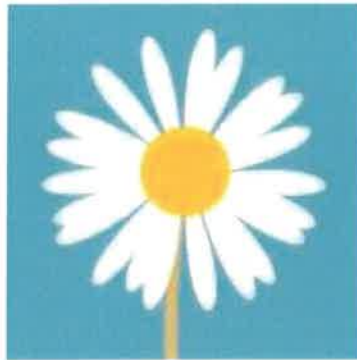


# **Daisy's Dream**



## **Annual Report and Accounts 2023-2024**

**Charitable Incorporated Organisation - 1177145**



## DAISY'S DREAM

### *Legal and administrative details for the period ended 31 March 2024*

<b>Name</b>	Daisy's Dream
<b>Status</b>	Registered charity number 1177145. Charitable Incorporated Organisation. Governing instrument is a constitution adopted on 13 <sup>th</sup> February 2018.
<b>Principal address</b>	<b>PO Box 4738, Twyford, Reading RG10 9GT.</b> (Delivery address – Unit 7 Chalfont Court, Lower Earley, Reading RG6 5SY)
<b>Charity objects</b>	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.
<b>Organisational Structure</b>	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.
<b>Management Committee</b>	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
<b>Signatories</b>	David Wood Laura Lewis Sarah Long
<b>Bankers</b>	<b>National Westminster Bank plc</b> Reading Market Place, 13 Market Place, Reading, RG1 2EG
<b>Independent Examiner</b>	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 1<sup>st</sup>, 2023, until March 31<sup>st</sup>, 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.

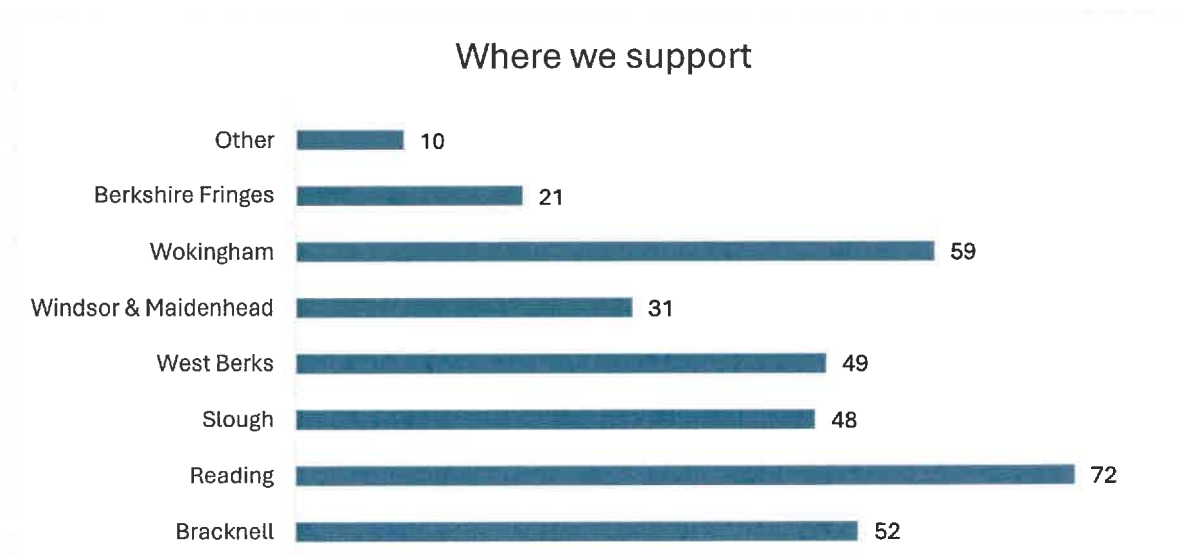
At the end of December 2023 we moved our office space, our existing set up had been an office above a car dealership where Daisy's Dream had been settled for 25 years. In line with service developments we have identified the benefit of more frequent, small groups to be delivered and also the need for 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.

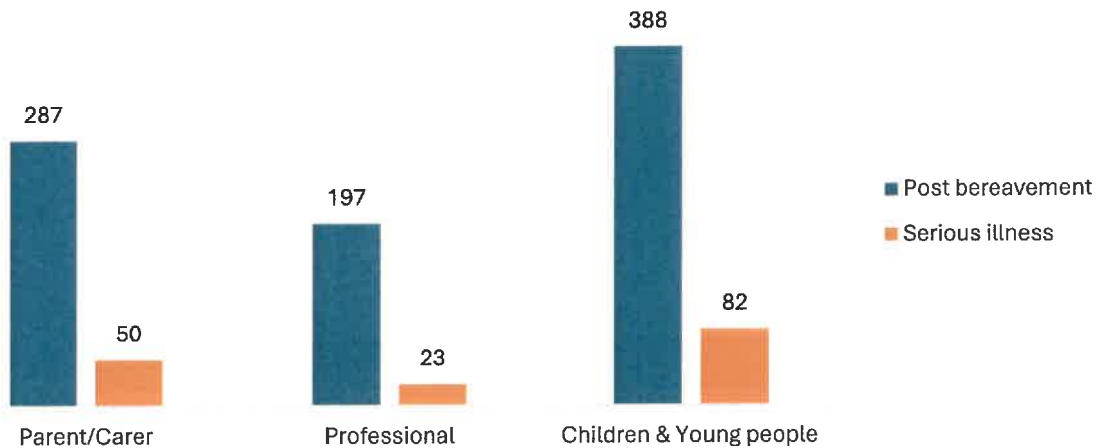


### Who we support

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.

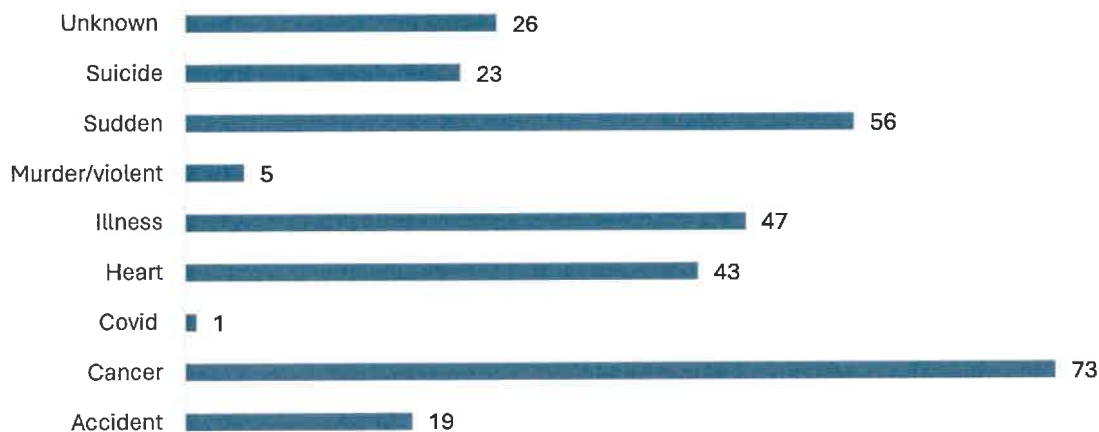


### Who we supported

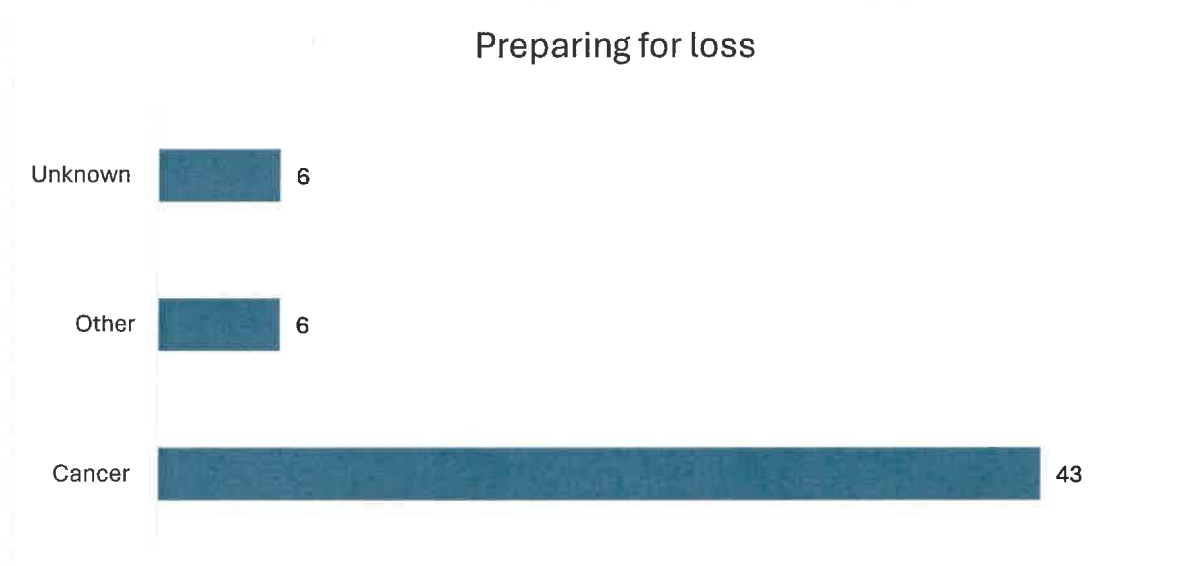


Numbers of people that we support as a result of a bereavement continue to be significantly higher than those that have a family member with a serious illness. The Therapeutic Practitioners are highly skilled at developing appropriate ways of working with children and young people depending on the cause 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.



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

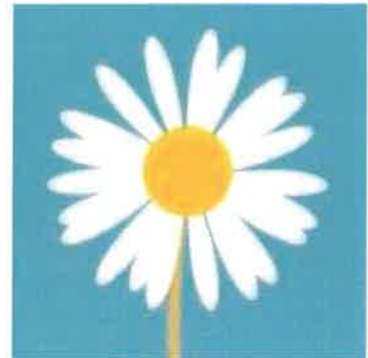
Members of the Management Committee are jointly responsible for the preparation of a set of annual accounts which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year and which comply with:

- 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)







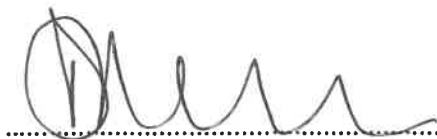
## Statement of Trustees' Responsibilities

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
<b>Fixed Assets</b>			
Office equipment	11	3,264	4,275
<b>Current Assets</b>			
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>
<b>Creditors: amounts falling due within one year</b>	13	-24,682	-12,447
<b>Net Current Assets</b>		356,580	287,005
<b>Total Assets less current Liabilities</b>		<u>359,844</u>	<u>291,280</u>
<b>Funds</b>			
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
<b>INCOME from</b>					
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
<b>Total Income</b>		<b>526,767</b>	<b>86,719</b>	<b>613,486</b>	<b>391,402</b>
<b>EXPENDITURE on</b>	8				
Raising funds		155,483		155,483	163,342
Charitable activities		295,562	93,877	389,439	325,279
<b>Total Expenditure</b>		<b>451,045</b>	<b>93,877</b>	<b>544,922</b>	<b>488,621</b>
<b>Net income/(expenditure)</b>		<b>75,722</b>	<b>-7,159</b>	<b>68,564</b>	<b>-97,219</b>
Transfer between funds					
Net movement in funds		0	-7,159	0	-97,219
<b>Reconciliation of funds:</b>					
Total funds brought forward		258,972	32,308	291,280	388,499
<b>Total funds carried forward</b>		<b>334,694</b>	<b>25,150</b>	<b>359,844</b>	<b>291,280</b>

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.

	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
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.

	<b>Total funds 2024 £</b>	<b>Total funds 2023 £</b>
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>
<b>Other staff related costs:</b>		
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>
<b>Total</b>	<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 £
<b>Cost at 1 April 2023</b>	16,635
Additions in the period	<u>1,942</u>
<b>Cost at 31 March 2024</b>	<b><u>18,577</u></b>
<b>Depreciation at 1 April 2023</b>	12,360
Charge for the period	<u>2,953</u>
<b>Depreciation at 31 March 2024</b>	<b><u>15,313</u></b>
<b>Net book value at 31 March 2024</b>	<b><u>3,264</u></b>
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
<b>TOTAL UNRESTRICTED FUNDS</b>	<b>258,972</b>	<b>526,767</b>	<b>(451,250)</b>	<b>-</b>	<b>334,489</b>

#### Unrestricted funds – previous year

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

#### 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
<b>TOTAL RESTRICTED FUNDS</b>	<b>32,308</b>	<b>86,719</b>	<b>(93,877)</b>	<b>-</b>	<b>25,150</b>

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
<b>TOTAL RESTRICTED FUNDS</b>	<b>-</b>	<b>115,025</b>	<b>(82,717)</b>	<b>-</b>	<b>32,308</b>

## 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)
<b>TOTAL</b>	<b>334,694</b>	<b>25,150</b>	<b>359,844</b>

### 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)
<b>TOTAL</b>	<b>258,972</b>	<b>32,308</b>	<b>291,280</b>

## 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**