



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From 1 April 2024 To 31 March 2025

Charity name: The Josephine Sara Charity for Dementia Wellbeing

Charity registration number: 1178209

Objectives and Activities

| | SORP reference | |
|--|--------------------|---|
| Summary of the purposes of the charity as set out in its governing document | Para 1.17 | The relief of elderly people with dementia by building and operating a care home or by providing such facilities as are deemed appropriate for their care. |
| Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts. | Para 1.17 and 1.19 | <p>We have arranged for our diagnostic tool, the Inspiration Kit, to be rolled out in all 94 Wirral care homes to enable them to be more dementia friendly with small and inexpensive changes to design.</p> <p>The Almshouse Association have also circulated the Inspiration Kit amongst their 1000+ care homes.</p> <p>We are designing and providing an enclosed sitting area at a care home on the Wirral to provide a calm and private place for someone with dementia to sit outside with a carer or companion.</p> <p>We are conducting interviews and writing scripts for the next episodes in our "Remember, design with dementia in mind" series of podcasts</p> |
| Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit | Para 1.18 | We have taken the Charity Commissions public benefit guidance into account when making any decisions it is relevant to. |

Additional information (optional)

You may choose to include further statements where relevant about:

| | SORP reference | |
|--|----------------|--|
| Policy on grant making | Para 1.38 | |
| Policy on social investment including program related investment | Para 1.38 | |

| | | |
|---------------------------------|-----------|--|
| Contribution made by volunteers | Para 1.38 | |
| Other | | |

Achievements and Performance

| | SORP reference | |
|---|----------------|--|
| Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole. | Para 1.20 | The Inspiration Kit suggests small changes to the interior of existing care homes which are affordable and make navigation and understanding of their surroundings much easier for people with dementia. This in turn can reduce the frustration and anxiety that can come with confusion about their surroundings. Wirral Council have disseminated this amongst all the private and council run care homes (94) on the Wirral which will benefit many residents. Many care homes are in old buildings and the suggestions in the Inspiration Kit are tailored to benefit the residents of these homes. |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|--|-----------|--|
| Achievements against objectives set | Para 1.41 | |
| Performance of fundraising activities against objectives set | Para 1.41 | |
| Investment performance against objectives | Para 1.41 | |
| Other | | |

Financial Review

| | | |
|--|-----------|---|
| Review of the charity's financial position at the end of the period | Para 1.21 | Accounts are attached. There has been little financial activity in the past 12 months. |
| Statement explaining the policy for holding reserves stating why they are held | Para 1.22 | Reserves are presently low as we have not actively sought funds, a policy will be developed once we are active. |
| Amount of reserves held | Para 1.22 | |
| Reasons for holding zero reserves | Para 1.22 | |
| Details of fund materially in deficit | Para 1.24 | |
| Explanation of any uncertainties about the charity continuing as a going concern | Para 1.23 | |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|---|-----------|--|
| The charity's principal sources of funds (including any fundraising) | Para 1.47 | |
| Investment policy and objectives including any social investment policy adopted | Para 1.46 | |
| A description of the principal risks facing the charity | Para 1.46 | |
| Other | | |

Structure, Governance and Management

| | | |
|---|-----------|--------------------------------------|
| Description of charity's trusts: | | |
| Type of governing document (trust deed, royal charter) | Para 1.25 | Constitution dated 24 April 2018 |
| How is the charity constituted? (e.g unincorporated association, CIO) | Para 1.25 | Charitable Incorporated Organisation |
| Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees | Para 1.25 | Appointed by Trustees by resolution |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|---|-----------|---|
| Policies and procedures adopted for the induction and training of trustees | Para 1.51 | |
| The charity's organisational structure and any wider network with which the charity works | Para 1.51 | The organisational structure comprises the 3 trustees plus 2 additional team members. |
| Relationship with any related parties | Para 1.51 | |
| Other | | |

Reference and Administrative details

| | |
|-----------------------------|--|
| Charity name | The Josephine Sara Charity for Dementia Wellbeing |
| Other name the charity uses | |
| Registered charity number | 1178209 |
| Charity's principal address | 35 Caldry Road West Kirby Wirral CH48 2HF |
| | |

Funds held as custodian trustees on behalf of others

| | |
|---|--|
| Description of the assets held in this capacity | |
| Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects | |
| Details of arrangements for safe custody and segregation of such assets from the charity's own assets | |

Additional information (optional)

Names and addresses of advisers (Optional information)

| Type of adviser | Name | Address |
|-----------------|------|---------|
| | | |
| | | |
| | | |
| | | |

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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|--|

Other optional information

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| |
|--|

Names of the charity trustees who manage the charity

| | Trustee name | Office (if any) | Dates acted if not for whole year | Name of person (or body) entitled to appoint trustee (if any) |
|----|--------------------|-----------------|-----------------------------------|---|
| 1 | Antonia Sara Kelly | Chair | | |
| 2 | Margaret Scott | Treasurer | | |
| 3 | Sally Whelan | Secretary | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
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| 16 | | | | |
| 17 | | | | |
| 18 | | | | |
| 19 | | | | |
| 20 | | | | |

Corporate trustees – names of the directors at the date the report was approved

[illegible]

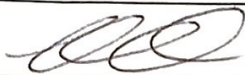
Name of trustees holding title to property belonging to the charity

| Trustee name | Dates acted if not for whole year | |
|---------------------|--|--|
| | | |
| | | |
| | | |
| | | |
| | | |

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

| | | |
|-------------------------------------|---|--|
| Signature(s) |  | |
| Full name(s) | Antonia Sara-Kelly | |
| Position (eg Secretary, Chair, etc) | Chair | |

Date 26 October 2025 -



CHARITY COMMISSION
FOR ENGLAND AND WALES

| | |
|---|------------------------|
| Charity Name Josie Sara Charity for Dementia Wellbeing | No (if any) 1178209 |
|---|------------------------|

Receipts and payments accounts

CC16a

| | | | |
|------------------------|--------------------------------|----|------------------------------|
| For the period from | Period start date 01-Apr-24 | To | Period end date 31-Mar-25 |
|------------------------|--------------------------------|----|------------------------------|

Section A Receipts and payments

| | Unrestricted funds to the nearest £ | Restricted funds to the nearest £ | Endowment funds to the nearest £ | Total funds to the nearest £ | Last year to the nearest £ |
|--|---|---|--|---------------------------------|-------------------------------|
| A1 Receipts | | | | | |
| Online Shopping Easyfundraising | 22 | - | - | 22 | - |
| | - | - | - | - | - |
| | - | - | - | - | - |
| | - | - | - | - | - |
| | - | - | - | - | - |
| | - | - | - | - | - |
| <i>Sub total (Gross income for AR)</i> | 22 | - | - | 22 | - |
| A2 Asset and investment sales, (see table). | | | | | |
| | - | - | - | - | - |
| <i>Sub total</i> | - | - | - | - | - |
| Total receipts | 22 | - | - | 22 | - |
| A3 Payments | | | | | |
| Website Maintenance | 252 | - | - | 252 | - |
| Trustee Meetings | 162 | - | - | 162 | - |
| Sundry | 9 | - | - | 9 | - |
| | - | - | - | - | - |
| | - | - | - | - | - |
| | - | - | - | - | - |
| | - | - | - | - | - |
| <i>Sub total</i> | 423 | - | - | 423 | - |
| A4 Asset and investment purchases (see table) | | | | | |
| | - | - | - | - | - |
| <i>Sub total</i> | - | - | - | - | - |
| Total payments | 423 | - | - | 423 | - |
| Net of receipts/(payments) | - 401 | - | - | - 401 | - |
| A5 Transfers between funds | - | - | - | - | - |
| A6 Cash funds last year end | - | - | - | - | - |
| Cash funds this year end | - 401 | - | - | - 401 | - |

Section B Statement of assets and liabilities at the end of the period

| Categories | Details | Unrestricted funds to nearest £ | Restricted funds to nearest £ | Endowment funds to nearest £ |
|---------------|--|---------------------------------|-------------------------------|------------------------------|
| B1 Cash funds | Co-operative Current Account | 1,822 | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | Total cash funds | 1,822 | - | - |
| | (agree balances with receipts and payments account(s)) | Agreement Error | OK | OK |

| | Details | Unrestricted funds to nearest £ | Restricted funds to nearest £ | Endowment funds to nearest £ |
|--------------------------|---------|---------------------------------|-------------------------------|------------------------------|
| B2 Other monetary assets | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |
| | | - | - | - |

| | Details | Fund to which asset belongs | Cost (optional) | Current value (optional) |
|----------------------|---------|-----------------------------|-----------------|--------------------------|
| B3 Investment assets | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |

| | Details | Fund to which asset belongs | Cost (optional) | Current value (optional) |
|--|---------|-----------------------------|-----------------|--------------------------|
| B4 Assets retained for the charity's own use | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |
| | | | - | - |

| | Details | Fund to which liability relates | Amount due (optional) | When due (optional) |
|----------------|---------|---------------------------------|-----------------------|---------------------|
| B5 Liabilities | | | - | |
| | | | - | |
| | | | - | |
| | | | - | |
| | | | - | |

Signed by one or two trustees on behalf of all the trustees

| | | |
|----------------|----------------|------------------|
| Signature | Print Name | Date of approval |
| Margaret Scott | Margaret Scott | 26 Oct 25 |