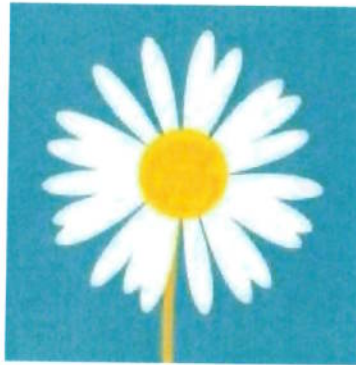


Daisy's Dream



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.

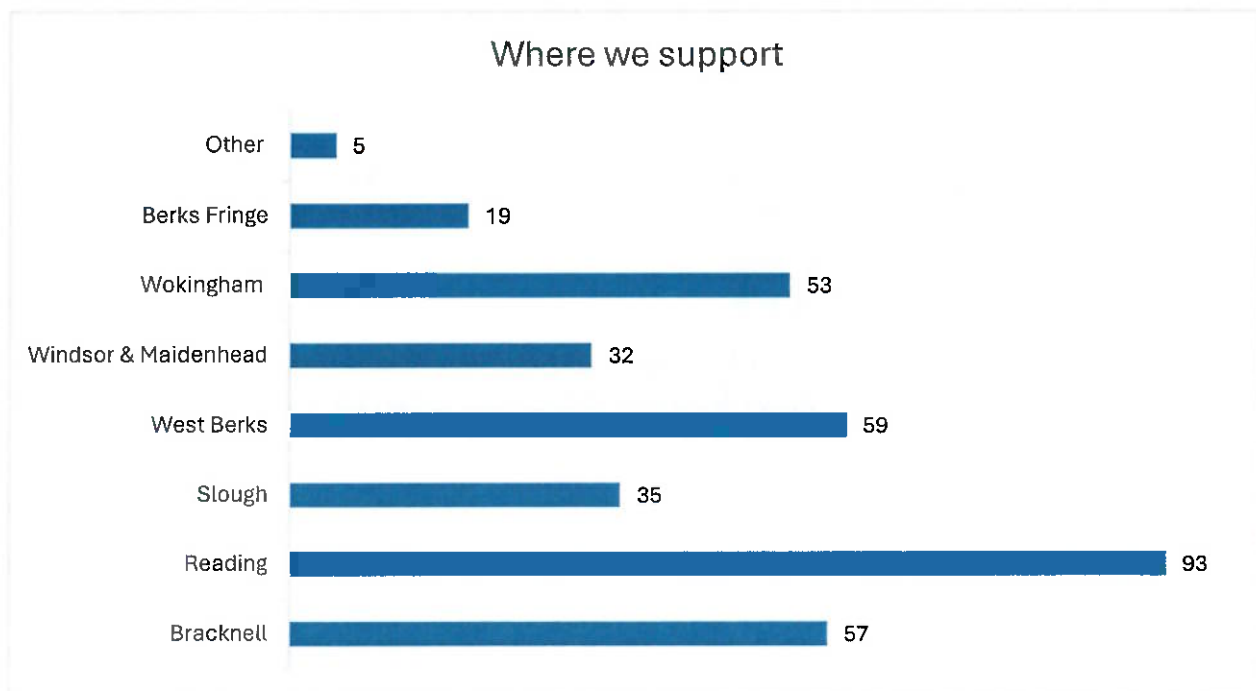
Delivering services

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.



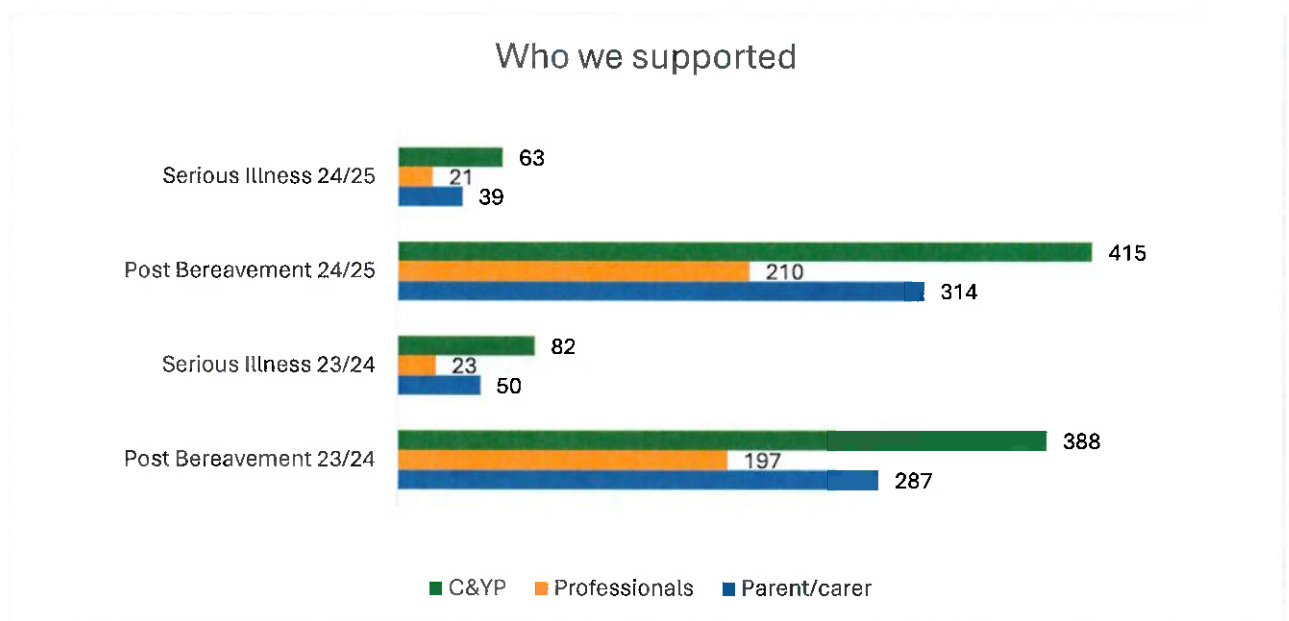
Who we support

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

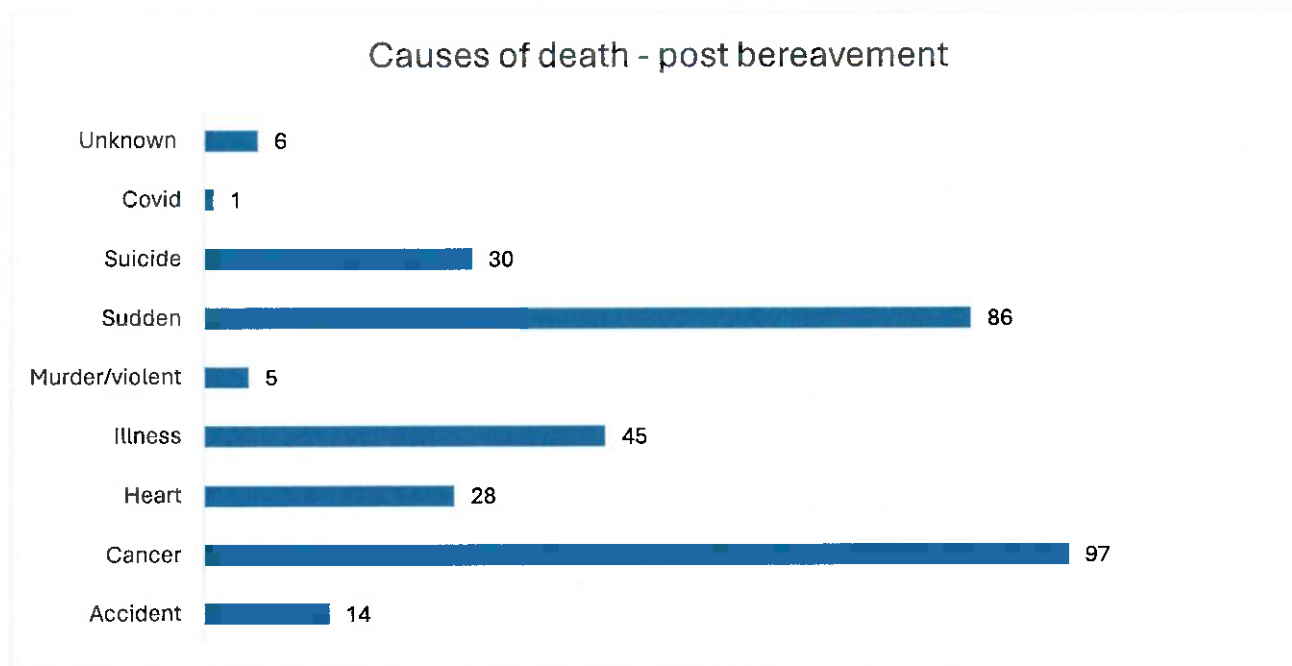
We have supported 1,062 people (1,027 last year) 353 parent/carers, 231 professionals, 478 children and young people. 2024 was a year of many changes, we also had a significant reduction in therapeutic staff for at least 6 months due to recruitment issues of two vacancies and one person being off on 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 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 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

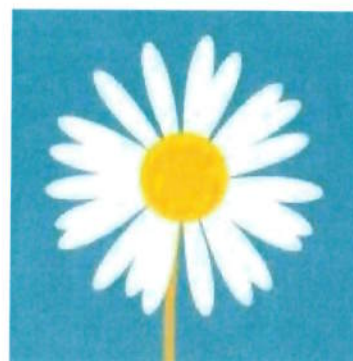
Members of the Management Committee are jointly responsible for the preparation of a set of annual accounts which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year and which comply with:

- 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)



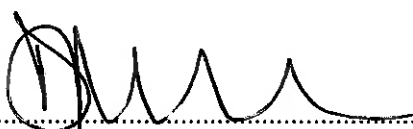
Statement of Trustees' Responsibilities

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.

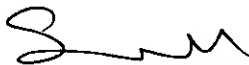
INDEPENDENT EXAMINER'S STATEMENT

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
.....

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	2,220	3,535
		<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	19,071	25,355
		<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