

The Gratitude Initiative

Charity Registration Number: 1180743

Report of the Trustees for the Year Ended 31 March 2025

Objectives and Activities

Aims of the Charity

The Gratitude Initiative exists to encourage and promote a “gratitude culture” in Britain. We believe that the practice and expression of gratitude can be a powerful vehicle for personal fulfilment and for building a harmonious society. Our mission is to embed gratitude into both personal and communal life as a means of fostering wellbeing, community cohesion, and social harmony.

Objectives for the Public Benefit

In pursuance of our charitable aims, the Trustees set the following objectives:

1. Resource Development – To prepare and disseminate video materials with workbooks addressing the role of gratitude in areas such as community cohesion, relationships, care for the environment, mental health, and personal mission. These resources are intended to equip church leaders and members to recognise and address social and personal issues within their communities.
2. Gratitude Sunday – To promote an annual church service celebrating gratitude, both to God and to individuals who have contributed to their communities. Gratitude Sunday provides a platform for collective thanksgiving, strengthens missional engagement, and fosters stronger community ties.
3. Publications – To write and publish a book that provides theological, sociological, psychological, and philosophical foundations for gratitude, supporting both individual and community transformation.
4. Speaking Engagements – To promote gratitude through contributions at conferences, churches, community gatherings, and meetings with individual leaders.
5. Thought Leadership – To provide leadership on the concept of gratitude through articles, social media content, and short video reflections.

The Trustees confirm that they have complied with their duty to have due regard to the Charity Commission’s guidance on public benefit in planning the activities of the charity.

Achievements and Performance

During the year, the Gratitude Initiative made substantial progress towards its mission:

- Speaking Engagements – Members of the team were invited to speak at churches, a Christian college, and several conferences, as well as in one-to-one meetings with leaders. These opportunities helped to raise awareness of the importance of gratitude in personal wellbeing and community life.

- Social Media Reflections – We continued to publish regular “gratitude reflections” across our social media platforms. These accessible posts encouraged followers to practice gratitude in daily life and facilitated conversations about its wider social relevance.
- Resource Development – Work progressed on a new practical resource pack for churches, including video clips and an accompanying workbook. These materials, now at the halfway stage of completion, are designed to equip churches to teach and model gratitude more effectively.
- Annual Gratitude Sunday – Our Annual Gratitude Sunday was held in collaboration with several local churches. The day provided an opportunity to celebrate community contributions, to give thanks to God, and to build stronger local connections through worship and shared activities.

Financial Review

Income and Expenditure

The charity’s net annual income for the year was £295. The principal sources of income were donations from individuals and organisations.

All income received has been applied to advance the purposes of the charity in line with the Trustees’ objectives.

Reserves Policy

The Trustees regularly review the charity’s finances against its budget and ensure that reserves are maintained at a level sufficient to meet ongoing commitments.

Financial Health

The charity remains in a stable financial position. Expenditure has been carefully managed to ensure that resources are directed to activities that directly support the charity’s objectives.

Plans for the Future

Looking ahead to 2025–26, the Trustees intend to:

- Complete and Launch Church Resource Pack – Finalise and distribute the video and workbook materials designed to help churches teach about gratitude and engage more deeply with their communities.
- Expand Gratitude Sunday – Encourage more churches across the UK to adopt Gratitude Sunday as part of their annual calendar, aiming to make it a national initiative.
- Develop Digital Reach – Increase the frequency and variety of social media content, including short videos and reflections, to engage new audiences and strengthen online presence.
- Grow Speaking Engagements – Broaden the scope of public speaking opportunities, including conferences, workshops, and community events, to promote gratitude as a transformative social practice.

- Further Publications – Explore the possibility of additional written resources, articles, and booklets that provide both academic and practical insight into gratitude culture.
- Strengthen Partnerships – Build stronger connections with churches, community groups, and like-minded organisations to extend the charity's reach and impact.

Structure, Governance and Management

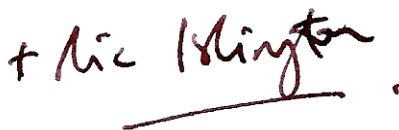
The Gratitude Initiative is a registered charity governed by its board of Trustees, who are responsible for the overall management and control of the charity.

- Trustees give their time freely, and no remuneration or expenses were paid to Trustees during the year.
- New Trustees are appointed by the existing board, following consideration of skills, experience, and alignment with the charity's mission.

Trustees

- The Rt Revd Dr Ric Thorpe – Chair (appointed 3 July 2017).
- Dr Harvey Kwiyan – Trustee (appointed 3 July 2017).
- Revd Celia Apeagyei-Collins – Trustee (appointed 30 November 2018).
- Dr Tracy Cotterell – Trustee (appointed 3 June 2024).
- John Tasker (appointed 30 June 2025).
- Rev Dr Allan Barth (resigned 17 July 2025).

Signed on behalf of the Trustees,



The Rt Revd Dr Ric Thorpe

Chair of Trustees

Date: 2 October 2025

GRATITUDE INITIATIVE 2024 / 2025 ACCOUNTS

1st April 2024 to 31st March 2025

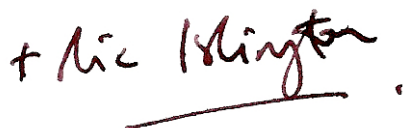
		2024/25 £	2023/24 £
Income	Category		
	Institutions	9	100
	Individual Donations	695	529
	Total Income	703	629
Expenditure			
<i>Operations</i>	Social Media, Website and Branding	130	129
	Consultation Service Fees and Expenses	150	400
	Sub-Total: Fixed Operating Costs	280	529
<i>Events</i>	City Cathedral Event	128	-
	Sub-Total: Event Project Costs	128	0
	Total Expenditure	408	529
Result		295	100
Balances	Balance b/f	641	541
	Surplus	295	100
	Balance c/f	936	641
Current Assets	Bank	879	613
	Debtors	58	28
	Current Assets	936	641
Current Liabilities	Creditors	-	-
	Current Liabilities	-	-
Net Current Assets		936	641

GRATITUDE INITIATIVE 2024 / 2025 ACCOUNTS

Notes

1. The financial statements have been prepared in accordance with the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities (Charities SORP FRSSE) (effective 1 January 2015) and applicable accounting standards. They are prepared on a receipts and payments basis, and include all transactions, assets and liabilities for which Gratitude Initiative is responsible.
2. The charity had no employees during the year, and did not pay any trustee to provide services. Donations made to the charity by trustees during the year totalled £300 (2023/2024: £300).

These accounts were approved by the trustees on 2 October 2025 and signed by the chair on behalf of the board.



The Rt Revd Ric Thorpe
Bishop of Islington