WE MIND & KELLY MATTERS

England & Wales · Charity number 1182625

Details

Other names	Kelly's Heroes
Status	Registered
Legal form	CIO
Registered	2019-03-25
Register	View on the Charity Commission register

Contact

Address	49 Doddington Road Wellingborough NN8 2JH
Phone	07814382701
Email	hello@kellysheroes.org.uk
Website	https://kellysheroes.org.uk

Activities

Objects: FOR THE PUBLIC BENEFIT, THE PROMOTION AND PROTECTION OF GOOD MENTAL HEALTH THROUGH:THE FINANCIAL SUPPORT OF MENTAL HEALTH, SUICIDE PREVENTION AND BEREAVEMENT CHARITIESTHE PROVISION OF BOTH FACE TO FACE AND ONLINE COUNSELLINGTHE PROVISION OF TRAINING, AND EDUCATION TALKS TO RAISE AWARENESS OF MENTAL HEALTH, SUICIDE PREVENTION AND BEREAVEMENTSUPPORT FOR SUICIDE BEREAVEMENT FOR INDIVIDUALS, FAMILIES AND GROUPS

Activities: We Mind & Kelly Matters now "trading as" Kelly's Heroes was formed in 2019 after the devastating loss of our beautiful daughter, sister and friend Kelly Francesca Hewitt. Our aim is to raise much needed funds for mental health projects in Northamptonshire and beyond so that anyone struggling with their Mental Health or affected by suicide can receive help and support.

Classification

- **How:** Makes Grants To Organisations
- **What:** The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£287,423	£253,260	-	-
2024-03-31	£217,876	£312,820	-	-
2023-03-31	£579,073	£407,507	£418,766	4
2022-03-31	£214,156	£114,453	-	-
2021-03-31	£137,423	£19,863	-	-

Trustees

Name	Role	Appointed
Rachael Hewitt	Chair	2019-02-27
Ben Merville Thomas		2021-01-01
Keith Hanger		2021-01-01
Kerry York		2019-03-12
Lee Paul Foster		2021-01-01
Michelle Wright		2023-08-15

Accounts

Charity registration number: 1182625

KELLY'S HEROES
TRUSTEES' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

J Sweeney Accountants
Seven Grange Lane
Pitsford
Northampton
NN6 9AP

Kelly's Heroes
Contents

Kelly's Heroes
Trustees' Report For The Year Ended 31 March 2025

The trustees present their report and the financial statements for the year ended 31 March 2025.

Objectives and Activities

Aims and Objectives

Chair’s report

It’s clear that household budgets are still under too much pressure which resulted in some events being cancelled/postponed/adjusted during the Year due to lack of ticket sales. That said, we saw an upturn in the number of individual Fundraising actiivities during the Year which in turn gave us an increase in donatioons from the previous 12-month period.

Awareness of the Charity and its services increase Year on Year and we have seen a rise in the number of people using our “Listening Ear Service” which has been extended to 40 hours per week and is available every evening, 365 days a Year. We stand ready to provide immediate support to our local and wider communities whenever people reach out without them queueing to be listened to.

We conrinue to offer a no waitng list service on counselling and where we have been successful in receiving small grants, we have delivered these to the requirements of the contracts on time and sometimes ahead of schedule.

There are some larger fundraising events planned over the next 12-18 months including another Charity Bike Ride and we are hopeful that this will not only raise more funds but also lead to more awareness and more followers/supporters. We will also be revamping our website which we’re aiming to launch for 2026.

With the continued lack of public funding, we are constantly pushing for fundraisers, events and other ideas to bring in further revenue.

Reference and Administrative Details

Trustees

Charity Number

1182625

Independent Examiner

J Sweeney Accountants
J Sweeney Accountants
Seven Grange Lane
Pitsford
Northampton
NN6 9AP

The trustees' report was approved by the board of trustees and signed on its behalf by:

R Hewitt

Trustee
Date

Kelly's Heroes
Independent Examiner's Report to the Trustees of Kelly's Heroes
For The Year Ended 31 March 2025

I report to the trustees on my examination of the accounts of Kelly's Heroes (the Trust) for the year ended 31 March 2025.

Responsibilities and Basis of Report

As the charity trustees of the Trust 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 my examination of the Trust’s accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

J Sweeney Accountants

Date
Seven Grange Lane
Pitsford
Northampton
NN6 9AP

Kelly's Heroes
Statement of Financial Activities
For The Year Ended 31 March 2025

	Notes	Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
		£	£	£	£
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	**3**	268,448	-	268,448	135,544
Other	**4**	-	18,975	18,975	82,332
		268,448	18,975	287,423	217,876
EXPENDITURE ON:					
Raising funds	**5**	(209,955)	(43,305)	(253,260)	(312,820)
NET INCOME/(EXPENDITURE)		58,493	(24,330)	34,163	(94,944)
NET MOVEMENT IN FUNDS		58,493	(24,330)	34,163	(94,944)
RECONCILIATION OF FUNDS:					
Total funds brought forward		253,007	70,815	323,822	418,766
TOTAL FUNDS CARRIED FORWARD	**12**	311,500	46,485	357,985	323,822

The notes on pages 7 to 9 form part of these financial statements.

Kelly's Heroes
Comparative Statement of Financial Activities
For The Year Ended 31 March 2025

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM:				
Donations and legacies	**3**	135,544	-	135,544
Other	**4**	-	82,332	82,332
		135,544	82,332	217,876
EXPENDITURE ON:				
Raising funds	**5**	(254,327)	(58,493)	(312,820)
NET EXPENDITURE		(118,783)	23,839	(94,944)
NET MOVEMENT IN FUNDS		(118,783)	23,839	(94,944)
RECONCILIATION OF FUNDS:				
Total funds brought forward		371,790	46,976	418,766
TOTAL FUNDS CARRIED FORWARD	**12**	253,007	70,815	323,822

The notes on pages 7 to 9 form part of these financial statements.

Kelly's Heroes
Statement of Financial Position
As At 31 March 2025

	Notes	Unrestricted funds	Restricted funds	2025 Total funds	2024 Total funds
		£	£	£	£
CURRENT ASSETS					
Debtors	**9**	4,525	-	4,525	4,557
Cash at bank and in hand		367,996	-	367,996	335,781
		372,521	-	372,521	340,338
Creditors: Amounts Falling Due Within One Year	**10**	(14,536)	-	(14,536)	(16,516)
NET CURRENT ASSETS (LIABILITIES)		357,985	-	357,985	323,822
TOTAL ASSETS LESS CURRENT LIABILITIES		357,985	-	357,985	323,822
NET ASSETS		357,985	-	357,985	323,822
FUNDS OF THE CHARITY					
Restricted Funds				46,485	70,815
Unrestricted Funds				311,500	253,007
TOTAL FUNDS	**12**			357,985	323,822

On behalf of the board

R Hewitt

Trustee
Date

The notes on pages 7 to 9 form part of these financial statements.

1. **General Information**

Kelly's Heroes is a charitable incorporated organisation registered with the Charity Commission, registered charity number 1182625. The principal address is .

2. **Accounting Policies**

2.1. **Basis of Preparation of Financial Statements**

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) "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) (effective 1 January 2019)", Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities Act 2011.

The charity is a Public Benefit Entity as defined by FRS 102.

2.2. **Cash and Cash Equivalents**

Cash and cash equivalents are basic financial assets and include cash in hand and deposits held at call with banks, other short-term highly liquid investments that mature in no more than three months from the date of acquisition and are readily convertible to a known amount of cash with insignificant risk of change in value, and bank overdrafts.

3. **Income from Donations and Legacies**

	2025 Unrestricted funds	2024 Unrestricted funds
	£	£
Donations and gifts	268,448	135,544

4. **Other Income**

	2025 Restricted funds	2024 Restricted funds
	£	£
Restricted Income	18,975	82,332

5. **Analysis of Expenditure**

			2025
	Activities undertaken directly	Support costs (see note 6)	Total
	£	£	£
Raising funds	112,263	140,997	253,260

			2024
	Activities undertaken directly	Support costs (see note 6)	Total
	£	£	£
Raising funds	172,750	140,070	312,820

6. **Support Costs**

	2025
	Raising funds
	£
Employee costs	119,357
General administration	21,640
	140,997

	2024
	Raising funds
	£
Employee costs	118,353
General administration	21,717
	140,070

7. **Staff Costs**

Staff costs were as follows:

	2025	2024
	£	£
Wages and salaries	116,519	115,527
Other pension costs	2,210	2,634
	118,729	118,161

No employees received employee benefits (excluding employer pension costs) for the reporting period of more than £60,000.

8. **Average Number of Employees**

Average number of employees during the year was: 4 (2024: 4)

9. **Debtors**

	2025	2024
	£	£
Due within one year		
Trade debtors	4,525	4,557

10. **Creditors: Amounts Falling Due Within One Year**

	2025	2024
	£	£
Trade creditors	8,035	13,997
Other creditors	438	-
Taxation and social security	6,063	2,519
	14,536	16,516

11. **Pension Commitments**

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund.

During the year the charge to the statement of financial activities in respect of defined contribution schemes was £2,210 (2024: £2,634).

At the statement of financial position date contributions of £NIL were due to the fund and are included in creditors.

12. **Movement in Funds**

	As at 1 April 2024	Income	Expenditure	As at 31 March 2025
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	253,007	268,448	(209,955)	311,500
Restricted funds				
Restricted fund	70,815	18,975	(43,305)	46,485
Total funds	323,822	287,423	(253,260)	357,985

	As at 1 April 2023	Income	Expenditure	As at 31 March 2024
	£	£	£	£
Unrestricted funds				
General:				
General unrestricted fund	371,790	135,544	(254,327)	253,007
Restricted funds				
Restricted fund	46,976	82,332	(58,493)	70,815
Total funds	418,766	217,876	(312,820)	323,822

13. **Transactions with Trustees**

During the year the expenses reimbursed to the trustees or paid directly to third parties were as follows:

	2025	2024
	£	£

14. **Related Party Disclosures**

Kelly's Heroes
Detailed Statement of Financial Activities
For The Year Ended 31 March 2025

	2025 Total funds £	2024 Total funds £
INCOME AND ENDOWMENTS FROM:		
Donations and legacies		
Donations and gifts	268,448	135,544
	268,448	135,544
Other		
Restricted Income	18,975	82,332
	18,975	82,332
	287,423	217,876
EXPENDITURE ON:		
Raising funds		
Purchases	(68,958)	(114,256)
Restricted Costs	(43,305)	(58,494)
Wages and salaries	(116,519)	(115,527)
Employers pensions - defined contributions scheme	(2,210)	(2,634)
Staff training	(628)	(192)
Motor and travel expenses	(1,877)	(615)
Computer software costs	(4,231)	(3,216)
Insurance	(574)	(574)
Printing, postage, stationery and advertising	(9,372)	(11,297)
Telecommunications	(770)	(694)
Subscriptions	(4,175)	(4,495)
Bank charges	-	(45)
Sundry expenses	(641)	(781)
	(253,260)	(312,820)
	(253,260)	(312,820)
NET INCOME/(EXPENDITURE)	34,163	(94,944)

Accounts

COMPANY REGISTRATION NUMBER: CE016940
CHARITY REGISTRATION NUMBER: 1182625

Kelly's Heroes

Company Limited by Guarantee

Unaudited Financial Statements

31 March 2024

J SWEENEY ACCOUNTANTS
Accountants and Business Advisors
Seven Grange Lane
Pitsford
Northampton
NN6 9AP

Kelly's Heroes

Company Limited by Guarantee

Financial Statements

Year ended 31 March 2024

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2024.

Chair's report

With the Year being a difficult one for everyone due to continued high inflation and the Cost-of-Living crisis, as with other Charities, we saw a significant drop in Fundraising activities /income. That said,the signs for the current Year are showing an improvement.

December 2023 saw the N-SAS contract come to an end. With Government and NHS finances as they currently are we were told that there was no new funding available to continue the scheme. This was extremely disappointing as the general consensus was that the scheme was achieving well above the levels of support that it was intended to provide. The Board decided that although there was no further Public Health funding available it would continue to support people through its own revenue streams rather than turn people away that had been guided down that pathway.

Overall, although the Year shows a loss, our view is that the money spent has been to the benefit of people who needed our support. At a time where waiting lists in the Mental Health sector are at an all time high, we continue to maintain our objective of having no waiting list and our targets times for referrals & counselling sessions are being met. Our “listening ear service” or online chat service now has an increased capacity and extended service hours and is receiving an average of 15-20 calls per evening. This is testament to the hard work and dedication of our CEO and team.

With an increase in Fundraising activities during 2024/25, we are confident that we can maintain our current service levels going forward and we are extremely grateful to our dedicated supports and fundraisers.

Reference and administrative details

Registered charity name	Kelly's Heroes
Charity registration number	1182625
Company registration number	CE016940
Principal office and registered office	49 Doddington Road Wellingborough Northants NN8 2JH
The trustees	R Hewitt K York J Hewitt L Foster M Thomas K Hanger B Thomas M Wright
Accountants	J Sweeney Accountants Accountants and Business Advisors Seven Grange Lane Pitsford Northampton NN6 9AP

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 17 December 2024 and signed on behalf of the board of trustees by:

R Hewitt Trustee	J Hewitt Trustee

Kelly's Heroes

Company Limited by Guarantee

Statement of Financial Activities
(including income and expenditure account)

Year ended 31 March 2024

	Note	2024 Unrestricted funds £	2024 Restricted funds £	2024 Total funds £	2023 Total funds £
Income and endowments					
Donations and legacies	**5**	135,544	82,332	217,876	579,072
Investment income	**6**	–	–	–	1
Total income		135,544	82,332	217,876	579,073
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	**7**	114,256	58,494	172,750	279,875
Expenditure on charitable activities	**8,9**	140,071	–	140,070	127,632
Total expenditure		254,327	58,494	312,820	407,507
Net (expenditure)/income and net movement in funds		(118,783)	23,838	(94,944)	171,566
Reconciliation of funds					
Total funds brought forward		371,790	46,976	418,766	247,200
Total funds carried forward		253,007	70,814	323,821	418,766

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Kelly's Heroes

Company Limited by Guarantee

Statement of Financial Position

31 March 2024

	Note	2024 £	2023 £
Current assets			
Debtors	12	4,557	49,320
Cash at bank and in hand		335,781	393,688
		340,338	443,008
Creditors: amounts falling due within one year	13	16,516	24,242
Net current assets		323,822	418,766
Total assets less current liabilities		323,822	418,766
Funds of the charity			
Restricted funds		70,814	46,976
Unrestricted funds		253,007	371,790
Total charity funds	15	323,821	418,766

For the year ending 31 March 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 17 December 2024, and are signed on behalf of the board by:

R Hewitt
Trustee

J Hewitt
Trustee

Kelly's Heroes

Company Limited by Guarantee

Statement of Cash Flows

Year ended 31 March 2024

	2024	2023
	£	£
Cash flows from operating activities		
Net (expenditure)/income	(94,944)	171,566
Adjustments for:		
Other interest receivable and similar income	–	(1)
Changes in:		
Trade and other debtors	44,763	(49,209)
Trade and other creditors	(7,726)	13,435
Cash generated from operations	(57,907)	135,791
Interest received	–	1
Net cash (used in)/from operating activities	(57,907)	135,792
Net (decrease)/increase in cash and cash equivalents	(57,907)	135,792
Cash and cash equivalents at beginning of year	393,688	257,896
Cash and cash equivalents at end of year	335,781	393,688

The notes on pages 6 to 12 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 49 Doddington Road, Wellingborough, Northants, NN8 2JH.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.

- legacy income is recognised when receipt is probable and entitlement is established.

- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.

- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

3. **Accounting policies** *(continued)*

Financial instruments *(continued)*

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. **Limited by guarantee**

5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2024 £**
Donations			
Donations received	135,544	–	135,544
Restricted income	–	82,332	82,332
	135,544	82,332	217,876

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Donations			
Donations received	381,792	–	381,792
Restricted income	–	197,280	197,280
	381,792	197,280	579,072

6. Investment income

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Bank interest receivable	–	–	1	1

7. Costs of raising donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2024 £**
Costs of raising donations and legacies	114,256	58,494	172,750

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Costs of raising donations and legacies	229,675	50,199	279,875

8. Expenditure on charitable activities by fund type

Unrestricted Funds £	Restricted Funds £	**Total Funds 2024 £**
140,071	–	140,070

Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
27,248	100,385	127,632

9. Expenditure on charitable activities by activity type

Activities undertaken directly £	**Total funds 2024 £**	Total fund 2023 £
140,070	140,070	127,632

10. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2024 £	2023 £
Wages and salaries	115,527	105,591
Employer contributions to pension plans	2,634	1,996
	118,161	107,587

The average head count of employees during the year was 4 (2023: 4).

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

11. Trustee remuneration and expenses

The trustees are not entitled to, nor did they receive, any remuneration during the year. The trustees may be reimbursed for travelling and other costs incurred by them on charity business.

12. Debtors

	2024 £	2023 £
Trade debtors	4,557	49,320

13. Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	13,997	17,166
Social security and other taxes	2,519	7,076
	16,516	24,242

14. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £2,634 (2023: £1,996).

15. Analysis of charitable funds

Unrestricted funds

	At 1 April 2023	Income	Expenditure	**At 31 March 2024**
	£	£	£	£
General funds	371,790	135,544	(254,327)	253,007

	At 1 April 2022	Income	Expenditure	At 31 March 2023
	£	£	£	£
General funds	246,920	381,793	(256,923)	371,790

Restricted funds

	At 1 April 2023	Income	Expenditure	**At 31 March 2024**
	£	£	£	£
Restricted Fund	46,976	82,332	(58,494)	70,814

	At 1 April 2022	Income	Expenditure	At 31 March 2023
	£	£	£	£
Restricted Fund	280	197,280	(150,584)	46,976

16. Analysis of changes in net debt

	At 1 Apr 2023	Cash flows	**At 31 Mar 2024**
	£	£	**£**
Cash at bank and in hand	393,688	(57,907)	335,781

The following pages do not form part of the financial statements.

Kelly's Heroes

Company Limited by Guarantee

Detailed Statement of Financial Activities

Year ended 31 March 2024

	2024 £	2023 £
Income and endowments		
Donations and legacies		
Donations received	135,544	381,792
Restricted income	82,332	197,280
	217,876	579,072
Investment income		
Bank interest receivable	–	1
Total income	217,876	579,073
Expenditure		
Costs of raising donations and legacies		
Light and heat	114,256	213,765
Repairs and maintenance	58,494	66,110
	172,750	279,875
Expenditure on charitable activities		
Wages and salaries	115,527	105,591
Pension costs	2,634	1,996
Repairs and maintenance	615	168
Insurance	574	574
Bank fees	45	63
Computer expenses	3,216	3,151
Staff training	192	3,092
Subscriptions	4,495	4,849
General expenses	781	953
Telephone	694	1,722
Printing, postage, stationery and advertising	11,297	5,473
	140,070	127,632
Total expenditure	312,820	407,507
Net (expenditure)/income	(94,944)	171,566

	2024 £	2023 £
Costs of raising donations and legacies		
Project costs	114,256	213,765
Restricted costs	58,494	66,110
	172,750	279,875
Costs of raising donations and legacies	172,750	279,875
Expenditure on charitable activities		
Activities undertaken directly		
Wages and salaries	115,527	105,591
Pension costs	2,634	1,996
Motor and travel expenses	615	168
Insurance	574	574
Bank fees	45	63
Computer expenses	3,216	3,151
Staff training	192	3,092
Subscriptions	4,495	4,849
General expenses	781	953
Telephone	694	1,722
Printing, postage, stationery and advertising	11,297	5,473
	140,070	127,632
Expenditure on charitable activities	140,070	127,632

Accounts

COMPANY REGISTRATION NUMBER: CE016940
CHARITY REGISTRATION NUMBER: 1182625

Kelly's Heroes

Company Limited by Guarantee

Unaudited Financial Statements

31 March 2023

J SWEENEY ACCOUNTANTS
Accountants and Business Advisors
Seven Grange Lane
Pitsford
Northampton
NN6 9AP

Kelly's Heroes

Company Limited by Guarantee

Financial Statements

Year ended 31 March 2023

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2023.

Chair's report

Due to an extremely successful cycle ride across Europe and the USA, the Trustees decided to add the more recognisable "Kelly's Heroes" name as the "trading name" of the Charity going forward. This has taken out any confusion over 2 different names on social media and has been met with approval from the Public and our dedicated supporters.

2022-23 saw a full implementation of the NHS N-SAS contract which has helped support an increasing number of individuals & families. Due to initial delays the contract end date was extended to the end of December 2023 so we will report more on this in next Years accounts. With various fundraising events, printed literature and more social media presence we are now finding that more and more people are aware of our services and that is being seen in the number of referrals. Engagement with our online Listening Ear Service is also increasing and it is anticipated that we will need to increase the number of available counsellors each evening before the end of 2023.

We're currently looking at ways to expand our reach so that we are even more available to help support people in 2023/24 and beyond but of course the one thing that is always at the forefront of any Charity's thinking is funding. We have a really good core of dedicated supporters and Fundraisers which we are looking to grow as funding from public bodies look set to be even further reduced going forward. At a time when the needs for services like ours are increasing this is of course a real concern.

Reference and administrative details

Registered charity name	Kelly's Heroes
Charity registration number	1182625
Company registration number	CE016940
Principal office and registered office	59 Doddington Road Wellingborough Northants NN8 2JH
The trustees	
	R Hewitt K York J Hewitt L Foster M Thomas K Hanger B Thomas M Wright
Accountants	J Sweeney Accountants Accountants and Business Advisors Seven Grange Lane Pitsford Northampton NN6 9AP

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 22 January 2024 and signed on behalf of the board of trustees by:

R Hewitt Trustee	J Hewitt Trustee

Kelly's Heroes

Company Limited by Guarantee

Statement of Financial Activities
(including income and expenditure account)

Year ended 31 March 2023

	Note	2023 Unrestricted funds £	2023 Restricted funds £	2023 Total funds £	2022 Total funds £
Income and endowments					
Donations and legacies	**5**	381,792	197,280	579,072	214,156
Investment income	**6**	1	–	1	–
Total income		381,793	197,280	579,073	214,156
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	**7**	229,875	50,199	279,875	59,546
Expenditure on charitable activities	**8,9**	27,248	100,385	127,632	54,908
Total expenditure		257,123	150,584	407,507	114,454
Net income and net movement in funds		124,670	46,696	171,566	99,702
Reconciliation of funds					
Total funds brought forward		246,920	280	247,200	147,498
Total funds carried forward		371,590	46,976	418,566	247,200

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Kelly's Heroes

Company Limited by Guarantee

Statement of Financial Position

31 March 2023

	Note	2023 £	2022 £
Current assets			
Debtors	**12**	49,320	111
Cash at bank and in hand		393,688	257,896
		443,008	258,007
Creditors: amounts falling due within one year	**13**	24,242	10,807
Net current assets		418,766	247,200
Total assets less current liabilities		418,766	247,200
Funds of the charity			
Restricted funds		46,976	280
Unrestricted funds		371,590	246,920
Total charity funds	**15**	418,566	247,200

For the year ending 31 March 2023 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 22 January 2024, and are signed on behalf of the board by:

R Hewitt
Trustee

J Hewitt
Trustee

The notes on pages 6 to 11 form part of these financial statements.

Kelly's Heroes

Company Limited by Guarantee

Statement of Cash Flows

Year ended 31 March 2023

	2023	2022
	£	£
Cash flows from operating activities		
Net income	171,566	99,702
Adjustments for:		
Other interest receivable and similar income	(1)	–
Changes in:		
Trade and other debtors	(49,209)	(111)
Trade and other creditors	13,435	9,613
Cash generated from operations	135,791	109,204
Interest received	1	–
Net cash from operating activities	135,792	109,204
Net increase in cash and cash equivalents	135,792	109,204
Cash and cash equivalents at beginning of year	257,896	148,692
Cash and cash equivalents at end of year	393,688	257,896

The notes on pages 6 to 11 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 59 Doddington Road, Wellingborough, Northants, NN8 2JH.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.

- legacy income is recognised when receipt is probable and entitlement is established.

- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.

- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

3. Accounting policies ***(continued)***

Financial instruments ***(continued)***

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Limited by guarantee

5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2023 £**
Donations			
Donations received	381,792	–	381,792
Restricted income	–	197,280	197,280
	381,792	197,280	579,072

	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £
Donations			
Donations received	204,756	–	204,756
Restricted income	–	9,400	9,400
	204,756	9,400	214,156

6. Investment income

	Unrestricted Funds £	**Total Funds 2023 £**	Unrestricted Funds £	Total Funds 2022 £
Bank interest receivable	1	1	–	–

7. Costs of raising donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2023 £**
Costs of raising donations and legacies	229,875	50,199	279,875

	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £
Costs of raising donations and legacies	50,426	9,120	59,546

8. Expenditure on charitable activities by fund type

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2023 £**
	27,248	100,385	127,632

	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £
	54,908	–	54,908

9. Expenditure on charitable activities by activity type

	Activities undertaken directly £	**Total funds 2023 £**	Total fund 2022 £
Activity type 1	127,632	127,632	54,908

10. Staff costs

The average head count of employees during the year was 4 (2022: 1).

No employee received employee benefits of more than £60,000 during the year (2022: Nil).

11. Trustee remuneration and expenses

The trustees are not entitled to, nor did they receive, any remuneration during the year. The trustees may be reimbursed for travelling and other costs incurred by them on charity business.

12. Debtors

	2023 £	2022 £
Trade debtors	49,320	111

13. Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	17,166	9,129
Social security and other taxes	7,076	1,678
	24,242	10,807

14. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £1,996 (2022: £1,089).

15. Analysis of charitable funds

Unrestricted funds

	At 1 April 2022	Income	Expenditure	**At 31 March 2023**
	£	£	£	£
General funds	246,920	381,793	(257,123)	371,590

	At 1 April 2021	Income	Expenditure	At 31 March 2022
	£	£	£	£
General funds	147,498	204,756	(105,334)	246,920

Restricted funds

	At 1 April 2022	Income	Expenditure	**At 31 March 2023**
	£	£	£	£
Restricted Fund	280	197,280	(150,584)	46,976

	At 1 April 2021	Income	Expenditure	At 31 March 2022
	£	£	£	£
Restricted Fund	–	9,400	(9,120)	280

16. Analysis of changes in net debt

	At 1 Apr 2022	Cash flows	**At 31 Mar 2023**
	£	£	**£**
Cash at bank and in hand	257,896	135,792	393,688

The following pages do not form part of the financial statements.

Kelly's Heroes

Company Limited by Guarantee

Detailed Statement of Financial Activities

Year ended 31 March 2023

	2023 £	2022 £
Income and endowments		
Donations and legacies		
Donations received	381,792	204,756
Restricted income	197,280	9,400
	579,072	214,156
Investment income		
Bank interest receivable	1	–
Total income	579,073	214,156
Expenditure		
Costs of raising donations and legacies		
Project costs	213,765	50,426
Restricted costs	66,110	9,120
	279,875	59,546
Expenditure on charitable activities		
Wages and salaries	105,591	43,175
Pension costs	1,996	1,089
Repairs and maintenance	168	–
Insurance	574	569
Bank fees	63	24
Computer expenses	3,151	–
Staff training	3,092	3,600
Subsrciptions	4,849	3,335
General expenses	953	–
Telephone	1,722	705
Printing, postage, stationery and advertising	5,473	2,411
	127,632	54,908
Total expenditure	407,507	114,454
Net income	171,566	99,702

	2023 £	2022 £
Costs of raising donations and legacies		
Project costs	213,765	50,426
Restricted costs	66,110	9,120
	279,875	59,546
Costs of raising donations and legacies	279,875	59,546
Expenditure on charitable activities		
Activity type 1		
Activities undertaken directly		
Wages and salaries	105,591	43,175
Pension costs	1,996	1,089
Motor and travel expenses	168	–
Insurance	574	569
Bank fees	63	24
Computer expenses	3,151	–
Staff training	3,092	3,600
Subscriptions	4,849	3,335
General expenses	953	–
Telephone	1,722	705
Printing, postage, stationery and advertising	5,473	2,411
	127,632	54,908
Expenditure on charitable activities	127,632	54,908

Accounts

COMPANY REGISTRATION NUMBER: CE016940
CHARITY REGISTRATION NUMBER: 1182625

We Mind & Kelly Matters

Company Limited by Guarantee

Unaudited Financial Statements

31 March 2022

J SWEENEY ACCOUNTANTS
Accountants and Business Advisors
Seven Grange Lane
Pitsford
Northampton
NN6 9AP

We Mind & Kelly Matters

Company Limited by Guarantee

Financial Statements

Year ended 31 March 2022

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2022.

Chair's report

2021/22 Saw the introduction of our front-line service offering of one-to-one counselling sessions (predominantly online still due to Covid), Mental Health courses & Suicide Awareness/prevention courses (again online) and our Online Support Service. Number increased albeit slowly due to the Pandemic and the fact that as a new service we needed to heavily promote ourselves on social media and other channels but by the end of Q4 numbers were increasing rapidly. Income increased on the previous year due to various fundraising events organised by ourselves as well as other generous and selfless people who took it on themselves to take on some huge personal and group challenges.

During Q2 & Q3 we worked hard on an NHS tender for Bereavement by Suicide support services and we're pleased to report we were awarded the first ever local NHS funded contract which started in Q4 of our financial Year. The project is called N-SAS (Northamptonshire Support After Suicide) and involved recruiting members of staff to implement the plan which proved difficult initially due to the same recruitment pressures everyone else seemed to be experiencing at the time. At the time of reporting all staff have been recruited and the Contract is running successfully so far. Also during Q4 we were able to increase our Online Support Service from 3 hours per night, 3 nights per week to 3 hours per night, every night of the Year. This has proved to be extremely useful to people that need support but are not ready for face-to-face counselling.

2022/23 will see the launch of a worldwide cycle ride in order to raise awareness and funds to help support the Charity.

Reference and administrative details

Registered charity name	We Mind & Kelly Matters
Charity registration number	1182625
Company registration number	CE016940
Principal office and registered office	59 Doddington Road Wellingborough Northants NN8 2JH
The trustees	
	R Hewitt K York J Hewitt L Foster M Thomas K Hanger B Thomas
Accountants	J Sweeney Accountants Accountants and Business Advisors Seven Grange Lane Pitsford Northampton NN6 9AP

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 27 January 2023 and signed on behalf of the board of trustees by:

R Hewitt Trustee	J Hewitt Trustee

We Mind & Kelly Matters

Company Limited by Guarantee

Statement of Financial Activities
(including income and expenditure account)

Year ended 31 March 2022

	Note	2022 Unrestricted funds £	2022 Restricted funds £	2022 Total funds £	2021 Total funds £
Income and endowments					
Donations and legacies	**5**	204,756	9,400	214,156	137,423
Total income		204,756	9,400	214,156	137,423
Expenditure					
Expenditure on raising funds:					
Costs of raising donations and legacies	**6**	50,426	9,120	59,546	3,523
Expenditure on charitable activities	**7,8**	54,908	–	54,908	16,360
Total expenditure		105,334	9,120	114,454	19,883
Net income and net movement in funds		99,422	280	99,702	117,540
Reconciliation of funds					
Total funds brought forward		147,498	–	147,498	29,958
Total funds carried forward		246,920	280	247,200	147,498

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

We Mind & Kelly Matters

Company Limited by Guarantee

Statement of Financial Position

31 March 2022

	Note	2022 £	2021 £
Current assets			
Debtors	**11**	111	–
Cash at bank and in hand		257,896	148,692
		258,007	148,692
Creditors: amounts falling due within one year	**12**	10,807	1,194
Net current assets		247,200	147,498
Total assets less current liabilities		247,200	147,498
Funds of the charity			
Restricted funds		280	–
Unrestricted funds		246,920	147,498
Total charity funds	**14**	247,200	147,498

For the year ending 31 March 2022 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 27 January 2023, and are signed on behalf of the board by:

R Hewitt
Trustee

J Hewitt
Trustee

We Mind & Kelly Matters

Company Limited by Guarantee

Statement of Cash Flows

Year ended 31 March 2022

	2022 £	2021 £
Cash flows from operating activities		
Net income	99,702	117,540
Changes in:		
Trade and other debtors	(111)	–
Trade and other creditors	9,613	1,194
Cash generated from operations	109,204	118,734
Net cash from operating activities	109,204	118,734
Net increase in cash and cash equivalents	109,204	118,734
Cash and cash equivalents at beginning of year	148,692	29,958
Cash and cash equivalents at end of year	257,896	148,692

The notes on pages 6 to 11 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 59 Doddington Road, Wellingborough, Northants, NN8 2JH.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.

- legacy income is recognised when receipt is probable and entitlement is established.

- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.

- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

3. Accounting policies *(continued)*

Financial instruments *(continued)*

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Limited by guarantee

5. Donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2022 £**
Donations			
Donations received	204,756	–	204,756
Restricted income	–	9,400	9,400
	204,756	9,400	214,156

	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £
Donations			
Donations received	137,423	–	137,423
Restricted income	–	–	–
	137,423	–	137,423

6. Costs of raising donations and legacies

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2022 £**
Costs of raising donations and legacies	50,426	9,120	59,546

	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £
Costs of raising donations and legacies	3,523	–	3,523

7. Expenditure on charitable activities by fund type

Unrestricted Funds £	**Total Funds 2022 £**	Unrestricted Funds £	Total Funds 2021 £
54,908	54,908	16,360	16,360

8. Expenditure on charitable activities by activity type

Activities undertaken directly £	**Total funds 2022 £**	Total fund 2021 £
54,908	54,908	16,360

9. Staff costs

9. Staff costs *(continued)*

The average head count of employees during the year was 1 (2021: 1).

No employee received employee benefits of more than £60,000 during the year (2021: Nil).

10. Trustee remuneration and expenses

The trustees are not entitled to, nor did they receive, any remuneration during the year. The trustees may be reimbursed for travelling and other costs incurred by them on charity business.

11. Debtors

	2022	2021
	£	£
Trade debtors	111	–

12. Creditors: amounts falling due within one year

	2022	2021
	£	£
Trade creditors	9,129	–
Social security and other taxes	1,678	1,194
	10,807	1,194

13. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £1,089 (2021: £268).

14. Analysis of charitable funds

Unrestricted funds

	At 1 April 2021	Income	Expenditure	**At 31 March 2022**
	£	£	£	£
General funds	147,498	204,756	(105,334)	246,920

	At 1 April 2020	Income	Expenditure	At 31 March 2021
	£	£	£	£
General funds	29,958	137,423	(19,883)	147,498

14. Analysis of charitable funds *(continued)*

Restricted funds

	At 1 April 2021	Income	Expenditure	**At 31 March 2022**
	£	£	£	£
Restricted Fund	–	9,400	(9,120)	280

	At 1 April 2020	Income	Expenditure	At 31 March 2021
	£	£	£	£
Restricted Fund	–	–	–	–

15. Analysis of changes in net debt

	At 1 Apr 2021	Cash flows	**At 31 Mar 2022**
	£	£	**£**
Cash at bank and in hand	148,692	109,204	257,896

The following pages do not form part of the financial statements.

We Mind & Kelly Matters

Company Limited by Guarantee

Detailed Statement of Financial Activities

Year ended 31 March 2022

	2022 £	2021 £
Income and endowments		
Donations and legacies		
Donations received	204,756	137,423
Restricted income	9,400	–
	214,156	137,423
Total income	214,156	137,423
Expenditure		
Costs of raising donations and legacies		
Donations	–	87
Project costs	50,426	3,436
Restricted costs	9,120	–
	59,546	3,523
Expenditure on charitable activities		
Wages and salaries	43,175	10,500
Pension costs	1,089	268
Insurance	569	434
Bank fees	24	2
Computer expenses	–	2,370
Staff training	3,600	2,519
Subscriptions	3,335	266
General expenses	–	1
Telephone	705	–
Printing, postage, stationery and advertising	2,411	–
	54,908	16,360
Total expenditure	114,454	19,883
Net income	99,702	117,540

	2022 £	2021 £
Costs of raising donations and legacies		
Donations	–	87
Project costs	50,426	3,436
Restricted costs	9,120	–
	59,546	3,523
Costs of raising donations and legacies	59,546	3,523
Expenditure on charitable activities		
Wages and salaries	43,175	10,500
Pension costs	1,089	268
Insurance	569	434
Bank fees	24	2
Computer expenses	–	2,370
Staff training	3,600	2,519
Subscriptions	3,335	266
General expenses	–	1
Telephone	705	–
Printing, postage, stationery and advertising	2,411	–
	54,908	16,360
Expenditure on charitable activities	54,908	16,360

Accounts

COMPANY REGISTRATION NUMBER: CE016940
CHARITY REGISTRATION NUMBER: 1182625

We Mind & Kelly Matters

Company Limited by Guarantee

Unaudited Financial Statements

31 March 2021

J SWEENEY ACCOUNTANTS
Accountants and Business Advisors
Unit 3 Deanery Court
Preston Deanery
Northampton
NN7 2DT

We Mind & Kelly Matters

Company Limited by Guarantee

Financial Statements

Year ended 31 March 2021

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2021.

Chair's report

2020 continued to be a difficult Year for fundraising events but we did however receive considerable financial support through donations to "Kelly's Heroes" bike ride from John O Groats to Lands End which was lucky enough to go ahead in-between restrictions and lockdowns. As the total grew it became apparent that with the right appointment, we could roll out our own Mental Health and Suicide awareness support services and programs in the County to support the General Public and also supporting local schools. In December 2020, the Trustees appointed what they consider to be the right person with the right skill sets, enthusiasm and qualifications to implement these plans under the umbrella name of M.A.S.K (Mental Health Awareness & Suicide Prevention in Kelly's Memory). This unique offering started in January 2021 but again with the UK going back into lockdown it meant a slow start for Q4 of our financial Year. That said we pushed on with remote services and a dedicated Online Chat Support Service and the foundations were firmly in place for Q1 of our next Financial Year (2021/22).

Reference and administrative details

Registered charity name	We Mind & Kelly Matters	
Charity registration number	1182625	
Company registration number	CE016940	
Principal office and registered office	59 Doddington Road Wellingborough Northants NN8 2JH	
The trustees		
	R Hewitt	
	K York	
	J Westley	
	J Hewitt	
	L Foster	(Appointed 1 January 2021)
	M Thomas	(Appointed 1 January 2021)
	K Hanger	(Appointed 1 January 2021)
	B Thomas	(Appointed 1 January 2021)
Accountants	J Sweeney Accountants Accountants and Business Advisors Unit 3 Deanery Court Preston Deanery Northampton NN7 2DT	

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies exemption.

The trustees' annual report was approved on 6 January 2022. and signed on behalf of the board of trustees by:

R Hewitt Trustee	J Hewitt Trustee

We Mind & Kelly Matters

Company Limited by Guarantee

Statement of Financial Activities
(including income and expenditure account)

Year ended 31 March 2021

	Note	2021 Unrestricted funds £	2021 Total funds £	2020 Total funds £
Income and endowments				
Donations and legacies	**5**	137,423	137,423	49,958
Total income		137,423	137,423	49,958
Expenditure				
Expenditure on raising funds:				
Costs of raising donations and legacies	**6**	3,523	3,523	20,000
Expenditure on charitable activities	**7,8**	16,360	16,360	–
Total expenditure		19,883	19,883	20,000
Net income and net movement in funds		117,540	117,540	29,958
Reconciliation of funds				
Total funds brought forward		29,958	29,958	–
Total funds carried forward		147,498	147,498	29,958

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 6 to 10 form part of these financial statements.

We Mind & Kelly Matters

Company Limited by Guarantee

Statement of Financial Position

31 March 2021

	Note	2021 £	2020 £
Current assets			
Cash at bank and in hand		148,692	29,958
Creditors: amounts falling due within one year	11	1,194	–
Net current assets		147,498	29,958
Total assets less current liabilities		147,498	29,958
Funds of the charity			
Unrestricted funds		147,498	29,958
Total charity funds	13	147,498	29,958

For the year ending 31 March 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 6 January 2022, and are signed on behalf of the board by:

R Hewitt
Trustee

J Hewitt
Trustee

The notes on pages 6 to 10 form part of these financial statements.

We Mind & Kelly Matters

Company Limited by Guarantee

Statement of Cash Flows

Year ended 31 March 2021

	2021 £	2020 £
Cash flows from operating activities		
Net income	117,540	29,958
Changes in:		
Trade and other creditors	1,194	–
Cash generated from operations	118,734	29,958
Net cash from operating activities	118,734	29,958
Net increase in cash and cash equivalents	118,734	29,958
Cash and cash equivalents at beginning of year	29,958	–
Cash and cash equivalents at end of year	148,692	29,958

The notes on pages 6 to 10 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is 59 Doddington Road, Wellingborough, Northants, NN8 2JH.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Companies Act 2006.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.

- legacy income is recognised when receipt is probable and entitlement is established.

- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.

- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Financial instruments

A financial asset or a financial liability is recognised only when the charity becomes a party to the contractual provisions of the instrument.

3. Accounting policies *(continued)*

Financial instruments *(continued)*

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Debt instruments are subsequently measured at amortised cost.

Where investments in shares are publicly traded or their fair value can otherwise be measured reliably, the investment is subsequently measured at fair value with changes in fair value recognised in income and expenditure. All other such investments are subsequently measured at cost less impairment.

Other financial instruments, including derivatives, are initially recognised at fair value, unless payment for an asset is deferred beyond normal business terms or financed at a rate of interest that is not a market rate, in which case the asset is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Other financial instruments are subsequently measured at fair value, with any changes recognised in the statement of financial activities, with the exception of hedging instruments in a designated hedging relationship.

Financial assets that are measured at cost or amortised cost are reviewed for objective evidence of impairment at the end of each reporting date. If there is objective evidence of impairment, an impairment loss is recognised under the appropriate heading in the statement of financial activities in which the initial gain was recognised.

For all equity instruments regardless of significance, and other financial assets that are individually significant, these are assessed individually for impairment. Other financial assets are either assessed individually or grouped on the basis of similar credit risk characteristics.

Any reversals of impairment are recognised immediately, to the extent that the reversal does not result in a carrying amount of the financial asset that exceeds what the carrying amount would have been had the impairment not previously been recognised.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Limited by guarantee

5. Donations and legacies

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Donations				
Donations received	137,423	137,423	49,958	49,958

6. Costs of raising donations and legacies

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Costs of raising donations and legacies	3,523	3,523	20,000	20,000

7. Expenditure on charitable activities by fund type

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
	16,360	16,360	–	–

8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	**Total funds 2021 £**	Total fund 2020 £
	16,360	16,360	–

9. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2021 £	2020 £
Wages and salaries	10,500	–
Employer contributions to pension plans	268	–
	10,768	–

The average head count of employees during the year was 1 (2020: Nil).

No employee received employee benefits of more than £60,000 during the year (2020: Nil).

10. Trustee remuneration and expenses

The trustees are not entitled to, nor did they receive, any remuneration during the year. The trustees may be reimbursed for travelling and other costs incurred by them on charity business.

11. Creditors: amounts falling due within one year

	2021	2020
	£	£
Social security and other taxes	1,194	–

12. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £268 (2020: £Nil).

13. Analysis of charitable funds

Unrestricted funds

	At 1 April 2020	Income	Expenditure	**At 31 March 2021**
	£	£	£	£
General funds	29,958	137,423	(19,883)	147,498

	At 1 April 2019	Income	Expenditure	At 31 March 2020
	£	£	£	£
General funds	–	49,958	(20,000)	29,958

14. Analysis of changes in net debt

	At 1 Apr 2020	Cash flows	**At 31 Mar 2021**
	£	£	**£**
Cash at bank and in hand	29,958	118,734	148,692

The following pages do not form part of the financial statements.

We Mind & Kelly Matters

Company Limited by Guarantee

Detailed Statement of Financial Activities

Year ended 31 March 2021

	2021 £	2020 £
Income and endowments		
Donations and legacies		
Donations received	137,423	49,958
Total income	137,423	49,958
Expenditure		
Costs of raising donations and legacies		
Donations - Mind	–	20,000
Donations - Other	87	–
Project costs - Postvention	250	–
Project costs - Local school support	3,186	–
	3,523	20,000
Expenditure on charitable activities		
Wages and salaries	10,500	–
Pension costs	268	–
Insurance	434	–
Bank fees	2	–
Computer expenses	2,370	–
Staff training	2,519	–
Subscriptions	266	–
General expenses	1	–
	16,360	–
Total expenditure	19,883	20,000
Net income	117,540	29,958

	2021	2020
	£	£
Costs of raising donations and legacies		
Donations - Mind	–	20,000
Donations - Other	87	–
Project costs - Postvention	250	–
Project costs - Local school support	3,186	–
	3,523	20,000
Costs of raising donations and legacies	3,523	20,000
Expenditure on charitable activities		
Activities undertaken directly		
Wages and salaries	10,500	–
Pension costs	268	–
Insurance	434	–
Bank fees	2	–
Computer expenses	2,370	–
Staff training	2,519	–
Subscriptions	266	–
General expenses	1	–
	16,360	–
Expenditure on charitable activities	16,360	–