

ADAM'S ROSE

England & Wales · Charity number 1183227

Details

Status Registered

Legal form CIO

Registered 2019-05-02

Register [View on the Charity Commission register](#)

Contact

Address 6 Rydal Close
Huntingdon
PE29 6UF

Phone 07867335299

Email INFO@ADAMSROSE.CO.UK

Website www.adamsrose.co.uk

Activities

Objects: TO PRESERVE AND PROTECT THE PHYSICAL AND MENTAL HEALTH OF THOSE SUFFERING BEREAVEMENT BY PROVIDING SUPPORT THROUGH LITERATURE, QUARTERLY EVENTS AND AN ONLINE MEMBERS FORUM.

Activities: Adam's Rose provides support to those suffering from grief through various different channels including postal, online, social media support groups, community events and outings and also partnerships with local hospitals, funeral homes and other services. Currently supporting those in Cambridgeshire, we hope to expand the geographical regions we cover.

Classification

- **How:** Other Charitable Activities
- **What:** General Charitable Purposes
- **Who:** Other Defined Groups

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£39,306	£22,238	-	-
2024-03-31	£8,404	£17,751	-	-
2023-03-31	£24,402	£14,829	-	-
2022-03-31	£4,473	£4,239	-	-
2021-03-31	£5,433	£930	-	-

Trustees

Name	Role	Appointed
Victoria Hurst	Chair	2019-05-01
Margo Leftly		2019-05-01
Sarah Hurst Mrs		2020-01-01
Steven Leftly		2019-05-01

ADAM'S ROSE

England & Wales - Charity number 1183227

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From May 2024 To April 2025

Charity name: Adam's Rose

Charity registration number: 1183227

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To preserve and protect the physical and mental health of those suffering bereavement by providing support through literature, quarterly events and an online members forum.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	• Online Support Services • Grief support pack and literature provided by post • Belongings bags for loved ones issued at hospitals • Monthly events for members to provide motivation for surviving grief and create communities • Counselling services for members
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees follow best practice as set out by the guidance issued by the charity commission on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	

Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	When we receive a referral at Adam's Rose the first thing we do is act quickly to ensure that each and every person referred knows that they are not alone. Within 48 hours of referral, they will receive a phone call and will receive their "Welcome to grief" pack in the post. Within this pack is their Adam's Rose Grief Journal – an interactive and informative journal created by trained bereavement Psychotherapists, Adam's wife and best friends and our amazing illustrator. The journal will take them through the first few days and weeks including the feelings they can expect to experience, guidance and help, a place to express themselves including areas for free writing / drawing and words of reassurance and support. Along with the grief journals we provide Adam's rose colouring pencils, pens and everything you may need along with some other gifts you can keep close. In addition to the supportive packs which are all sent via Royal Mail postage, Adam's Rose aims to create a community. Nothing can take away the pain and unbearable sorrow of losing someone so special but knowing there are people who have experienced grief and are going through similar experiences and feelings can be the difference between what gets you through a day and what doesn't. We have also continued to provide our Counselling services, providing fully funded grief and bereavement counselling to registered members to bridge the gap between the NHS provided care / waiting lists. During the year 2024-2025 Adam's Rose saw a huge increase in the amount of referrals from GP practices of patients requesting private counselling. Processes had to be put in place to affirm the patients

		were relevant to the services the charity provides and were suitable beneficiaries and not patients that should be signposted elsewhere. Adam's Rose have also ran regular and monthly community coffee mornings where beneficiaries gather for cake and refreshments and seek comfort in speaking to others and our charity volunteers and manager.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Our counselling services have expanded rapidly, we now work in partnership with 5 counsellors across the region (1 additional counsellor from the previous year) providing counselling services (minimum of 6 sessions per member) to those members / referrals who opt in. We have successfully managed our referrals this year from all sources ensuring that funding has been available to support the demand. In addition to the above we also successfully hold monthly coffee mornings which our referrals and members attend and seek comfort in speaking to others and our charity volunteers and manager. We also held an annual Christmas lunch in memory of loved ones which was a huge success.
Performance of fundraising activities against objectives set	Para 1.41	Adam's saw a successful year in fundraising, particularly with the award of a National Lottery grant for plus a grant from a local crematorium. Grants total was £35,370 In addition to this we also had £821.20 from fundraising, £584.90 donations and £2530 from special events This was in line with our objectives to increase fundraising to support the demand

		we had seen an increase in the previous year
Investment performance against objectives	Para 1.41	We currently have no investment strategy.
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity ended 2024-2025 on increased funds compared to the previous year
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves have been held at the end of 2024-2025 in order to continue to provide a range of services to our recipient base.
Amount of reserves held	Para 1.22	£17,068
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	n/a

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	n/a
A description of the principal risks facing the charity	Para 1.46	As the charity continues to grow and the economy feels more pressure, there is a risk of being able to maintain the amount of fundraising we have seen for previous years however to mitigate this risk we are ensuring we hold reserves to support growth of services and offerings and also exploring additional fundraising approaches including further grants of which we have already had successes in.

Other		
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Structure, Governance and Management

Description of charity's trusts:		Best practice.
Type of governing document (trust deed , royal charter)	Para 1.25	Trust Deed.
How is the charity constituted? (e.g unincorporated association , CIO)	Para 1.25	Incorporated.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	The board of trustees consist of 4 trustees and a non-exec chairman with no voting rights.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	n/a
The charity's organisational structure and any wider network with which the charity works	Para 1.51	n/a
Relationship with any related parties	Para 1.51	n/a
Other		

Reference and Administrative details

Charity name	Adams Rose
Other name the charity uses	Adams Rose Grief Support / Adams Rose Bereavement charity
Registered charity number	1183227
Charity's principal address	6 Rydal Close Stukeley Meadows Huntingdon Cambs PE29 6UF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Victoria Hurst	n/a		
2	Margo Leftly	n/a		
3	Steve Leftly	n/a		
4	Sarah Hurst	n/a		
5				
6				
7				
8				
9				
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12				
13				
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17				
18				
19				
20				

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

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	none
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

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

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)	<i>M.A. Leftly</i>	
Full name(s)	Margo Leftly	
Position (eg Secretary, Chair, etc)	Trustee	
Date	19.01.2026	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Adams's Rose

No (if any)
1183227

Receipts and payments accounts

CC16a

For the period
from

Period start date
May-24

To

Period end date
Apr-25

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	585	-	-	585	-
Special Events	2,530	-	-	2,530	-
Grants	35,370	-	-	35,370	-
Fundraising	821	-	-	821	-
		-	-	-	-
		-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	39,306	-	-	39,306	
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	39,306	-	-	39,306	
A3 Payments					
Supplies	545	-	-	545	-
Special events	2,900	-	-	2,900	-
Counselling	6,080	-	-	6,080	-
Consulting	12,668	-	-	12,668	-
Postage	45	-	-	45	-
		-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	22,238	-	-	22,238	
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	22,238	-	-	22,238	
Net of receipts/(payments)	17,068	-	-	17,068	
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	17,068	-	-	17,068	-

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds			-	-
	Bank	31,000	-	-
		-	-	-
	Total cash funds	31,000	-	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details			
	None	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	None	0	-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Merchandise		-	300
	Grief Packs		-	200
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	None		-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	M.Leftly	Margo Leftly	12/11/2024	

Independent Examiner's Report to the Trustees of Adam's Rose

Charity Name: Adams Rose

Charity Number: 1183227

Year Ended: April 2025

I report on the accounts of Adam's Rose for the year ended 04/2025, which have been prepared on the basis of receipts and payments.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts.

I have carried out an independent examination of these accounts as required under section 145 of the Charities Act 2011.

Basis of independent examiner's statement

My examination was carried out in accordance with the Charity Commission's guidance for independent examiners (CC32).

An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records.

It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from the trustees concerning such matters.

My role is to state whether any material matters have come to my attention.

Independent examiner's statement

In the course of my examination, no matter has come to my attention:

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
 - to keep accounting records in accordance with section 130 of the Charities Act 2011; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Acthave not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts.

Examiner's details

Name: Mark Freeman

Professional status / relevant experience: Retired 2024 with previous experience with The Securities and Futures Authority (Post FCA) membership number MAF01109 holding license to operate to CF21, CF26, CF30 and finally CFA CF registered standards.

Over 30 years working as a professionally qualified customer advisor, Stock market trader & market maker, and maintaining an annual PCD (Professional Career Development register) until retirement.

Address: 7 Mayfield, Buckden, St Neots, Cambs. PE19 5SZ

Signature: M Freeman

Date: 22/01/2026

ADAM'S ROSE

England & Wales - Charity number 1183227

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From May 2023 To April 2024

Charity name: Adam's Rose

Charity registration number: 1183227

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To preserve and protect the physical and mental health of those suffering bereavement by providing support through literature, quarterly events and an online members forum.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	• Online Support Services • Grief support pack and literature provided by post • Belongings bags for loved ones issued at hospitals • Monthly events for members to provide motivation for surviving grief and create communities • Counselling services for members
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees follow best practice as set out by the guidance issued by the charity commission on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	

Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	As well as the postal grief journals supplied to members who registered with the charity, we have also continued to supply North West Anglia Trust to provide enough belongings bags to cover all of their hospitals including Hinchingsbrooke, Peterborough City and Stamford for 12 months. The charity will continue to provide this service over the next 12 months, to provide a personal, respectful and high quality cloth belongings bag for everyone who passes away at the hospital to be issued to their relatives. This is something they can take home and open when they are ready or just keep somewhere special if they don't want to open it. The difference it makes to people in those first days is huge and we are so pleased to be rolling this service out to more hospitals and Trusts in the next year. The next stages of our support occur when someone is referred to our charity for support. When we receive a referral at Adam's Rose the first thing we do is act quickly to ensure that each and every person referred knows that they are not alone. Within 48 hours of referral, they will receive a phone call and will receive their "Welcome to grief" pack in the post. Within this pack is their Adam's Rose Grief Journal – an interactive and informative journal created by trained bereavement Psychotherapists, Adam's wife and best friends and our amazing illustrator. The journal will take them through the first few days and weeks including the feelings they can expect to experience, guidance and help, a place to express themselves including areas for free writing / drawing and words of reassurance and support. Along with the grief journals we provide Adam's rose colouring pencils, pens and everything you may need along with some other gifts you can keep close.

		In addition to the supportive packs which are all sent via Royal Mail postage, Adam's Rose aims to create a community. Nothing can take away the pain and unbearable sorrow of losing someone so special but knowing there are people who have experienced grief and are going through similar experiences and feelings can be the difference between what gets you through a day and what doesn't. We now hold monthly coffee mornings which our referrals and members attend and seek comfort in speaking to others and our charity volunteers and manager. We have also continued to provide our Counselling services, providing fully funded grief and bereavement counselling to registered members to bridge the gap between the NHS provided care / waiting lists. During the year 2023-2024 Adam's Rose saw a huge increase in the amount of referrals from GP practices of patients requesting private counselling. Processes had to be put in place to affirm the patients were relevant to the services the charity provides and were suitable beneficiaries and not patients that should be signposted elsewhere.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Our counselling services have expanded rapidly, we now work in partnership with 4 counsellors across the region providing counselling services (minimum of 6 sessions per member) to those members / referrals who opt in. The referrals increased significantly from GP's from 4 per week last year to up to 10-15 a week during this period. With each beneficiary receiving 6 funded sessions we had to review our fundraising / income plans for the next 12 months in order to support the demand. In addition to the above we also successfully hold monthly coffee mornings which our referrals and members attend and seek comfort in speaking to others and our charity volunteers and manager. We also held an annual Christmas dinner in memory of loved ones which was a huge success.
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Performance of fundraising activities against objectives set	Para 1.41	Adam's Rose experienced a more challenging year in regards to fundraising vs the increased costs of providing services however still had some successes in regards to fundraising. Ad-hoc donations we received over £600, We held a stall at the Gala day which raised over £500, A grant from the TK Max foundation of £500, the Walking Football club raised over £1700, Cooperative community fund donated £1772, a Karaoke night raised £1355, and Our annual fishing match raised over £750
Investment performance against objectives	Para 1.41	We currently have no investment strategy.
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity ended 2023-2024 on reduced funds in comparison to previous years due to increased demand for our counselling services. Whilst still maintaining some reserves the charity put in place a fundraising strategy for 2024-2025 to support the growing demand.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves have been held at the end of 2023-2024 in order to continue to provide a range of services to a our recipient base.
Amount of reserves held	Para 1.22	£14,199.28
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	n/a

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal		
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sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	n/a
A description of the principal risks facing the charity	Para 1.46	As the charity continues to grow and the economy feels more pressure, there is a risk of being able to maintain the amount of fundraising we have seen for previous years however to mitigate this risk we are ensuring we hold reserves to support growth of services and offerings and also exploring additional fundraising approaches including further grants of which we have already had successes in.
Other		

Structure, Governance and Management

Description of charity's trusts:		Best practice.
Type of governing document (trust deed , royal charter)	Para 1.25	Trust Deed.
How is the charity constituted? (e.g unincorporated association , CIO)	Para 1.25	Incorporated.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	The board of trustees consist of 4 trustees and a non-exec chairman with no voting rights.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	n/a
The charity's organisational structure and any wider network with which the charity works	Para 1.51	n/a
Relationship with any related parties	Para 1.51	n/a
Other		

Reference and Administrative details

Charity name	Adams Rose
Other name the charity uses	Adams Rose Grief Support / Adams Rose Bereavement charity
Registered charity number	1183227
Charity's principal address	6 Rydal Close Stukeley Meadows Huntingdon Cambs PE29 6UF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Victoria Hurst	n/a		
2	Margo Leftly	n/a		
3	Steve Leftly	n/a		
4	Sarah Hurst	n/a		
5				
6				
7				
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18				
19				
20				

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

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	none
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Non exec chairman	Mark Freeman	

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

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

--

Other optional information

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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)

M.A.Leftly

Full name(s)

Margo Leftly

Position (eg Secretary,
Chair, etc)

Trustee

Date

11/02/2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Adams's Rose

No (if any)
1183227

Receipts and payments accounts

CC16a

For the period
from

Period start date
May-23

To

Period end date
Apr-24

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	2,815	-	-	2,815	-
Special Events	4,577	-	-	4,577	-
Grants	1,012	-	-	1,012	-
		-	-	-	-
		-	-	-	-
		-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	8,404	-	-	8,404	
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	8,404	-	-	8,404	
A3 Payments					
Supplies	747	-	-	747	-
Special events	-	-	-	-	-
Counselling	6,666	-	-	6,666	-
Consulting	10,265	-	-	10,265	-
Postage	73	-	-	73	-
		-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	17,751	-	-	17,751	
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	17,751	-	-	17,751	
Net of receipts/(payments)	- 9,347	-	-	- 9,347	
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	- 9,347	-	-	- 9,347	-

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds			-	-
	Bank	14,199	-	-
		-	-	-
	Total cash funds	14,199	-	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	None	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	None	0	-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Merchandise		-	300
	Grief Packs		-	200
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	None		-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	M.Leftly	Margo Leftly	12/11/2024	

ADAM'S ROSE

England & Wales - Charity number 1183227

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From May 2022 To April 2023

Charity name: Adam's Rose

Charity registration number: 1183227

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To preserve and protect the physical and mental health of those suffering bereavement by providing support through literature, quarterly events and an online members forum.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	• Online Support Services • Grief support pack and literature provided by post • Belongings bags for loved ones issued at hospitals • Quarterly events for members to provide motivation for surviving grief and create communities • Counselling services for members
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees follow best practice as set out by the guidance issued by the charity commission on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	

Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	As well as the postal grief journals supplied to members who registered with the charity, we have also continued to supply North West Anglia Trust to provide enough belongings bags to cover all of their hospitals including Hinchbrook, Peterborough City and Stamford for 12 months. The charity is looking to extend this reach to cover Addenbrookes and Papworth as part of Cambridge University Hospitals within the next 12 months, to provide a personal, respectful and high quality cloth belongings bag for everyone who passes away at the hospital to be issued to their relatives. This is something they can take home and open when they are ready or just keep somewhere special if they don't want to open it. The difference it makes to people in those first days is huge and we are so pleased to be rolling this service out to more hospitals and Trusts in the next year. The next stages of our support occur when someone is referred to our charity for support. When we receive a referral at Adam's Rose the first thing we do is act quickly to ensure that each and every person referred knows that they are not alone. Within 48 hours of referral, they will receive a phone call and will receive their "Welcome to grief" pack in the post. Within this pack is their Adam's Rose Grief Journal – an interactive and informative journal created by trained bereavement Psychotherapists, Adam's wife and best friends and our amazing illustrator. The journal will take them through the first few days and weeks including the feelings they can expect to experience, guidance and help, a place to express themselves including areas for free writing / drawing and words of reassurance and support. Along with the grief journals we provide Adam's rose colouring pencils, pens and everything you may need along with some

		other gifts you can keep close. In addition to the supportive packs which are all sent via Royal Mail postage, Adam's Rose aims to create a community. Nothing can take away the pain and unbearable sorrow of losing someone so special but knowing there are people who have experienced grief and are going through similar experiences and feelings can be the difference between what gets you through a day and what doesn't. We now hold monthly coffee mornings which our referrals and members attend and seek comfort in speaking to others and our charity volunteers and manager. We have also continued to provide our Counselling services, providing fully funded grief and bereavement counselling to registered members to bridge the gap between the NHS provided care / waiting lists.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	We provided our Belongings bags to the whole of North West Anglia trust to cover them for another 12 months and had a press release during which the staff at Peterborough City hospital were briefed on the bags and the benefits to their staff and patient relatives. Our counselling services have expanded rapidly, we now work in partnership with 4 counsellors across the region providing counselling services (minimum of 6 sessions per member) to those members / referrals who opt in. We have further partnered with local GP surgeries and are seeing approximately 4 new referrals to the charity per week. In addition to the above we also successfully launched monthly coffee mornings which our referrals and members attend and seek comfort in speaking to others and our charity volunteers and manager.
Performance of fundraising activities against objectives	Para 1.41	Adam's Rose had a successful year in regard to fundraising strategy and funds

set		raised. Our bi-annual Dinner dance took place and raised 30% more than anticipated. In addition to this we held local fundraising events including the Adam's Rose fishing event, Charity Golf Day and Cake stalls at local galas. In addition to charitable and local events we also were able to achieve our goal of securing grants. One particular grant was through the Harry Cureton fund via the Cambridgeshire community foundation which allowed the charity to expand our services into the Peterborough area. We also were selected for funding following applications to Co-operative local community fund, Tesco blue coin community fund, and Tesco community fund.
Investment performance against objectives	Para 1.41	We currently have no investment strategy.
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity has ended 2023 and will be entering 2024 once again with a strong financial position following fundraising events and donations. Allowing us to be in a position to launch additional services and retain a reserve for the launch of further support services.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves have been held at the end of 2023-2024 in order to support the continued rapid growth we expect to see in the next year and ensure we can continue to provide a range of services to a wider recipient base.
Amount of reserves held	Para 1.22	£23,546.22
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	n/a

Additional information (optional)

You may choose to include further statements where relevant about:

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The charity's principal sources of funds (including any fundraising)	Para 1.47	
Investment policy and objectives including any social investment policy adopted	Para 1.46	n/a
A description of the principal risks facing the charity	Para 1.46	As the charity continues to grow and the economy feels more pressure, there is a risk of being able to maintain the amount of fundraising we have seen for previous years however to mitigate this risk we are ensuring we hold reserves to support growth of services and offerings and also exploring additional fundraising approaches including further grants of which we have already had successes in.
Other		

Structure, Governance and Management

Description of charity's trusts:		Best practice.
Type of governing document (trust deed , royal charter)	Para 1.25	Trust Deed.
How is the charity constituted? (e.g unincorporated association , CIO)	Para 1.25	Incorporated.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	The board of trustees consist of 4 trustees and a non-exec chairman with no voting rights.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	n/a
The charity's organisational structure and any wider network with which the charity works	Para 1.51	n/a
Relationship with any related parties	Para 1.51	n/a
Other		

Reference and Administrative details

Charity name	Adams Rose
Other name the charity uses	Adams Rose Grief Support / Adams Rose Bereavement charity
Registered charity number	1183227
Charity's principal address	6 Rydal Close Stukeley Meadows Huntingdon Cambs PE29 6UF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Victoria Hurst	n/a		
2	Margo Leftly	n/a		
3	Steve Leftly	n/a		
4	Sarah Hurst	n/a		
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

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

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	none
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Non exec chairman	Mark Freeman	

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

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

--

Other optional information

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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)

M.A.Leftly

Full name(s)

Margo Leftly

Position (eg Secretary,
Chair, etc)

Trustee

Date

18/01/2024



CHARITY COMMISSION
FOR ENGLAND AND WALES

Adams's Rose

No (if any)
1183227

Receipts and payments accounts

CC16a

For the period
from

Period start date
May-22

To

Period end date
Apr-23

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	2,825	-	-	2,825	-
Special Events	9,827	-	-	9,827	-
Grants	11,750	-	-	11,750	-
		-	-	-	-
		-	-	-	-
		-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	24,402	-	-	24,402	
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	24,402	-	-	24,402	
A3 Payments					
Supplies	567	-	-	567	-
Special events	4,333	-	-	4,333	-
Counselling	3,847	-	-	3,847	-
Consulting	6,082	-	-	6,082	-
		-	-	-	-
		-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	14,829	-	-	14,829	
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	14,829	-	-	14,829	
Net of receipts/(payments)	9,573	-	-	9,573	
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	9,573	-	-	9,573	-

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds			-	-
	Bank	23,546	-	-
		-	-	-
	Total cash funds	23,546	-	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details			
	None	-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	None	0	-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Merchandise		-	300
	Grief Packs		-	200
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	None		-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	

ADAM'S ROSE

England & Wales - Charity number 1183227

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From May 2021 To April 2022

Charity name: Adam's Rose

Charity registration number: 1183227

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To preserve and protect the physical and mental health of those suffering bereavement by providing support through literature, quarterly events and an online members forum.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	• Online Support Services • Grief support pack and literature provided by post • Belongings bags for loved ones issued at hospitals • Quarterly events for members to provide motivation for surviving grief and create communities • Counselling services for members
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees follow best practice as set out by the guidance issued by the charity commission on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

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

Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	As well as the postal grief journals supplied to members who registered with the charity, we were also able to launch our Belongings bags. By working in partnership with hospitals, we started with Hinchingsbrooke Hospital and partnered with North West Anglia Trust to provide enough belongings bags to cover all of their hospitals including Peterborough City and Stamford for 12 months. The next step is looking to expand to the other NHS Trusts within Cambridgeshire within the next 12 months, to provide a personal, respectful and high quality cloth belongings bag for everyone who passes away at the hospital to be issued to their relatives. This is something they can take home and open when they are ready or just keep somewhere special if they don't want to open it. The difference it makes to people in those first days is huge and we are so pleased to be rolling this service out to more hospitals and Trusts in the next year. The next stages of our support occur when someone is referred to our charity for support. When we receive a referral at Adam's Rose the first thing we do is act quickly to ensure that each and every person referred knows that they are not alone. Within 48 hours of referral, they will receive a phone call and will receive their "Welcome to grief" pack in the post.

		Within this pack is their Adam's Rose Grief Journal – an interactive and informative journal created by trained bereavement Psychotherapists, Adam's wife and best friends and our amazing illustrator. The journal will take them through the first few days and weeks including the feelings they can expect to experience, guidance and help, a place to express themselves including areas for free writing / drawing and words of reassurance and support. Along with the grief journals we provide Adam's rose colouring pencils, pens and everything you may need along with some other gifts you can keep close. In addition to the supportive packs which are all sent via Royal Mail postage, Adam's Rose aims to create a community. Nothing can take away the pain and unbearable sorrow of losing someone so special but knowing there are people who have experienced grief and are going through similar experiences and feelings can be the difference between what gets you through a day and what doesn't. In the later part of the year we were happy to launch the trial of our Counselling services, providing fully funded grief and bereavement counselling to registered members to bridge the gap between the NHS provided care / waiting lists.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	During this year Adam's Rose were looking to launch the Belongings bags across Cambridgeshire which we successfully achieved with North West Anglia Trust and were featured on BBC news with the launch of this. We also went above and beyond our expectations in being able to launch the counselling services, something which are to develop significantly in the next year.
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Performance of fundraising activities against objectives set	Para 1.41	Due to Covid the annual May fundraising event and Christmas Dinner Dance ball was unable to go ahead, however Fundraising was still a priority for the charity. As such the charity once again pushed resources and exposure through social media and online platforms and worked to contact organisations who could offer funding support and donation. In addition to these we were able to hold 2 smaller events for a “mothers day afternoon tea!” and the annual Adam’s Rose fishing match. The funds raised for the year were adequate for the investment made into new member services.
Investment performance against objectives	Para 1.41	We currently have no investment strategy.
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity has ended 2022 and will be entering 2023 once again with a strong financial position following fundraising events and donations. Allowing us to be in a position to launch additional services and retain a reserve for the launch of further support services.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves have been held at the end of 2022-2023 in order to support the rapid growth we expect to see in the next year and ensure we can continue to provide a range of services to a wider recipient base.
Amount of reserves held	Para 1.22	£13,000
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	n/a

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	The charity has raised significant funds through official charity events including the May Family Fun day and the annual Dinner Dance in November (2019 as 2020 cancelled due to Covid). A mothers day afternoon tea and sponsored fishing match. In addition to this funds have been received from individual fundraising and sponsored events taking place (for example marathons / sponsored weight loss / Facebook and PayPal birthday fundraisers) In addition to this Adam's Rose were selected to be a partner to the Co-operative Community fund meaning that members can donate a % each year through both Huntingdon Co-op funeral home and Godmanchester Co-op superstore as well as online. Over £1700 has been raised by this initiative which we received in November 2021.
Investment policy and objectives including any social investment policy adopted	Para 1.46	n/a

A description of the principal risks facing the charity	Para 1.46	As the charity continues to grow and the economy feels more pressure, there is a risk of being able to maintain the amount of fundraising we have seen for previous years however to mitigate this risk we are ensuring we hold reserves to support growth of services and offerings and also exploring additional fundraising approaches including grants.
Other		

Structure, Governance and Management

Description of charity's trusts:		Best practice.
Type of governing document (trust deed, royal charter)	Para 1.25	Trust Deed.
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Incorporated.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	The board of trustees consist of 3 founding trustees who have appointed a 4 th trustee in the last year and a non-exec chairman with no voting rights.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	n/a
The charity's organisational structure and any wider network with which the charity works	Para 1.51	n/a
Relationship with any related parties	Para 1.51	n/a
Other		

Reference and Administrative details

Charity name	Adams Rose
Other name the charity uses	Adams Rose Grief Support / Adams Rose Bereavement charity
Registered charity number	1183227

Charity's principal address	6 Rydal Close Stukeley Meadows Huntingdon Cambs PE29 6UF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Victoria Hurst	n/a		
2	Margo Leftly	n/a		
3	Steve Leftly	n/a		
4	Sarah Hurst	n/a		
5				
6				
7				
8				
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12				
13				
14				
15				
16				
17				
18				
19				
20				

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

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	none
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Non exec chairman	Mark Freeman	

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

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

--

Other optional information

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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)

M.A.Leftly

Full name(s)

Margo Leftly

**Position (eg
Secretary, Chair, etc)**

Trustee

Date

18/01/2023



CHARITY COMMISSION
FOR ENGLAND AND WALES

Adams's Rose

No (if any)
1183227

Receipts and payments accounts

For the period from	Period start date May-20	To	Period end date Apr-21
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Maximus Foundation	2,500	-	-	2,500
Don't panic productions	1,500	-	-	1,500
Cash Donations	30	-	-	30
Easy Fundraising scheme	22	-	-	22
Facebook Raffle	536	-	-	536
Facebook Raffle 2	845	-	-	845
	-	-	-	-
Sub total (Gross income for AR)	5,433	-	-	5,433
A2 Asset and investment sales, (see table).				
	- #	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	5,433	-	-	5,433
A3 Payments				
Cambridge Social Media	180	-	-	180
Rocketspark I.T.	230	-	-	230
Merchandise	100	-	-	100
Sundries	200	-	-	200
Go Daddy Domain/Email hostings	180	-	-	180
Printing	40	-	-	40
	-	-	-	-
	-	-	-	-
Sub total	930	-	-	930
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	930	-	-	930
Net of receipts/(payments)	4,503	-	-	4,503
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	4,503	-	-	4,503

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Cash float	200	-
	Bank	14,971	-
		-	-
	Total cash funds	15,171	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
	None	-	-
		-	-
		-	-
		-	-
		-	-
		-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)
	None	0	-
			-
			-
			-
			-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)
	Merchandise		-
	Grief Packs		-
			-
			-
			-
			-
			-
			-
			-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)
	None		-
			-
			-
			-
			-
Signed by one or two trustees on behalf of all the trustees			
Signature		Print Name	

CC16a



Last year

to the nearest £

-
-
-
-
-
-
-
15,483

-
-
-

15,483

-
-
-
-
-
-
-
-
5,015

-
-
-

5,015

10,468
-
-
10,468



**Endowment
funds**

to nearest £

-
-
-
-

OK

**Endowment
funds**

to nearest £

-
-
-
-
-
-

**Current value
(optional)**

-
-
-
-
-

**Current value
(optional)**

300
200
-
-
-
-
-
-
-

**When due
(optional)**

Date of
approval

In	Out	
	315	19.2
	1197	73.07
	100	130
	366.25	180
	282.5	19.2
	58.2	180
	20	79.67
	459	19.2
		7.5
		100
		3981.4
		6
		25
		39
		120
		90
2797.95	4979.24	360
		45
		90
		90
		1197

5157

ADAM'S ROSE

England & Wales - Charity number 1183227

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From May 2020 To April 2021

Charity name: Adam's Rose

Charity registration number: 1183227

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To preserve and protect the physical and mental health of those suffering bereavement by providing support through literature, quarterly events and an online members forum.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	• Online Support Services • Grief support pack and literature provided by post • Belongings bags for loved ones issued at hospitals • Quarterly events for members to provide motivation for surviving grief and create communities
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees follow best practice as set out by the guidance issued by the charity commission on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by	Para 1.38	

volunteers		
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	During 2020-2021 Adam's Rose had to make some changes to their planned operations in line with Covid - 19 and regulations in place. As a result our support services were limited to online support via our grief support groups and the provision of our grief packs sent postally to members of the charity who lost a loved one. Overview of support services offered: Following meetings held with the NHS in early 2020 we identified the need for support to be offered to relatives shortly after losing someone at the hospital. When someone has died, the relative or next of kin is usually given their loved one's belongings in a plastic carrier bag tied in a knot. This is obviously impersonal however has a huge psychological effect on those grieving as shows little respect for the person who they have recently lost and is a difficult start to their grief journey. With limited budgets this was something the NHS struggled with as it did not have the resources to provide anything other than this although the bereavement officers, Chaplains and staff knew it was something that had a big impact. Due to the pandemic Adam's Rose had to delay the launch of these bags into the hospitals however as of September 2021 a £3000 investment

		has been made and we will be working in partnership with hospitals, starting with Hinchingsbrooke and looking to expand to the other NHS Trusts within Cambridgeshire within the next 12 months, to provide a personal, respectful and high quality cloth belongings bag for everyone who passes away at the hospital to be issued to their relatives. This is something they can take home and open when they are ready or just keep somewhere special if they don't want to open it. The difference it makes to people in those first days is huge and we are so pleased to be rolling this service out to hospitals. The next stages of our support occur when someone is referred to our charity for support. When we receive a referral at Adam's Rose the first thing we do is act quickly to ensure that each and every person referred knows that they are not alone. Within 48 hours of referral, they will receive their "Welcome to grief" pack in the post. Within this pack is their Adam's Rose Grief Journal - an interactive and informative journal created by trained bereavement Psychotherapists, Adam's wife and best friends and our amazing illustrator. The journal will take them through the first few days and weeks including the feelings they can expect to experience, guidance and help, a place to express themselves including areas for free writing / drawing and words of reassurance and support. Along with the grief journals we provide Adam's rose colouring pencils, pens and everything you may need along with some other gifts you can keep close. In addition to the supportive packs which are all sent via Royal Mail postage, Adam's Rose aims to create a community. Nothing can take away the pain and unbearable sorrow of losing someone so special but knowing there are people who have experienced grief and are going
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		through similar experiences and feelings can be the difference between what gets you through a day and what doesn't. As well as the events you will find our Members only forum on facebook which is a platform for those grieving to post, express and ask questions to fellow members and those who are suffering from grief also. It can be an incredible platform for support in moments of despair and even though it doesn't feel like it at first, for members to start sharing their experiences and feelings with those who join and are new to grief.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Due to Covid, Adam's Rose were only able to provide support through online services and platforms and the issue of Grief Support Packs postally. In addition to this the charity have made a £3000 investment into the production of our belongings bags which will be released into Hospitals beginning in December 2021 to mark the start of Grief awareness week. Due to restrictions we were unable to offer members the opportunity to attend quarterly events as planned, however this is something we hope to offer in the next year, restrictions permitting.
Performance of fundraising activities against objectives set	Para 1.41	Due to Covid the annual May fundraising event and Christmas Dinner Dance ball was unable to go ahead, however Fundraising was still a priority for the charity. As such the charity pushed resources and exposure through social media and online platforms and worked to contact organisations who could offer funding support and donations. Online raffles were held with local businesses as part of our "Stick Together" campaign. This saw the charity promoting local independent businesses and services that were still able to operate during lockdown and who provided prizes each week, and

		the charity were able to raise money each week from a raffle of these prizes. In addition to this grants were received including; Maximus foundation (£2,500) Rund Partnership (£250), Don't panic Promotions (£1,500). Adam's Rose were also selected to be a partner to the Co-operative Community fund meaning that members can donate a % each year through both Huntingdon Co-op funeral home and Godmanchester Co-op superstore as well as online. Over £1700 has been raised by this initiative which we will be receiving in the month of November 2021.
Investment performance against objectives	Para 1.41	We currently have no investment strategy.
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity has ended 2021 and will be entering 2021 with a strong financial position following initial fundraising events in 2019-2020 and subsequent online fundraising and grants received in 2021. Allowing us to be in a position to launch additional services and retain a reserve for the launch of further support services.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	Reserves have been held at the end of 2020-2021 due to funding which would have been spent on Quarterly events for members not going ahead due to Covid and lockdown restrictions. Some of this funding was redistributed to social and online support services and an investment of £3000 has been made for the belonging bags however a proportion has been reserved for future events as soon as safe and permitted to do so in 2021-22.
Amount of reserves held	Para 1.22	£5,000
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	n/a

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	The charity has raised significant funds through official charity events including the May Family Fun day and the annual Dinner Dance in November (2019 as 2020 cancelled due to Covid). In addition to this funds have been received from individual fundraising and sponsored events taking place (for example marathons / sponsored weight loss / Facebook and PayPal birthday fundraisers) and grants received from organisations including Maximus foundation (£2,500) Rund Partnership (£250), Don't panic Promotions (£1,500). In addition to this Adam's Rose were selected to be a partner to the Co-operative Community fund meaning that members can donate a % each year through both Huntingdon Co-op funeral home and Godmanchester Co-op superstore as well as online. Over £1700 has been raised by this
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		initiative which we will be receiving in the month of November 2021.
Investment policy and objectives including any social investment policy adopted	Para 1.46	n/a
A description of the principal risks facing the charity	Para 1.46	Covid has caused a delay to some of the services the charity have been able to offer however going into 2022 we are gradually releasing further incentives and support into the community and will continue to do so.
Other		

Structure, Governance and Management

Description of charity's trusts:		Best practice.
Type of governing document (trust deed, royal charter)	Para 1.25	Trust Deed.
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Incorporated.
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	The board of trustees consist of 3 founding trustees who have appointed a 4 th trustee in the current year and a non-exec chairman with no voting rights.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	n/a
The charity's organisational structure and any wider network with which the charity works	Para 1.51	n/a
Relationship with any related parties	Para 1.51	n/a
Other		

Reference and Administrative details

Charity name	Adams Rose
Other name the charity uses	Adams Rose Grief Support / Adams Rose Bereavement charity
Registered charity number	1183227

Charity's principal address	6 Rydal Close Stukeley Meadows Huntingdon Cambs PE29 6UF

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Victoria Hurst	n/a		
2	Margo Leftly	n/a		
3	Steve Leftly	n/a		
4	Sarah Hurst	n/a		
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

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

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	none
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Non exec chairman	Mark Freeman	

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

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

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Declarations

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

Signed on behalf of the charity’s trustees

Signature(s)

--	--

Full name(s)

--	--

Position (eg
Secretary, Chair, etc)

--	--

Date

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CHARITY COMMISSION
FOR ENGLAND AND WALES

Adams's Rose

No (if any)
1183227

Receipts and payments accounts

For the period from	Period start date May-20	To	Period end date Apr-21
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Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £
A1 Receipts				
Maximus Foundation	2,500	-	-	2,500
Don't panic productions	1,500	-	-	1,500
Cash Donations	30	-	-	30
Easy Fundraising scheme	22	-	-	22
Facebook Raffle	536	-	-	536
Facebook Raffle 2	845	-	-	845
	-	-	-	-
Sub total (Gross income for AR)	5,433	-	-	5,433
A2 Asset and investment sales, (see table).				
	- #	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total receipts	5,433	-	-	5,433
A3 Payments				
Cambridge Social Media	180	-	-	180
Rocketspark I.T.	230	-	-	230
Merchandise	100	-	-	100
Sundries	200	-	-	200
Go Daddy Domain/Email hostings	180	-	-	180
Printing	40	-	-	40
	-	-	-	-
	-	-	-	-
Sub total	930	-	-	930
A4 Asset and investment purchases, (see table)				
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total payments	930	-	-	930
Net of receipts/(payments)	4,503	-	-	4,503
A5 Transfers between funds	-	-	-	-
A6 Cash funds last year end	-	-	-	-
Cash funds this year end	4,503	-	-	4,503

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

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B1 Cash funds	Cash float	200	-
	Bank	14,971	-
		-	-
	Total cash funds	15,171	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £
B2 Other monetary assets	None	-	-
		-	-
		-	-
		-	-
		-	-
		-	-

	Details	Fund to which asset belongs	Cost (optional)
B3 Investment assets	None	0	-
			-
			-
			-
			-

	Details	Fund to which asset belongs	Cost (optional)
B4 Assets retained for the charity's own use	Merchandise		-
	Grief Packs		-
			-
			-
			-
			-
			-
			-
			-

	Details	Fund to which liability relates	Amount due (optional)
B5 Liabilities	None		-
			-
			-
			-
			-

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

Signature	Print Name

CC16a



Last year

to the nearest £

-
-
-
-
-
-
-
15,483

-
-
-

15,483

-
-
-
-
-
-
-
-
5,015

-
-
-

5,015

10,468
-
-
10,468



Endowment funds

to nearest £

-
-
-
-

OK

Endowment funds

to nearest £

-
-
-
-
-
-

Current value (optional)

-
-
-
-
-

Current value (optional)

300
200
-
-
-
-
-
-
-

When due (optional)

Date of approval

In	Out	
	315	19.2
	1197	73.07
	100	130
	366.25	180
	282.5	19.2
	58.2	180
	20	79.67
	459	19.2
		7.5
		100
		3981.4
		6
		25
		39
		120
2797.95	4979.24	
		90
		90
		90
		90
		90
		270
		90
		495
		90
		450
		90
		180
		45
		315
		45
		765
		90
		360
		45
		90
		90
		1197

5157