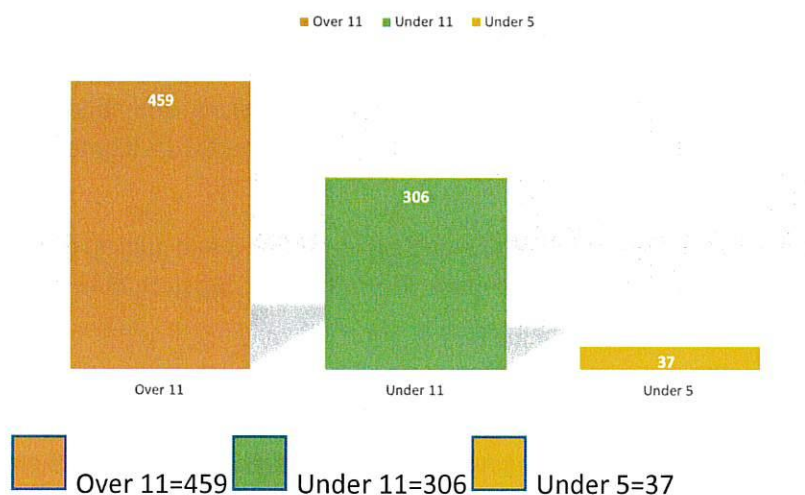
“Absolutely invaluable as she came away empowered and supported”

“Today was helpful because it gave me a chance to do nice things with people who understand how hard it is losing people “

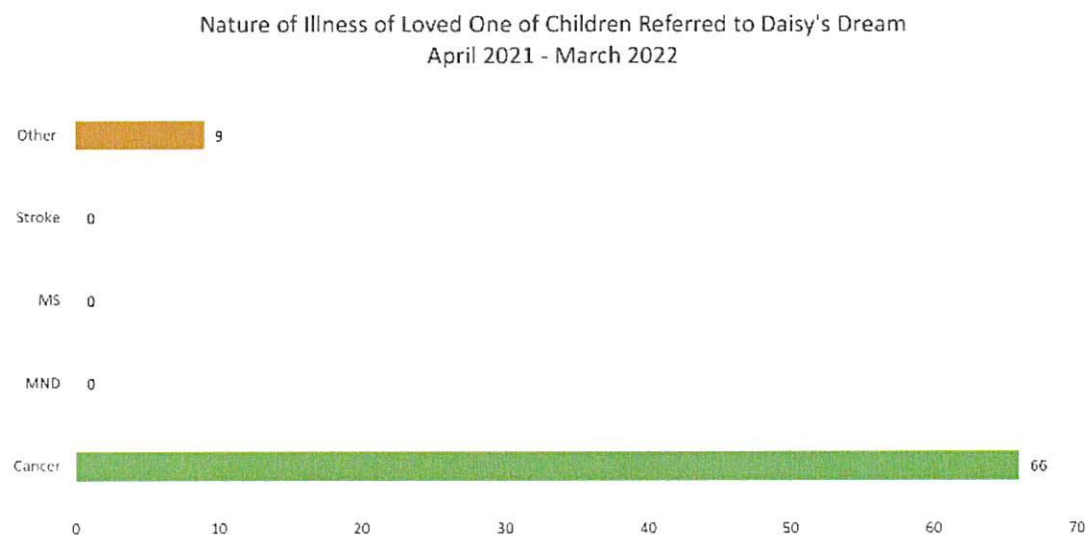
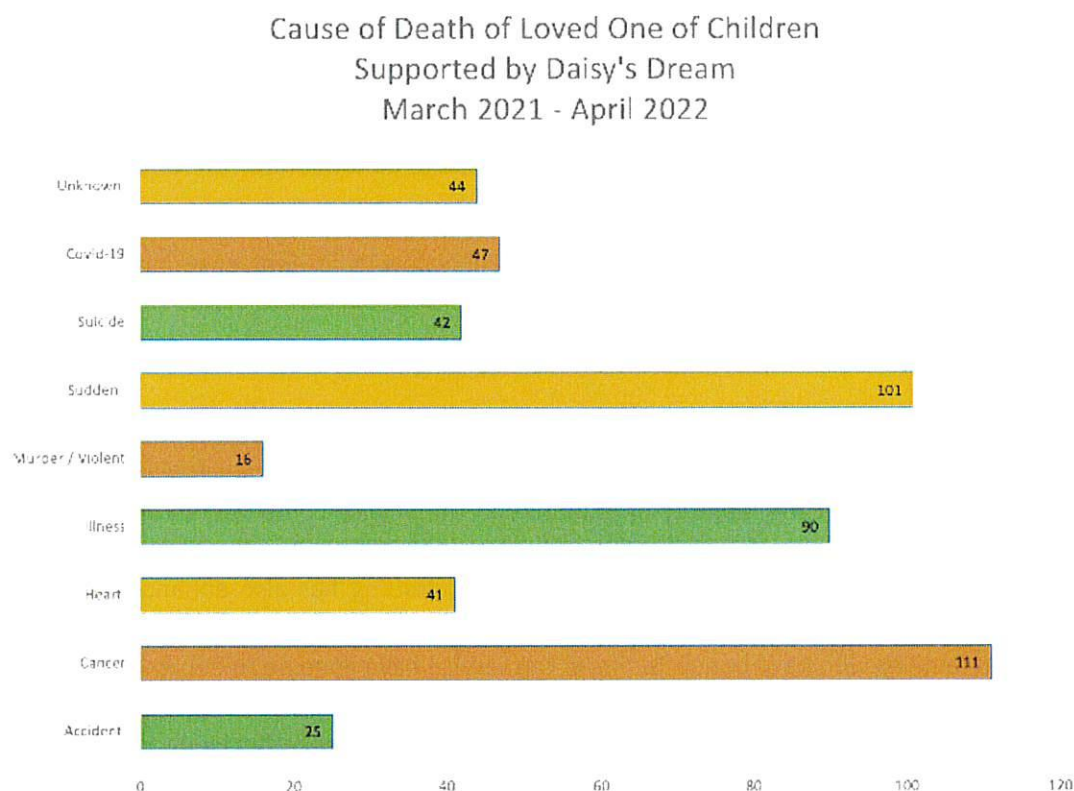
“I liked getting to know each other...it made me realise I am not alone”

The bereaved children and families we support come to us at different times following a bereavement and the children will vary in age, although typically the largest group of children are those over the age of 11 for both bereaved children and those coping with the impact of a serious illness. Those that have been bereaved will have been bereaved through a variety of different circumstances. Typically, the majority will have experienced the death of a parent.

Age Profile of Children
Supported by Daisy's Dream
April 2021 - March 2022



This year inevitably saw an increase in the number of deaths caused by Covid-19 (9%), however there was also a significant increase in the number of deaths not related to an illness, namely sudden deaths and those caused by suicide or violence.



The future

The psychological impact of the pandemic on the most vulnerable members of society is now widely recognised. We anticipate that we will continue to see a high number of requests for support across the community and in particular from schools where children and young people continue to try and adjust to more normal patterns of life. We are acutely aware that, for bereaved children and young

people, change and disruption in all aspects of life can reawaken the feelings of anxiety and confusion experienced in the early stages following the death of someone close to them. That heightened anxiety is also apparent in children and young people living with the impact of serious illness in the family for whom uncertainty, unpredictability and worry are already a feature of daily life.

We will continue to review our systems so that we are able to respond in a timely and appropriate way to all requests for support. In recent years we have initiated a system whereby we are able to give an immediate initial response to requests for support over the phone or online. We then subsequently plan with the families concerned the pattern of ongoing support.

We will review our processes for measuring outcomes to enable us to monitor the effectiveness of our service, enabling us to further develop our service.

We remain committed to our groupwork programme and will review its content, ensuring it continues to meet the needs of the families we support.

Cheshire East

What began as a pilot project is now a small established local service in its fourth year of operation. In common with the service in Berkshire, a growing relationship with several local schools, particularly secondary schools, means that the majority of enquiries to the service come directly from schools. The appointment of a designated fundraiser has meant that, increasingly, the project is moving towards self-sustainability and the growth in community fundraising has also enhanced our local profile, ensuring that families are increasingly aware of the service we provide. In some instances, we are delighted that families who have benefitted from the service have gone on to become supporters and advocates of the charity. In common with the organisation as a whole, we are committed to planned and measured growth, so that we are in a position to meet the need effectively as the funding situation grows. Currently the project is funded on a part time basis. Our aim is for the project to become self-sustaining.

Fundraising

Throughout its history Daisy's dream has been committed to ensuring its fundraising activity has been spread across a number of different sectors, namely: Community Fundraising, Corporate Fundraising, Trusts and Grants and Events. These activities had been carried out by a fundraising team operating on a regional basis across the county of Berkshire. However, an independent fundraising review in 2019 had recommended the team move towards the specialist fundraising areas as opposed to their more generic regional roles. The implementation of this recommendation has now been completed, having been initially delayed as the impact of the pandemic significantly curtailed many aspects of fundraising activity.

The fundraising team now comprises a manager, who also leads on communications and individual giving, an events fundraiser, a corporate fundraiser, a community fundraiser and a generic fundraiser in Cheshire East. Trust and grant applications continue to be delivered by an external consultant.

The restructuring of the team, including staffing changes, has represented a challenging period for the charity, against a backdrop of continuing restrictions, which saw limited fundraising activity able to take place in the first half of the year. With the lifting of restrictions in the summer, planning of events began for the second half of the year.

The charity was fortunate to participate in the Big Give for a second year, enabling donations to be match funded. This event took place in December and the Christmas period overall saw a return to

our more traditional and successful forms of fundraising. In addition to community fetes and fairs highlights of this period included:

- The Big Give
- An online Christmas Draw
- Christmas Wreath Making Workshops
- Christmas Jumper Days

Throughout the pandemic, we were fortunate to be able to maximise our opportunities to participate in virtual events, which continued into 21-22. However, alongside these events challenge events began to be able to take their more traditional form. Highlights have included:

- The London Marathon – a return to the in person event in London saw us benefit from some fantastic fundraising from our London Marathon fundraisers, including three young adult sisters who had been supported by the charity as young girls following bereavement
- The Virtual London Marathon – we also had fundraisers join us from far and wide to participate in the Virtual London Marathon, taking our combined London Marathon fundraising total to over £28,000
- Super Skydives - following restrictions being lifted, we have been fortunate enough to have a backlog of fundraisers complete a number of Super Skydive events
- Kilimanjaro Challenge – After a gap of many years, we were also lucky enough to have two trekkers climb to the summit of Mount Kilimanjaro, whilst fundraising for Daisy's Dream

As a small local charity, we are indebted to the community we serve for the support it gives us. We are both proud and appreciative of the number of people who have been recipients of our service who then go on to raise funds for us, acting as wonderful ambassadors for Daisy's Dream in the process. It is a testament to the charity's longevity and reputation that young people once helped by the charity as children have gone on to fundraise for us as adults.

Trusts and Grants

The charity has a regular ongoing programme of submitting applications to trust and grant giving bodies, forming a significant element of our fundraising. We are fortunate to receive support from a range of bodies and, in some instances, certain grant giving bodies either support us on an ongoing basis or regularly support our work, these include:

- The Masonic Charitable Foundation
- The Shanley Foundation
- The Good Exchange
- The Stevenson Family Trust
- Four Acre Trust
- Groundwork UK

The National Lottery

This year saw us enter our third and final year of funding from the National Lottery. The lottery funding has not only provided the charity with a level of guaranteed secure income in the most uncertain of times, but also funded the independent fundraising review to ensure sustainable planning for the future.

Future planning

As the country transitions out of the pandemic and globally we enter a period of some instability and economic uncertainty, we are acutely aware of the challenges placed on everyone, inevitably impacting on the whole charity sector. We will establish and develop the changes we have implemented within fundraising to ensure that we can meet these challenges. Alongside this we will ensure prudence in our developments without compromising the standards of our service. We have been fortunate for some years to have a significant level of reserves to meet this contingency. However, the Board of Trustees will continue to monitor the impact on our reserve levels and plan accordingly to ensure the sustainability of the charity.

Risk Assessment and Reserves

The Trustee Board regularly reviews the risks the charity is subject to in respect of working practices, safeguarding, GDPR and financial risk. The Trustee Board regularly review the risks to which the charity is or maybe exposed to. Policies and procedures are amended accordingly.

The charity will continue to take appropriate measures to safeguard its future.

Our reserves policy remains to have between 6 months and a years' worth of operating costs, enabling us to continue to provide ongoing support for families, even in the event of an appreciable decline in income. We recognise that the challenges of this year have meant that we have had to draw on those reserves and we will continue to closely monitor this position.

Our Governance

Management of the charity

Daisy's Dream is managed and administered by a board of Trustees who form the Management Committee. Members of the Management Committee are appointed for a term of one year by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity Trustees, the charity Trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

The Management Committee is required to consist of not more than 15 Trustees and not less than 4 Trustees. A limited number of individuals may be co-opted onto the Management Committee.

Currently the Management Committee has eight members with wide ranging skills and expertise. Whilst there is not a formalised recruitment process, members are sought for their ability to further the objectives of the organisation.

Detail of Trustee and Management Committee responsibilities are outlined in the constitution.

In the period covered by this report the Management Committee met 4 times.

The Trustees have complied with the duty in Section 4 of the Charities Act to have due regard to guidance published by the Charity Commission, particularly in respect of the public benefit.

Finance

The Statement of Financial Activities appended to this report shows that income for the period ended 31 March 2022 was £352,302 and the expenditure £463,984. At 31 March 2022 the total funds of the charity were £388,499.

Financial systems are managed within the staff team supported by the Hon. Treasurer. We are fortunate that payroll services are provided on a voluntary basis.

Reserves

The Trustees' policy is to strive to ensure that the level of reserves remain at a level as to secure the longevity of service provision for at least one year.

At the end of the period free reserves were £388,499.

Human Resources

At the end of the year there were 16 part time members of staff.

Volunteers

Daisy's Dream has had a large and active volunteer group from the inception of the charity. Many of the current team of volunteers have been with the charity for several years and, together with their more recently recruited colleagues, they continue to make an invaluable contribution to the work of the organisation. Volunteers work across all sectors of the organisation. They are key members of the group work programme, supporting fundraising initiatives, as well as administration and governance.

We would like to express our thanks to all our volunteers for the huge contribution they make to the work of the organisation.

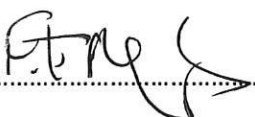
Our accounting and reporting responsibilities

Members of the Management Committee are jointly responsible for the preparation of a set of annual accounts 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 and which comply with:

- Current legislation
- The charity's constitution
- The Statement of Recommended Practice "Accounting and Reporting by Charities" issued in October 2019 (SORP 2019 (FRS 102))

Approved by the Management Committee

On 20/06/2022 and signed on their behalf by

 (Trustee)



Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales 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 charity and of the incoming resources and application of resources of the charity 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 2019 (FRS 102)
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- 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 proper accounting records that 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 Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.

FTMS

Signed on behalf of the Trustees

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
DAISY'S DREAM

I report on the accounts of the charity for the period ended 31 March 2022, which are set out on pages 13 to 23.

RESPONSIBILITIES AND BASIS OF REPORT

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

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

INDEPENDENT EXAMINER'S STATEMENT

Since the charity's gross income exceeded £250,000, I confirm that I am qualified to undertake the examination because I am member of The Association of Chartered Certified Accountants, which is one of the listed bodies.

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 charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



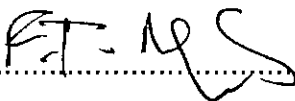
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Simon Howell FCCA
TC Group
The Granary
Waverley Lane
Farnham
Surrey
GU9 8BB

Date: 27/06/2022
.....

Daisy's Dream CIO**Balance Sheet at 31 March 2022**

	Note	2022	2021
Fixed Assets			
Office equipment	11	1,038	1,981
Current Assets			
Cash at Bank and in hand		405,055	508,006
Debtors	12	<u>0</u>	<u>1,980</u>
		405,055	509,986
Creditors: amounts falling due within one year	13	-17,594	<u>-11,787</u>
Net Current Assets		387,461	498,199
Total Assets less current Liabilities		<u>388,499</u>	<u>500,180</u>
Funds			
Unrestricted	14	388,499	500,180
Restricted	14	<u>0</u>	<u>0</u>
		388,499	500,180

Approved by the Management Committee on 20/06/2022.....

and signed on its behalf by.....

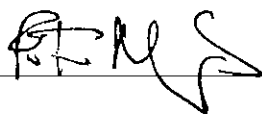
Statement of Financial Activities for the period ended 31 March 2022

	Notes	Unrestricted Funds	Restricted Funds			Total Funds Year to 31 March 2022	Total Funds Year to 31 March 2021
			Other	National Lottery	Cheshire East		
INCOME from							
Donations, grants and legacies	3	155,457			6,005	161,462	255,070
Charitable activities	5			125,000	12,000	137,000	127,780
Other trading activities	6	52,996				52,996	28,593
Investments	7	845				845	165
Total Income		209,298	0	125,000	18,005	352,302	411,607
EXPENDITURE on	8						
Raising funds		160,035			5,021	165,056	99,255
Charitable activities		156,267		125,000	17,662	298,929	293,740
Total Expenditure		316,301	0	125,000	22,683	483,984	392,995
Net Income/(expenditure)		-107,004	0	0	-4,678	-111,682	18,612
Transfer between funds		-4,678			4,678		
Net movement in funds		-111,682	0	0	0	-111,682	18,612
Reconciliation of funds:							
Total funds brought forward		500,181	0	0	0	500,181	481,569
Total funds carried forward		388,499	0	0	0	388,499	500,181

Approved by the Management Committee on

20/06/2022

and signed on its behalf by



1. Accounting policies

Basis of accounting

Daisy's Dream was registered as a Charitable Incorporated Organisation (CIO) and this was granted on the 13th February 2018.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees consider that there are no material uncertainties about the CIO's ability to continue as a going concern.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements are presented in sterling which is the functional currency of the charitable company and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Fund accounting

Restricted funds can only be used for particular restricted purposes within the objects of the charity. The purposes and uses of the restricted funds received and expended in the year are identified in note 14 below.

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

Incoming resources

Grants and voluntary income received by way of donations and gifts are included in full in the year received. Restricted grant funding for a specific post is accounted for on a receivable basis.

Gifts in kind for sale or distribution are included only when sold or distributed by the charity. Gifts in kind are accounted for at their estimated market value when received or their value to the charity whichever is the lower.

Gifts in kind for use by the charity are included in the SOFA in the year in which they are received.

Intangible income (i.e. donated services and facilities) is only included in incoming resources where another party is bearing the financial cost of the resource supplied and the benefit is quantifiable and material.

The value of any voluntary help received is not included in the accounts but is referred in the Annual Report.

The income from fundraising activities is reported gross and in the year in which received.

Resources expended

Expenditure which is attributable to only one expenditure head is allocated to that activity.

Staff costs, excluding payments made to staff for managing and attending service events, are allocated to expenditure heads on the basis of the staff time spent on each activity.

Trustee expenses are allocated to the expenditure head to which they relate.

Fixed assets

All fixed assets are initially recorded at cost. Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Office equipment - 33.33% straight line.

Individual fixed assets costing under £500 are not capitalised.

Pension costs

The charity operates a defined contribution pension scheme. Contributions payable to the pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. Critical accounting estimates and judgements

In the application of the charitable company'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.

In the opinion of the trustees, there are no significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have significant effect on the amounts recognised in the financial statements.

3. Income from Donations and Legacies

	Total funds 2022 £	Total funds 2021 £
Community donations	96,032	88,976
Trusts and grants (see Note 4 below)	44,366	72,572
Corporates	21,063	78,832
HMRC CJRS		14,689
	<u>161,462</u>	<u>255,070</u>

Income from donations and legacies was £161,462 (2021 - £255,070) of which £161,462 (2021 - £255,070) was attributable to unrestricted and £nil (2021 - £nil) was attributable to restricted funds.

4. Grants received

	2022 £	2021 £
The Masonic Charitable Foundation	5,000	-
Greenham Common Charitable Trust	4,500	-
Awards for All	4,050	-
Edwards Life Sciences	3,578	-
The Shanley Foundation	3,000	3,000
Stevenson Family Charitable Trust	3,000	3,000
The Big Give	2,920	-
The Payne-Gallwey Charitable Trust	2,500	-
The Good Exchange	2,000	18,815
The Kiriath Trust	2,000	-
The John Ackroyd Charitable Trust	2,000	-
Jenson Wealth Management	1,800	-
Four Acre Trust	1,650	-
Groundwork UK	1,625	1,000
Hall & Woodhouse	1,010	-
The Helen Robertson Charitable Trust	1,000	-
The Ludlow Trust	1,000	-
St Laurence Relief in Need	1,000	-
Thales Chritable Trust	500	-
PayPal	233	-
Wokingham Borough Council	-	10,000
The Swire Charitable Trust	-	5,000
True Colours Trust	-	5,000
Berkshire Community Foundation	-	5,000
Crane Fund for Widows & Children	-	3,884
Brian Wilson Charitable Trust	-	3,000
De Brye Charitable Trust	-	3,000
Englefield Trust	-	2,500
The Vinci Foundation	-	2,500
The Gerald Palmer Eling Trust	-	2,000
Thatcham Town Council	-	1,200

Hasluck Charitable Trust	-	1,000
The Edward Gosling Foundation	-	823
Louis Baylis Trust	-	500
The Equilibrium Foundation	-	500
Neighbourly Community Fund	-	400
The Autumn Stone Foundation	-	250
R S Brownless Charitable Trust	-	200
	<u>44,366</u>	<u>72,572</u>

5. Income from charitable activities

Income from activities in furtherance of charitable objects includes fees for training, donations and fees for direct service provision and grants specifically for service provision.

	Total funds 2022 £	Total funds 2021 £
Fees	-	200
The CRH Charitable Trust	5,000	-
The National Lottery Community Fund	125,000	127,580
Medicash	5,000	-
Cheshire Community Fund	2,000	-
	<u>137,000</u>	<u>127,780</u>

Income from charitable activities was £137,000 (2021 - £127,780) of which £nil (2021 - £200) was attributable to unrestricted and £137,000 (2021 - £127,580) was attributable to restricted funds.

6. Income from other trading activities

Income from activities for generating funds relates to income from fundraising events including The London Marathon, The Prudential Ride London-Surrey 100, Reading Half Marathon, Skydives and sale of Christmas cards.

	Total funds 2022 £	Total funds 2021 £
Fundraising events	49,538	27,173
Merchandise sales	3,458	1,420
	<u>52,996</u>	<u>28,593</u>

Income from charitable activities was £52,996 (2021 - £28,593) of which £52,996 (2021 - £28,593) was attributable to unrestricted and £nil (2021 - £nil) was attributable to restricted funds.

7. Investment Income

	Total funds 2022 £	Total funds 2021 £
Interest received	845	165

8. Resources Expended

The main items of expenditure for the different expenditure heads were as follows, staff costs are inclusive of reimbursed travel and training incurred by staff on behalf of the charity:

COSTS	Staff Costs	Direct Costs	Total	Support	Total	%
Support costs	36,711	57,284	93,995	-93,995		
Fundraising	94,666	36,952	131,618	33,437	165,056	35.57
Service costs and service events	223,751	10,718	234,469	59,567	294,036	63.37
Governance	2,228	1,674	3,902	991	4,893	1.05
Total	357,356	106,628	463,984	0	463,984	100.00

Charitable expenditure includes; direct costs for the provision of group events, summer and Christmas events and other therapeutic activities. It also includes the provision of advice and information for families, their relatives and professionals by post, telephone, email and visits and the cost of the support service for children and their families provided in their home or at school. It also includes direct costs of volunteer recruitment and training, ongoing support for the volunteer team and personal supervision for the Director and Therapeutic Practitioners of Daisy's Dream.

9. Staff costs and emoluments:

Total staff costs were as follows:

	2022 £	2021 £
Wages and salary costs	310,964	276,591
Social security costs	24,850	20,984
Pension costs	7,988	6,649
	<u>343,802</u>	<u>304,224</u>
Other staff related costs:		
Mileage	5,682	1,067
Supervision	1,430	1,410
Training	733	-
Recruitment	5,709	5,723
	<u>13,555</u>	<u>8,200</u>
Total	<u>357,356</u>	<u>312,424</u>

Particulars of employees

	2022 No.	2021 No.
Full Time Staff	19	18
Average full time equivalent	<u>9</u>	<u>9</u>

No staff member earned more than £60,000 (2021 – nil).

10. Trustees remuneration

The Trustees, or any person connected to them, have not received any remuneration from Daisy's Dream during the period.

There were no amounts reimbursed to trustees during the period for expenses incurred on behalf of the charity.

11. Tangible fixed assets

	Office equipment £
Cost at 1 April 2021	9,718
Additions in the period	<u>672</u>
Cost at 31 March 2022	<u>10,390</u>
Depreciation at 1 April 2021	7,737
Charge for the period	<u>1,615</u>
Depreciation at 31 March 2022	<u>9,352</u>
Net book value at 31 March 2022	<u>1,038</u>
Net book value at 31 March 2021	<u>1,981</u>

12. Debtors

	2022 £	2021 £
Prepayments	<u>-</u>	<u>1,980</u>

13. Creditors: amount falling due within one year

	2022 £	2021 £
Trade creditors	6,258	2,716
Accruals and deferred income	2,024	2,743
Taxation and social security	6,662	5,059
Other creditors	2,650	1,269
	<u>17,594</u>	<u>11,787</u>

14. Analysis of charitable funds

Unrestricted funds

	Balance at 01.04.2022	Incoming	Outgoing	Transfers	Balance at 31.03.2022
TOTAL UNRESTRICTED FUNDS	500,181	209,298	(316,301)	-	388,499

Unrestricted funds – previous year

	Balance at 01.04.2020	Incoming	Outgoing	Transfers	Balance at 31.03.2021
TOTAL UNRESTRICTED FUNDS	470,204	284,027	(254,050)	-	500,181

Restricted funds

These funds are utilised for the purpose for which they were donated and are set out below.

NAME	Balance at 01.04.2021	Incoming	Outgoing	Transfers	Balance at 31.03.2022
The CHR Charitable Trust	-	5,000	5,000	-	-
Medicash	-	5,000	5,000	-	-
Cheshire Community Fund	-	2,000	2,000	-	-
The National Lottery Community Fund	-	125,000	125,000	-	-
TOTAL RESTRICTED FUNDS	-	137,000	(137,000)	-	-

A grant from The CHR Charitable Trust was awarded to fund the cost of the service provided in East Cheshire.

A grant from Medicash was awarded to fund the cost of the service provided in East Cheshire.

A grant from The Cheshire Community Fund was awarded to fund the cost of the service provided in East Cheshire.

A grant from The National Lottery Community Fund was awarded to fund core costs of the organisation. This funding will last for 3 years and will end in 2022.

Restricted fund – previous year

NAME	Balance at 01.04.2020	Incoming	Outgoing	Transfers	Balance at 31.03.2021
Children In Need	3,030	-	3,030	-	-
Edwards Life Sciences	3,032	-	3,032	-	-
Cheshire Community Fund	5,303	-	5,303	-	-
The National Lottery Community Fund	-	127,580	127,580	-	-
TOTAL RESTRICTED FUNDS	11,365	127,580	(138,945)	-	-

15. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,038		1,038
Cash at bank and in hand	405,055		405,055
Current assets	-		-
Current liabilities	(17,594)		(17,594)
TOTAL	388,499		388,499

Analysis of net assets between funds – previous year

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,981		1,981
Cash at bank and in hand	508,006		508,006
Current assets	1,980		1,980
Current liabilities	(11,787)		(11,787)
TOTAL	500,180		500,180

16. Related party transactions

There are no related party transactions during the year.

Hon. President – Penny Lowe

Hon. Vice-President – Caroline Speer

Daisy's Dream staff at 31 March 2022

Gill Stevens – Director

Liz Foley – Therapeutic Practitioner

Karen Burke – Therapeutic Practitioner

Tricia Cattell – Therapeutic Practitioner

Wendy Picken – Therapeutic Practitioner

Pamela Simwanza – Therapeutic Practitioner

Divina Delaney – Therapeutic Practitioner

Claire Andrews – Therapeutic Practitioner

Olivia Imperiali – Therapeutic Practitioner

Sarah Pilbrow – Fundraising Manager

Zoe Nightingale – Fundraiser

Vicky Maunder – Fundraiser

Joanne Stewart – Fundraiser

Sarah Hampton - Fundraiser

Sarah Long – Finance & Administration Manager

Jenny Evans - Administrator

DAISY'S DREAM

England & Wales - Charity number 1177145

Accounts



Annual Report and Accounts

2020-2021

Charitable Incorporated Organisation – 1177145

DAISY'S DREAM

Legal and administrative details for the period ended 31 March 2021

Name	Daisy's Dream
Status	Registered charity number 1177145. Charitable Incorporated Organisation. Governing instrument is a constitution adopted on 13 th February 2018.
Principal address	PO Box 4738, Twyford, Reading RG10 9GT. (Delivery address - Suite 4, Bulldog House, London Road, Twyford, Reading. RG10 9EU)
Charity objects	To relieve the condition of life of bereaved children and those facing bereavement and associated adults by the provision of a support service in the geographical area of Berkshire and the surrounding area. To advance education and training in the nature of bereavement for the public benefit. Such other charitable purposes at law as the Trustees shall decide.
Organisational Structure	Daisy's Dream is managed and administered by a Management Committee. Trustees will be appointed for a term of one year by a resolution passed at a properly convened meeting of the charity Trustees.
Management Committee	Members of the Management Committee (Trustees) who served during the period and since the period end are shown below, together with the honorary officers in post throughout the period. Terry Murphy (Chair) Kevin Morrison (Hon. Treasurer) Steve Bennett Porscha Davies David Guile Kate Green Laura Peters Paul Scott
Signatories	Terry Murphy Kevin Morrison Gill Stevens Sarah Long
Bankers	National Westminster Bank plc Reading Market Place, 13 Market Place, Reading, RG1 2EG
Independent Examiner	Mr S. P. F. Howell, FCCA, TC Group, The Granary, Hones Yard, Waverley Lane, Farnham, Surrey, GU9 8BB

Last year at this time we were going into the first national lockdown with some level of fear and trepidation as to what the future held for everyone including Daisy's Dream. What a year of systemic change the last year has been. Who would have guessed the changes we have all been through and the massive impact Covid 19 has had on everyone's life's whether that was how we had to change the way we work to shopping and socialising. Daisy's Dream has been similarly impacted with changes to staff working practices, changes to dealing with the case load and financing the charity.

As you would expect everyone, staff, Trustees, volunteers and everyone else associated with the charity has pulled out all the stops to make the required changes so that the charity can still function as best as possible in these strange times with the avowed intention to support children through pre and post bereavement.

Staff had to adapt quickly to the changes and despite demand for the services being erratic due to the lockdowns all children and families were seen remotely and were provided the right level of support. The changing environment over the last year has now allowed some staff to work from the office base which has been welcomed especially for new staff to integrate into the organisation. It does look as though the late summer will be the time that staff will be able to come into the office on a regular basis and it is hoped that over the autumn we will be very much back to working normally which will be a real relief.

We entered the lockdown with more than a little fear and trepidation as to what the impact would be on fundraising for the charity. We depend entirely on raising our own funds to enable the charity to function and to grow. The lack of opportunity to interact and support our community in events and functions was of real concern as we depend so much on our local community and business to raise the necessary funds. Though we had a relatively slow start to fundraising the year overall has been exceptional despite the pandemic in delivering the funds necessary to run the organisation. Some of the fundraising initiatives have had to be innovative and the use and power of the internet has played a part in ensuring we continue to not only service the current needs but it allows the charity to continue to grow. We were also able to implement the new fundraising strategy which was as a result of the review last year. This is now starting to bed in and I am sure it will serve the organisation well as we move forward.

The outreach service we have in Cheshire continues to grow as it establishes itself in the local community using every opportunity to raise the profile of the services offered. It is pleasing to see this project not only finding its feet financially but also continuing to grow and develop. As it grows we need to provide even more locally sourced funding and this is the reason that a fundraising post has been established. We hope that this outreach service can now continue to grow and develop to serve what has already been demonstrated as a real need.

This difficult and changing year has highlighted the strength we have in the organisation. Without the support and hard work of staff, Trustees, volunteers, funders and all our supporters we could not achieve what we have done. Heartfelt thanks to each and every person who has contributed to the charity during the last year. Without your support we could not have delivered what is a vital service to children throughout our area.

Terry Murphy

Chair of Trustees

Annual Report 20-21

This report covers the period April 1st 2020 to March 31st 2021, a unique year for the entire country, dominated by the global coronavirus pandemic.

In common with all organisations across the country, Daisy's Dream has had to fundamentally adapt its working practices and it has been these adaptations which have in many ways characterised the Charity's activities over the course of the year.

Since the charity's inception 24 years ago, our service has continuously developed and adapted to the needs of the children and families we support – families that have experienced bereavement and those that are facing bereavement as they live with the impact of a life limiting illness within the family.

When the charity was first established the focus of our work was on delivering residential group events for bereaved children and their parents. As demand for the service grew it became evident that, in order to meet the varying needs of as many families as possible, the nature of the service would need to diversify and expand. The charity began to provide direct face to face support for children and families, delivered by professionally qualified staff, in addition to our group work programme. Although the nature of the groupwork programme has moved away from residential weekends to specialist day events, the fundamental mix of face-to-face support, telephone advice and support and group events has characterised the organisation for more than 20 years.

In March 2020 the country entered the first of the 3 lockdowns that have taken place through the period covered by this report. With the advent of the first lockdown what had become the cornerstone of our work – delivering support directly to children and young people either at home or school was no longer possible.

In line with many other services the decision was taken to deliver all support to adults, children and young people virtually, either by telephone or online platforms. Policies and protocols were initiated to address issues of safeguarding, confidentiality and GDPR compliance. Unfortunately, our groupwork programme had to be suspended for the duration of the year.

Whilst providing advice, information and support either online or over the phone has always been a feature of our service this has primarily been to adults – helping them to support the children they are concerned about, whether they be a parent, carer or professional. Providing purely online and telephone support to children and young people has represented a significant change for the organisation.

The impact on the service

In terms of the charity adapting to a very different method of service delivery we were able to adapt quickly and effectively, providing a prompt response for requests for support.

Children and young people readily accessed virtual support with positive results. However, we have been aware that with very young children remote support has its limitations. For parents and carers, the impact of lockdown has magnified the sense of isolation that accompanies grief. It has been evident that regular phone support for bereaved parents has been both a crucial and highly valued part of our service. Support for parents to help them in turn to support their children has always been an integral part of our service, but the need for parents to receive more intensive support in their own right has been a defining characteristic of this years' service delivery.



The most significant impact of the pandemic in terms of service delivery has been extreme fluctuations in demand. Daisy's Dream is now highly regarded as a well-established local charity, with the majority of enquires being initiated by families themselves, often based on a recommendation from individuals or other professionals, most typically schools. The impact of the lockdowns that took place over the year was to initially see the demand for the service temporarily drop, then as each lockdown ended a surge in demand inevitably followed.

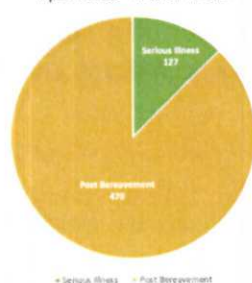
We have for many years benefitted from a very close working relationship with our local schools, either signposting families to us or referring them directly. As we are an outreach service, schools also provide us with venues where we meet children and young people - providing them with a safe and neutral environment where young people do not have to be mindful of the impact of their feelings on their grieving parents.

This year the number of enquiries from schools was marginally higher than those generated by families – 40% and 39% respectively, a reflection of the fact that schools were acting as information hubs for families isolated by lockdown.

Children's Services generated 16% of our enquires with 4% coming from health professionals.

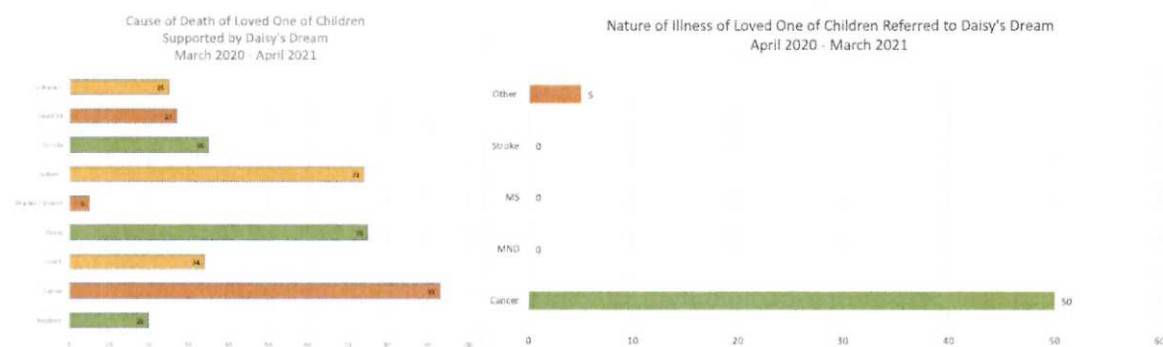
During 2020-21 we supported 590 children from 443 families.

Total No. of Referrals to Daisy's Dream
April 2020 - March 2021



The relatively small number of enquires generated by health care professionals is reflected in the fact that the number of families we supported who were living with the impact of serious illness reduced significantly this year. This is likely to be indicative of the pressures experienced by services overall, particularly the health service and the way in which additional support and communication between agencies has been impacted by the pandemic.

Given the extremely high death rate from coronavirus experienced throughout the country, there was a natural assumption that demand for bereavement services would be extremely high. However, across the childhood bereavement sector this has not necessarily been the case.



Our 24 years of experience in the sector have shown us that the impact of bereavement on children in particular can take some time to manifest itself. In the case of the pandemic when everyone has seen their lives disrupted, a priority for all agencies continues to be helping children to adjust to the level of disruption and to resume a more typical and secure way of life. We are committed to working collaboratively with other agencies to help establish this so that children can gain a greater level of security and confidence.

Our experience has shown that direct bereavement support is most effective when a child feels relatively secure in terms of their day-to-day life. In promoting this we have not only seen an increase in the level of support we are providing to parents, but also the level of help and advice we are giving to other professionals, notably school staff and Social Workers. To further enhance this support, we have updated our literature for schools this year and have circulated it to all schools.

Looking to the future....

We are looking forward to resuming more direct face to face work in schools as restrictions are gradually lifted. We continue to work in line with government guidance and to regularly review our policies and protocols and risk assessments. Our experience over the last year has shown that virtual support can be a highly effective medium for communicating with some children and young people, and whilst we will continue to communicate in that way where appropriate, we view it as an additional tool and not as a replacement for the face-to-face support we have traditionally provided. As it has done throughout its history Daisy's Dream continues to deliver a flexible need led service tailored to individual circumstance.

The pandemic has compounded isolation across all sectors of the population, but we are acutely aware of the impact this has had on the children and young people we support; most bereaved young people do not know others in the same situation as themselves and bringing them together as a group has a vital role to play in lessening their sense of isolation and establishing sources of peer support. In not being able to provide these opportunities over the course of the last year we are very aware of this unmet need. We are planning to resume our group work programme next year. Fortunately, these are, in the main, outdoor events, so we are optimistic that they will be able to resume, allowing us to bring young people together to share their experiences, foster communication and establish networks of support.

Although Daisy's Dream is a well-established local charity, we are acutely aware of the need to promote our service through as many avenues as possible and the restrictions imposed by the pandemic have highlighted the need to continue to develop this further. Traditionally we have

promoted our service in a variety of ways to maintain our profile, ensuring that those that need our service can find us easily. We have used a mix of printed materials and digital communication and will continue to develop our digital communication, particularly to other social care agencies allowing information to be disseminated to a wider audience.

Fundraising

Throughout its history Daisy's Dream has been fortunate to have consistent and generous support from the community we serve. Not only has this generated funds to enable the charity to grow and develop, but this support has also enabled the charity to maintain a high profile within the community, directly impacting fundraising and ensuring those in need of support can find our service easily.

We are indebted to all sectors of the community for their support, without which we could not support the number of children and families that we do. It is particularly heartening when we are supported by individuals who have previously used the service and then go on to fundraise for us, acting as wonderful ambassadors for Daisy's Dream. Individual fundraisers are too numerous to name, but we highly value the support they give us, in both raising funds and promoting the work of the charity.

Community groups, sports clubs and a host of other local organisations have been the mainstay of our community fundraising programme. Inevitably national restrictions imposed this year have significantly impacted on the level of active fundraising that has been able to take place. Most elements of community fundraising effectively ceased alongside the larger scale mass participation events. In common with most charities Daisy's Dream had to consider ways to meet the shortfall in anticipated income.

During 2019 the charity had carried out an independent fundraising review, this recommended the charity move away from its existing structure - a team of regional fundraisers to more specialist functions, namely community fundraising, corporate fundraising, events, and individual giving.

As the impact of the pandemic became evident the charity decided to begin partial implementation of this strategy with the appointment of an events officer to ensure the charity was able to maximise opportunities associated with the virtual fundraising events that were set up to replace traditional events.

The priority has been to maximise all opportunities associated with new initiatives set up this year, such as matched funding events - Greenham Trust and the Big Christmas Give being two significant fundraising events for the charity. In addition, we have pursued events in which we have previously participated, where restrictions still enabled them to take place, such as skydives. We have also participated in a number of events where the physical version had been replaced by a virtual form e.g. The London Marathon.

Some highlights have been:

- July: Greenham Trust Double Match-Day - £15,000
- October: Virtual London Marathon – £2,500
- October: Skydive - £3,300
- December: Christmas Raffle - £800
- December: The Big Christmas Give - £4,200
- March: March Marathon - £1,000

Trusts and Grants

Since its inception the charity has recognised the importance of focussing on a number of different income streams, including trusts and grants. We have been fortunate to receive a high level of support from grant giving bodies throughout the year, representing an increase on last year's level.

We are now in the second year of a 3-year grant from the National Lottery, which provides us with a significant level of security in terms of predicted income. We are indebted to those grant giving bodies who support us on a regular basis, such as the Shanley Foundation, the Stevenson Trust and The Greenham Trust.

In these unprecedented times many trusts responded promptly to the impact of the pandemic. As a result, the charity also received a support grant from Wokingham Borough Council, as well as support from the government's furlough scheme, in respect of some of the fundraising staff.

We are fortunate to have positive ongoing relationships with several corporate bodies, who despite all the challenges of the last year, have continued to show us exceptional levels of support. We are very grateful for the support given by many companies including Mattel, Persimmon, Balfour Beatty Vinci, Britannia Pharmaceuticals and Golden Acre Dairy Foods.

Future Plans

The charity will continue the implementation of the new fundraising strategy with the appointment of a Corporate Fundraiser and a Community Fundraiser, alongside the development of an individual giving programme, representing an expansion of our existing team. We are acutely aware that we have been very fortunate in being able to maintain our income level over this challenging year. The charity does, however, recognise that as the impact of the pandemic continues to be felt across the economy, we will face significant challenges in the year ahead and therefore feel that investment in fundraising must be a priority.

In addition, the recent upgrade of our database not only gives us a more effective and consistent administrative approach across the whole organisation, but also gives us the potential to develop new processes within the fundraising function.

Communications

Alongside our increasing use of online platforms to provide support to families, we also recognise the importance of the charity enhancing its digital profile. As a result, we are now working with a communications specialist to develop our use of social media, together with updating and delivering our communications plan.

Cheshire East

This service is now beginning its third year of operation having initially been set up as a pilot scheme.

We are mindful that the service needs to develop sustainably in line with the growth of the service in Berkshire, but we have also been aware that in developing this service it should not detract resources from Berkshire. We have been fortunate in receiving grant funding from local bodies and, in order to maintain sustainability, we have appointed a designated fundraiser for the area to enhance our profile and generate funds.

General resources such as literature are not region specific, so we are able to share resources across both areas.

Risk Assessment and Reserves

The Trustee Board continues to regularly review the risks the charity is subject to. Whilst this ordinarily relates to the charity's overall risk, over the course of the last year this has also related specifically to working practices, safeguarding and GDPR, as well as financial risk.

The Board continues to meet regularly to review risk and during the course of the year has been joined by two new members, who bring their own particular areas of expertise.

The charity will continue to take appropriate measures to safeguard its future. Our reserves policy continues to be that we maintain at least a year's worth of operating costs, which enables us to continue to provide ongoing support for families even in the event of a decline in income. We have been very grateful that we have been able to maintain those levels as we continue to live through such uncertain times.

Our Governance

Management of the charity

Daisy's Dream is managed and administered by a board of Trustees who form the Management Committee. Members of the Management Committee are appointed for a term of one year by a resolution passed at a properly convened meeting of the charity trustees.

In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

The Management Committee is required to consist of not more than 15 Trustees and not less than 4 Trustees. A limited number of individuals may be co-opted onto the Management Committee.

Currently the Management Committee has eight members with wide ranging skills and expertise. Whilst there is not a formalised recruitment process, members are sought for their ability to further the objectives of the organisation.

Detail of Trustee and Management Committee responsibilities are outlined in the constitution.

In the period covered by this report the Management Committee met 4 times.

The Trustees have complied with the duty in Section 4 of the Charities Act to have due regard to guidance published by the Charity Commission, particularly in respect of the public benefit.

Finance

The Statement of Financial Activities appended to this report shows that income for the period ended 31 March 2021 was £411,607 and the expenditure £392,995. At 31 March 2021 the total funds of the charity were £500,181.

Financial systems are managed within the staff team supported by the Hon. Treasurer. We are fortunate that payroll services are provided on a voluntary basis.

Reserves

The Trustees' policy is to strive to ensure that the level of reserves remain at a level as to secure the longevity of service provision for at least one year.

At the end of the period free reserves were £500,181.

Risk Management

The Trustee Board regularly review the risks to which the charity is or maybe exposed to. Policies and procedures are amended accordingly.

Human Resources

At the end of the year there was 1 full time and 17 part time members of staff.

Volunteers

Daisy's Dream has had a large and active volunteer group from the inception of the charity. Many of the current team of volunteers have been with the unincorporated charity for several years and, together with their more recently recruited colleagues, they continue to make an invaluable contribution to the work of the organisation. Volunteers work across all sectors of the organisation. They are key members of the group work programme, supporting fundraising initiatives, as well as administration and governance.

We would like to express our thanks to all our volunteers for the huge contribution they make to the work of the organisation.

Our accounting and reporting responsibilities

Members of the Management Committee are jointly responsible for the preparation of a set of annual accounts 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 and which comply with:

- Current legislation
- The charity's constitution
- The Statement of Recommended Practice "Accounting and Reporting by Charities" effective 1 January 2015 (SORP 2015 (FRS 102))

Approved by the Management Committee

On 21/06/21.....and signed on their behalf by

ETM S..... (Trustee)



Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales 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 charity and of the incoming resources and application of resources of the charity 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 2015 (FRS 102)
- make judgements and estimates that are reasonable and prudent
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- 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 proper accounting records that 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 Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. 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.


.....

Signed on behalf of the Trustees

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
DAISY'S DREAM

I report on the accounts of the charity for the period ended 31 March 2020, which are set out on pages 13 to 23.

RESPONSIBILITIES AND BASIS OF REPORT

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

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

INDEPENDENT EXAMINER'S STATEMENT

Since the charity's gross income exceeded £250,000, I confirm that I am qualified to undertake the examination because I am member of The Association of Chartered Certified Accountants, which is one of the listed bodies.

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 charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

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



.....
Simon Howell FCCA
TC Group
The Granary
Hones Yard
Waverley Lane
Farnham
GU9 8BB

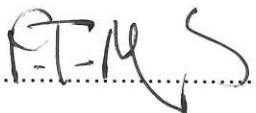
Date: 08/07/2021

Daisy's Dream CIO

Balance Sheet at 31 March 2021

	Note	2021	2020
Fixed Assets			
Office equipment	11	1,981	3,051
Current Assets			
Cash at Bank and in hand		508,006	500,651
Debtors	12	<u>1,980</u>	<u>1,980</u>
		509,986	502,631
Creditors: amounts falling due within one year	13	<u>-11,787</u>	<u>-24,113</u>
Net Current Assets		498,199	478,518
Total Assets less current Liabilities		<u>500,180</u>	<u>481,569</u>
Funds			
Unrestricted	14	500,180	470,204
Restricted	14	<u>0</u>	<u>11,365</u>
		500,180	481,569

Approved by the Management Committee on 21/06/21

and signed on its behalf by 



Daisy's Dream CIO

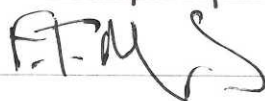
Statement of Financial Activities for the period ended 31 March 2021

	Notes	Unrestricted Funds	Restricted Funds			Total Funds Year to 31 March 2021	Total Funds Year to 31 March 2020
			Other	National Lottery	CIN		
INCOME from							
Donations, grants and legacies	3	255,070				255,070	294,246
Charitable activities	5	200		127,580		127,780	95,320
Other trading activities	6	28,593				28,593	46,177
Investments	7	165				165	2,227
Total Income		284,027	0	127,580	0	411,607	437,970
EXPENDITURE on	8						
Raising funds		99,255				99,255	94,591
Charitable activities		154,795	8,335	127,580	3,030	293,740	330,056
Total Expenditure		254,050	8,335	127,580	3,030	392,995	424,647
Net income/(expenditure)		29,977	-8,335		-3,030	18,612	13,323
Transfer between funds							
Net movement in funds		29,977	-8,335		-3,030	18,612	13,323
Reconciliation of funds:							
Total funds brought forward		470,204	8,335		3,030	481,569	468,246
Total funds carried forward		500,181	0		0	500,181	481,569

Approved by the Management Committee on

21/06/21

and signed on its behalf by



1. Accounting policies

Basis of accounting

Daisy's Dream was registered as a Charitable Incorporated Organisation (CIO) and this was granted on the 13th February 2018.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to 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) – (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees consider that there are no material uncertainties about the CIO's ability to continue as a going concern.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements are presented in sterling which is the functional currency of the charitable company and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

Fund accounting

Restricted funds can only be used for particular restricted purposes within the objects of the charity. The purposes and uses of the restricted funds received and expended in the year are identified in note 14 below.

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

Incoming resources

Grants and voluntary income received by way of donations and gifts are included in full in the year received. Restricted grant funding for a specific post is accounted for on a receivable basis.

Gifts in kind for sale or distribution are included only when sold or distributed by the charity. Gifts in kind are accounted for at their estimated market value when received or their value to the charity whichever is the lower.

Gifts in kind for use by the charity are included in the SOFA in the year in which they are received.

Intangible income (i.e. donated services and facilities) is only included in incoming resources where another party is bearing the financial cost of the resource supplied and the benefit is quantifiable and material.

The value of any voluntary help received is not included in the accounts but is referred in the Annual Report.

The income from fundraising activities is reported gross and in the year in which received.

Resources expended

Expenditure which is attributable to only one expenditure head is allocated to that activity.

Staff costs, excluding payments made to staff for managing and attending service events, are allocated to expenditure heads on the basis of the staff time spent on each activity.

Trustee expenses are allocated to the expenditure head to which they relate.

Fixed assets

All fixed assets are initially recorded at cost. Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life:

Office equipment - 33.33% straight line.

Individual fixed assets costing under £500 are not capitalised.

Pension costs

The charity operates a defined contribution pension scheme. Contributions payable to the pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

2. Critical accounting estimates and judgements

In the application of the charitable company'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.

In the opinion of the trustees, there are no significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have significant effect on the amounts recognised in the financial statements.

3. Income from Donations and Legacies

	Total funds 2021 £	Total funds 2020 £
Community donations	88,976	170,143
Trusts and grants (see Note 4 below)	72,572	61,734
Corporates	78,832	60,369
Legacies	-	2,000
HMRC CJRS	14,689	-
	<u>255,070</u>	<u>294,246</u>

Income from donations and legacies was £255,070 (2020 - £294,246) of which £255,070 (2020 - £294,246) was attributable to unrestricted and £nil (2020 - £nil) was attributable to restricted funds.

4. Grants received

	2021 £	2020 £
The Good Exchange	18,815	18,106
Wokingham Borough Council	10,000	-
The Phillips 2012 Charitable Trust	-	10,000
MCKS Charitable Foundation	-	7,500
The Swire Charitable Trust	5,000	-
True Colours Trust	5,000	-
Berkshire Community Foundation	5,000	-
Crane Fund for Widows & Children	3,884	-
Brian Wilson Charitable Trust	3,000	-
The Shanley Foundation	3,000	5,000
Erach & Roshan Sadri Foundation	-	5,000
Stevenson Family Charitable Trust	3,000	3,000
De Brye Charitable Trust	3,000	-
Englefield Trust	2,500	-
The Vinci Foundation	2,500	-
Dr John Ackroyd Trust	-	2,000
The Payne-Gallwey Charitable Trust	-	2,000
The Gerald Palmer Eling Trust	2,000	2,000
PayPal	-	1,378
Pythagoras Communications Ltd via The Shanley Foundation	-	1,250
Thatcham Town Council	1,200	-
Hasluck Charitable Trust	1,000	-
Groundwork UK	1,000	-
The Prince Phillip Trust	-	1,000
Thales Charitable Trust	-	1,000
Persimmon Homes	-	1,000
Xerox (UK) Ltd	-	1,000
The Edward Gosling Foundation	823	-
Louis Baylis Trust	500	500
The Equilibrium Foundation	500	-
Neighbourly Community Fund	400	-
The Autumn Stone Foundation	250	-
R S Brownless Charitable Trust	200	-
	<u>72,572</u>	<u>61,734</u>

5. Income from charitable activities

Income from activities in furtherance of charitable objects includes fees for training, donations and fees for direct service provision and grants specifically for service provision.

	Total funds 2021 £	Total funds 2020 £
Fees	200	1,305
Children in Need – service provision	-	13,334
The National Lottery Community Fund	127,580	65,080
Awards For All	-	7,646
Cheshire Community Fund	-	7,955
	<u>127,780</u>	<u>95,320</u>

Income from charitable activities was £127,780 (2020 - £95,320) of which £200 (2020 - £1,305) was attributable to unrestricted and £127,580 (2020 - £94,015) was attributable to restricted funds.

6. Income from other trading activities

Income from activities for generating funds relates to income from fundraising events including The London Marathon, The Prudential Ride London-Surrey 100, Reading Half Marathon, Skydives and sale of Christmas cards.

	Total funds 2021 £	Total funds 2020 £
Fundraising events	27,173	40,949
Merchandise sales	1,420	5,229
	<u>28,593</u>	<u>46,177</u>

Income from charitable activities was £28,593 (2020 - £46,177) of which £28,593 (2020 - £46,177) was attributable to unrestricted and £nil (2020 - £nil) was attributable to restricted funds.

7. Investment income

	Total funds 2021 £	Total funds 2020 £
Interest received	<u>165</u>	<u>2,227</u>

8. Resources Expended

The main items of expenditure for the different expenditure heads were as follows, staff costs are inclusive of reimbursed travel and training incurred by staff on behalf of the charity:

COSTS	Staff Costs	Direct Costs	Total	Support	Total	%
Support costs	32,919	40,676	73,595	-		
Fundraising	52,816	27,852	80,668	18,587	99,255	25.26
Service costs and service events	224,025	8,570	232,595	53,594	286,189	72.82
Governance	2,663	3,474	6,137	1,414	7,551	1.92
Total	312,423	80,572	392,995		392,995	100.00

Charitable expenditure includes; direct costs for the provision of group events, summer and Christmas events and other therapeutic activities. It also includes the provision of advice and information for families, their relatives and professionals by post, telephone, email and visits and the cost of the support service for children and their families provided in their home or at school. It also includes direct costs of volunteer recruitment and training, ongoing support for the volunteer team and personal supervision for the Director and Therapeutic Practitioners of Daisy's Dream.

9. Staff costs and emoluments:

Total staff costs were as follows:

	2021	2020
	£	£
Wages and salary costs	276,591	285,366
Social security costs	20,984	22,596
Pension costs	6,649	7,195
	<u>304,224</u>	<u>315,157</u>
Other staff related costs:		
Mileage	1,067	12,955
Supervision	1,410	895
Training	-	3,249
Recruitment	5,723	1,073
	<u>8,200</u>	<u>18,172</u>
Total	<u><u>312,424</u></u>	<u><u>333,329</u></u>

Particulars of employees

	2021	2020
	No.	No.
Full Time Staff	18	15
Average full time equivalent	<u>9</u>	<u>8</u>

No staff member earned more than £60,000 (2020 – nil).

10. Trustees remuneration

The Trustees, or any person connected to them, have not received any remuneration from Daisy's Dream during the period.

There were no amounts reimbursed to trustees during the period for expenses incurred on behalf of the charity.

11. Tangible fixed assets

	Office equipment £
Cost at 1 April 2020	7,609
Additions in the period	2,109
Cost at 31 March 2021	<u>9,718</u>
Depreciation at 1 April 2020	4,558
Charge for the period	3,179
Depreciation at 31 March 2021	<u>7,737</u>
Net book value at 31 March 2021	<u>1,981</u>
Net book value at 31 March 2020	<u>3,051</u>

12. Debtors

	2021 £	2020 £
Prepayments	<u>1,980</u>	<u>1,980</u>

13. Creditors: amount falling due within one year

	2021 £	2020 £
Trade creditors	2,716	2,670
Accruals and deferred income	2,743	14,708
Taxation and social security	5,059	5,619
Other creditors	1,269	1,117
	<u>11,787</u>	<u>24,114</u>

14. Analysis of charitable funds

Unrestricted funds

	Balance at 01.04.2020	Incoming	Outgoing	Transfers	Balance at 31.03.2021
TOTAL UNRESTRICTED FUNDS	470,204	284,027	(254,050)	-	500,181

Unrestricted funds – previous year

	Balance at 01.04.2019	Incoming	Outgoing	Transfers	Balance at 31.03.2020
TOTAL UNRESTRICTED FUNDS	462,332	343,955	(335,900)	(183)	470,204

Restricted funds

These funds are utilised for the purpose for which they were donated and are set out below.

NAME	Balance at 01.04.2020	Incoming	Outgoing	Transfers	Balance at 31.03.2021
Children in Need	3,030	-	3,030	-	-
Edwards Life Sciences	3,032	-	3,032	-	-
Cheshire Community Fund	5,303	-	5,303	-	-
The National Lottery Community Fund	-	127,580	127,580	-	-
TOTAL RESTRICTED FUNDS	11,365	127,580	(138,945)	-	-

A grant from Edwards Lifesciences was awarded to fund the cost of new literature for the organisation.

A grant from The Cheshire Community Fund was awarded to fund the cost of the service provided in East Cheshire.

A grant from The National Lottery Community Fund was awarded to fund core costs of the organisation. This funding will last for 3 years and will end in 2022.

Restricted fund – previous year

NAME	Balance at 01.04.2019	Incoming	Outgoing	Transfers	Balance at 31.03.2020
The Sackler Trust	872		879	7	0
Children in Need	2,010	13,334	12,314		3,030
Edwards Life Sciences	3,032		-		3,032
Awards for All		7,646	7,822	176	0
Cheshire Community Fund		7,955	2,652		5,303
The National Lottery Community Fund		65,080	65,080		0
TOTAL RESTRICTED FUNDS	5,914	94,015	(88,747)	183	11,365

15. Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	1,981		1,981
Cash at bank and in hand	508,006		508,006
Current assets	1,980		1,980
Current liabilities	(11,787)		(11,787)
TOTAL	500,180		500,180

Analysis of net assets between funds – previous year

	Unrestricted funds	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	3,051		3,051
Cash at bank and in hand	489,286	11,365	500,651
Current assets	1,980		1,980
Current liabilities	(24,113)		(24,113)
TOTAL	470,204	11,365	481,569

16. Related party transactions

There are no related party transactions during the year.

Hon. President – Penny Lowe

Hon. Vice-President – Caroline Speer

Daisy's Dream staff at 31 March 2021

Gill Stevens – Director

Liz Foley – Therapeutic Practitioner

Karen Burke – Therapeutic Practitioner

Tricia Cattell – Therapeutic Practitioner

Yvonne Haines – Therapeutic Practitioner

Wendy Picken – Therapeutic Practitioner

Pamela Simwanza – Therapeutic Practitioner

Divina Delaney – Therapeutic Practitioner

Claire Andrews – Therapeutic Practitioner

Olivia Imperiali – Therapeutic Practitioner

Rebecca Miller – Fundraising Manager

Zoe Nightingale – Fundraiser

Vicky Maunder – Fundraiser

Ellen Ludlow – Fundraiser

Lucy Moore - Fundraiser

Sarah Long – Finance & Administration Manager

Jenny Evans - Administrator