

# **PACKED WITH SMILES**

**TRUSTEES' ANNUAL REPORT  
AND FINANCIAL STATEMENTS  
31<sup>ST</sup> MARCH 2024**

**CHARITY NUMBER 1182038**

**PACKED WITH SMILES**  
**Year ended 31<sup>st</sup> March 2024**

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**CONTENTS**

	<u>Page</u>
<b>Trustees' annual report</b>	<b>1</b>
<b>Independent examiner's report</b>	<b>6</b>
<b>Statement of financial activities</b>	<b>7</b>
<b>Balance sheet</b>	<b>8</b>
<b>Notes to the financial statements</b>	<b>9</b>

**PACKED WITH SMILES**  
**Trustees' annual report**  
**for the year ended 31<sup>st</sup> March 2024**

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**Reference and administrative details**

***Charity name***

Packed with Smiles

***Registered Charity number***

1182038

***Principal address***

Unit 6 Imperial House  
46-48 Towerfield Road  
Southend, Essex  
SS39QT

***Managing Trustees***

Anna Baker  
Faith Horsley (Resigned 31st December 2023)  
Christine Wyatt (Resigned 30th June 2024)  
Jane Vernon Smith  
Sarah Robinson (Appointed 14<sup>th</sup> November 2023)  
Scott Baker (Appointed 27<sup>th</sup> May 2024)  
Jeannette Richards (Appointed 14<sup>th</sup> October 2024)

***Bankers***

Metro Bank  
One Southampton Row  
London  
WC1B 5HA

**PACKED WITH SMILES**  
**Trustees' annual report - continued**  
**for the year ended 31<sup>st</sup> March 2024**

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***Independent Examiner***

Clouders (Audit & Accounts) Limited  
Chartered Certified Accountants,  
Charter House,  
103-105 Leigh Road,  
Leigh-on-Sea,  
Essex. SS9 1JL.

**Structure, governance and management**

***Constitution***

The charity is an Charitable Incorporated Organization, incorporated 14<sup>th</sup> February 2019.

***Trustee selection***

The power to appoint Trustees vests in the existing Trustees.

***Risk management***

The Trustees have examined the major strategic, business and operational risks which the charity faces and confirm that systems have been established to minimise them.

**Objectives and activities**

The objectives of the Charity are the relief of financial hardship for the public benefit of people with school age children, in particular but not exclusively by providing school uniforms, PE kits, shoes, coats and other clothing needed for school that they would otherwise not afford through lack of means and such other grants for services, items or facilities to relieve financial hardship as the trustees deem appropriate.

We support the building of self-confidence of young people because we value their wellbeing, mental health, and the huge potential they hold.

Families experiencing financial difficulties are provided with new items to enable their children to fully participate in school. If a child is lacking these items, not feeling comfortable, warm and equal, it can distract from a child's schooling and even affect a child's health and we want to reduce these effects as much as possible.

We deliver parcels at two points in the academic year, a main parcel during the summer term ready for September and a top-up mid-way through the academic year after the February half-term break. We also offer emergency parcels in between these dates, through referrals from our partnering Southend schools.

We offer our parcels through our partnering schools and other Council established bodies - working with the staff who are best placed to identify needs in the community. We know from the feedback we get that parcels make a positive difference. We know that replacing uncomfortable and outgrown clothes with comfy warm coats and properly fitting shoes, has helped children focus on learning.

## **PACKED WITH SMILES**

### **Trustees' annual report - continued**

**for the year ended 31<sup>st</sup> March 2024**

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We ultimately aim to level the playing field and support the development of self-confidence in children because we value the wellbeing of young people and the huge potential they hold. We want them to be able to go to school, focus on learning and realise that potential.

#### ***Grant making policy***

No grants are made therefore no policy has been set.

#### ***Trustees***

In the 23/24 financial year we saw a few movements in the Trustees of the Charity.

On 14th November 2023 Sarah Robinson joined, 31st December 2023 Faith Horsley stepped down having completed 4 years of service. In June 2024 Christine Wyatt also stepped down to chair another local charity having given PWS two years of dedicated service. Finally, Scott Baker, co-founder of PWS rejoined as a Trustee and Treasurer on 27th May 2024.

#### **Achievements and performance**

During financial year 23/24 the charity continued to support its six partner primary schools, Barnados (who are Essex County Council's family support provider in the southeast of the county) and Southend Family Centres. Delivering uniform parcels at two points in the year as usual. Emergency parcels were also supplied where needed.

23/24 was also a good year for the Charity with grants and community fundraising raising reaching £50,010. This was helped by the dedicated resource brought on board for this purpose.

Other expenses remained in line with prior years. Slightly more admin time was required to process the larger number of orders.

PWS ended the financial year in a good financial position. It should be noted that to continue operations for the coming financial year, much of the closing balance of 23/24 can be considered 'allocated' to known expenses in the 24/25.

#### **Expenditure committed for 2024/25**

At the end of the financial year plans were put in place for 2024/25 and committed uniform spending budgets communicated to each partner as per the table below. As at 30<sup>th</sup> November these budgets were 55% spent. The remainder will be spent in the summer uniform ordering cycle in March 2025.

## PACKED WITH SMILES

### Trustees' annual report - continued

for the year ended 31<sup>st</sup> March 2024

Partner	Committed Budget £	Spend as at 30 <sup>th</sup> November 2024
School A*	3,000	1,317
School B*	2,500	1,446
School C*	3,000	1,883
School D*	3,500	2,116
School E*	2,500	712
School F*	3,000	1,624
School G**	3,000	2,950
School H**	3,000	1,775
Banardos (administrator of the Essex County schools supported by PWS)	3,000	2,917
Southend Family Centres – Primary age children	6,500	3,182
Southend Family Centres – Secondary age children	7,000	3,095
<b>Total committed budget</b>	<b>40,000</b>	<b>23,017</b>

\*Individual School Identities have been removed to protect the anonymity of the families we support.

\*\* New schools from April 2024 - through a quantitative and qualitative application process.

#### Reserves Policy

The charity's policy is to hold an element of its income in its reserves. This is currently set at £6,240. This part of the charity's income is freely available for its operating purposes not subject to commitments, planned expenditure and spending limits. The reserves held do not include endowment funds, restricted funds and designated funds.

#### Investment Policy

The Charity has not formulated an investment policy as it has not yet reached the point where funds in the Metro bank account were at such a level that there would be excess once the one year forward budget has been set. Should this change, a policy will be set.

**PACKED WITH SMILES**  
**Trustees' annual report - continued**  
**for the year ended 31<sup>st</sup> March 2024**

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**Statement of Trustees' responsibilities**


Law applicable to Charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the year end. In preparing those financial statements, the Trustees are required to follow best practice and:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy the financial position of the Charity and which enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (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.

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

Signed on behalf of the Charity's Trustees:



.....

(Scott Baker - Trustee)



.....

(Anna Baker - Trustee)

Dated : 06/12/2024

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
PACKED WITH SMILES**

**Independent examiner's report to the trustees of Packed With Smiles ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31<sup>st</sup> March, 2024.

**Respective responsibilities of trustees and examiner**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the account in accordance with the requirements of the companies act 2006 ('the 2006 Act').

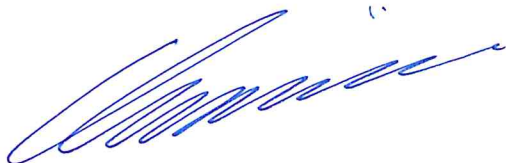
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's account as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charities Commission under section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. Accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. The accounts do not accord with those records; or
3. The accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the account give a true and fair view which is not a matter considered as part of an independent examination; or
4. The accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their account in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102)).

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.



C Binnie F.C.A.  
for and on behalf of  
Clouders (Audit & Accounts) Limited  
Chartered Certified Accountants  
Charter House,  
103-105 Leigh Road,  
Leigh-on-Sea,  
Essex. SS9 1JL.

Dated : 06/12/2024



**PACKED WITH SMILES**  
**Statement of Financial Activities**  
**for the year ended 31<sup>st</sup> March 2024**

		<b>Unrestricted</b>	<b>Restricted</b>	<b>Total</b>	<b>Total</b>
	<b><u>Notes</u></b>	<b><u>Funds</u></b>	<b><u>income funds</u></b>	<b><u>2024</u></b>	<b><u>2023</u></b>
		£	£	£	£
<b>Incoming resources</b>					
<b>Incoming resources from generated funds</b>					
Donations income	3a	13,579	-	13,579	49,772
Grants received		17,678	18,753	36,431	29,398
Event sponsorship income		3,500	-	3,500	1,550
<b>Total incoming resources</b>		<b>34,757</b>	<b>18,753</b>	<b>53,510</b>	<b>80,720</b>
<b>Resources expended</b>					
Insurance	4a	200	-	200	-
Computer & admin expenses	4b	13,722	2,737	16,459	13,655
Donations & charitable activities	4c	24,912	11,086	35,998	32,534
Event costs		228	-	228	13,365
Fundraising & promotional costs		250	-	250	-
Accountancy costs		1,182	-	1,182	960
<b>Total resources expended</b>		<b>40,494</b>	<b>13,823</b>	<b>54,317</b>	<b>60,514</b>
<b>Net movement in funds</b>		<b>(5,737)</b>	<b>4,930</b>	<b>(807)</b>	<b>20,206</b>
Total funds brought forward		71,045	3,900	74,945	54,739
<b>Total funds carried forward</b>		<b>65,308</b>	<b>8,830</b>	<b>74,138</b>	<b>74,945</b>


The notes on pages 9 to 14 form part of these financial statements

# PACKED WITH SMILES


## Balance Sheet

As at 31<sup>st</sup> March 2024

		Unrestricted	Restricted	Total	Total
	<u>Notes</u>	<u>Funds</u>	<u>income funds</u>	<u>2024</u>	<u>2023</u>
		£	£	£	£
<b>Current assets</b>					
Debtors		-	-	-	-
Cash at bank and in hand		66,287	8,830	75,117	75,722
Held in PayPal account		29	-	29	183
<b>Total current assets</b>		<b>66,316</b>	<b>8,830</b>	<b>75,146</b>	<b>75,905</b>
Creditors: amounts falling due within one year	5	1,008	-	1,008	960
<b>Net current liabilities</b>		<b>1,008</b>	<b>-</b>	<b>1,008</b>	<b>960</b>
<b>Total assets less current liabilities</b>		<b>65,308</b>	<b>8,830</b>	<b>74,138</b>	<b>74,945</b>
Funds of the charity					
Unrestricted funds	6	65,308	-	65,308	71,045
Restricted income funds	7	-	8,830	8,830	3,900
<b>Total funds</b>		<b>65,308</b>	<b>8,830</b>	<b>74,138</b>	<b>74,945</b>



(Scott Baker - Trustee)



(Anna Baker - Trustee)

Dated : 06/12/2024

The notes on pages 9 to 14 form part of these financial statements

**PACKED WITH SMILES**  
**Notes to the financial statements**  
**for the year ended 31<sup>st</sup> March 2024**

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**1. Basis of preparation**

***Basis of accounting***

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value. 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 (FRS102) (effective 1 January 2015).

**2. Accounting policies**

***Funds structure***

*Restricted income funds*

These are funds which must be used in accordance with specific restrictions imposed by the donor or Trust Deed.

*Unrestricted funds*

Unrestricted funds comprise those funds which the Trustees are free to use for any purpose in furtherance of the charity's objects. They include designated funds which the Trustees, at their discretion, have created for a specific purpose.

***Incoming resources***

*Recognition of incoming resources*

These are included in the Statement of Financial Activities when the charity becomes entitled to the resources, the Trustees are virtually certain they will receive the resources and the monetary value can be measured with sufficient reliability.

*Grants and donations*

Grants and donations are only included in the Statement of Financial Activities when the charity has unconditional entitlement to the resources.

*Investment income*

This is included in the Statement of Financial Activities when receivable.

*Investment gains and losses*

These include any gain or loss on the sale of investments, and any gain or loss resulting from revaluing investments to market value at the end of the year.

## PACKED WITH SMILES

### Notes to the financial statements - continued

for the year ended 31<sup>st</sup> March 2024

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## 2. Accounting policies – continued

### *Expenditure*

#### *Governance costs*

These include the costs of preparation and examination of statutory financial statements, Trustee meetings and any legal advice to Trustees on governance or constitutional matters.

#### *Grants payable without performance conditions*

These are only recognised in the financial statements when a commitment has been made and there are no conditions to be met relating to the grant which remain in the control of the charity.

### *Assets*

#### *Investments*

Investments quoted on a recognised stock exchange are valued at market value at the year end.

### *Liabilities*

#### *Liability recognition*

Liabilities are recognised as soon as there is a legal or constructive obligation committing the charity to pay out resources.

#### *Contingent liabilities*

In accordance with the SORP, a contingent liability is disclosed in respect of grants which, although authorised by the end of the Charity's financial year, did not represent liabilities, because the obligation can only be confirmed by the acceptance of those grants by the applicants, which is an uncertain event not wholly within the Trustees' control.

# PACKED WITH SMILES

## Notes to the financial statements - continued for the year ended 31<sup>st</sup> March 2024

### 3. Incoming resources

#### a) Donations income

	<u>2024</u>			<u>2023</u>
	Unrestricted	Restricted	Total	Total
	£	£	£	£
Packed With Smiles Events	5,285	-	5,285	41,472
Independent donations	2,123	-	2,123	3,943
Donations	6,171	-	6,171	4,357
	<u>13,579</u>	<u>-</u>	<u>13,579</u>	<u>49,772</u>

### 4. Analysis of resources expended

#### a) Insurance

	<u>2024</u>	<u>2023</u>
	£	£
Trustee Insurance	200	-
	<u>200</u>	<u>-</u>

#### b) Computer & Admin expenses

	<u>2024</u>			<u>2023</u>
	Unrestricted	Restricted	Total	Total
	£	£	£	£
Running Costs (HQ rent, website, Google, Justgiving etc.)	4,761	-	4,761	7,300
Admin Services	8,091	1,237	9,328	6,355
Website development	870	1,500	2,370	-
	<u>13,722</u>	<u>2,737</u>	<u>16,459</u>	<u>13,655</u>

# PACKED WITH SMILES

## Notes to the financial statements - continued for the year ended 31<sup>st</sup> March 2024

### c) Donations & charitable activities

	<u>2024</u>			<u>2023</u>
	Unrestricted £	Restricted £	Total £	Total £
Stock Purchase (Uniform)	24,082	11,038	35,120	31,553
Emergency parcels	296	48	344	492
Parcel sundries (bags, paper, envelopes, etc)	534	-	534	489
	<u>24,912</u>	<u>11,086</u>	<u>35,998</u>	<u>32,534</u>
	<u><u>24,912</u></u>	<u><u>11,086</u></u>	<u><u>35,998</u></u>	<u><u>32,534</u></u>

### d) Accountancy fees

	<u>2024</u>	<u>2023</u>
	£	£
Independent examiner's fees for reporting on the accounts	1,182	960
	<u>1,182</u>	<u>960</u>
	<u><u>1,182</u></u>	<u><u>960</u></u>

# PACKED WITH SMILES

## Notes to the financial statements - continued

for the year ended 31<sup>st</sup> March 2024

	<u>2024</u>	<u>2023</u>
<b>5. Creditors</b>	<b>£</b>	<b>£</b>
Amounts falling due within one year:		
Accruals and deferred income	<b>1,008</b>	960
	<u>          </u>	<u>          </u>

## 6. Unrestricted funds

Movements on unrestricted funds

	<u>Total</u>	<u>Revenue</u>	<u>Capital</u>	<u>Revaluation</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>reserve</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
As at 1 <sup>st</sup> April, 2023	71,045	71,045	-	-
Incoming resources	34,757	34,757	-	-
Outgoing resources	(40,494)	(40,494)	-	-
Transfers	-	-	-	-
Gains and losses	-	-	-	-
<b>As at 31<sup>st</sup> March, 2024</b>	<b>65,308</b>	<b>65,308</b>	-	-
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

**PACKED WITH SMILES**

**Notes to the financial statements - continued**  
**for the year ended 31<sup>st</sup> March 2024**

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**7. Restricted funds**

Movements on restricted funds

	<u>Total</u>	<u>Revenue</u>	<u>Capital</u>	Revaluation
	<u>£</u>	<u>£</u>	<u>£</u>	<u>reserve</u>
As at 1 <sup>st</sup> April, 2023	3,900	3,900	-	-
Incoming resources	18,753	18,753	-	-
Outgoing resources	(13,823)	(13,823)	-	-
Transfers	-	-	-	-
Gains and losses	-	-	-	-
<b>As at 31<sup>st</sup> March, 2024</b>	<b>8,830</b>	<b>8,830</b>	<b>-</b>	<b>-</b>

**8. Contingent liabilities**

For the year ending 31st March 2024 there were no contingent liabilities.