

THE HONEYPOT CHILDREN'S CHARITY

England & Wales · Charity number 1184132

Details

Other names	HONEYPOT, THE HONEYPOT CHARITY
Status	Registered
Legal form	CIO
Registered	2019-06-27
Register	View on the Charity Commission register

Contact

Address	Spaces 12 Hammersmith Grove London W6 7AP
Phone	02076022631
Email	info@honeypot.org.uk
Website	www.honeypot.org.uk

Activities

Objects: FOR THE RELIEF OF CHILDREN IN THE UNITED KINGDOM WHO ARE UNDER PRIVILEGED OR OTHERWISE IN NEED IN SOME MANNER OR FORM AND IN PARTICULAR BUT NOT SO AS TO LIMIT THE GENERALITY OF THE FOREGOING:(1)THE PROVISION, MAINTENANCE AND IMPROVEMENT OF HOLIDAY OR RESIDENTIAL ACCOMMODATION;(2)THE PROVISION OF RECREATIONAL OR SOCIAL FACILITIES(3)THE PROVISION OF ASSISTANCE FOR THE PSYCHOLOGICAL WELL BEING OF SUCH CHILDREN; AND(4)PROVISION OF AMENITIES OR FACILITIES FOR THE BENEFIT OF SUCH CHILDREN

Activities: The Charity is dedicated to improving the quality of life of severely disadvantaged children (5 - 12 Yrs) by offering them respite breaks at the Honeypot House in the New Forest and our new house in County Powys, Wales , plus a wider programme of long term support. This includes regular visits by the Honeypot Outreach team.

Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services
- **What:** General Charitable Purposes
- **Who:** Children/young People, Other Charities Or Voluntary Bodies

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£2,167,728	£2,500,289	£3,112,126	54
2024-03-31	£2,236,298	£2,630,091	£3,444,687	58
2023-03-31	£2,444,119	£2,231,753	£3,837,105	54
2022-03-31	£2,617,809	£1,766,145	£3,625,946	42
2021-03-31	£1,874,105	£1,446,079	£2,774,282	23

Trustees

Name	Role	Appointed
Alexander Kenny		2025-04-28
Hannah Constantine		2025-01-20
Ilaria Magagnoli		2024-10-03
MARY DAVIS		2019-06-27
Natalie Rebeiz		2019-05-07
Oliver Harrison		2022-08-17
Richard Houseago		2025-04-28
Thomas Putter		2020-03-09

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Accounts



The Honey Pot Children's Charity

Annual Report & Accounts: Year Ended 31 March 2025



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The Honey Pot Children's Charity

Charitable Incorporated Organisation
England and Wales (No. 1184132)
Scotland (No. SC052213)

Spaces
12 Hammersmith Grove
London
W6 7AP

www.honeypot.org.uk

Trustees

Laurie Oppenheim *Chair*
Hannah Constantine
Mary Davis
Verne Grinstead (*resigned 1 Dec 2024*)
Oliver Harrison
Richard Houseago (*appointed 28 April 2025*)
Alex Kenny (*appointed 28 April 2025*)
Ilaria Magagnoli
Tom Putter
Natalie Rebeiz

Leadership Team

Simmi Woodwal *Chief Executive*
Phil Gellhorn *Director of Finance*
Jenny Ray *Director of Operations and Strategic Development*
Elaine Hiskett *Personnel and Training Manager*
Henrietta Yoxall *Head of Marketing and Communications*
Madeleine van Hilten *Head of Lottery and Statutory Grants*

Auditors

Knox Cropper LLP
5th Floor
65 Leadenhall Street
London
EC3A 2AD

Bankers

Barclays Bank
1 High Street
Bracknell
RG12 1DR



Honeypot House, Hampshire - opened in 1996



Honeypot Pen y Bryn, Powys - opened in 2016



Honeypot Dalleagles, East Ayrshire - opened in 2023

Activities & Objectives

Our Organisation

The Honeypot Children's Charity is the only children's charity in the UK to provide consistent and long term support for young carers aged 5 to 12 years old. Depending on the age they first come to us, we support children for up to eight years.

We aim in the long term to support 10,000 young carers annually with an early intervention, holistic, multi-support basket of wrap-round services that meet a wide range of needs. The number of young carers coming to Honeypot continues to rise every year.

Young carers make many sacrifices in looking after a sick or disabled family member for 50+ hours or more in a typical week. Honeypot ensures that young carers do not lose out on their chance of a happy, fulfilling, childhood, and we aim to guide them onto a positive pathway so they can build brighter futures.

We achieve these goals by focusing on six key areas of support:

► *Residential Respite Breaks*

These stress-busting breaks have been at the heart of Honeypot for nearly 30 years and form the backbone of our organisation. We have houses in England, Wales, and Scotland. In the long-term, Honeypot aims to open a comprehensive network of houses across the nation so that a young carer living anywhere can access our services.

► *Social and Emotional Active Learning (SEAL) Programme*

Our SEAL education booster breaks are run in three stages:

Stage 1: Pre-residential, where the Honeypot team consults with the school, parent(s) and the child to establish the specific learning challenges of each child.

Stage 2: Intensive four-day residential education break, where a tailored programme of 30 hours of active learning is provided.

Stage 3: Post-residential, where the Honeypot team follows up with the child and their school to embed the new level of confidence and self-belief the child has to help them succeed in education.





► *Memory Making Days*

We also provide additional Memory Making Days where young carers can experience the joys of a special day out together. These face-to-face days enable young carers to socialise with other young carers, and explore new activities in their communities which they might otherwise not have access to.

Visits can include a trip to a zoo, an aquarium, a farm, or even a theme park. These fun days out help to reduce feelings of isolation and give young carers a chance to develop lasting relationships with other young carers.

► *Wellbeing Services*

As all the children we support are referred by agents within the child welfare network, Honeypot supports young carers with deep-rooted needs. We offer a range of wellbeing interventions, such as our Wellbeing Grants, that give the children a chance to receive essential life items they lack, such as a clean bed, or new school clothes.

Honeypot also provides healthy eating and nutrition support to ensure mealtimes for young carers comprise healthy, nutritious meals, and that good eating habits are learned and put into practice from an early age.

► *Pastoral Care*

Honeypot provides pastoral care for often overwhelmed young carers and their families, to help them cope with their challenges. We also provide resources to assist young carers in developing coping strategies for stress, anxiety, worry and low self-esteem. Receipt of these resources often creates the pathway for a young carer or vulnerable child to access other support from Honeypot.

► *Giving Young Carers a Voice and Disseminating Honeypot's Model of Best Practice*

Young carers aged 5 to 12 years are often hidden. They have been hidden from government funded services and from widescale public philanthropic support. Leading research, and reports that aim to identify the issues facing carers and the services needed to support carers, mostly focus on adult and young adult carers.

Through three decades of providing services for young carers across large geographical areas of England, Wales, and Scotland, Honeypot has acquired a deep understanding of the issues hindering their ability to experience happy childhood memories and build brighter futures.

We use our knowledge and expertise to speak out on behalf of young carers, raising awareness of the issues they face.



A Message From Our Chief Executive



A Year of Building Capacity

As we close 2024/25, I am proud to share how The Honeypot Children's Charity has continued to stand beside young carers across the UK - children who give so much of themselves to support loved ones.

Thanks to our supporters, more children received time to play, rest, build friendships, and just be children. This year we completed **10,801 interventions** as part of our wrap-round service and we supported **1,632 young carers aged 5-12 with respite breaks**.

This has been a year of **building capacity and strengthening foundations** so we can reach and support more young carers, more deeply, in the years ahead.

We continued to develop our services in Scotland, bedding in teams and hiring our first Fundraising Manager for the region. We also created a **dedicated Marketing and Communications function** to raise Honeypot's profile, ensure the voices of young carers are heard, and help to grow the income that sustains our services.

We did all this while navigating ongoing cost-of-living pressures on families and on the voluntary sector, rising demand for support, and increasing mental health concerns among the children we serve.

Even in this context, our services continued to deliver measurable improvements in wellbeing, confidence, and childhood joy. We are delighted to see that **95% of children felt happier** after a Honeypot visit and **98% felt less isolated**.

What Drove Our Progress This Year

There were three key fundamentals that underpinned the success of our strategy in 2024/25:

► *Early, holistic wrap-round support remains our core strength*

From respite breaks to wellbeing activities, play, peer connection, and practical help, our unique, multi-service model continues to meet the wide-ranging needs of young carers.

► *Growing reach across three nations*

With the development of our Scottish house, we are on the journey to true nationwide provision. Alignment across all three houses will allow us to share best practice and deliver consistent quality.

► *Diversifying and securing income for long term impact*

We expanded beyond traditional fundraising by **investing in a dedicated Statutory and Lottery Development resource**, initiating and strengthening relationships with local authorities, devolved government partners, and national lottery funders - critical as we scale up our services in Scotland.

We also launched our first **Honeypot Patrons' Club** to engage major donors in longer term commitments that will safeguard the future of our services for young carers.

► *Elevating our voice*

Our new Marketing and Communications team will help Honeypot cut through - a vital step if we are to ensure that young carers are seen, understood, and supported by the wider public, policymakers and funders.



A Year of Building for 30 – Looking Ahead (next 12-24 months)

In the year leading to our **30th anniversary**, we will strive to turn momentum into action in the following areas:

► *Scottish house at capacity*

Scale up operations in Scotland to ensure we serve young carers at a level comparable to England and Wales.

► *Introduce SEAL programme to Scotland*

Launch at a reduced level initially, and then learn, adapt and build towards full delivery of the programme.

► *Secure sustainable statutory funding (especially Scotland)*

Strengthen relationships with government, education, and local authority partners to underpin long-term service delivery.

► *Roll out a marketing and communications strategy*

Increase awareness, reach new audiences, and convert profile into greater support for young carers.

► *Equal play for every child*

Create new play areas in our Welsh and Scottish houses so that all three Honeypot houses offer the same high-quality, child-centred experiences as Honeypot House in England.

With Gratitude

I am incredibly proud of the Honeypot team who go above and beyond to deliver our services.

To every member of our Honeypot community - staff, volunteers, Trustees, funders, partners, and all who gave their time, energy or resources - **thank you**. Your belief in young carers, and in Honeypot's mission, transforms generosity into lasting impact.

Together, we are writing the next chapter of Honeypot's story. As we step into our 30th anniversary year, we are determined to use this milestone as a launchpad - reaching more young carers, earlier, and with the deep, meaningful care they need and deserve.

With heartfelt thanks,



Simmi Woodwal
Chief Executive



Our Year In Numbers

Wrap-Round Service

10,801 interventions through our complete wrap-round service



Respite Breaks

England	62
Scotland	23
Wales	58
Total	143

1,632 children

Memory Making Days

England	14
Scotland	9
Wales	12
Total	35



407 children

Meals Served

Respite	9,792
SEAL Breaks	2,420
Memory Days	407
Total	12,619



SEAL Learning Breaks

England	6
Wales	15
Total	21

** SEAL: Social and Emotional Active Learning*



242 children



Service Hours

Respite	4,576
SEAL Breaks	1,155
Memory Days	280
Total	6,011

Wellbeing Fund

176 grants awarded to purchase items that assist with education, wellbeing or personal development



Total value £42,424

Home Deliveries

Winter Fun Packs	2,434
Wellbeing Packs	2,680
Birthday Cards	2,844
Total	7,958



Service Delivery & Output

Service Delivery Overview

In 2024/25, The Honeypot Children's Charity continued to deliver a wide range of services that brought relief, joy, and lasting support to young carers aged 5 to 12.

Over the course of the year, these services helped to ease the day-to-day pressures these children face at home, while creating moments of respite and opportunities to thrive.

From residential breaks to our educational booster breaks, from emotional wellbeing to practical grants and joyful memory-making experiences, each strand of support played a part in ensuring young carers felt seen, valued, and able to simply be children.

► Residential Respite Breaks

In 2024/25, we delivered **143 respite breaks**, welcoming **1,632 children** to our Honeypot houses. These supervised stays offered time to rest, play, and build friendships in a safe and nurturing environment, boosting confidence, self-esteem, and a sense of belonging.

► Social Emotional Active Learning (SEAL) Programme

We held **21 SEAL breaks for 242 children** during the year. These focused learning residencies help children develop emotional resilience, communication, and confidence in a nurturing environment – skills that support them in their everyday lives.

► Memory Making Days

We hosted **35 Memory Making Days**, giving **407 children** the chance to experience joy and freedom away from their daily caring responsibilities. These fun and enriching outings help reduce stress and foster a sense of belonging.

► Pastoral Support

Our pastoral team supported children and families with emotional wellbeing guidance, referrals, and coping strategies. In 2024/25, we also distributed **2,680 Wellbeing Activity Packs**, filled with practical tools to support mental health, self-esteem, and resilience at home.

► Wellbeing Grants

We awarded **176 grants** of up to £250 each, to help families meet essential needs - from beds and school clothing to tech and household items - reducing hardship and improving quality of life at home.

An additional **300 families** received microgrants to enjoy shared experiences like a family day out at Alton Towers or a meal at Pizza Express. These special moments brought joy, not just to the young carer, but to the whole family - including cared-for siblings and parents.

► Healthy Eating and Nutrition

Our Healthy Eating & Nutrition scheme reached **302 children**, supporting families through supermarket vouchers and fun, educational nutrition workshops.

These initiatives improved access to balanced meals and empowered young carers to get involved in meal planning and preparation - fostering healthier habits and strengthening wellbeing across the household.

Every one of these services reflects Honeypot's belief that **young carers deserve early, holistic, and consistent support** - not just to cope, but to grow, connect and flourish.



Services Looking Forward

Looking Ahead: Supporting Young Carers in 2025/26

In the year ahead, Honeypot will continue to deliver a diverse and impactful programme of services to support young carers aged 5 to 12 across the UK. Our approach remains rooted in early intervention, emotional wellbeing, and creating opportunities for joy, rest, and personal growth.

We know the difference that trusted, wrap-round support can make. Every element of our planned delivery in 2025/26 is designed to offer young carers not only a break from their caring responsibilities, but also a boost to their confidence, resilience, and overall happiness.

► Residential Respite Breaks: 155 planned

These multi-day stays at our Honeypot houses will provide young carers with much-needed time to rest, play, and be children. In a safe, nurturing environment, they will be supported by a high staff-to-child ratio and encouraged to build confidence, develop friendships, and enjoy a break from their daily responsibilities.

► Supporting Emotional Growth: 32 SEAL Programmes

Our SEAL Programme residentials help young carers build resilience, emotional literacy, and social confidence. In 2025/26 we will offer both full-length and shorter SEAL Lite versions, designed to equip children with coping strategies for school and home life.

► Creating Lasting Memories: 14 Memory Making Days

Memory Making Days offer young carers joyful, enriching days out - such as beach or activity park visits. These experiences provide a vital contrast to their caregiving roles and help build a sense of belonging, fun, and freedom.

► Early Introductions: Six Bumble Days for the Youngest Carers

Specifically designed for 4 to 6 year-olds in Scotland, Bumble Days offer a gentle introduction to the Honeypot experience. These short, themed visits help young carers become familiar with staff and surroundings before attending a full residential, laying the groundwork for successful future engagement.

► Emotional Wellbeing at Home: 3,020 Wellbeing Wallets

Wellbeing Wallets are creative, child-friendly resource packs filled with tools and activities to help children manage stress, anxiety, and emotions. These are distributed across all regions and encourage self-reflection, emotional regulation, and resilience building.

► Bringing Families Together: 150 Microgrants

These microgrants allow families to enjoy shared experiences - like a trip to the cinema or a family meal out - that would otherwise be unaffordable. These moments strengthen family bonds and support the wellbeing of both the young carer and their loved ones.

► Nourishing Body and Mind: 150 Children to Receive Nutrition Support

Through our Healthy Eating and Nutrition scheme in Wales, 150 young carers will benefit from supermarket vouchers and hands-on food education. These initiatives help families access nutritious meals and empower children to take part in cooking and healthy eating practices at home.

► Meeting Practical Needs: 26 Wellbeing Grants

These small grants of up to £250 each will help families afford essential items such as school uniforms, beds, or learning tools. Focused on removing barriers to wellbeing, they provide tangible support that improves quality of life and supports the dignity of young carers.

This compassionate and ambitious plan reflects Honeypot's commitment to helping young carers experience a happier, healthier childhood. By delivering both structured interventions and joyful experiences, we continue to build a support system that addresses the emotional, social, and practical needs of young carers across the UK.

In our 30th year, we will remain as focused as ever on delivering the care every young carer deserves - early, consistently, and with heart.



Young Carer Case Study

Meet Max – a 10 year old Young Carer

Max's Dad had an unexpected and severe stroke 18 months ago at Christmas. He was only 50 at the time. Since the stroke, Dad is no longer mobile, having to use a wheelchair and a mobility scooter to get around.

He also has significant mental health issues, as well as a profound speech impediment, which makes it very difficult for him to communicate.

Max now supports his Mum in caring for his Dad, helping with everyday tasks around the home, like lifting and carrying things that Dad can no longer do, helping him to get dressed, and helping him to communicate.

Sadly, he still cannot say Max's name. Max really struggled after his Dad's stroke, he is autistic and the situation caused him to worry.

"It's sad because I cannot go out and play with my Dad, or kick a ball about with him like other kids do."



Unfortunately, Max's Mum, after struggling for a year, had to give up her job in the NHS in order to support Dad full time. This means that money has been very tight for the family as they have lost both incomes in the last year and Mum is no longer able to take Max out to do lots of the things his friends are doing. She thought that Honeypot would be able to help him.

When Max first went to Honeypot, he was worried about what it would be like but he absolutely loved it! It was great for Max to meet other young carers like himself and to realise that he is not alone. Max said it really helped him to know that they were all the same, but that being a young carer wasn't something they talked about: "We were there to just forget about it."

"My favourite thing was playing football outside with the others. I felt happier after coming back from Honeypot House."



And it wasn't just about him – as a parent it was so good for me to have a break too. If I'm happier I am able to be a better parent to Max. I feel very guilty he won't get a holiday for the foreseeable future, but the stay at Honeypot House is even better than any holiday due to all the activities the children can do.

- Max's Mum

How You Supported Us

Thank you to everyone who got active, got creative, and helped to support us this year.
These are just a few of the amazing things you did!



You volunteered for us



You drove for us



You got muddy for us



You danced for us



You sang for us



You dressed up for us



You ran for us



You cycled for us



You walked for us

Fundraising & Communications

Our Income Sources

The fundraising team at Honeypot has continued to develop a broader range of income-generating activities and has invested in new areas – particularly in lottery and statutory funding.

Our diversified range of income sources includes:

- ▶ Government and lottery funding
- ▶ Legacy income
- ▶ Mass appeals
- ▶ Major donors
- ▶ Community fundraising
- ▶ Corporate partnerships
- ▶ Trusts and Foundations
- ▶ Challenge and other events
- ▶ Regional fundraising
- ▶ Individual and regular giving

Government and Lottery Funding

▶ *Strengthening foundations, expanding reach*

This year, Honeypot continued to benefit from valued government and lottery funding that enables us to deliver vital support to young carers across the UK. We received two grants through the Carers Trust - £73,590 from the Short Breaks Scheme and £27,720 from the Carers Support Fund - both administered on behalf of the Welsh Government.

In addition, we secured two £20,000 Awards for All grants from the National Lottery Community Fund to support our work in England and Wales. We also built valuable relationships with local authorities, including New Forest District Council and South Ayrshire Health & Social Care Partnership, and were accepted as a Holiday and Activity Programme (HAP) provider by Hampshire County Council for 2025/26. These successes demonstrate the growing recognition of Honeypot's work at both local and national levels.

To support these efforts and strengthen future bids, our senior leadership team undertook the Voluntary, Community and Social Enterprise (VCSE) sector strength checker process to better understand our organisational strengths and identify opportunities for development.

▶ *Looking forward*

We are now focused on unlocking larger-scale funding to broaden our impact across all three regions. We plan to explore wider opportunities through the

National Lottery Community Fund and seek new government funding streams in Scotland.

Through ongoing engagement with local authorities and careful monitoring of procurement portals, we will continue to identify and apply for suitable grants and contracts. We also aim to build strong partnerships with referrers and delivery partners to strengthen the quality and reach of future applications.

Together, these efforts will help us extend our support to more young carers, in more communities, than ever before.

Legacy Income

▶ *Leaving a lasting gift for young carers*

We are deeply grateful to every supporter who chooses to leave a gift to Honeypot in their Will. These incredibly thoughtful gestures help ensure that future generations of young carers can access the support they need, create joyful childhood memories, and build brighter futures.

Over the past year, our focus has been on raising awareness among existing donors about the lasting impact of legacy giving. We also reached new audiences by advertising in the Law Society Gazette's Charity and Appeals Directory for 2025. In addition, we continue to receive notifications of estates where a gift has been pledged to charities supporting children or carers - and we reach out to Executors with an invitation to consider Honeypot.

▶ *Looking forward*

We are committed to building strong, personal relationships with those who have pledged, or are considering, a legacy to Honeypot. We warmly invite them to visit our services and see first-hand how their future gift can create real and lasting change.

Legacy giving is built on trust and connection - and this was beautifully illustrated by a neighbour of Honeypot House in the New Forest. A dedicated supporter for over eight years, he passed away having left a generous gift in his Will. During his lifetime, he told us:

“ Although I live about 100 yards as the crow flies from Honeypot House, it is completely hidden behind trees. But I hear the happiness in the voices of the children as they play in the grounds. There is no better sound. ”

Mass Appeals

► Growing a network of support

We continued to develop our annual giving appeals as a key source of income, running three successful appeals over the year which collectively raised £373,000. We have employed a mix of digital fundraising and social media to promote these appeals to individuals, corporates, and community groups, both existing and new.

Our long-standing Summer Big Give appeal entitled *'Giving young carers the key to unlock a brighter future'* was supported by 204 generous donations. Our Christmas Big Give appeal *'Hopes and Dreams'* was supported by 72 donations. We also ran a further Christmas giving appeal, which received 464 donations and was supported by Charity Extra and our corporate partner Addleshaw Goddard.

All of these appeals were made possible by unlocking generous matched funding pots and we would like to thank The Childhood Trust, The Betty Messenger Charitable Foundation, The Reed Foundation, The Tresanton Trust, and The PAN Foundation. We also want to thank all of our supporters for their incredibly generous donations.

► Looking forward

In the year ahead, we will continue to embed annual appeals into our fundraising calendar - reaching out to both long-standing and new supporters across our networks. We will ensure that donors are kept close to our work, with regular updates that show the difference their generosity makes to young carers' lives.

We will seek to secure matched funding pots for corporate partners, family trusts, and community groups who wish to run their own bespoke appeals - doubling the impact of every pound raised. We will also build inspiring marketing collateral and campaigns to support engaging communications for our appeals, including stories that highlight the depth of impact of our services on young carers.

Our appeal campaigns will be supported by compelling storytelling, case studies that highlight the depth of our impact, and powerful videos that bring young carers' experiences to life. With each appeal, we aim not just to raise funds, but to inspire action, build understanding, and grow our community of supporters who stand with young carers.





Major Donors: The Patrons' Club

► *Championing long-term support*

Honeypot has been deeply fortunate to receive the generosity of individual philanthropists and families who believe in giving young carers the future they deserve. This year, we launched our new Patrons' Club which was aimed at individuals, or couples, who can give £5,000 or upwards.

The Patrons' Club offers a powerful way for supporters to invest in the long-term future of our work. With sustained income, we can plan more confidently, grow services more strategically, and reach even more young carers with the care they need.

To mark the launch, we hosted our first Patrons' Club reception with the generous support of the grand Hotel Café Royal in London's Regent Street. The evening brought together corporate partners, philanthropists, and families for an inspiring night of connection and storytelling. Guests heard directly about Honeypot's impact - and many were moved to take the next step by joining the Patrons' Club.

► *Looking forward*

We will continue to grow our Patrons' Club and welcome individuals, couples, and families who wish to support Honeypot. Members receive a bespoke programme of stewardship, including invitations to special events, visits to our Honeypot houses, and a twice-yearly newsletter that shares the difference their support makes.

The Patrons' Club is more than a giving circle - it is a community of people helping to shape a better future for young carers. Together, we are building something lasting.

Community Fundraising

► *Growing local support, one gift at a time*

This year, our community fundraising efforts focused on building meaningful relationships - both in our long-established network around Honeypot House in Hampshire, and in new communities near Honeypot Dallegles in Scotland.

At the heart of this work are our fundraising volunteers - passionate ambassadors who champion Honeypot in their local areas. From organising events and raising awareness to donating knitted bees and toys for children's memory bags, their contributions are as creative as they are generous. In Hampshire alone, 55 volunteers came together to support young carers in the lead-up to Christmas 2024.

► *Looking forward*

Every act of kindness matters, and every gift deserves thanks. We know that showing supporters the real impact of their giving - from the smiles on children's faces to the stories of hope they help create - is the first step in a longer journey. We will continue to attend community events and run collections to develop relationships with key support groups and local corporates.

We will also continue with our offer of house tours and talks about Honeypot's work in order to raise awareness of the houses with the aim of inspiring continued involvement, welcoming more supporters into the Honeypot community and encouraging them to deepen their engagement - whether through regular giving, volunteering, or considering a legacy gift.

In Scotland, volunteer recruitment will be a key focus in the year ahead as we grow our grassroots presence. Together, our communities are making a lasting difference for young carers - and we are excited to grow that impact in the months ahead.



Corporate Partnerships

► *Shared values, shared impact*

The corporate partnerships team has continued to uphold a high standard in partnership engagement and management. Many of our corporate supporters have stood alongside us for nearly a decade - a testament to the depth of their commitment to young carers and to the strength of our partnerships.

This year, our partners have embraced the cause with creativity, energy, and heart. From taking part in our legendary Comedy Night at The Comedy Store - where Jo Brand headlined alongside a fantastic lineup - to braving the mud and mayhem of Tough Mudder, their support has been as spirited as it is generous.

Our flagship partner, Addleshaw Goddard, led the way with their cross-office Big Quiz, while others ran their own fundraising activities, helping to raise significant funds and awareness for Honeypot. Eight determined runners also took on the 2025 London Marathon, raising over £40,000 in support of young carers.

Volunteering remained a key feature of our corporate partnerships. Staff teams rolled up their sleeves at our Honeypot houses, decorating for Easter, Halloween, and Christmas, and supporting outdoor maintenance during Green Days. Many also generously gave their time to host unforgettable Memory Making Days, offering children joy-filled outings they will never forget.

We were also delighted to welcome new corporate partners to the Honeypot family, including Pollen Street Capital, Simkins, Hilltop Honey, Kuoni, Puma Capital, Edmonds Elder, and Wyke Green Golf Course. Each new partner has brought enthusiasm and impact, helping to grow the reach of our work.

► *Looking forward*

We will be growing our corporate team with the addition of a new Senior Corporate Partnerships Officer, based in London, who will play a key role in building new relationships and deepening existing ones.

As we look ahead, we will remain focused on growing our network of like-minded organisations, developing new opportunities, and creating memorable experiences for partners and young carers alike.

Together, we are building a community of corporate changemakers - committed to helping young carers thrive.





Trusts and Foundations

► *Navigating change, sustaining impact*

In an increasingly competitive funding landscape - shaped by economic pressures and the rapid growth of AI-generated applications - many Trusts and Foundations are narrowing their focus, pausing open calls, or reevaluating their long-term strategies. Against this backdrop, we are particularly proud of the income secured from Trusts and Foundations this year.

We are deeply grateful to our longstanding funders whose continued belief in our work has helped us reach more young carers with greater consistency. These include The Tresanton Trust, The Girdlers' Company Charitable Trust, Hodge Foundation, The Steel Charitable Trust, The Childhood Trust, and a family foundation who have asked to remain anonymous. It was especially heartening to welcome back both John Lyon's Charity and Garfield Weston Foundation with new awards this year.

We also celebrated some exciting new relationships. The Reed Foundation backed us as our Champion Funder in the Big Give Christmas Challenge. The Hargreaves Foundation began funding our Social & Emotional Active Learning (SEAL) Programme, recognising the urgent mental health needs of children living in poverty.

The Hopper Trust offered a generous grant following a visit to Honey Pot House in Hampshire, where they saw first-hand the life-changing difference our work makes. And two generous donors - Chellaram Foundation and Fonds Jean & Hélène Peters - supported the creation of a new Learning Studio at Honey Pot Dalleagles in East Ayrshire.

► *Looking forward*

As we expand our reach into new parts of the UK, regional funding will become ever more important. In 2024-2025 we saw a welcome increase in regionally specific grants, and we plan to grow this area further in the coming year.

We are also evolving the breadth of our services - especially to support young carers who are often overlooked, such as younger children aged 5-7. Trusts and Foundations will play a vital role in helping us innovate and deliver new services where statutory support does not reach.

We remain committed to strong, transparent relationships with our funding partners, built on trust, shared values, and a joint commitment to helping young carers lead brighter, more joyful lives.

Marketing and Communications

► *Amplifying our voice for young carers*

This year, Honey Pot took an exciting step forward by creating a dedicated marketing and communications function - an investment in raising both our voice and our visibility. With new expertise now in place, we are building the tools, strategies, and stories that will help more people understand who young carers are, what they face, and how Honey Pot transforms their lives.

Our aim is twofold: to increase awareness of the challenges young carers experience, and to highlight the impact of our services in a way that deepens engagement, drives support, and ultimately ensures more children get the help they need - sooner.

► *Looking forward*

Looking ahead, and into our 30th year, we will continue to strengthen our communications and marketing presence, with a focus on storytelling, supporter engagement, and brand development. Whether through powerful campaigns, compelling content, or vibrant digital channels, we are committed to making sure the voices of young carers are heard.



Thank You To Our Supporters

We would like to thank the following supporters in particular,
as well as those who wish to remain anonymous.

Corporate Supporters

Acadian Asset Management
Acupay
Addleshaw Goddard LLP
Afiniti
Berkeley Group
Bullion Vault
Cocorose London
Eaton
Edmonds Elder
Ernst & Young Services Ltd
Faculty of Medicine - Imperial
College London

Harneys
Hilltop Honey
Hotel Café Royal London
Kuoni
Loomis, Sayles & Company LP
Maven Capital
Morleys Stores Ltd
Neuberger Berman Group LLC
Pollen Street Capital Ltd
Puma Capital Group
Quilter
REAL Fundraising

Rigby Capital
Selwood Ltd
Simkins LLP
Simplify
Solento Lounge, Lymington
SPAR UK
Sweet Project Holdings Ltd
Tesco Stronger Starts
TKMaxx and Homesense
Volpi Capital LLP
Wyke Green Golf Club

Trusts & Foundations

Unrestricted Grants

Anne Harris Children's Fund
ARAM Charitable Trust
Garfield Weston Foundation
Harapan Trust
Homelands Charitable Trust
Future Echo Charitable Trust
R S Brownless Charitable Trust
The Alchemy Foundation
The Cannell Family
The Brewers Foundation
The Harold Hyam Wingate
Foundation
The Hopper Trust
The Horners' Charitable Funds
The Rock Solid Trust
The Sir James Roll Charitable Trust
The Sisters of Poor Child Jesus
Charity
The Smile Charitable Foundation
The O'Sullivan Family Charitable
Trust
The Paget Trust
The Prince Foundation
The Sterry Family Foundation
The Tom Hunter Foundation
The Tresanton Trust
William Howarth Charitable Trust

Restricted Grants

AABIE Charitable Initiative
AFC Bournemouth Cherries
Community Fund
Alice Ellen Cooper Dean Charitable
Foundation
Baron Davenport's Charity
Chellaram Foundation
Christchurch Charitable Trust
Delamere Dairy Foundation
Dumbreck Charity
Fonds Jean & Hélène Peters
Green Man Trust
Hodge Foundation
Hopkins Sayer Charitable Trust
James T Howat Charitable Trust
John James Bristol Foundation
John Lyon's Charity
New Forest Local Children's
Partnership
Pobl Trust
Powys Community Endowment
Fund
Shanly Foundation
Sir Jeremiah Colman Gift Trust
Southampton Charitable Trust
The 9CC Group

The Blackwood Engineering Trust
The Brothers Trust
The Childhood Trust
The February Foundation
The Gilbert Lane Trust
The Girdlers' Company Charitable
Trust
The Hargreaves Foundation
The James Frederick and Ethel
Anne Measures Charity
The Jenour Foundation
The Joseph and Ann Slater
Memorial Fund
The Meikle Foundation
The Millennium Stadium Charitable
Trust
The Percy Bilton Charity
The Reed Foundation
The Richard Kirkman Trust
The Simon Gibson Charitable Trust
The Steel Charitable Trust
The Walter Guinness Charitable
Trust
Tipton & Coseley Building Society
Charitable Foundation
Waterside Community Fund



Government Funders

Carers Support Fund funded by Welsh Government and coordinated by Carers Trust Wales

Holiday Activities and Food Programme 2025 funded by the Department for Education and coordinated by Hampshire County Council

Household Support Fund funded by the Department for Work and Pensions and coordinated by Hampshire County Council

Short Breaks Scheme funded by Welsh Government and coordinated by Carers Trust Wales

Lottery Funders

National Lottery Community Fund, Awards for All England

National Lottery Community Fund, Awards for All Wales

Scottish Children's Lottery Trust

Local Authority Funders

Christchurch Town Council

Lymington & Pennington Town Council

New Forest District Council

New Milton Town Council

South Ayrshire Health & Social Care Partnership

Community Organisations

Ayr Sovereign Chapter No.20

Brannfest

Brockenhurst Needlework Fiesta

Freemason Lodges

Hampshire WI and Clubs

Inner Wheel Clubs

Milford on Sea WI

MUSK (Milton Ukulele Strummers Klub)

New Forest Meddlars Morris

Dancers

Parkstone Golf Club Ladies Section

Rotary Clubs

Southampton & New Forest MG

Owners Club

Southampton Tangent Club

Southsea Lodge of Freemasons

Woodpeckers Care Home, Brockenhurst (Colten Care)

School & Colleges

Glendower Preparatory School

King Edward VI Preparatory School

Lord Wandsworth College

Woodbridge High School

Volunteers, Ambassadors & Individual Supporters

Abbie Brown

Gabriel Martinelli

Ria Lina

Steven Mackintosh

Travis Nelson and Sigrid

John Pocock

Supporter Groups

Legators whose estates were distributed to Honeypot in 2024/25

Regular and payroll givers

Volunteers across operations and fundraising



Financial Review

Year ended 31 March 2025

The overall gross income of the charity was £2,153,047 for the 12 months ended 31 March 2025. A year financially where it proved challenging to meet the full cost of the charity's expenditure programmes and where recruitment of staff again proved to be difficult and challenging.

The gross reported expenditure of the charity was £2,500,289 for the 12 months ending 31 March 2025, a small decrease on the previous year (31 March 2024: £2,630,091).

Despite the small decrease in total expenditure the charity was able to expand its Scotland programme at its Dalleagles House in East Ayrshire. Charitable spend in the year was 79p (31 March 2024: 79p).

Investments

The Trustees remain cautious about investments and currently have an investment in government gilts with a return of around 4%. Other spare cash continues to be kept in short notice savings accounts paying 1%- 4% interest per annum.

Reserves Policy

The Trustees are currently operating a policy whereby the reserves held by The Honeypot Children's Charity should be a maximum of six months of resources expended. This would enable current activities to continue in the short-term should funding drop significantly, something that cannot be discounted.

Currently, unrestricted general funds stand at £576,043 (31 March 2024: £740,569) or 3 months of total operating expenditure (31 March 2024: 3.4 months). Operational restricted funds for breaks stood at £303,795 for year ended 31 March 2025 (31 March 2024: £267,001).

Designated Funds

The Third House fund was spent during the year renovating the Dalleagles property in Scotland. £350K remains in the Fourth House Fund for use at a future date. Unrestricted fixed assets have a net balance of £1,191,160.

The overall state of the designated funds held by the charity is as follows:

Fixed Asset Fund	£1,191,160
Fourth House Fund	£350,000
Total	£1,541,160





Statement Of Trustees' Responsibilities

Reference and Administrative Details

The Trustees present their report along with the financial statements of the charity for the period ending 31 March 2025.

The Honeypot Children's Charity is registered with the Charity Commission under registration number 1184132 and is governed by a Board of Trustees.

The Trustees are required under the Charities Act 2011 to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year.

In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- ▶ Select suitable accounting policies and apply them consistently.
- ▶ Make judgments and estimates that are reasonable and prudent.
- ▶ State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements.
- ▶ Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law and regulations.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Structure, Governance and Management

The Honeypot Children's Charity is constituted as a CIO following its successful incorporation on 27 June 2019.

The Board of Trustees is governed by the constitution, and Trustees are responsible for controlling the management and administration of the charity. The constitution limits the number of Trustees to between three and twelve.

Recruitment and selection of potential Trustees is performed by current Trustees and the Chairman. Once appointed, the Trustee is presented with a New Trustees' pack that outlines the policies and procedures of the charity and the Trustees' specific responsibilities. The induction process also includes a visit to one of the Honeypot houses.

Full Board of Trustees meetings are held four times a year to review and agree major areas of policy.

The agenda for these meetings also addresses performance, budgets, future strategy, and risk management.

Responsibility for reviewing key areas of activity and policy is delegated to sub-committees that report back to the Trustees' meetings. The sub-committees operate within specific terms of reference agreed by the Board and include specialist co-opted members as well as Trustees. The day-to-day running of the charity is delegated to the Chief Executive and the Senior Leadership Team.

The current Sub-Committees are:

Policy

The Children's Services Sub-Committee has responsibility for ensuring that the Honeypot service is achieving the strategy of the Board of Trustees while adhering to current legislation. The committee oversees the management of health and safety and other operational risk factors.

Finance

The Finance and Administration Sub-Committee is principally concerned with overseeing the financial wellbeing of the charity and its ability to deliver the strategy laid down by the Trustees. The sub-committee is responsible for ensuring that internal and external controls are in place and effective in meeting current legislation, propriety, and risk management

Income

The Fundraising Sub-Committee is responsible for the review and delivery of the fundraising activities to ensure that the operations of the charity can be achieved.

Risk Policy

We actively review the major risks, which the charity faces on a regular basis and believe that maintaining reserves at current levels, combined with a periodic review of fundraising activities and the financial system controls, will provide sufficient resources in the event of adverse conditions.

A risk register is maintained, and we consider carefully the four major areas that the charity deems itself to be at risk: charity governance and direction, financial, adults and children, and premises and property.

ESG reporting (Environmental, Social and Governance)

The charity is currently undertaking a review of its Environmental, Social and Governance reporting under the following banners:

- ▶ Diversity and inclusion
- ▶ Fair and equal pay
- ▶ Social investment policy
- ▶ Policy for employment of disabled persons
- ▶ Sustainability and environment

Overall, the charity provides a public benefit and seeks to do so in a sustainable way and by minimising any negative environmental impacts. Current initiatives include: the use of solar panels on the roof of our swimming pool at our Wales site to use clean energy and sell back excess energy to the grid.

Reducing our emissions resulting from our charity operations and increasing the use of clean energy across our sites remains a significant goal. We are engaging with our contractors and suppliers to ensure best practice within their own ESG record in respect of diversity and inclusion, waste and recycling, and reducing emissions.

Public Benefit

Our charitable activities at present support children residing in London, the South East, South West, West Midlands, North West of England, and Scotland.

When planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit and, in particular, the specific guidance for the relief of those in need by reason of financial hardship or other disadvantage.

Approval

This report was approved by the Trustees on 22 October 2025 and signed on their behalf by:



Laurie Oppenheim
Chair of the Board of Trustees



Independent Auditor's Report

Opinion

We have audited the financial statements of **The Honeypot Children's Charity** (the 'charity') for the year ended 31 March 2025 which comprise Statement of Financial Activities, Balance Sheet, Statement of the Cash Flows and notes to the financial statements, including significant accounting policies.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- ▶ Give a true and fair view of the state of the charity's affairs as at 31 March 2025, and of its incoming resources and application of resources, including its income and expenditure for the year then ended.
- ▶ Have been properly prepared in accordance with United Kingdom generally accepted accounting practice.
- ▶ Have been prepared in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon.

The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated.

If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- ▶ The information given in the Trustees' report is inconsistent in any material respect with the financial statements.
- ▶ Proper accounting records have not been kept.
- ▶ The financial statements are not in agreement with the accounting records.
- ▶ We have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- ▶ Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance.

The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: www.frc.org.uk/library/standards-codes-policy/audit-assurance-and-ethics/auditors-responsibilities-for-the-audit

This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's Trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006.

Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.



29 Oct 2025

Knox Cropper LLP
Chartered Accountants and Statutory Auditors
65 Leadenhall Street
London EC3A 2AD

Knox Cropper LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.



Financial Statements

The Honeypot Children's Charity Statement of Financial Activities Year End 31 March 2025

	Notes	Unrestricted Funds £	Restricted Funds £	Totals 31 Mar 2025 £	Totals 31 Mar 2024 £
Income					
Donations and legacies	2	1,484,213	501,940	1,986,153	1,827,931
Other trading activities	3	97,009	-	97,009	367,788
Income from investments	2	22,920	-	22,920	36,879
Income from charitable activities	2	46,695	-	46,965	3,700
Total income and endowments		1,651,107	501,940	2,153,047	2,236,298
Expenditure					
Expenditure on raising funds	3	513,088	-	513,088	543,931
Expenditure on charitable activities	4	1,519,966	467,234	1,987,201	2,086,160
Total expenditure		2,033,054	467,234	2,500,289	2,630,091
Other recognised gains/losses					
Unrealised profit/(loss) on investment assets	9	14,681	-	14,681	1,375
Total expenditure and other recognised gains/losses		2,018,373	467,234	2,485,608	2,628,716
Net movement in funds		(367,267)	34,706	(332,561)	(392,418)
Fund balances brought forward at 1 April 2024		2,484,470	960,217	3,444,687	3,837,105
Fund balances carried forward at 31 March 2025		2,117,203	994,293	3,112,126	3,444,687

All income and expenditure relates to continuing activities.

There were no recognised gains or losses for 2025 other than those included in the Statement of Financial Activities.



The Honeypot Children's Charity
Balance Sheet
Year End 31 March 2025

	Notes	31 Mar 2025 £	31 Mar 2024 £
Fixed assets			
Tangible assets	8	1,705,387	1,491,055
Investments	9	531,713	510,602
		2,237,100	2,001,657
Current assets			
Debtors	10	117,389	220,891
Short term deposits and savings accounts		702,811	1,151,994
Cash at bank and in hand		226,085	325,242
		1,046,285	1,698,127
Creditors: amounts falling due within one year	11	(171,259)	(255,097)
Net current assets		875,026	1,443,030
Total assets less current liabilities		3,112,126	3,444,687
Net assets		3,112,126	3,444,687
The funds of the charity:			
Unrestricted funds			
General funds	16	576,043	740,569
Designated funds	16	1,541,160	1,743,901
		2,117,203	2,484,470
Restricted funds	17	994,923	960,217
Total charity funds		3,112,126	3,444,687

The financial statements on pages 27 to 38 were approved by the Board of Trustees on 22 October 2025 and signed on their behalf by:



Laurie Oppenheim
Chair of the Board of Trustees



The Honeypot Children's Charity
Statement of Cash Flows
Year End 31 March 2025

		31 Mar 2025	31 Mar 2024
	Notes	£	£
Net cash provided by operating activities	15	(240,341)	(405,992)
Cash flows from investing activities:			
Interest income		22,920	36,879
Net (additions)/disposal of tangible fixed assets		(324,488)	(79,418)
Net (additions)/disposal of investment income portfolio		(6,431)	(8,896)
Net cash provided/(used) by investing activities		(307,999)	(51,435)
Increase (decrease) in cash and cash equivalents in the year		(548,340)	(457,427)
Cash and cash equivalents at the beginning of the year		1,477,236	1,934,663
Cash and cash equivalents at the end of the year		928,896	1,477,236



Notes To The Financial Statements

1. Accounting Policies

1.1 Basis of preparation and assessment of going concern

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. The charity constitutes a public entity as defined by FRS 102.

1.2 Fund accounting

General Funds are unrestricted and available for use, at the discretion of the Trustees, in furtherance of the general objectives of the charity, but have not been designated for other purposes.

Designated Funds are unrestricted funds but have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the Financial Statements.

Restricted Funds are funds which will be used in accordance with specific restrictions imposed by donors or have been raised by the charity for particular purposes. Expenditure that meets the criteria is charged to the fund. The aim and use of each restricted fund is set out in the notes to the Financial Statements.

1.3 Incoming resources

Donation and legacy income is received by way of donations and gifts and is included in full in the Statement of Financial Activities when receivable.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that the probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received by the estate.

Grants and other income are recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Other trading activities comprises amounts receivable from specific events held during the year inclusive of gift aid tax repayment claims.

Income from investments includes bank interest receivable during the year. No amounts are included in the financial statements for services donated by volunteers. Other gifts in kind are recognised at a reasonable estimate of their value.

Accrued income is recognised where it is probable that entitlement exists, subject to any conditions of receipt. Income from charitable activities relates to monetary contributions towards use of the houses in Hampshire, Wales and Scotland. They are recorded as received.

1.4 Resources expended

Expenditure is accounted for on an accruals basis and allocated to the appropriate heading in the accounts. Expenditure on raising funds includes the costs incurred in generating donation and legacy income and fundraising costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities.

Charitable activities expenditure enables the charity to meet its charitable aims and objectives.

Support costs are those costs which enable fund generating and charitable activities to be undertaken. These costs include Central Premises costs and Central Management costs such as finance, administration and human resources. These costs have been apportioned on a basis of time spent on each of the direct activities.

Resources expended include attributable VAT which cannot be recovered.

1.5 Tangible fixed assets

Tangible Fixed Assets costing more than £2,000 and computer equipment are capitalised and included at cost. Depreciation is applied to all Tangible Fixed Assets with the exception of freehold land (due to the fact that it shouldn't normally depreciate) and is calculated in order to write off the cost less estimated residual value over their expected useful lives as follows:

Freehold land	Nil
Freehold buildings	1.66% straight line
Freehold buildings - new build	3.33% straight line
Fixtures and fittings	20% straight line
Equipment	25% straight line
Motor vehicles	25% reducing balance

On each of the homes in Hampshire and Wales, £100,000 is deemed to be the value attributed to the freehold land valuation, on which depreciation is not charged.

Donated Assets are capitalised at the value of the cost to the donor or if not new, at the current market value. The value of the donation is credited to the Statement of Financial Activities.

A distinction is made on freehold buildings. Where the buildings are made with brick primarily, and are old and established, the depreciation is set at 1.66% with a deemed life of 60 years. Where the buildings are new build and partly built with brick, the depreciation is set at 3.33% with a deemed life of 30 years.

1.6 Operating leases

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

1.7 Consolidation

The results of the Charity's trading Company have not been consolidated on a line by line basis due to the insignificant level of activity. Any trading profit donated by way of a gift aid is included in income from investments.

1.8 Pensions

The Charity makes payments to a defined contribution scheme on behalf of employees. The contributions are treated as an expense in the year. The contribution by employees is 3% and by the employer 6%.

1.9 Short term investments

Short term investments are held to seek a return on low risk cash deposit bank accounts.

1.10 Purchase of gilts

The Trustees approved the purchase of government gilts as a means of making reasonable use of surplus cash funds. The Trustees continue to be very cautious with investments. A small range of gilts were purchased with redemption dates between 2026 and 2028.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.12 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.13 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.14 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.15 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future.

The Trustees have considered the likely future cash flows of the charity and have considered the balance sheet facilities available at this point in time.

The Trustees consider that the charity has sufficient cash to continue for the coming months, and is therefore considered to be of going concern. The financial statements have been prepared on a going concern basis.

2. Income

	31 Mar 2025	31 Mar 2024
	£	£
Trust & Grants	816,240	482,767
Corporate donations	244,101	362,618
Individual donations	774,922	779,546
Community fundraising	150,890	203,000
Total donation and legacy income	1,986,153	1,827,931
Interest receivable on deposit bank accounts and investment income from gilts and loss of disposal on assets	22,920	36,879
Total income from investments	22,920	36,879
Other contributions	46,965	3,700
Total income from charitable activities	46,965	3,700

3. Expenditure on raising funds

	Activities undertaken directly	Support costs	31 Mar 2025	31 Mar 2024
	£	£	£	£
Donation and legacy income	1,986,153	-	1,986,153	1,827,931
Cost of generating donation and legacy income	(306,905)	(59,109)	(366,014)	(311,049)
Net donation and legacy income	1,679,248	(59,109)	1,620,139	1,516,882
Other trading activities income	97,009	-	97,009	367,788
Cost of generating trading activity income	(87,965)	(59,109)	(147,074)	(232,882)
Net fundraising events and hire of facilities income	9,044	(59,109)	(50,065)	134,906
Total fundraised income	2,083,162	-	2,083,162	2,195,719
Total costs on raising income	(394,870)	(118,218)	(513,088)	(543,931)
Net donation, legacy and fundraising income	1,688,292	(118,218)	1,570,074	1,651,788

4. Expenditure on charitable activities

	Activities undertaken directly	Support costs	31 Mar 2025	31 Mar 2024
	£	£	£	£
Respite breaks and digital outreach	1,511,607	475,593	1,987,200	2,086,160
Total charitable expenditure	1,511,607	475,593	1,987,200	2,086,160

During the year there was £405,514 of restricted charitable expenditure (year ended March 2024: £745,654).

5. Support costs

	Fundraising: Donations & Legacies £	Fundraising: Events £	Charitable activities £	31 Mar 2025 £
Finance, audit and payroll costs	16,536	16,536	132,288	165,360
Executive and professional costs	34,331	34,331	277,370	346,032
Premises and IT costs	7,901	7,901	63,204	79,006
Other office support costs	341	341	2,731	3,413
Total support costs	59,109	59,109	475,593	593,811

6. Staff costs, Trustee remuneration and expenses, and the cost of key management personnel

	31 Mar 2025 £	31 Mar 2024 £
Wages and salaries	1,427,339	1,281,157
Social security costs	139,928	130,011
Pension costs (money purchase scheme)	78,045	75,310
Total staff costs	1,645,312	1,486,478

During the year, four employees received remuneration greater than £60,000: one in band £120k-130k, one in band £80k-90k, two in band £60k-70k (year ended March 2024: one in band £110k-120k, one in band £80k-90k, three in band £60k-70k).

The leadership team comprises of the Chief Executive, Director of Operations, Director of Finance, Personnel & Training Manager, Head of Marketing & Communications, and Head of Lottery & Statutory Grants. Total benefits paid in the year ended 31 March 2025 were £335,181 (year ended March 2024: £446,498).

Trustees neither received nor waived any emoluments during the year. Trustee travel expenses during the year were: £nil (year ended March 2024: £nil).

7. Staff numbers

The average number of employees analysed by function was:

	31 Mar 2025 Full-time	31 Mar 2025 Part-time	31 Mar 2024 Full-time	31 Mar 2024 Part-time
Charitable activities	14	26	13	31
Cost of generating funds	7	2	6	2
Management and administration	1	4	2	4
Total number of employees	22	32	21	37

8. Tangible fixed assets

	Freehold land & buildings £	Fixtures & fittings £	Equipment £	Motor vehicles £	31 Mar 2025 £
Cost					
At 1 April 2024	1,510,360	724,791	214,934	153,073	2,603,158
Additions	343,544	11,546	2,571	29,745	387,406
Disposals				(62,918)	(62,918)
At 31 March 2024	1,853,904	736,337	217,505	119,900	2,927,646
Depreciation					
At 1 April 2023	352,718	458,972	177,716	122,697	1,112,103
Charge for the year	50,321	89,250	11,737	15,030	166,338
Depreciation eliminated				(56,182)	(56,182)
At 31 March 2024	403,039	548,222	189,453	81,545	1,222,259
Net book value					
At 31 March 2025	1,450,865	188,115	28,052	38,355	1,705,387
At 31 March 2024	1,157,642	265,819	37,218	30,376	1,491,055

9. Fixed asset investments

	31 Mar 2025 £	31 Mar 2024 £
(1) Government gilts purchase	507,677	501,536
Other cash and income	9,353	7,689
Book value of investment at 31 March 2024	517,030	509,225
Unrealised investment gains at 31 March 2024	14,681	1,375
Market value at 31 March 2024	531,711	510,600
Original cost at 31 March 2023	500,000	500,000
(2) Unquoted UK investment at cost	2	2
At 31 March 2025	531,713	510,602

(1) The charity, through its Manchester-based stockbroker, Arnold Stansby & Co Ltd, invested £500,000 in purchasing two Government gilts for the sum of £499,155 with £845 in cash held over. By 31 March 2025 the book value of the investment was £517,030. The market value of the investment as at 31 March 2025 was £531,711.

(2) The unquoted fixed asset investment comprises 100% of the issued share capital of Honeypot Trading Limited, the trading arm of the charity, company number 03806058. All taxable profits are transferred to the charity. The net value of the company at 31 March 2025 was £nil. The company was dormant throughout the year.

10. Debtors and prepayments

	31 Mar 2025	31 Mar 2024
	£	£
Trade debtors	15,675	28,670
Accrued income	48,089	77,703
Tax repayment claim	2,043	18,319
Other debtors	3,978	6,083
Prepayments	47,604	90,116
Debtors: amounts falling due within one year	117,389	220,891

11. Creditors: amounts falling due within one year

	31 Mar 2025	31 Mar 2024
	£	£
Trade creditors	35,588	103,278
PAYE & National Insurance	34,291	34,570
Other creditors	8,587	8,684
Accruals	54,777	75,918
Deferred income	38,016	32,647
Creditors: amounts falling due within one year	171,259	255,097

12. Deferred income

Deferred income comprises advance sponsorship donations received in the year relating to the London Marathon (taking place in April 2025), an amount received for the 2025 House to House cycle event, and payments for respite breaks happening after the year end.

	£
Balance as at 1 April 2024	32,647
Amount released in year	(32,647)
Amount deferred in year (2025 London Marathon)	10,979
Amount deferred in year (2025 House to House event)	10,937
Amount deferred in year (2025 Respite Breaks)	16,100
Balance as at 31 Mar 2025	38,016

13. Operating lease commitments

At 31 March 2025 the charity had commitments under a non-cancellable operating lease on land, buildings and motor vehicles as follows:

	31 Mar 2025	31 Mar 2024
	£	£
Due within 1 year	11,387	1,662
Due between 2-5 years	40,852	18,535
Total lease commitments	52,239	20,197

Total spent in the year on operating leases was £6,646 (year ended March 2024: £6,646).

14. Analysis of net assets between funds

	Restricted Funds	Designated Funds	General Funds	Total Funds
	£	£	£	£
Fund balances at 31 Mar 2025 are represented by:				
Tangible fixed assets	514,228	1,191,160	-	1,705,388
Investments	-	-	531,713	531,713
Current assets	480,695	350,000	215,590	1,046,285
Current liabilities	-	-	(171,259)	(171,259)
Total funds	994,923	1,541,160	576,044	3,112,127

15. Reconciliation of net movement in funds to net cash flow from operating activities

	31 Mar 2025	31 Mar 2024
	£	£
Net movement in funds	(332,561)	(392,418)
Add back depreciation charge and loss on disposal	110,156	148,958
Add back losses/(gains) on investment assets	(14,681)	(1,375)
Deduct investment income	(22,920)	(36,879)
(Increase)/decrease in debtors	103,502	-
Increase/(decrease) in creditors	(83,838)	-
Net cash used in operating activities	(240,341)	(281,713)

16. Unrestricted funds

	31 Mar 2024	Income	Expenditure	Transfers	31 Mar 2025
	£	£	£	£	£
General Reserve	740,569	1,651,107	(1,940,326)	124,693	576,043
Designated Funds					
Fixed Asset Fund	950,571	-	(78,048)	318,637	1,191,160
Third Honeypot House Fund	243,330	-	-	(243,330)	-
Fourth Honeypot House Fund	350,000	-	-	-	350,000
Matched Giving Fund	200,000	-	-	(200,000)	-
	1,743,901	-	(78,048)	(124,693)	1,541,160
Total unrestricted funds	2,484,470	1,651,107	(2,018,374)	-	2,117,203

The General Reserve represents free funds of the charity, which are not designated for any particular purpose.

The Fixed Asset Fund has been set up to assist in identifying those funds that are not free funds and it represents the net book value of the tangible fixed assets, except for those funded from the Honeypot House Fund and the Wales House Fund. The expenditure for the year relates to depreciation charged on those assets.

The Third and Fourth Honeypot House Funds have been set up to assist in identifying those funds that have been designated to aid the strategic goal of the charity, which is to reach more children through additional accommodation.

The Matched Giving Fund represents funds from donors who have given permission to use their funds as a matched giving funder in Honeypot appeals.

17. Restricted funds

	31 Mar 2024	Income	Expenditure	Transfers	31 Mar 2025
	£	£	£	£	£
Respite breaks & outings	33,033	285,112	(173,119)	-	145,026
SEAL breaks	233,968	113,800	(189,000)	-	158,768
Children's Breaks Fund	267,001	398,912	(362,119)	-	303,794
Wellbeing Fund	8,850	-	(8,850)	-	-
Wellbeing Fund	8,850	-	(8,850)	-	-
Equipment	684,366	103,028	(96,265)	-	691,129
Equipment Fund	684,366	103,028	(96,265)	-	691,129
Total restricted funds	960,217	501,940	(467,234)	-	994,923

17. Restricted funds (cont)

The Children's Breaks Fund represents incoming and outgoing monies that have been received and spent in accordance with specific donor requests, relating to respite breaks, SEAL breaks and outings.

The Wellbeing Fund was created to allow the beneficiaries of the charity the opportunity to access small grants up to the value of £250 to assist them in their day-to-day lives.

The Equipment Fund has been set up to provide for new equipment at all three houses.

18. Pension contributions

The amount outstanding at the year end was £8,587 (year ended March 2024: £8,863).

19. Related party transactions

The amount of charitable donations from Honeypot Trading Ltd, the 100% subsidiary, was £nil (year ended March 2024: £nil).

20. Control

The ultimate controlling parties are the Trustees listed on page 2.

21. Auditor's remuneration

The auditor's remuneration constituted an audit fee of £12,096 (year ended March 2024: £11,520).







The Honeypot Children's Charity
Spaces
12 Hammersmith Grove
London
W6 7AP

www.honeypot.org.uk

Charitable Incorporated Organisation
England and Wales (No. 1184132)
Scotland (No. SC052213)



THE HONEYPOT CHILDREN'S CHARITY

England & Wales - Charity number 1184132

Accounts



The Honey Pot Children's Charity

Annual Report & Accounts: Year Ended 31 March 2024



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The Honey Pot Children's Charity

Charitable Incorporated Organisation
England and Wales (No. 1184132)
Scotland (No. SC052213)

227 Shepherd's Bush Road
London
W6 7AS

www.honeypot.org.uk

Trustees

Laurie Oppenheim (*Chair*)
Mary Davis
Hugh Whitaker (*resigned 23 June 2023*)
Verne Grinstead
Natalie Rebeiz
Tom Putter
Andrew Chalkley (*resigned 23 June 2023*)
Oliver Harrison

Leadership Team

Simmi Woodwal *Chief Executive*
Phil Gellhorn *Director of Finance*
Anthony Cummings *Director of Income Generation*
Jenny Ray *Director of Strategic Development and Interim Director of Operations*
Elaine Hiskett *Personnel Manager*

Auditors

Knox Cropper LLP
5th Floor
65 Leadenhall Street
London
EC3A 2AD

Bankers

Barclays Bank
1 High Street
Bracknell
RG12 1DR



Honeypot House, Hampshire



Honeypot Pen y Bryn, Powys



Honeypot Dalleagles, East Ayrshire

Activities & Objectives

Our Organisation

Honeypot is the only children's charity in the UK which provides consistent and long-term support for young carers aged 5 to 12 years old. Depending on the age they first come to us, we support children for up to eight years. We aim in the long term to support 10,000 young carers annually with an early intervention, holistic, multi-support basket of Wrap-Round services that meet a wide range of needs. The number of young carers coming to Honeypot continues to rise.

Young carers make many sacrifices in looking after a sick or disabled family member for 30+ hours or more in a typical week. Honeypot ensures that young carers do not lose out on their chance of a happy, fulfilling childhood, and we aim to guide them onto a positive pathway so they can build brighter futures. We achieve these goals by focusing on six key areas of support:

► Residential Respite Breaks

These stress-busting breaks have been at the heart of Honeypot for nearly 30 years and form the backbone of our organisation. We have houses in England, Wales, and Scotland. In the long-term, Honeypot aims to open a comprehensive network of houses throughout Great Britain so that a young carer living anywhere in the United Kingdom can access our services.

► Social and Emotional Active Learning (SEAL)

A SEAL education booster is run in three stages:

Stage 1: Pre-residential, where Honeypot's team consults with the school, parent(s) and the child to establish the specific learning challenges of each child.

Stage 2: Intensive four-day residential education break, where a tailored programme of 30 hours of active learning is provided.

Stage 3: Post-residential, where the Honeypot team follows up with the child and their school to embed the new level of confidence and self-belief the child has to succeed in education.

► Digital and Face to Face Outreach

Young carers are often lonely, isolated, and socially excluded. We provide them with group activities online to facilitate shared life experiences, to connect, make friends, and access peer support. We also provide Memory Making Days where inner-city children can experience the joys of visiting a farm or the beach.

► Wellbeing Services

As all the children we support are referred by agents within the child welfare network, Honeypot supports young carers with deep-rooted needs. We ensure, via a range of wellbeing interventions, such as our Wellbeing Grants, that the children can receive essential life items they lack, such as a clean bed, or new school clothes.

Honeypot provides healthy eating and nutrition, to ensure mealtimes for young carers comprise of healthy, nutritious meals and good eating habits are learned and acquired from an early age.

► Pastoral Care

Post-Covid lockdown, many young carers have been left mentally fragile. Honeypot provides pastoral care for overwhelmed young carers and their families, to help them cope with their challenges.

We also provide resources to assist young carers to develop coping strategies for stress, anxiety, worry and low self-esteem. Receipt of these resources often creates the pathway for a young carer or vulnerable child to access other support from Honeypot.

► Giving Young Carers a Voice and Disseminating Honeypot's Model of Best Practice

Young carers aged 5 to 12 years have been hidden. They have been hidden from government funded services and from widescale public philanthropic support.

Leading research, and reports that aim to identify the issues facing carers and the services needed to support carers, mostly focus on adult and young adult carers.

Through nearly 30 years of providing services for young carers across large geographical areas of England, Wales, and Scotland, Honeypot has acquired a deep understanding of the issues hampering their ability to experience happy childhood memories and build brighter futures.

We employ this understanding and insight to give young carers a voice, with the aim of ensuring that their needs are considered and provided for at national, regional and local governmental levels, and that our tried and tested model of best service practice for meeting these needs is disseminated and adopted.



Our Objectives

Honeypot's overarching objective is to alleviate the detrimental impact on children as young as five who are involved in caring for a sick family member.

We aim to:

- ▶ Ensure young carers have happy childhood experiences and make happy memories.
- ▶ Give stressed and anxious young carers much needed respite from their caring responsibilities.
- ▶ Develop young carers resilience, and self-belief that they can succeed in education.
- ▶ Enable young carers who lack opportunity to socialise, join peer groups to make friends and develop social skills.
- ▶ Boost the wellbeing of young carers with practical interventions such as Wellbeing Grants to provide them with the basic life essentials they need, as well as healthy eating and nutrition sessions.
- ▶ Provide pastoral care to overwhelmed young carers and their families when they are struggling to cope with the challenges in their lives.
- ▶ Disseminate and promote the adoption of Honeypot's Model of Best Service Practice to indirectly support far more young carers than we can with our physically limited resources.

Our long-term objectives are to deliver greater breadth and depth of support for young carers.

Greater breadth means supporting greater numbers of young carers through expanding all our services, such as opening more Honeypot Houses.

Greater depth of support means meeting more of the needs of young carers with greater impact, both in the short and longer term.



A Message from our Chief Executive



A Year of Strong Strategic Focus

Over the past year Honeypot has achieved remarkable successes. In pursuit of our strategic objective of **greater breadth of support** for young carers, Honeypot reached an all-time high, with **4,720 children** receiving Honeypot's services over the past year.

In pursuing our other strategic objective of **greater depth of support** for young carers, Honeypot services enabled **nearly 100%** of all the children who received our services to experience substantial or significant improvements in their mental wellbeing and happiness.

These outstanding results were achieved against a backdrop of extremely challenging circumstances: double digit inflation, a cost-of-living crisis that impacted severely not just on Honeypot but the whole charitable sector, the lingering scars of Covid lockdown still causing poor mental health and reduced wellbeing of a generation of children, and young carer families on a financial tightrope experiencing severe deprivation.

The Trustees, senior leadership team, and management of Honeypot conducted a 'deep dive' to identify how these outstanding results were achieved in the face of such severely challenging circumstances.

The single greatest driver of Honeypot's success was its laser sharp focus on relentlessly following its five-year strategy. The year past was the fourth year of this strategy, one which had consistently delivered remarkable improvements year on year. It is my pleasure to share with you key features of this strategy.

A Focus on the Fundamentals

There were three key fundamentals that underpinned the success of our strategy in 2023/24:

- ▶ ***A total commitment to developing and delivering an early intervention, holistic, multi-service model***

Honeypot continued its commitment to delivering a package of holistic Wrap-Round services, which met the multiple needs of young carers. Our services reduced anxiety and stress, alleviated loneliness, and isolation, built confidence and self-esteem, and provided essential items no child should be without. Our multi-service model delivered greater positive benefits to young carers than a single service or limited range of services.

In the *Service Delivery Output and Impact* sections of this report is an outline of how Honeypot's range of nine interlacing support services greatly enhanced the number of young carers we were able to support. There are also details of how these services provided greater positive impact on the wellbeing and happiness of young carers.

I pay heartfelt tribute to Honeypot's dedicated service teams for delivering these life enhancing benefits for young carers. I sincerely thank the hundreds of governmental organisations, local authorities, health bodies, social work teams, schools and other organisations within the UK child welfare network who worked in partnership with Honeypot to deliver this success.

- ▶ ***Diversifying our income streams and converting relatively 'new' income streams into stable, core annual sources of funds***

Over the past three years Honeypot has pursued a strategy of expanding and diversifying the range of income sources it relies upon to fund our services, beyond its traditional three main sources, namely income from corporates, from Trusts and Foundations, and from community groups and individuals.

You will read in the *Fundraising & Communications* section of this report how key 'new' income sources, such as our appeals and government funding, became, after three years of consistent income generation, stable and sustainable core sources of funding. £1 in every £5 we raise now comes from these income sources.

Additionally, in the *Fundraising & Communications* section we demonstrate how we continued this process of developing new income streams. We report how activities commenced to build strong foundations for the future growth of our Patrons Club, with the aim of securing funding from high-net-worth philanthropists. We anticipate this campaign will yield substantial income in the coming years.

Honeypot launched a new legacy campaign to redress the under-provision of legacy income received, compared to many children's charities. The work, conducted over the past year, is anticipated to yield substantial income in the coming years.

I pay tribute to our skilled and trusted fundraising and communications team. Their high-octane networking, reaching out and engaging tens of thousands of potential and actual supporters over the past year, ensured Honeypot was in the hearts and minds of larger segments of the British public. This was undertaken with creativity, innovation, and warmth.

Sincere thanks to each and every corporate, trust, major philanthropist, organisation, legator and individual who donated over the past year. The number of supporters topped several thousand.

Special thanks to St George and The Berkeley Foundation, Richard Porter Family Foundation, Mr Simon Clarke and the Spoilt Ramblers, Tresanton Trust, POM Trust, Barry and Peggy High Foundation, Girdlers Company Charitable Trust, and Addleshaw Goddard.

Special thanks also to the thousands of individual donors who supported our appeals. Together, they provided the single largest source of funding in 2024. We thank the Big Give for being a consistent pillar of support for our matched funding appeals over many years, helping to raise a cumulative amount that exceeds £500,000. Thanks also to Charity Extra for hosting a large annual appeal.

BBC Radio 4 hosted a Honeypot matched funding appeal over the past year, which raised one of the highest sums achieved by any charity. It was especially poignant that, Jaiden, who was a Honeypot young carer in his childhood, made the appeal as a young adult. Jaiden shared the challenges he faced when caring and gave insights into the essential support Honeypot gave to help him cope and thrive.

None of these matched funding appeals would have been possible without The Betty Messenger Charitable Foundation who generously matched £1 for £1 every donation made to our appeals.

► ***Skilful management and deployment of Honeypot's finances***

Honeypot has benefitted greatly from record breaking financial support over the past three years. This support enabled Honeypot to build financial reserves effectively managed by Honeypot's finance team, enabling several new services to become embedded within our core offering, as well as providing funds to enhance and expand long standing core services.

Service growth and consolidation was achieved while maintaining our strategic financial goal of retaining up to six months of free reserves.

Honeypot is now in a much stronger position to attract greater financial support from a wider range of Trusts and Foundations, corporates, government funding programmes, organisations, and individuals who fund work over a range of philanthropic priorities.

Our services are now relevant and attractive not just to funders who wish to support young carers, but also funders who wish to redress inequality in education opportunities and provide children who need additional education boosters.

Honeypot is also attractive to funders who wish to redress material lack and increase mental wellbeing, or alleviate loneliness, isolation, and exclusion. Without the skilful management of finances, Honeypot would not have been able to expand its range of services.

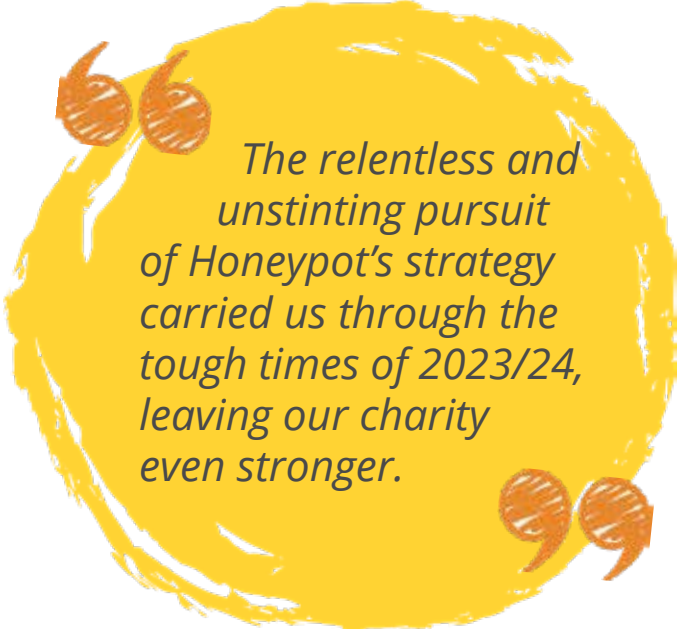
You will read in the *Financial Review* and *Financial Statements* sections how our restricted and designated reserves were managed and allocated.

I pay tribute to our skilled finance team who achieved the balance of financial stability and sustainability, while prudently providing the funds to achieve growth and expansion.

Honeypot is immensely fortunate to have the support of a highly committed and loyal Board of Trustees, who bring a wealth of knowledge, wisdom, insight, and experience to our organisation. They span several sectors, including finance, business, psychology, marketing and communications.

Our Trustees provide a guiding hand to our organisational strategy, enabling it to be strategic, measurable, achievable, realistic, and timely. Without our Trustees input, Honeypot's strategy would not perform as well as it has. Sincere thanks to all Honeypot's Trustees.

Simmi Woodwal
Chief Executive



The relentless and unstinting pursuit of Honeypot's strategy carried us through the tough times of 2023/24, leaving our charity even stronger.

Service Delivery & Output

Our Strategic Approach

This section reflects the completion of the fourth year of Honeypot's five-year strategy. The strategy was predicated on three key objectives:

Strategic Objective 1: Building a diversified range of support services, known as our Wrap-Round Service.

Strategic Objective 2: Achieving greater breadth of service support (reaching more young carers) and greater depth of service support (meeting their needs more impactfully).

Strategic Objective 3: Sharing and promoting our best practice service model, to indirectly support many more young carers.

Our overarching strategic objective for service output reflected our organisation's vision for young carers:

A continuous improvement process to achieve = greater breadth of support for young carers (supporting more young carers) + greater depth of support for young carers (meeting their needs more impactfully).

In 2024, our overarching strategic objective was achieved: 4,720 young carers supported (3,518 in 2023) + 100% improvement in wellbeing (as discussed in our service impact section).

Achieving Strategic Objective 1: Building a diversified range of services

Our diversified services strategy is built on the theory of the Hierarchy of Needs model identified by Professor Abraham Maslow. This theory posits that to effectively fulfil a person's high-level needs, such as self-actualisation and being all one can be, lower-level needs must first be met, such as social acceptance and belonging.

Today, Honeypot provides young carers and other disadvantaged children with an early intervention, holistic, multi-support service which meets more of their needs. The diagram below shows how our diverse services met different levels of need across the different levels of Maslow's theory of the Hierarchy of Needs.

Maslow's Hierarchy of Needs

Self-actualisation
Desire to be all one can be

Esteem
Self-esteem, respect, status, recognition

Love and belonging
Friendship, sense of connection

Safety
Resources, health

Physiological needs
Food, clothing, sleep

Honeypot's Response

SEAL Education Booster Breaks;
Residential Respite Breaks; Wellbeing Wallets;
Parent & Child Workshops; Pastoral Support

SEAL Education Booster Breaks;
Residential Respite Breaks; Wellbeing Wallets;
Parent & Child Workshops; Pastoral Support

Residential Respite Breaks;
Memory Making Days;
Digital Group Activities

Pastoral Support;
Wellbeing Grants;
Healthy Eating & Nutrition

Wellbeing Grants;
Healthy Eating & Nutrition



Achieving Strategic Objective 2: Greater breadth and depth of service support

Throughout the past year Honeypot consistently assessed, surveyed and measured the outputs of our services, and the depth to which our services positively impacted the lives of young carers.

Honeypot believes the evidence we recorded and collected demonstrates the efficacy of this holistic, multi-service model. We present some of these measures in this section and in the next *Service Impact* section.

Our expanded services supported 4,720 young carers over the past year, an increase of 36% over the previous year, which was also an improved output. This is the largest number of young carers and vulnerable children Honeypot has ever supported.

There are many more young carers who need support but do not receive it. Being able to support more young carers is the driver for our growth and expansion.

Achieving Strategic Objective 3: Disseminating and encouraging adoption of our early intervention, holistic, multi-service model

Honeypot is immensely ambitious about young carers. We wish to support tens of thousands, with services that enrich and transform lives. Honeypot is however physically constrained. Our houses running at maximum capacity can provide respite breaks for 2,268 young carers over 12 months.

We run three-day respite breaks every week, and respite breaks back-to-back, with four-day SEAL breaks for most weeks. Our SEAL break, when eventually running from all our houses, cannot provide support for more than 720 children.

In order to overcome these constraints, Honeypot aims to disseminate and promote the adoption of our early intervention, holistic, multi-service support model with government and with a wide range of stakeholders within the UK's child welfare network.

Our long term developmental goal is to share this model and the supporting evidence of its efficacy with children's charities, government commissioners, policy makers, and statutory organisations such as schools, to work with Honeypot to support tens of thousands more young carers and disadvantaged children.





Our Individual Services

Since 1995 Honeypot has been dedicated to enhancing the lives of young carers aged 5 to 12 years old. If left unsupported, young carers run the risk of sacrificing their childhood and the chance to build a productive, fulfilling future due to caring for a sick or disabled parent or sibling for as much as 30+ hours a week.

They voluntarily assume these responsibilities at an age when they should be focusing on their own growth and development. These young carers support parents or siblings with chronic illnesses, disabilities, mental health issues, or substance dependencies, facing challenges that can impact on their education, emotional wellbeing, and social opportunities.

Wrap-Round Services for Lasting Change and Immediate Support

Honeypot provides an integrated and mutually reinforcing range of early intervention services, known as Wrap-Round services. These services are designed to support young carers holistically, addressing their diverse needs and enhancing their overall wellbeing.

They include regular respite breaks at a Honeypot house in England, Wales or Scotland, where children can enjoy a unique environment and experience the opportunity of everything and everyone being dedicated to helping nurture and support them.

Our respite breaks provide both recreational activities and social developmental activities that enable the children to learn the skills of forging friendships, in a safe, nurturing environment. With the high staff to child ratio, 1:4, on a break the children receive personal support to learn new skills such as swimming or cycling or speaking in front of a group.

Additionally, Honeypot also organises educational and enrichment workshops and activities, which focus on the development of life skills, confidence-building, and acquiring academic skills.

By offering a range of holistic and synergistic integrated services, Honeypot ensures that young carers receive life enhancing support to enable them to be all they can be. Our services consistently aim to empower young carers to balance their caregiving responsibilities with their own personal development and happiness.

We provide children with a comprehensive range of Wrap-Round services designed to support lasting change and address their immediate needs:

- ▶ Residential Respite Breaks
- ▶ Social Emotional Active Learning (SEAL)
- ▶ Digital Workshops
- ▶ Memory Making Days
- ▶ Pastoral Services
- ▶ Wellbeing Grants
- ▶ Healthy Eating & Nutrition Wellbeing Support
- ▶ Parent and Child Workshops

Residential Respite Breaks

Respite breaks provide greatly needed relief from the stresses of caring, offering a much-needed escape from the daily responsibilities of looking after a sick or disabled family member. These breaks allow young carers to relax, recharge, and engage in enjoyable activities, promoting their overall wellbeing.

During respite breaks, they have the opportunity to connect with peers facing similar life challenges, fostering a sense of community and peer support. These experiences not only give young carers a break from their caregiving duties but also help them develop new skills, build self-esteem, and create happy lasting childhood memories.

Young carers return from respite breaks to their roles with renewed energy and a positive outlook, better equipped and better able to cope with caring. We help young carers to balance their caregiving responsibilities with their own personal growth and development.

From April 2023 to March 2024, Honeypot provided **129 respite breaks** and welcomed **1,424 children** to our houses.



Social Emotional Active Learning Booster Breaks

Social Emotional Active Learning (SEAL) is a vital component of our service offering, aimed at fostering the social and emotional development of children.

Honeypot's approach combines interactive and experiential learning activities in the very rich child friendly environment of a Honeypot house, away from their home or school. These breaks help children build essential skills such as self-awareness, emotional regulation, empathy, and effective communication.

Through a focused curriculum, which includes adaptable indoor and outdoor sessions, and using group discussions and collaborative projects, children engage in activities that mirror real-life situations, empowering them to practice problem-solving and conflict resolution in a supportive environment.

SEAL not only enhances emotional literacy but also promotes a positive culture where mutual respect and understanding thrive, and these skills can be translated back into the school environment.

We are proud to offer schools our SEAL educational booster programme, which is quality-assured and recognised by Hampshire County Council.

Honeypot holds the *Learning Outside the Classroom Quality Badge* endorsed by the Department of Education. This badge validates the learning content and recognises the high standards of safety that organisations provide for children who access their services.

Our SEAL programme is delivered over three to four weeks. Honeypot ensures all participating schools have convenient and well timed pre and post SEAL collaboration sessions that harmonise the learning needs the school has identified the children have, with the SEAL content the children receive at Honeypot. This process ensures that every SEAL experience is tailored to the specific needs of each child.

From April 2023 to March 2024, Honeypot provided **33 SEAL breaks** for **384 children**.

Digital Workshops

Honeypot's digital workshops offer a flexible and accessible means of supporting young carers in groups that are geographically widespread. These online sessions cover a range of activities, such as baking, arts and crafts, and drama.

By participating in interactive virtual group activities, young carers connect with peers who share similar life challenges. This experience helps to reduce the loneliness and isolation of caring. The digital format allows them to engage in these workshops at convenient times for them, and at times that accommodate their caring schedules.

These workshops are delivered by skilled practitioners, who are adept at encouraging children with low self-esteem to find their voice and confidence to engage and contribute to group activities. Digital workshops empower young carers.

Memory Making Days

Most of the young carers Honeypot supports do not have access to the experience of a fun day out with family. Many inner city young carers have never visited the countryside, a beach, or a nature park.

Honeypot's Memory Making Days offer disadvantaged young carers fun day out experiences where all their needs are provided for throughout the day. Our Memory Making Days enable young carers to create happy lasting memories.

By participating in a Honeypot Memory Making Day, young carers experience new adventures, build friendships, and enjoy themselves devoid of the weight of their usual duties. These experiences help boost the children's emotional wellbeing and self-esteem.

Memory Making Days emphasise the importance of self-care and leisure, reinforcing the idea that young carers deserve time for themselves to relax and have fun, just like their peers. Participants leave knowing that they are valued as individuals.

From April 2023 to March 2024, Honeypot provided **26 Memory Making Days** for **372 children**.



Pastoral Services

Pastoral Services play a crucial role in supporting the emotional and psychological wellbeing of young carers. These services provide a compassionate and understanding environment where young carers can express their feelings, discuss their challenges, and receive personalised support.

Through regular check-ins, Honeypot's pastoral team helps young carers to develop coping strategies, build resilience, and improve their mental health. These services include guidance about managing the complexities of their caregiving roles, fostering a sense of stability and security.

By addressing the emotional needs of young carers, our Pastoral Services ensure that these children receive the support they need to thrive both in their caregiving duties and personal lives.

We provide non-urgent wellbeing support for children and their families before their feelings of being unable to cope grow into a life crisis. Honeypot signposts children and families to specialist services and assists young carers and their families to access statutory support and support offered by specialist non-profit organisations. The families who receive our Pastoral Services are those not already supported through complex statutory provision.

Our Pastoral Services provide wellbeing resources, which we distribute to thousands of children. These materials help young carers to work independently, or with their parent or a teacher, to develop coping strategies for stress, anxiety, worry and bullying. Through these resources Honeypot encourages further engagement with our Pastoral team.

Our Pastoral Services have achieved numerous successes, such as:

- ▶ Assisting a family in gaining access to much-needed benefits by supporting them to apply for statutory source funding.
- ▶ Helping a family secure the right support from mental health specialists during a crisis.
- ▶ Supporting a parent in obtaining additional Special Educational Needs (SEN) provision from their child's school.



These achievements have involved coordinated efforts with families, social workers, teachers, and other professionals as part of our approach of working with multi-disciplinary teams.

We continue to support families through difficult and distressing circumstances; a service of great value which is not easily quantified. Families regularly express deep appreciation for our Pastoral Services.

Wellbeing Grants

Honeypot provides Wellbeing Grants, up to the value £250, to support young carers and their families to purchase items no child should be without, such as new clothes for school or a clean new bed.

The fund also aims to help young carers overcome social isolation, achieve educational progress, or support their emotional wellbeing. Through this fund, we have provided items and services such as horse-riding therapy, laptops, trampolines, cabin beds, a writing desk and chair for a child who needed a quiet place to do their homework.

Our Wellbeing team seeks to ensure that children and families receiving Wellbeing Grants feel valued and their unique circumstances are understood and addressed with great sensitivity.

From April 2023 to March 2024, Honeypot distributed **220 Wellbeing Grants**.





Healthy Eating and Nutrition

The Healthy Eating and Nutrition Service is dedicated to promoting the physical and emotional health of young carers through nutritional education and support. This service comprises:

- ▶ Distribution of food vouchers
- ▶ Healthy eating and nutrition workshops
- ▶ Ongoing learning about healthy eating during a Honeypot respite break and SEAL residential

Food vouchers aim to improve dietary habits and overall health of young carers and their families. By providing food vouchers, this service ensures that families have access to fresh, nutritious ingredients essential for preparing balanced meals.

Alongside the vouchers, young carers and their families receive practical guidance and resources on healthy eating, including recipes, meal planning tips, and nutritional education.

The healthy eating and nutrition workshops that we run during respite breaks are designed to engage children and their families in interactive learning experiences, emphasising the importance of nutrition and balanced meals to overall wellbeing.

Ultimately, the Healthy Eating and Nutrition Service empowers young carers and their families to adopt healthier lifestyles, fostering long-term benefits for their physical and mental health. Reflecting our early intervention service model, Honeypot aims to help young carers and vulnerable children develop healthy eating habits at an early age so that they remain with them for a lifetime.

Parent and Child Workshops

Parent and Child Workshops provide an invaluable opportunity to strengthen family bonds and support early childhood development.

These workshops are designed to engage both parents and young children in activities that foster learning, communication, and emotional connection.

Through playful and educational exercises, parents gain insights into their children's developmental needs and learn effective strategies to support their growth.

Experienced staff provide engaging activities and guided discussions, where families can learn effective coping strategies, improve their problem-solving skills, and enhance their emotional resilience.

These sessions also offer a platform for parents to share experiences, ask questions, and receive guidance from staff and their peers.

By participating in these workshops, families can create a supportive home environment that enhances the child's school experience, building a foundation for lifelong learning and strong family relationships.



Honeypot Case Studies

Jaiden's Story

Aged 12...

Jaiden cares for his mother, Sheila, around the clock. Sheila has lupus, respiratory, and mobility problems.

They live in a crime-ridden neighbourhood in Croydon, where knife crime is rife. Jaiden is the flip-side of the knife crime generation. He is caring, loving, responsible, selfless.

Jaiden loves coming to Honeypot House where he is the basketball king! He loves seeing his friends and enjoying the beautiful, fresh countryside estate of Honeypot House.

Like all children, Jaiden has hopes and dreams. He dreams of being an artist when he is older.

Aged 18...

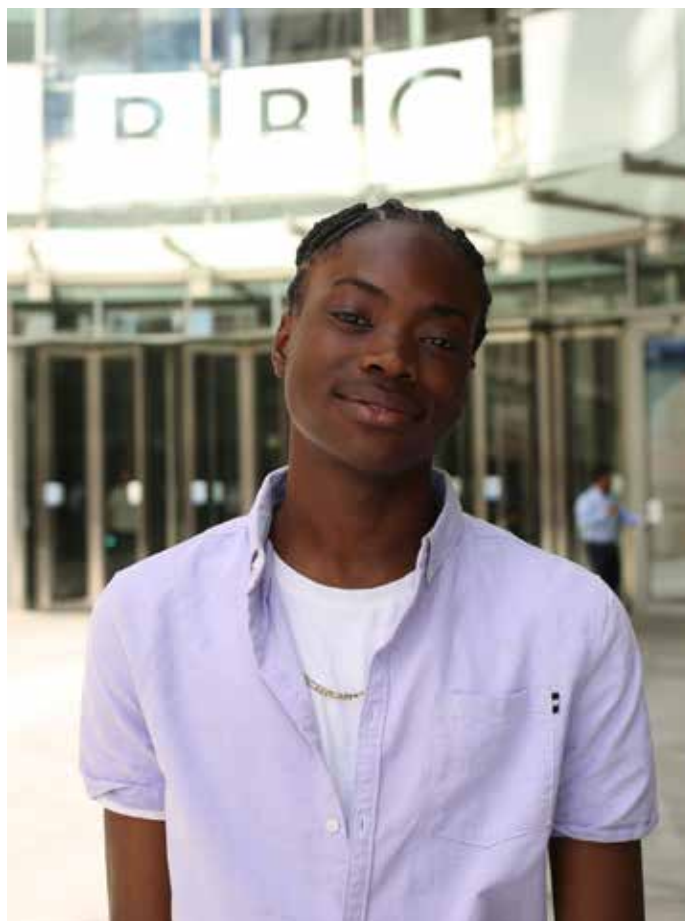
Jaiden, now immersed in his studies, has a deep passion for acting. Once he completes his education, he aims to pursue a career in drama and become a professional actor.

Recently, Jaiden represented Honeypot in a Radio 4 fundraising appeal and starred in a short film with Lambeth Council, focusing on the eradication of violence against women.

He has just excelled in his A-Levels and will be going to Bath Spa University to study Drama and Acting.

Reflecting on his experiences with Honeypot, Jaiden says, *"At Honeypot, I got to experience things I had never done before, including meeting the Prime Minister. It gave me the belief that I can achieve anything I set my mind to."*

Jaiden continues to support Honeypot and recently participated in a Memory Marking Day at the theatre with a group of young carers from Barnet. Many young carers now look up to him and are inspired to pursue their own goals, following in his footsteps.



Scan the QR code
to watch a short
film about Jaiden
when he was 12



Leah's Story

Leah, aged 7, helps care for her Mum, Sally, who has multiple seizures a day. She helps with everything including mobility, getting dressed, and other essential day-to-day tasks. She is a major emotional support and is always there when Mum needs her. Leah is her rock!

Leah has struggled with coming to terms with having a disabled parent, often bullied by her peers, saying she *"didn't have a real Mum"*. She became very reclusive and struggled with school and socialising.

On her first break to Honeypot Leah experienced swimming for the first time. She made friends through the many amazing activities she enjoyed, from crafting to pizza making. She found a place where she could relax and be herself.

Mum says, *"Leah has come to appreciate her own self worth, thanks to the one-to-one support of Honeypot's amazing team. She felt like a superhero, her superpower being a young carer, so only she could access the super headquarters!"*

Leah and her older sister, Izzy, have accessed many of Honeypot's services, which are tailored to each child. They have attended several respite breaks, building confidence, resilience and making many happy memories each time.

They have joined amazing Memory Making Days, such as trips to activity parks or skiing, having experiences they otherwise wouldn't have. Leah has also benefited from Honeypot's Wellbeing Fund, with a brand new bike so she can learn how to ride!

The memories are pride of place in Leah's bedroom; keep-sakes such as photos of her with Honeypot team member, Tangie, reminding her of the many happy memories she has in her magical place.

Leah loves receiving the birthday cards, Christmas fun books and regular Wellbeing Wallets that Honeypot sends. *"They remind her she is special, not only to us as her parents, but to Honeypot too,"* says Mum.



Scan the QR code
to watch a short
film about Leah
and her family

*Honeypot isn't
just a charity or
after-school club,
to us as a family it
is so much more!*

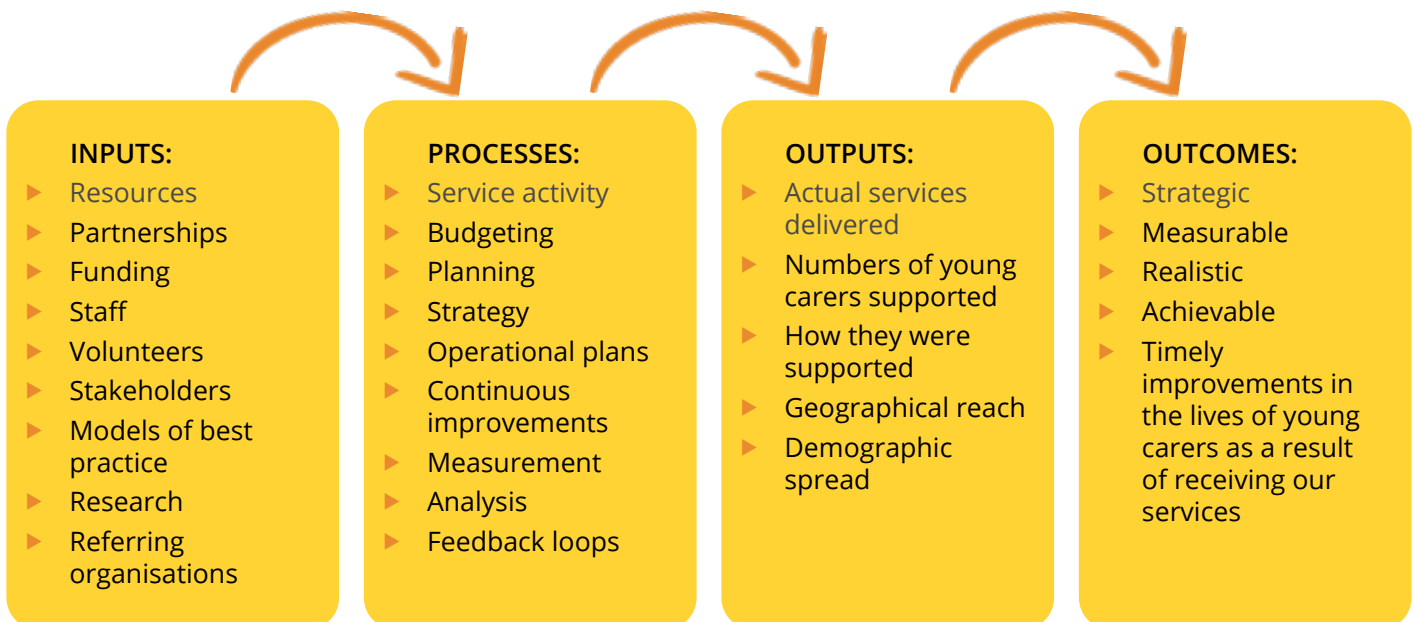


Service Delivery Impact

Honeypot's Methodology and Strategy for Measuring and Developing Impact

Impact is defined as the measurement of the extent to which an organisation's services achieve positive improvements in the lives of the beneficiaries it serves.

Honeypot employs a precise theory of change which defines the relationships between its Inputs, processes, outputs, and outcomes. A summary of Honeypot's theory of change is presented below:



Honeypot has been building its impact measurements over several years, in the following ways:

- ▶ Analysing over the long-term the positive outcomes young carers receive over the eight-year cycle a child can be supported by Honeypot.
- ▶ The consistent, long-term, application of statistically validated measurements, such as the Stirling Child Wellbeing Scale, which measure the emotional and psychological wellbeing improvements of children receiving Honeypot's services.
- ▶ A range of other pre and post intervention measurements.
- ▶ Tracking the progress and development of individual young carers over several years.

Please refer to the case study on page 14 which relates how, with Honeypot's support, a young carer called Jaiden, who was referred to Honeypot six years ago, progressed from experiencing feelings of loneliness and isolation to being the confident young adult he is today, fulfilling his hopes and dreams.

This report highlights the transformational role Honeypot's support services play in the lives of young carers, the challenges these children face, and the impact of Honeypot's programmes in fostering a supportive environment where young carers can thrive.

Through analysis and case studies we present evidence for the effectiveness of our services in improving their wellbeing and helping to put young carers on a positive life trajectory to a brighter future.



Residential Respite Breaks

► Quotes from children about their break

"I enjoyed using the clay and going swimming"

"I made new friends and visited new places"

"It is so fun I would stay forever"

"Having fun for the first time in five months"

"Honeypot staff are lovely, it's a really happy environment"

► What was the best thing about your break?

"Getting a break from my brother"

"Going to Paulton's Park"

"The food was great"

"Making new friends and getting a good night's sleep"

"The best thing about the break was all the activities"

► What was your most proud achievement?

"Learning to swim"

"Making new friends, because I am very shy"

"Being able to ride a bike on my own"

"I stayed away from home for the first time"

"I achieved coming away from home without my family and staying with other people"

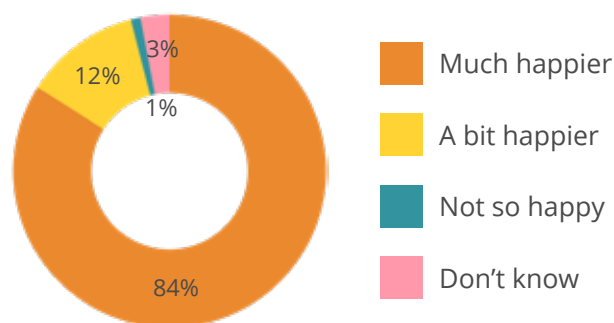
► Would you like to come back to Honeypot?

99% of the children said yes. Only 1% indicated they would not return because they missed their family, siblings, or the parent they care for.

Quote from a parent whose child was resistant to attending a Honeypot respite break. With the help of Honeypot's skilled staff, the child was given enough reassurance to agree to attend.

"I would just like to thank you all so much for looking after my son and showing him an amazing time. He wants to come back now! You have given a little boy memories to last a lifetime so thank you."

► How do you feel after the break?



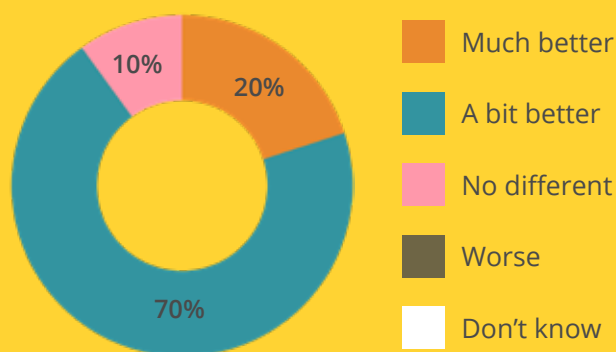
Feedback from referring organisations

"The amount of trust and freedom that was given to the young carers was remarkable. Children were encouraged to make the house feel their own, to make the most of the experience, be it in organised activities or through free play. The team were fantastic!"

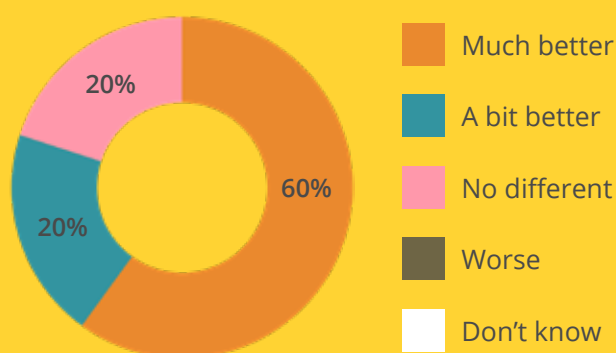
"Everything was perfect. The house is beautiful and fully equipped with everything the children could need or want - a home from home. The staff were wonderful - so kind, friendly and patient with our carers. The respite break was very well planned - lots of fun activities suitable for every one of the wide age ranges we had with us, a visit from Santa with an extremely generous gift, delicious food. Transport was provided which was a massive help. Cannot fault one thing about the day."

"This was an amazing day for the young carers that came along. For them to have the time and space to explore, form friendships, try new experiences, and overall just be children, was what the day was all about. It is hard to put into words how the overall positive outcomes for this day will have such an impact on their lives. Hearing them talk about the day in a positive way and share their experiences with those at home is just perfect. Honeypot staff very quickly ensured that the children were the lead for the day, from the start when Honeypot staff introduced themselves to the young carers, to making the positive experiences of each child personal to them, made the whole atmosphere relaxed and stimulating."

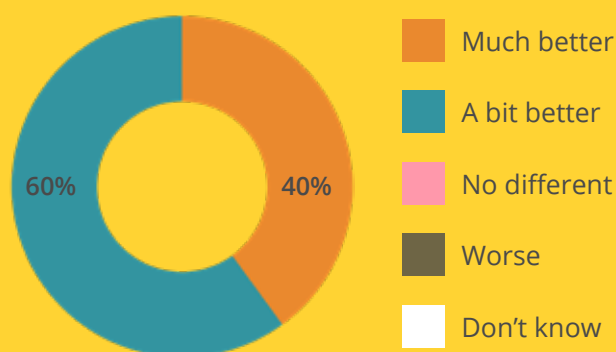
% of children who believed their confidence improved:



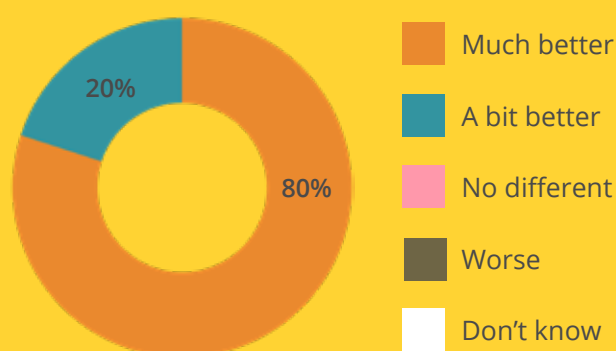
% of children who believed their independence improved:



% of children who believed their resilience improved:



% of children who believed their communication improved:



Social Emotional Active Learning (SEAL)

Survey results of the positive impact of SEAL education boosters, using the statistically validated Stirling Children's Wellbeing Scale:

- ▶ **97% of children** showed increases in emotional wellbeing scores (positive emotional state)
- ▶ **94% of children** showed increases in psychological wellbeing scores (positive outlook)
- ▶ **89% - 94% of children** reported improvements in their confidence, communication, resilience, motivation and self-esteem
- ▶ **90% of parents** reported improvements in their child's confidence, communication and resilience

Pupil feedback

"The break has refreshed my brain; I feel happy again"

"Honeypot taught me how to collaborate with others"

"Improved communication - I'm speaking more in class"

"Gained more resilience from spending the whole week"

"Reminiscing with old friends was wonderful"

"I cannot choose just one thing! It was the best trip ever! I want to go back again and again"

Parent feedback

"It has helped build her confidence in herself and who she is and how she feels. Bullying has given her self-belief a knock recently, so spending time in a small group of children, building closer bonds and just having time focused on them has really given her a boost. And just time to have some fun without worrying."

"I have seen a big different in her since going to Honeypot. She is definitely more independent."

School feedback

"Thank you for the wonderful experience you gave our children at Honeypot. The children loved all the varied activities that they got to engage with. They felt privileged and special, due to how well they were looked after by your lovely staff team."

"From the moment we engaged with you, every aspect of the residential was taken care of. We really appreciated your support and enthusiasm and look forward to sending more of our children next year."

The Honeypot SEAL break has enabled 11 pupils from our school to flourish in all aspects of their social and emotional learning. To see their confidence, resilience and happiness grow has been amazing to watch.

As a school, we are so grateful to Honeypot and the wonderful staff who provide such a unique opportunity. Honestly, we are so thankful for Honeypot!

The trip provided lots of socialising and reflective language, which enhanced the children's speaking and listening skills. They felt important and that they were 'seen' during the trip, boosting their self belief and self worth.

The time away from their home environment gave some children the necessary space to reflect on their current worries and needs.



Identified Positive Impacts of Wellbeing Grants

Wellbeing Grants have been instrumental in fostering positive changes for children from across diverse communities. By providing essential resources and support, grants have significantly enhanced the mental, emotional, and physical wellbeing of beneficiaries. Through analysis and testimonials, we identified the tangible difference that grants made to children’s lives, emphasising the importance of investing in wellbeing.

Our grants have been crucial in supporting families, offering financial assistance to enhance their overall health and quality of life. These grants have benefited a diverse group of recipients, with 38% male and 62% female, ensuring inclusive support that addresses the unique needs of each family member.

Total grants distributed this year was 220, with an average grant of £230.93.

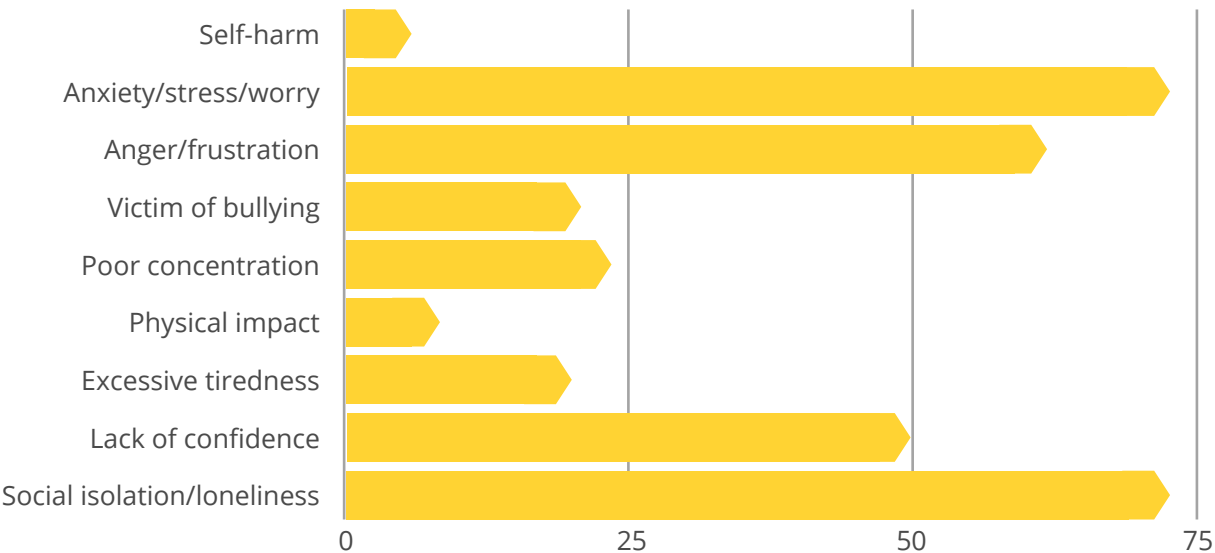
Application requests are itemised as follows:

Technology (eg: tablets/laptops)	43%
Extra-curricular activities (eg: football, gymnastics, drama, horse riding, music)	25%
Furniture/household items	15%
Clothing	12%
Household appliances	4%
Supermarket vouchers	1%

Of the families that applied for a grant:

- ▶ 53% received Personal Independence Payment. This has increased by 13% compared to last year, reflecting the impact of the cost of living crisis.
- ▶ 61% received Disability Living Allowance. This has increase by 1% compared to last year.
- ▶ 44% received Carer’s Allowance.
- ▶ 75% of children received free school meals.
- ▶ 13% of families were open to social care.

The parents/guardians of our Honeypot children identified the negative impact the caring role has on their child as follows:





Wellbeing Grant examples and recipient feedback

Our young carers and their families are deeply appreciative of the grants, as evidenced by the following feedback.

We paid for a young carer to attend a fashion design course during the summer holidays. This is her email to Honeypot:

"Thank you for paying for my sustainable fashion design course at Arts University Bournemouth, I really enjoyed it. Over the course of the week, I created some dungarees and a pocket bag out of two pairs of old jeans, two shirts out of two charity shop shirts (I cut them in half and sewed them together), and an evening bag made of this gold crinkly fabric and lined with old jogging bottoms. At the end of the week, we had an exhibition of all our designs. Thank you for this opportunity and I hope to see you soon."

Her Mum also sent her own thanks: *"She loved the course and was quite sad when it ended but it has encouraged her to do more sewing and designing at home and she definitely has her own fashion style now! Many thanks for the grant, I would have struggled to find the funds for her to do the course and it has ignited a passion that she did not know was there."*

One family, whose 10 year old helps care for her mother and brother, expressed profound gratitude for the support provided by the Wellbeing Grant. The money was used to purchase paint, wallpaper, a bookcase/storage cupboard, and a rocking chair to revamp the young carer's bedroom. The family said:

"We have transformed her room during the Christmas Holidays, she is absolutely delighted with how it has turned out and loves her wisteria wall and rocking chair! Thank you so much for helping us to give her a space that she can call her own, where she can go to unwind."

An 8 year old young carer, who supports her mum, received a grant for a week-long arts and crafts course at Fairthorne Manor YMCA during the summer holidays. Additionally, we provided supplies for her to enjoy crafting at home with her Mum.

"Thank you so much again for the crafts, we have had some great fun making cards (had a lot of birthdays in June). We had such fun, thank you, we even had the glue in her ponytail. Thank you all so much for Fairthorne - the friends that she is going with, one of them is doing the art one with her, so she is mega happy. Much appreciation to all of what Honeypot have done."



Pastoral Support Service

After a successful period of inviting families to this new service in 2022, we supported **64 new families** in the year 2023-24 and continued to provide support to all previously recruited families. The Pastoral Support Service also supported **48 external enquiries** around accessing services for carers.

Wellbeing Wallets

A total of **42 families (50 children)** received the Wellbeing Wallet packages during this period. The resources were developed to support key areas of need such as: worry, positivity, emotions, resilience, self-esteem, and coping with change.

Stirling Wellbeing score data related specifically to emotional wellbeing, from before and after receiving the wallets, increased by **11%** with an overall improvement of **14%**.

Parent feedback

"We really enjoyed receiving the packs, my daughter was excited that it was addressed to her. As a whole, we found them very positive. Thank you!"

"We loved receiving the packs and my son would complete them and go back to them at times too. He found them easy to understand and follow, with my support."

"My daughter enjoyed doing the activities in the pack."

"We both looked forward to receiving the packs because it was time just dedicated to time together."

"We loved the packs. The kids enjoyed them arriving and opening them up to see what was inside."

"It works for me and my child."

"They were bright, colourful and easy to read. My daughter loved receiving and completing them."

Schools

Wellbeing activity booklets developed to support the mental wellbeing of all children were also distributed to **2,000 children across 25 schools** in Hampshire and Wales.

Healthy Eating and Nutrition

In today's fast-paced world, maintaining a healthy lifestyle is vital, with healthy eating at its core. Proper nutrition significantly impacts on our physical health, mental clarity, and emotional stability.

We have supported our young carers to understand the essential nutrients of healthy eating, the benefits of balanced meals, and practical tips for incorporating wholesome foods into daily life, leading to a more vibrant and fulfilling existence.

In 2023/24 we distributed vouchers to **249 children** who each received 4 x £25 vouchers (£100 in total) across the financial year. Overall, we allocated **£24,900**.

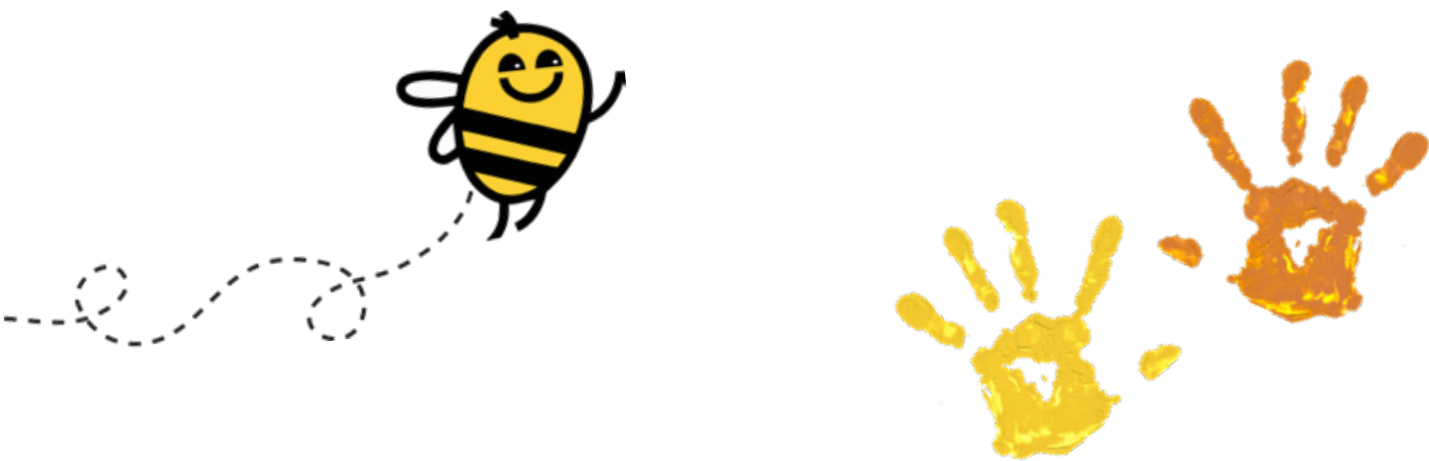
Parent feedback

"I cannot tell you how grateful we are for them. The vouchers have enabled my young carer to eat nutritious food which is ready in a short time! My life as a single mum with my disabled son and my daughter is often fraught, and money is tight, and so is time. My daughter has learnt a lot about nutrition and nutritious food, and we are so grateful for the vouchers. Thank you!"

"My daughter helps with the weekly food shop and when we received the supermarket voucher, we gave it to her to choose what food she wanted to get and what meals we would prepare with it. She picks gluten free barbecue chicken fajitas and made teriyaki chicken, as well as treating herself to some gluten free biscuits. She really enjoyed being able to give the voucher to the cashier and pay with something of her own."

"We had not expected to receive the voucher, and my daughter really enjoyed being able to pay for the shopping as well as helping pick things out and put the shopping list together. She does a lot to help me at home even though she is autistic herself, she also suffers with anxiety but she makes sure I take my medication every morning. She helps to cook and prepare meals, and she cares for our pets. Having some recognition for all that she does from someone outside of our family unit really helps to build her self-esteem and validates the things she does."

"Thank you very much. We really do appreciate it, both boys will be very happy choosing the ingredients to make main meals and healthy treats with."



Nutrition Case Study

Pippa, a 12 year old young carer for her disabled sister with complex needs, faces significant challenges at home due to her sister's violent behaviour. Pippa helps with house chores and caregiving, finding respite at Honeypot breaks.

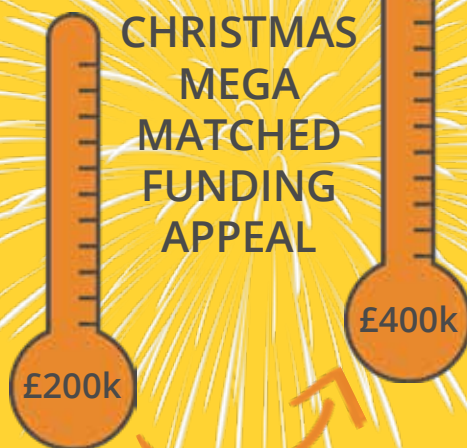
Since participating in workshops and receiving vouchers, Pippa's sister, who has ASD and a restricted diet, has started trying new foods. The vouchers have greatly assisted the family, whose weekly food budget is £60. They saved the last voucher for Easter, appreciating the help during rising costs.

With her first voucher, Pippa was challenged to feed her family of four from Friday evening to Monday morning. She planned meals, made a shopping list, and shopped at Aldi, staying within the £25 budget. For Easter, she faced a tougher challenge: budgeting from Monday to Friday.

Mum commented: "Pippa has made various nutritious meals, such as Mexican wraps, pasta bake, and toad in the hole with vegetables, drawing inspiration from workshop recipes like pizzas. The programme has significantly improved her budgeting and cooking skills."



Your Support over the Past Year



You got muddy for us



You ran for us



You cycled for us



You celebrated with us



You left legacies to us



You partnered with us

Fundraising & Communications

Our Fundraising Strategy

The cost of living crisis and double-digit inflation over the past 12 months created one of the toughest environments in which to raise charitable donations. In 2024 Honeypot completed the fourth year of its five-year fundraising strategy, a strategy which carried Honeypot through these challenging times.

Sufficient funds were raised over the past 12 months to fund our core services, including residential respite breaks and SEAL education booster programmes, which both ran at full capacity throughout the year. Additionally, Honeypot enhanced and expanded its range of support services for young carers, including a healthy eating and nutrition service, and a large-scale distribution of thousands of Wellbeing resource packs to enable children to cope with stress, anxiety, and worry.

In summary, our fundraising and communications strategy was threefold:

- ▶ 1. Diversifying and expanding the range of fundraising income sources.
- ▶ 2. Consolidating the major historic three core sources of income.
- ▶ 3. Reaching out far and wide on digital platforms, social media and multimedia, with powerful marketing and communications to give young carers a voice.

1. Diversifying and Expanding New Sources of Income

Despite lower income from Trusts and Foundations, traditionally a major source of funding for Honeypot, our strategy of diversifying and expanding different types of income sources was crucial to raising the funds needed for our core services to operate at maximum capacity.

Our diversified range of income sources were:

- ▶ Trusts and Foundations
- ▶ Corporate Partnerships
- ▶ Community Fundraising
- ▶ Mass Appeals
- ▶ Government Funding
- ▶ Legacy Income
- ▶ Challenge Events
- ▶ Regional Fundraising

Appeals

Honeypot has been building up annual appeals for several years. We employed digital fundraising and social media to mobilise large numbers of individuals, corporates, and community groups, existing and new.

Honeypot benefited substantially from engaging with high performing appeal websites and platforms, including The Big Give, Charity Extra, and BBC Radio 4, to reach thousands of people. Appeals were the largest single source of funds in 2024.

Honeypot ran five appeals: the Summer Big Give appeal raising £105,000, the Christmas Big Give appeal also raising £105,000, the BBC Radio 4 Appeal raising £44,000, and the Christmas Mega Matched Funding Appeal raising £400,000, side by side with running a dedicated matched fundraising appeal for one large corporate supporter, raising nearly £100,000.

▶ For the future

We will embed our annual appeals within a yearly cycle of fundraising and continue to approach prior contributors and reach out to new contributors via social media. We will keep appeal supporters undated and informed about the impact their donations have and the work they help to fund.

We will endeavour to source matched funding for individual corporates, groups and organisations, and family trusts, should any wish to run a bespoke matched funding appeal for Honeypot, where the funds raised are doubled from a matched funding pot.

We will build the marketing collateral that supports the compelling communications of our appeals, including videos showing how our work transforms young carers' lives and case studies that illustrate the depth of impact of our services on young carers.

Investigate fundraising platforms that reach communities and populations outside of the United Kingdom with a particular emphasis on the USA, Germany and Belgium, from where significant funding has already been received.

We observed the immense impact social media influencers who supported our appeals had for reaching new audiences. We will make concerted efforts to consolidate our relationship with existing influencers who support Honeypot, as well as reaching out to new influencers.



Government Grants

Honeypot benefited from two large government grants for our work with Welsh young carers: Amser Short Breaks Scheme, and The Carers Support Fund Wales. We received the good news in February 2024 that the Welsh Government's Amser Short Breaks Scheme awarded Honeypot continuation funding until March 2025. These funds, with a combined value of nearly £250,000 were administered on behalf of the Welsh Government by The Carers Trust, Wales.

► For the future

Honeypot will consolidate and build its funding relationship with the Welsh Government and investigate the availability of government funding for our work in Scotland and England. We aim to reach out to local, regional, and national government funding programmes and to appoint a Senior Statutory Funding Manager to drive this important area forward.

Legacy Income

Honeypot was deeply grateful to legators who left a gift in their Wills over the past 12 months. Honeypot invested substantial resources to raise the profile of legacy giving over the past year. We met the request from many people to receive Honeypot's Legacy Brochure, *Caring Together For Young Carers*. We will continue to disseminate our legacy brochure to interested parties.

We will encourage and welcome a close relationship with people who have made, or are thinking of making, a provision in their Will to Honeypot, with invitations to visit our services and see first-hand the difference our support services make to young carers' lives. We will offer people leaving a gift in their Will, or their Executors, the opportunity to dedicate a Honeypot service in memoriam, to leave a lasting testament to the legator.

Honeypot subscribed in 2024 to a discretionary legacy notification service. We receive notifications of estates where a provision was in a Will for gifts to charities that support disadvantaged children. The choice of charity was at the discretion of the Executors, and we invite these Executors to consider Honeypot and are available to meet them to discuss their requirements.

► For the future

We will launch our new legacy group, *All Out For Honeypot*, which will provide a range of entertaining events and activities for people leaving a gift in their Will and give legators and members of Honeypot the opportunity to get to know each other.

We intend to write to Executors of discretionary Wills to make them aware of our work and invite them to join personal tours of our services to find out more about how we support young carers.

By advertising in important legal publications, we will make solicitors aware of Honeypot's work. A menu of sponsorship opportunities will be offered to perpetuate the name of the legator.



Patrons' Club

Honeypot has benefited magnificently from the generosity of individual philanthropists and families. Over the past months the fundraising team revisited an initiative, the Patrons' Club, which was launched prior to the Covid pandemic, but had to be curtailed when Covid struck.

This club is aimed at high net worth individuals who can commit to giving £5,250 per annum for two years, renewable on a rolling basis. The Patrons' Club has the potential to transform Honeypot, by providing the stable and predictable income that facilitates the long-term planning and development of services.

► For the future

We look forward to holding special Patrons' Club networking events, personal tours of our services, providing inside track briefings, complimentary seats at our biennial party, marketing and communications support for patrons who wish to include the communication of their patronage within their CSR/ social impact reporting.

We aim to secure 250 patrons over the next three years. Patrons will provide the stable and predictable income to transform the lives of young carers.

Community Fundraising

With the opening of a house in East Ayrshire, Scotland in 2023, to add to our houses in England and Wales, Honeypot became a national charity. Honeypot has traditionally received large scale support from communities within the vicinity of its houses.

Over the past 12 months Honeypot was deeply gratified to witness the rallying round of markedly large numbers of community groups, organisations, and individuals, especially in the Hampshire area and London.

Groups, organisations, schools, Trusts and Foundations, businesses, and corporate enterprises and very many individuals from the Hampshire, Southampton, Bournemouth, Christchurch, and Poole regions and further afield gave generously to support young carers. These communities may rightly be thought of as the heartland of Honeypot.

Honeypot's Trustees and Directors were thrilled and delighted by how rapidly community organisations, groups, and associations, as well as companies and Trusts and Foundations in Scotland supported our new house and the services we run from it for Scottish children. Amongst our key supporters were Maven Capital, The Rotary Club, The 9CC Group and The Scottish Children's Lottery.

► For the future

Honeypot's professional teams will continue to seek to network, engage and welcome community support within the vicinity of our houses, creating and fostering close and open relationships.





A Bespoke Honeypot Challenge Event

It has been Honeypot's dream to create its own bespoke challenge event, an event to excite and engage a wide range of corporate supporters, groups, and individuals. Thanks to Messer's John and Jamie Pocock, a long-distance bike ride from Honeypot House in Hampshire to our house in Powys, Wales was conceived, and development commenced. This event is called House to House.

► For the future

Our 225-mile, House to House bike ride will be held from 1st to 4th August 2024. We aim to recruit riders of all abilities. A one-day option will also be offered for those who wish only to ride one of the legs of this event.

Influencers are being invited to participate in riding the course, which is important for reaching hundreds of thousands of followers on social media. By doing this we aim to raise the level of awareness and understanding of the challenges young carers face, and how Honeypot's services provide an effective model of service provision for young carers.

We aim to develop House to House for the long-term. In common with many of the large bespoke charity challenge events which start off with modest numbers of participants and grow over several years into mass participation events, Mr John Pocock and Honeypot aim to develop House to House into a major cycling challenge event in the UK.

2. Consolidating our Three Main Sources of Income

While diversifying our income sources enabled Honeypot to spread the risk of a downturn in core income, we endeavoured not to lose sight of the crucial importance of our three core sources of funding: Trust & Foundations, corporate partnerships and community fundraising. We continue to invest in these areas and innovate to improve their returns in the following ways:

Corporate

Our full-time staff of Senior Corporate Partnership Managers worked with our marketing and communications team, under the guidance and direction of the Director of Income and Communications, to deliver a first-class experience for corporate partners in 2024.

They provided innovative events, inspiring volunteering opportunities, and engaging fundraising activities, supported by powerful marketing and communications to inform the staff of corporate partner businesses of the life-enhancing effect their support was making.

We were delighted to have secured a high level of corporate partnership retention, as well as seeing new partners join in 2024. There are corporate partners who have supported Honeypot for many years, including The Berkeley Foundation and St George who are in their 10th year with Honeypot. They are the bedrock of Honeypot.

We were immensely pleased to welcome all our new corporate partners in 2024, especially Addleshaw Goddard who entered into a substantial three-year partnership with the goal of raising a six-figure sum.

► For the future

We will appoint a Senior Corporate Partnerships Manager to develop corporate partnerships in Wales, The Midlands, The Wirral, and Greater Manchester regions. Our Fundraising Manager for Scotland has a substantial remit to develop corporate partnerships across Scotland.

We intend to develop a range of first-class challenges and events, diverse fundraising opportunities, engaging volunteering portfolios, excellent stewardship, and powerful communications to achieve a high level of satisfaction and fulfilment for our corporate partners.

Trusts and Foundations

Due to key roles being vacant in our Trusts and Foundations team, combined with an exceptionally large charitable foundation who had supported Honeypot generously for many years winding up, it was a challenging year for achieving the budgetary target for Trusts and Foundations Income.

Nonetheless, income was maintained at a substantial level, due in large part to our deeply committed, long standing Trust and Foundation supporters. We were immensely thankful to all Trusts and Foundations who supported Honeypot over the past 12 months, especially The Berkeley Foundation, Tresanton Trust, Barry and Peggy High Foundation, The POM Trust, The Girdlers' Company Charitable Trust, and The Richard Porter Family Trust.

Several Trust and Foundation supporters accepted our invitation to visit Honeypot services. Strong feedback was received from visitors expressing how gratified they were to see the ways in which the children were nurtured, supported, and helped to develop confidence and resilience.

Honeypot is cognizant of the need to clearly report services outputs, outcomes, and impact of our work in total as well as for individual grants. More resources were devoted over the past 12 months to enhancing and deepening our recording, reporting and use of validated impact measurements.

This work ensured Honeypot was able to produce high quality progress reports to Trusts and Foundations that met their need to have transparent information of how their grants improved young carers lives.

► For the future

Honeypot has moved from being a single service organisation supporting young carers, to being a multi service organisation that functions in different areas of need to support young carers and other disadvantaged children.

This presents opportunities for funding from a more diverse range of Trusts and Foundations. In addition to our stress-busting Residential Respite Breaks, Honeypot provides a validated and recognised education booster programme that was attractive to Trusts and Foundations wishing to redress a lack of fairness and equality in support for children underachieving in education.

Honeypot arranges group activities and Memory Making Days out for lonely, isolated, and marginalised children. Wellbeing services were provided to reduce stress and anxiety and build good mental health and resilience.

Additionally, Honeypot provides early intervention, holistic, multi-support services to children with multiple needs, which meet the funding criteria of Trusts and Foundations that are focused on maximising the overall impact on the quality of life of children and supporting models of best practice.

Below is a diagrammatic representation of our early intervention, holistic, multi-service model.

Maslow's Hierarchy of Needs

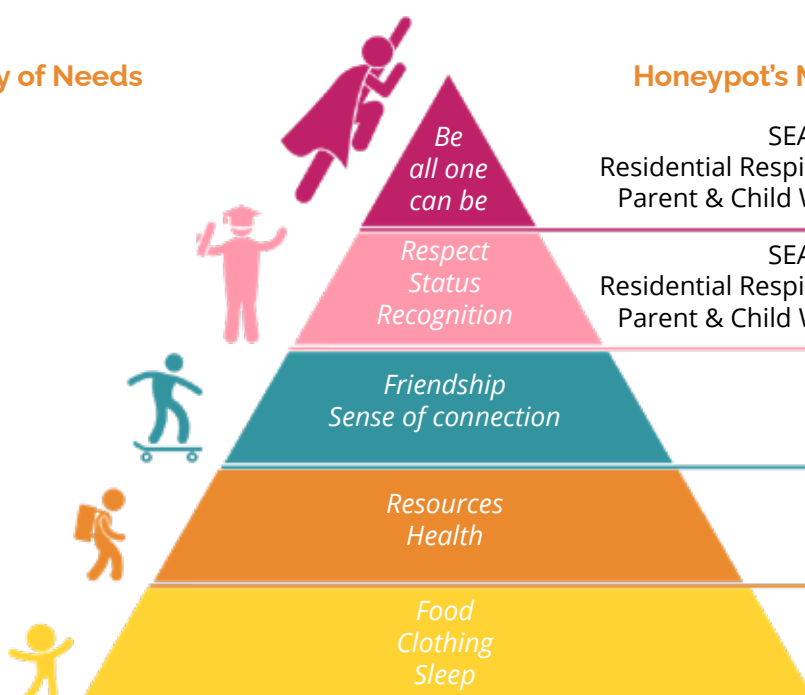
Self-actualisation

Esteem

Love and belonging

Safety

Physiological needs



Honeypot's Model of Service Delivery

SEAL Education Booster Breaks;
Residential Respite Breaks; Wellbeing Wallets;
Parent & Child Workshops; Pastoral Support

SEAL Education Booster Breaks;
Residential Respite Breaks; Wellbeing Wallets;
Parent & Child Workshops; Pastoral Support

Residential Respite Breaks;
Memory Making Days;
Digital Group Activities

Pastoral Support;
Wellbeing Grants;
Healthy Eating & Nutrition

Wellbeing Grants;
Healthy Eating & Nutrition

3. Giving Young Carers a Voice

For many years young carers were hidden: from society, hidden from large-scale philanthropic support by the general public, hidden from large grant awards from a large number of Trusts and Foundations who support services for disadvantaged children, and hidden from widescale support by corporates. Young carers were not recipients of large-scale government backed funding programmes.

While young carers are still in the main hidden, there are signs that this is changing. This is, in part, due to a recent spike in interest by the media, including national press and TV and radio broadcasting.

Interest and support for young carers is also being stimulated by the occurrence of large-scale social research which quantified the extraordinarily high level of caring amongst children and young people in the UK. Leading researchers in the field of young carers, such as Professor Saul Becker, believe there are over one million young carers in the UK.

As a national young carers' charity, HoneyPot engages and supports a substantial number of young carers across several regions of the UK, working with hundreds of organisations within the UK child welfare network who refer children to HoneyPot.

We are well positioned to understand the issues facing young carers. HoneyPot has knowledge and evidence for the effectiveness of services that meet the young carers needs. We are able to identify when the needs of young carers are being overlooked and their voice not being heard.

Over the past year, HoneyPot has been giving young carers a voice in the following ways:

► Speaking up and speaking out for young carers

We have recently seen several important large scale carer studies in the UK, which identified gaps in the support for carers. These studies make recommendations and create government funding for carers.

Many of these studies focused strongly on adult and young adult carers. Young carers were often overlooked or under-represented. HoneyPot has begun speaking up for young carers, highlighting their unmet needs and the potential to perpetuate the under provision of support for young carers due to poor consideration of the issues and challenges facing them.

► Promoting our model of best practice

HoneyPot collected impact data and measurements that demonstrated the effectiveness of our early intervention, holistic, multi-service support model. We have reached out to commissioners and providers of support services to share our service model, presenting evidence that showed the effectiveness of our services.

We believe that our early intervention, holistic, multi support service has the potential to become a model of best practice, which can benefit many more young carers than we support directly.





► Magnifying the young carer voice

There were a small number of incisive studies of the challenges young carers face, such as *A Fairer Future for Young Carers in Education* carried out by The Carers Trust. This study established that only 4 in 10 young carers who were underachieving in school received additional support.

Honeypot brought the experience, knowledge and evidence we have accumulated to show the effectiveness of our SEAL education booster programme to support the Carers Trust's research.

Through collaborating in this way, Honeypot sought to highlight the importance of research such as this. We also presented our own impact measurements of our SEAL education booster programme to demonstrate that such inequalities in education support for young carers can be addressed effectively.

► For the future

Honeypot will consistently employ validated impact measurements for its services, to build the evidence base for the effectiveness of our SEAL education booster programme over the long term.

We will continue to share the evidence for our early intervention, holistic, multi-service model with a view to stimulating wider scale dissemination and adoption of this model by service providers and government commissioners.

The aim is to continue to grow and develop our communications reach, through social media networks, digital media, collaborations with national media bodies such as the BBC and Good Morning.

We intend to significantly surpass the 1,000,000 people we reached out to in 2024, to raise their level of awareness, interest, desire, and action to improve young carers' lives.

We will scan the output of quality research relating to carers and identify consultation forums and consultation processes that lead to government policy and funding for carers, and endeavour to see the successful securing of provision for meeting the needs of young carers as part of governmental funding priorities.



Financial Review

Year ended 31 March 2024

The overall gross income of the charity was £2,236,298 for the 12 months ended 31 March 2024. A year financially where it proved challenging to meet the full cost of the charity's expenditure programmes and where recruitment of staff again proved to be difficult and challenging.

The charity was fortunate to have the support of the Trustees in putting on another successful fundraising Honeypot Party at the Dorchester Hotel on 7th March 2024 – and this raised £301K gross income.

That proved to be very helpful in the accounts but overall a deficit financially for the year was the main result as the charity maintained its commitment to full occupancy and the Scotland house programme took off with respite breaks and memory making days occurring during the year.

The gross reported expenditure of the charity was £2,630,091 for the 12 months ended 31 March 2024, a marked increase on the previous year (31 Mar 2023: £2,231,754).

There were significant depreciation charges arising from the renovation of the new Scotland house, increased provision of SEAL breaks during the year, and the start of a new expenditure programme at the Scotland house, to provide respite breaks and memory making days. Charitable spend in the year was just under 80 pence in the pound at 79 pence (12 months period ended March 2023: 80p).

Investments

The Trustees remain cautious about investments and currently have an investment in government gilts with a return of around 4%. Other spare cash continues to be kept in short notice savings accounts paying 1% to 4% interest per annum.

Reserves Policy

The Trustees are currently operating a policy whereby the reserves held by The Honeypot Children's Charity should be a maximum of six months of resources expended. This would enable current activities to continue in the short-term should funding drop significantly, something that cannot be discounted.

Currently, unrestricted general funds stand at £740,569 (year ended March 2023: £531,309) or 3.4 months of total operating expenditure (year ended March 2023: 2.85 months).

Operational restricted funds reduced very substantially as monies held for respite breaks and SEAL breaks were spent down (reducing from £743K at the start of the year to £275K at the end of the year).

Designated Funds

The 3rd house fund was spent during the year with renovating the new property in Scotland but £150K was temporarily transferred at the end of the year from the 4th house fund to enable the charity to complete an extension at Dalleagles and create an additional space/arts room for the children.

As part of this facilitation, a sum of £93K was also additionally transferred from restricted funds to enable this project to be completed.

The overall state of the designated funds held by the charity is as follows:

Fixed Asset Fund	£950,571
Third House Fund	£243,330
Fourth House Fund	£350,000
Matched Giving Fund	£200,000
Total	<u>£1,743,901</u>



Statement of Trustees' Responsibilities

Reference and Administrative Details

The Trustees present their report along with the financial statements of the charity for the period ending 31 March 2024. The Honeydot Children's Charity is registered with the Charity Commission under registration number 1184132 and is governed by a Board of Trustees.

The Trustees are required under the Charities Act 2011 to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- ▶ Select suitable accounting policies and apply them consistently.
- ▶ Observe the methods and principles in the Charities SORP 2019 (FRS 102).
- ▶ Make judgments and estimates that are reasonable and prudent.
- ▶ State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements.
- ▶ Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charities (Accounts and Reports) Regulations 2008, the Charities Accounts (Scotland) Regulations 2006, and the provisions of the CIO constitution..

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Structure, Governance and Management

The Honeydot Children's Charity is constituted as a CIO following its successful incorporation on 27 June 2019. The Board of Trustees is governed by the constitution, and Trustees are responsible for controlling the management and administration of the charity. The constitution limits the number of Trustees to between three and twelve.

Recruitment and selection of potential Trustees is performed by current Trustees and the Chairman. Once appointed, the Trustee is presented with a New Trustees' pack that outlines the policies and procedures of the charity and the Trustees' specific responsibilities. The induction process also includes a visit to one of the Honeydot houses.

Board of Trustees meetings are held four times a year to review and agree major areas of policy. The agenda for these meetings also addresses performance, budgets, future strategy, and risk management.

Responsibility for reviewing key areas of activity and policy is delegated to sub-committees that report back to the Trustees' meetings. The sub-committees operate within specific terms of reference agreed by the Board and include specialist co-opted members as well as Trustees. The day-to-day running of the charity is delegated to the CEO and senior leadership team.

The current Sub-Committees are:

Policy

The Children's Services Sub-Committee has responsibility for ensuring that the Honeydot service is achieving the strategy of the Board of Trustees while adhering to current legislation. The committee oversees the management of health and safety and other operational risk factors.

Finance

The Finance and Administration Sub-Committee is principally concerned with overseeing the financial wellbeing of the charity and its ability to deliver the strategy laid down by the Trustees. The sub-committee is responsible for ensuring that internal and external controls are in place and effective in meeting current legislation, propriety, and risk management.

Income

The Fundraising Sub-Committee is responsible for the review and delivery of fundraising activities to ensure that the operations of the charity can be achieved.

Risk Policy

We actively review the major risks which the charity faces on a regular basis and believe that maintaining reserves at current levels, combined with a periodic review of fundraising activities and the financial system controls, will provide sufficient resources in the event of adverse conditions.

A risk register is maintained, and we consider carefully the four major areas that the charity deems itself to be at risk: charity governance and direction, financial, adults and children, and premises and property.

The key risk to the charity is reputational risk which the Board seeks to minimise by active oversight and robust review by its sub-committees.

ESG reporting (Environmental, Social and Governance)

The charity is currently undertaking a review of its Environmental, Social and Governance reporting under the following banners:

- ▶ Diversity and inclusion
- ▶ Fair and equal pay
- ▶ Social investment policy
- ▶ Policy for employment of disabled persons
- ▶ Sustainability and environment

Overall, the charity provides a public benefit and seeks to do so in a sustainable way and by minimising any negative environmental impacts. Current initiatives include: the use of solar panels on the roof of our swimming pool at our Wales site to use clean energy and sell back excess energy to the grid.

Reducing our emissions resulting from our charity operations and increasing the use of clean energy across our sites remains a significant goal. We are engaging with our contractors and suppliers to ensure best practice within their own ECG record in respect of diversity and inclusion, waste and recycling, and reducing emissions.

Public Benefit

Our charitable activities at present support children residing in London, the South East, South West, West Midlands, North West of England, Wales and Scotland.

When planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit and, in particular, the specific guidance for the relief of those in need by reason of financial hardship or other disadvantage.

Approval

This report was approved by the Trustees on 3rd October 2024 and signed on their behalf by:



Laurie Oppenheim (Oct 17, 2024, 10:08am)

Laurie Oppenheim
Chair of the Board of Trustees



Independent Auditor's Report

Opinion

We have audited the financial statements of **The Honeypot Children's Charity** (the 'charity') for the year ended 31 March 2024 which comprise Statement of Financial Activities, Balance Sheet, Statement of the Cash Flows and notes to the financial statements, including significant accounting policies.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- ▶ Give a true and fair view of the state of the charity's affairs as at 31 March 2024, and of its incoming resources and application of resources, including its income and expenditure for the year then ended.
- ▶ Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- ▶ Have been prepared in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the auditor responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' annual report, other than the financial statements and our auditor's report thereon.

The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated.

If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.



Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- ▶ The information given in the Trustees' report is inconsistent in any material respect with the financial statements.
- ▶ Proper accounting records have not been kept.
- ▶ The financial statements are not in agreement with the accounting records.
- ▶ We have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- ▶ Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance.

The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the FRC's website at: www.frc.org.uk/library/standards-codes-policy/audit-assurance-and-ethics/auditors-responsibilities-for-the-audit

This description forms part of our auditor's report.



Use of our report

This report is made solely to the charity's Trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006.

Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

KnoxCropper LLP

Shoaib Arshad (Oct 17, 2024, 10:38am)

Knox Cropper LLP
Chartered Accountants and Statutory Auditors
65 Leadenhall Street
London
EC3A 2AD

Knox Cropper LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006.

17 October 2024

Financial Statements

The Honeypot Children's Charity Statement of Financial Activities Year End 31 March 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Totals 31 Mar 2024 £	Totals 31 Mar 2023 £
Income					
Donations and legacies	2	1,571,444	256,487	1,827,931	2,337,166
Other trading activities	3	367,788	-	367,788	76,064
Income from investments	2	36,879	-	36,879	16,659
Income from charitable activities	2	3,700	-	3,700	14,230
Total income and endowments		1,979,811	256,487	2,236,298	2,444,119
Expenditure					
Expenditure on raising funds	3	543,931	-	543,931	446,486
Expenditure on charitable activities	4	1,340,506	745,654	2,086,160	1,785,267
Total expenditure		1,884,437	745,654	2,630,091	2,231,754
Other recognised gains/losses					
Unrealised profit/(loss) on investment assets	9	1,375	-	1,375	(1,207)
Total expenditure and other recognised gains/losses		1,883,062	745,654	2,628,716	2,232,961
Net movement in funds		96,749	(489,167)	(392,418)	211,159
Fund balances brought forward at 1 April 2023		2,387,721	1,449,384	3,837,105	3,625,946
Fund balances carried forward at 31 March 2024		2,484,470	960,217	3,444,687	3,837,105

All income and expenditure relates to continuing activities.

There were no recognised gains or losses for 2024 other than those included in the Statement of Financial Activities.





The Honeypot Children's Charity Balance Sheet Year End 31 March 2024

	Notes	31 Mar 2024 £	31 Mar 2023 £
Fixed assets			
Tangible assets	8	1,491,055	1,560,595
Investments	9	510,602	500,331
		2,001,657	2,060,926
Current assets			
Debtors	10	220,891	75,786
Short term deposits and savings accounts		1,151,994	1,793,441
Cash at bank and in hand		325,242	141,222
		1,698,127	2,010,449
Creditors: amounts falling due within one year	11	(255,097)	(234,270)
Net current assets		1,443,030	1,776,179
Total assets less current liabilities		3,444,687	3,837,105
Net assets		3,444,687	3,837,105
The funds of the charity:			
Unrestricted funds			
General funds	16	740,569	531,309
Designated funds	16	1,743,901	1,856,412
		2,484,470	2,387,721
Restricted funds	17	960,217	1,449,384
Total charity funds		3,444,687	3,837,105

The financial statements on pages 39 to 50 were approved by the Board of Trustees on 3 October 2024 and signed on their behalf by:

Laurie Oppenheim (Oct 17, 2024, 10:08am)

Laurie Oppenheim
Chair of the Board of Trustees

The Honeypot Children's Charity
Statement of Cash Flows
Year End 31 March 2024

		31 Mar 2024	31 Mar 2023
	Notes	£	£
Net cash provided by operating activities	15	(405,992)	732,315
Cash flows from investing activities:			
Interest income		36,879	16,659
Net (additions)/disposal of tangible fixed assets		(79,418)	(390,347)
Net (additions)/disposal of investment income portfolio		(8,896)	(501,536)
Net cash provided/(used) by investing activities		(51,435)	(875,224)
Increase (decrease) in cash and cash equivalents in the year		(457,427)	(142,909)
Cash and cash equivalents at the beginning of the year		1,934,663	2,077,572
Cash and cash equivalents at the end of the year		1,477,236	1,934,663



Notes to the Financial Statements

1. Accounting Policies

1.1 Basis of preparation and assessment of going concern

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. The charity constitutes a public entity as defined by FRS 102.

1.2 Fund accounting

General Funds are unrestricted and available for use, at the discretion of the Trustees, in furtherance of the general objectives of the charity, but have not been designated for other purposes.

Designated Funds are unrestricted funds but have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the Financial Statements.

Restricted Funds are funds which will be used in accordance with specific restrictions imposed by donors or have been raised by the charity for particular purposes. Expenditure that meets the criteria is charged to the fund. The aim and use of each restricted fund is set out in the notes to the Financial Statements.

1.3 Incoming resources

Donation and legacy income is received by way of donations and gifts and is included in full in the Statement of Financial Activities when receivable.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that the probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received by the estate.

Grants and other income are recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Other trading activities comprises of amounts receivable from specific events held during the year inclusive of gift aid tax repayment claims.

Income from investments includes bank interest receivable during the year.

No amounts are included in the financial statements for services donated by volunteers. Other gifts in kind are recognised at a reasonable estimate of their value.

Accrued income is recognised where it is probable that entitlement exists, subject to any conditions of receipt. Income from charitable activities relates to monetary contributions towards use of the houses in Hampshire and Wales. They are recorded as received.

1.4 Resources expended

Expenditure is accounted for on an accruals basis and allocated to the appropriate heading in the accounts. Expenditure on raising funds include the costs incurred in generating donation and legacy income and fundraising costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities.

Charitable activities expenditure enables the charity to meet its charitable aims and objectives.

Support costs are those costs which enable fund generating and charitable activities to be undertaken. These costs include Central Premises costs and Central Management costs such as finance, administration and human resources. These costs have been apportioned on a basis of time spent on each of the direct activities.

Resources expended include attributable VAT which cannot be recovered.

1.5 Tangible fixed assets

Tangible Fixed Assets costing more than £2,000 and computer equipment are capitalised and included at cost. Depreciation is applied to all Tangible Fixed Assets with the exception of freehold land (due to the fact that it shouldn't normally depreciate) and is calculated in order to write off the cost less estimated residual value over their expected useful lives as follows:

Freehold land	Nil
Freehold buildings	2% straight line
Fixtures and fittings	20% straight line
Equipment	25% straight line
Motor vehicles	25% reducing balance

On each of the homes in Hampshire and Wales, £100,000 is deemed to be the value attributed to the freehold land valuation, on which depreciation is not charged.

Donated Assets are capitalised at the value of the cost to the donor or if not new, at the current market value. The value of the donation is credited to the Statement of Financial Activities.

1.6 Operating leases

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

1.7 Consolidation

The results of the Charity's trading Company have not been consolidated on a line by line basis due to the insignificant level of activity. Any trading profit donated by way of a gift aid is included in income from investments.

1.8 Pensions

The Charity makes payments to a defined contribution scheme on behalf of employees. The contributions are treated as an expense in the year. The contribution by employees is 3% and by the employer 6%.

1.9 Short term investments

Short term investments are held to seek a return on low risk cash deposit bank accounts.

1.10 Purchase of gilts

The Trustees approved the purchase of government gilts as a means of making reasonable use of surplus cash funds. The Trustees continue to be very cautious with investments. A small range of gilts were purchased with redemption dates between 2026 and 2028.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.12 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.13 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.14 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.15 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future.

The Trustees have considered the likely future cash flows of the charity and have considered the balance sheet facilities available at this point in time.

The Trustees consider that the charity has sufficient cash to continue for the coming months, and is therefore considered to be of going concern. The financial statements have been prepared on a going concern basis.

2. Income

	31 Mar 2024	31 Mar 2023
	£	£
Trust & Grants	482,767	1,124,137
Corporate donations	362,618	631,372
Individual donations	779,546	479,351
Community fundraising	203,000	102,305
Total donation and legacy income	1,827,931	2,337,165
Interest receivable on deposit bank accounts and investment income from gilts	36,879	16,659
Total income from investments	36,879	16,659
Other contributions	3,700	14,230
Total income from charitable activities	3,700	14,230

3. Expenditure on raising funds

	Activities undertaken directly	Support costs	31 Mar 2024	31 Mar 2023
	£	£	£	£
Donation and legacy income	1,827,931	-	1,827,931	2,337,165
Cost of generating donation and legacy income	(245,787)	(65,262)	(311,049)	(337,675)
Net donation and legacy income	1,582,144	(65,262)	1,516,882	1,999,490
Other trading activities income	367,788	-	367,788	76,064
Cost of generating trading activity income	(167,620)	(65,262)	(232,882)	(108,811)
Net fundraising events and hire of facilities income	200,168	(65,262)	134,906	(32,747)
Total fundraised income	2,195,719	-	2,195,719	2,413,229
Total costs on raising income	(413,407)	(130,524)	(543,931)	(446,486)
Net donation, legacy & fundraising income	1,782,312	(130,524)	1,651,788	1,966,743

4. Expenditure on charitable activities

	Activities undertaken directly	Support costs	31 Mar 2024	31 Mar 2023
	£	£	£	£
Respite breaks and digital outreach	1,564,067	522,093	2,086,160	1,785,267
Total charitable expenditure	1,564,067	522,093	2,086,160	1,785,267

During the year there was £745,654 of restricted charitable expenditure (year ended March 2023: £547,721).

5. Support costs

	Fundraising: Donations & Legacies £	Fundraising: Events £	Charitable activities £	31 Mar 2024 £
Finance, audit and payroll costs	16,636	16,636	133,092	166,364
Executive and professional costs	35,660	35,660	285,283	356,603
Premises and IT costs	10,882	10,882	87,051	108,815
Other office support costs	2,084	2,084	16,667	20,835
Total support costs	65,262	65,262	522,093	652,617

6. Staff costs, Trustee remuneration and expenses, and the cost of key management personnel

	31 Mar 2024 £	31 Mar 2023 £
Wages and salaries	1,281,157	1,282,602
Social security costs	130,011	127,532
Pension costs (money purchase scheme)	75,310	58,359
Total staff costs	1,486,478	1,468,493

During the year, five employees received remuneration greater than £60,000: one in band £100-120k, one in band £80-90k, three in band £60-70k (year ended March 2023: one in band £110-120k, one in band £70-80k, three in band £60-70k).

The leadership team comprises of the Chief Executive, Director of Income and Communications, Director of Operations, Director of Special Projects, Director of Finance, and Personnel Manager. Total benefits paid in the year ended 31 March 2024 were £446,498 (year ended March 2023: £415,187).

Trustees neither received nor waived any emoluments during the year. Trustee travel expenses during the year were: £610 (year ended March 2023: £nil).

7. Staff numbers

The average number of employees analysed by function was:

	31 Mar 2024 Full-time	31 Mar 2024 Part-time	31 Mar 2023 Full-time	31 Mar 2023 Part-time
Charitable activities	13	31	17	24
Cost of generating funds	6	2	6	2
Management and administration	2	4	2	3
Total number of employees	21	37	25	29

8. Tangible fixed assets

	Freehold land & buildings £	Fixtures & fittings £	Equipment £	Motor vehicles £	31 Mar 2024 £
Cost					
At 1 April 2023	1,510,360	681,526	178,781	153,073	2,523,740
Additions	-	43,265	36,153	-	79,418
At 31 March 2024	1,510,360	724,791	214,934	153,073	2,603,158
Depreciation					
At 1 April 2023	326,510	362,642	161,421	112,572	963,145
Charge for the year	26,208	96,330	16,295	10,125	148,958
At 31 March 2024	352,718	458,972	177,716	122,697	1,112,103
Net book value					
At 31 March 2024	1,157,642	265,819	37,218	30,376	1,491,055
At 31 March 2023	1,183,850	318,885	17,360	40,501	1,560,595

9. Fixed asset investments

	31 Mar 2024 £	31 Mar 2023 £
(1) Government gilts purchase	501,536	499,155
Other cash and income	7,689	2,381
Book value of investment at 31 March 2024	509,225	501,536
Unrealised investment gains at 31 March 2024	1,375	(1,207)
Market value at 31 March 2024	510,600	500,329
Original cost at 31 March 2023	500,000	500,000
(2) Unquoted UK investment at cost	2	2
At 31 March 2024	510,602	500,331

(1) The charity, through its Manchester-based stockbroker, Arnold Stansby & Co Ltd, invested £500,000 in purchasing two Government gilts for the sum of £499,155 with £845 in cash held over. By 31 March 2024 the gilts had earned £9,225 in income and had an unrealised gain on the investment of £1,375. The market value of the investment as at 31 March 2024 was £510,600.

(2) The unquoted fixed asset investment comprises 100% of the issued share capital of Honeypot Trading Limited, the trading arm of the charity, company number 03806058. All taxable profits are transferred to the charity. The net value of the company at 31 March 2024 was £nil. The company was dormant throughout the year.

10. Debtors and prepayments

	31 Mar 2024	31 Mar 2023
	£	£
Trade debtors	28,670	9,533
Accrued income	77,703	11,461
Tax repayment claim	18,319	13,294
Other debtors	6,083	8,724
Prepayments	90,116	32,774
Debtors: amounts falling due within one year	220,891	75,786

11. Creditors: amounts falling due within one year

	31 Mar 2024	31 Mar 2023
	£	£
Trade creditors	103,278	29,520
PAYE & National Insurance	34,570	33,886
Other creditors	8,684	8,197
Accruals	75,918	149,184
Deferred income	32,647	13,483
Creditors: amounts falling due within one year	255,097	234,270

12. Deferred income

Deferred income comprises advance sponsorship donations received in the year relating to the London Marathon (taking place in April 2024), an amount received for the 2024 House to House cycle event, and payments for respite breaks happening after the year end.

	£
Balance as at 1 April 2023	13,483
Amount released in year (2023 London Marathon)	(13,483)
Amount deferred in year (2024 London Marathon)	3,947
Amount deferred in year (2024 House to House event)	20,000
Amount deferred in year (2024 Respite Breaks)	8,700
Balance as at 31 Mar 2024	32,647

13. Operating lease commitments

At 31 March 2024 the charity had commitments under a non-cancellable operating lease on land, buildings and motor vehicles as follows:

	31 Mar 2024	31 Mar 2023
	£	£
Due within 1 year	1,662	6,646
Due between 2-5 years	18,535	20,207
Total lease commitments	20,197	26,853

Total spent in the year on operating leases was £6,646 (year ended March 2023: £32,533).

14. Analysis of net assets between funds

	Restricted Funds	Designated Funds	General Funds	Total Funds
	£	£	£	£
Fund balances at 31 Mar 2024 are represented by:				
Tangible fixed assets	540,484	950,571	-	1,491,055
Investments	-	-	510,602	510,602
Current assets	419,733	793,330	485,064	1,698,127
Current liabilities	-	-	(255,097)	(255,097)
Total funds	960,217	1,743,901	740,569	3,444,687

15. Reconciliation of net movement in funds to net cash flow from operating activities

	31 Mar 2024	31 Mar 2023
	£	£
Net movement in funds	(392,418)	211,159
Add back depreciation charge and loss on disposal	148,958	145,062
Add back losses/(gains) on investment assets	(1,375)	1,207
Deduct investment income	(36,879)	(16,659)
(Increase)/decrease in debtors	(145,105)	298,680
Increase/(decrease) in creditors	20,827	92,866
Net cash used in operating activities	(405,992)	732,315

16. Unrestricted funds

	31 Mar 2023	Income	Expenditure	Transfers	31 Mar 2024
	£	£	£	£	£
General Reserve	531,309	1,979,811	(1,772,090)	1,539	740,569
Designated Funds					
Fixed Asset Fund	997,125	-	(110,972)	64,418	950,571
Third Honeypot House Fund	59,287	-	-	184,043	243,330
Fourth Honeypot House Fund	500,000	-	-	(150,000)	350,000
Matched Giving Fund	300,000	-	-	(100,000)	200,000
	1,856,412	-	(110,972)	(1,539)	1,743,901
Total unrestricted funds	2,387,721	1,979,811	(1,883,062)	-	2,484,470

The General Reserve represents free funds of the charity, which are not designated for any particular purpose.

The Fixed Asset Fund has been set up to assist in identifying those funds that are not free funds and it represents the net book value of the tangible fixed assets, except for those funded from the Honeypot House Fund and the Wales House Fund. The expenditure for the year relates to depreciation charged on those assets.

The Third and Fourth Honeypot House Funds have been set up to assist in identifying those funds that have been designated to aid the strategic goal of the charity, which is to reach more children through additional accommodation.

The Matched Giving Fund represents funds from donors who have given permission to use their funds as a matched giving funder in Honeypot appeals.

17. Restricted funds

	31 Mar 2023	Income	Expenditure	Transfers	31 Mar 2024
	£	£	£	£	£
Respite breaks & outings	245,400	171,177	(383,544)	-	33,033
SEAL breaks	447,468	34,000	(247,500)	-	233,968
Children's Breaks Fund	692,868	205,177	(631,044)	-	267,001
Wellbeing Fund	50,315	8,851	(50,316)	-	8,850
Wellbeing Fund	50,315	8,851	(50,316)	-	8,850
Equipment	706,201	42,459	(64,294)	-	684,366
Equipment Fund	706,201	42,459	(64,294)	-	684,366
Total restricted funds	1,449,384	256,487	(745,654)	-	960,217

17. Restricted funds (cont)

The Children's Breaks Fund represents incoming and outgoing monies that have been received and spent in accordance with specific donor requests, relating to respite breaks, SEAL breaks and outings.

The Wellbeing Fund was created to allow the beneficiaries of the charity the opportunity to access small grants up to the value of £250 to assist them in their day-to-day lives.

The Equipment Fund has been set up to provide for new equipment at all three houses.

18. Pension contributions

The amount outstanding at the year end was £8,863 (year ended March 2023: £8,197).

19. Related party transactions

The amount of charitable donations from Honey Pot Trading Ltd, the 100% subsidiary, was £nil (year ended March 2023: £nil).

20. Control

The ultimate controlling parties are the Trustees listed on page 2.

21. Auditor's remuneration

The auditor's remuneration constituted an audit fee of £11,520 (year ended March 2023: £12,000).

22. Acquisition of the Scotland house - known as Dalleagles

The charity acquired a third house situated in Ayrshire, Scotland for the use of respite breaks. The property was acquired by the Richard Porter Family Foundation and leased to the charity on a long-term peppercorn rent. This was achieved in September 2022, and formally opened on 5 July 2023 after the property had been fully renovated.





the honey pot children's charity
childhood, one honey at a time
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Charitable Incorporated Organisation
England and Wales (No. 1184132)
Scotland (No. SC052213)



Registered with
**FUNDRAISING
REGULATOR**

THE HONEYPOT CHILDREN'S CHARITY

England & Wales - Charity number 1184132

Accounts



The Honey Pot Children's Charity

Annual Report & Accounts: Year Ended 31 March 2023



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Charitable Incorporated Organisation
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Trustees

Laurie Oppenheim (*Chair*)
Mary Davis
Hugh Whitaker
Verne Grinstead
Natalie Rebeiz
Tom Putter
Andrew Chalkley
Oliver Harrison

Leadership Team

Simmi Woodwal (*Chief Executive*)
Nagindra Chungh (*Director of Operations*)
Phil Gellhorn (*Director of Finance*)
Anthony Cummings (*Director of Income and Communications*)
Jenny Ray (*Director of Strategic Development*)
Elaine Hiskett (*Personnel Manager*)

Auditors

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Secure House
Lulworth Close
Chandlers Ford
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SO53 3TL

Solicitors

Simkins LLP
Lynton House
7-12 Tavistock Square
London
WC1H 9LT

Bankers

Barclays Bank
1 High Street
Bracknell
RG12 1DR

Activities & Objectives

Our organisation

Honeypot is the only children's charity in the UK which provides consistent and long-term support for young carers, aged 5 to 12 years old.

Depending on the age they first come to us, we support children for up to eight years. We aim to support 3,500 young carers annually with a tailored basket of Wrap-Round services that meet a wide range of needs. The number of young carers coming to Honeypot is rising.

Young carers make many sacrifices in looking after a sick or disabled family member, for 30 hours or more in a typical week. Honeypot ensures that young carers do not lose out on their chance of a happy, fulfilling childhood, and we aim to guide them onto a positive pathway so they can build brighter futures.

We achieve these goals by focusing on five key areas of support:

> Residential Respite Breaks

These stress busting breaks have been at the heart of Honeypot for more than 26 years and form the backbone of our organisation. We have houses in England, Wales and Scotland. In the long-term Honeypot aims to open a comprehensive network of Honeypot Houses throughout Great Britain.

> Social and Emotional Active Learning (SEAL)

A SEAL education booster break is run in three stages:

Stage 1: Pre-residential, where Honeypot's team consults with the school, parent(s) and the child to establish the specific learning challenges of each child.

Stage 2: Intensive four-day residential education break, where a tailored programme of 30 hours of active learning is provided.

Stage 3: Post-residential, where Honeypot's team follows up with the child and their school to embed the new level of confidence and self-belief the child has to succeed in education.

> Digital and Face to Face Outreach

Young carers are often lonely, isolated, and socially excluded. We provide them with after-school and weekend clubs online, as well as special Memory Making Days where deprived inner-city children experience the joys of visiting a farm or the beach.

> Wellbeing Services

As all the children we support are referred to Honeypot by agents within the child welfare network, we support young carers with deep-rooted needs. We ensure, via a range of wellbeing interventions such as our Wellbeing Grants, that the children can access essential life items they lack, such as a new bed or new school clothes. Honeypot provides healthy eating and nutrition to ensure mealtime for young carers comprises healthy, nutritious meals and not sugary drinks and snacks.

> Pastoral Care

Post-Covid lockdown, many young carers have been left mentally fragile. Honeypot provides pastoral care for overwhelmed young carers and their families, to help them cope with their challenges. Sadly, our pastoral care is in great demand.

Our objectives

Honeypot's overarching objective is to alleviate the detrimental impact on children as young as five who are involved in caring for a sick family member. We aim to:

- ▶ Ensure young carers have happy childhood experiences and make happy memories.
- ▶ Give stressed and anxious young carers much needed respite from their caring responsibilities.
- ▶ Develop young carers resilience, and self-belief that they can succeed in education.
- ▶ Enable young carers who lack opportunity to socialise, to join peer groups to make friends and develop social skills.
- ▶ Boost the wellbeing of young carers with practical interventions such as Wellbeing Grants to provide them with the basic life essentials they need, and healthy eating and nutrition.
- ▶ Provide pastoral care to overwhelmed young carers and their families when they are struggling to cope with the challenges in their lives.

Our long-term objectives are to deliver greater breadth and depth of support for young carers. Greater breadth simply means supporting greater numbers of young carers through expanding all our services, such as opening more Honeypot Houses. Greater depth of support means meeting more of the needs of young carers with greater impact, both for the short and longer term.

A Message from our Chief Executive



A year of innovation and growth



Honeypot's dedicated professional team, guided by Honeypot's Trustees, and supported by generous financial contributors, delivered outstanding results over the past twelve months.

The successes of the past year were driven by innovation: innovative services, fundraising, strategy, and day-to-day management.

The innovative services we delivered

For several years, Honeypot has made concentrated efforts to effectively measure the positive impact of our services in meeting the needs of young carers. Assessing the data, and understanding what worked well, enabled us to develop our services to achieve greater positive impact for young carers.

We innovated our respite breaks: enriching and enhancing the content of our residential respite breaks with creative activities and memorable moments children will cherish for years.

Through the Richard Porter Family Foundation we acquired, on a long lease at a peppercorn rent, a new house in Scotland, and finalised preparations to commence respite breaks and welcome the first group of young carers in early August 2023.

Our SEAL education boosters were innovatively reconfigured as a three-week programme. We devoted more time to understanding the individual needs of children coming on education booster breaks and tailored these to ensure we built children's resilience and self-belief that they can succeed in education.

Applying digital technology, we delivered innovative after-school and weekend clubs online, that alleviated the loneliness and isolation so many young carers experienced.

Honeypot responded to the great deprivation that we were witnessing amongst young carers by increasing the number of Wellbeing Grants we awarded for essential life items no child should lack.

Supported by the Welsh Government, we also launched a healthy eating and nutrition service that ensured mealtimes comprised of healthy and nutritious food, and not sugary drinks and snacks.

We tackled mental fragility of a generation of young carers who lived through Covid lockdown. Honeypot launched a new Pastoral Care service that supported overwhelmed children and their families, enabling them to cope more effectively. This was Honeypot's urgent response to an urgent need.

I am confident that Honeypot has embedded the drive, creativity, and determination to ensure we continue to innovatively respond to the changing needs and challenges of young carers.

Innovative fundraising

2023 was a bumper year! Our financial supporters contributed £2.4million, the largest amount received in a year when there was no Honeypot biennial fundraising party. We achieved success in all areas, by providing innovative fundraising opportunities.

Honeypot presented potential funders with a range of innovative projects, such as our Education Booster Programme, Healthy Eating and Nutrition Service, Pastoral Care Service. Trusts and Foundations, corporates, groups, and individuals generously sponsored these projects.

Special thanks to Munich Re for choosing Honeypot to receive substantial funds for our Social and Emotional Active Learning (SEAL) education booster programme, and the Welsh Government for funding healthy eating and nutrition. Thanks to all our corporates, trusts and groups and individuals for supporting a wide range of innovative projects.

Special thanks also, to our long-standing supporters, The Betty Messenger Charitable Foundation, St George and The Berkeley Foundation, Tresanton Trust, POM Trust and Girdlers' Company Charitable Trust.



Special thanks to the Richard Porter Family Foundation, Mr Simon Clarke and the Spoilt Ramblers for providing Honeypot's new house in East Ayrshire, Scotland.

Our innovative volunteering programme appealed to many funders, especially corporates who wished to give time as well as money. Corporate staff related how they experienced great satisfaction when participating in our multifaceted volunteering programme, which included volunteering to help the children on education booster breaks or joining groups of young carers on special memory making days out to venues such as Mudchute Farm.

Honeypot provided a rich range of fundraising events and activities, such as: places in the London Marathon and other marathons, half-marathons, and a diverse range of challenge events. We also held social events such as our evening at the Comedy Store, our Christmas Carol Concert at Romsey Abbey, open days at our houses, Sporting Chance Prize Draw, and our Virtual Million Step Challenge. We aimed to offer something for everyone over the past year.

We employed innovative technology to support fundraising appeals. Our real-time doubling of donations, Christmas Mega Matched Funding Appeal, titled *Putting the Fun back into Christmas for Young Carers*, raised more than £400,000. Thousands of donors participated in this appeal and our Summer Big Give Appeal, too. Sincere thanks to every donor whose collective giving enabled Honeypot to provide services for many young carers.

The Honeypot team were also delighted to support the innovative fundraising ideas and events of our donors. We enjoyed supporting events, large and small, from St George and The Berkeley Foundation's mega five aside football tournament to a young boy who did a sponsored sleep out under canvas for Honeypot. I wish to offer heartfelt thanks to each and every donor.

I especially thank the Trustees of The Betty Messenger Charitable Foundation for their truly transformative support over the past year, providing the largest one off donation Honeypot has ever received.

The year ahead

My commitment to our young carers and our supporters is that in the coming year the Honeypot team will continue to find innovative and exciting ways to support young carers in a way that meets their many needs more impactfully. We will provide innovative fundraising and volunteering opportunities to make fundraising for Honeypot a rewarding and fulfilling experience for our voluntary contributors.

Thanks to everyone who partnered with Honeypot to give thousands of young carers happy childhood memories and brighter futures.



Simmi Woodwal
Chief Executive

Service Delivery & Output

Ongoing development of service delivery

For several years the Honeypot Services Team have focused on developing an enhanced model of service delivery. Our services have developed from a single service, namely Residential Respite Breaks, to a multi service offering.

We have based the development of our services on psychological theory, which posits that the highest level of need for an individual is to self-actualise and be all they can be.

Maslow's Hierarchy of Needs states that self-actualisation cannot be achieved without an individual first meeting their lower level needs, such as the social need for belonging, and the physical need for food and essential physical items.

Honeypot has developed a holistic approach to service delivery, whereby a multi-service offering is provided to meet the multiple needs of young carers. This is known as Honeypot's Wrap-Round support services. We aim to tailor these services to meet the individual child's multiple needs.

Honeypot provides its Wrap-Round support services to an increasing number of young carers. Our services provide a fulfilling experience for young carers, so they can enjoy their time at Honeypot.

Our staff provide the experiences necessary for our young carers to have the time to be happy, carefree children. Providing children with the opportunity to have a break from their usual caring routines impacts positively on their quality of life.

To enhance the level of support we provide to young carers, we have added several new services throughout the past year. We have also reviewed and assessed our long-standing respite break service and applied many elements from our new services to our breaks, to make them more positively impactful and fulfilling for young carers. Young carers appreciate and look forward to our breaks, which helps to lessen their feelings of isolation and loneliness.

The range of Wrap-Round services that Honeypot provides to achieve lasting positive change in young carers' lives, as well as meeting their more pressing needs, are listed below:

- ▶ Residential Respite Breaks
- ▶ Social Emotional Active Learning (SEAL)
- ▶ Digital Workshops
- ▶ Memory Making Days
- ▶ Pastoral Services
- ▶ Wellbeing Grants
- ▶ Healthy Eating & Nutrition Wellbeing Support
- ▶ Parent & Child Thrive

A child having caring responsibilities can be a very challenging experience and have a negative impact on their happiness, health, and their ability to be all they can be. Caring, though, can have positive effects on a young person too.

The skills, emotional maturity, and sensitivity to the needs of others that young carers develop due to their caring duties, are skills and qualities that Honeypot seeks to tap into and employ as a springboard for addressing the negative impact of caring. Caring can be a rewarding experience for young carers and their families.

Residential Respite Breaks

Honeypot's Residential Respite Breaks provide young carers with the opportunity to take a break from their primary caring responsibilities. We give our young carers the chance to engage in experiences that give them the freedom to enjoy just being a child.

On a respite break young carers exchange stories with children who have similar life circumstances and challenges and they learn the skills and confidence needed to interact socially and create friends for life.

Providing the children with a break from their typical caring responsibilities enhances their quality of life, keeps them healthy, and makes them feel more capable of handling their caring duties.

For Honeypot, as a charity, it is crucial to ensure that the young carers are taking a complete break from their caring responsibilities.

From April 2022 to March 2023, Honeypot delivered **117 breaks** and welcomed **1,346 children** to Honeypot's houses.





Social Emotional Active Learning (SEAL)

Under the leadership of our SEAL Children's Services Leaders (CSL), our SEAL programme has gone from strength to strength. The aim of the programme is to support groups of 12 children who are struggling with everyday school life. These are disadvantaged children, who fall into one or several of the following categories:

- ▶ Receive free school meals
- ▶ Receive the governmental pupil premium
- ▶ Are or have previously been 'looked after children'
- ▶ Have had disrupted schooling or gaps in learning
- ▶ Hidden young carers, or those who do not fit the criteria for qualifying for additional educational support but clearly require such support

From April 2022 to March 2023, we delivered **15 SEAL breaks** and **168 children** engaged in the programme.

The programme is delivered over 3 to 4 weeks, ensuring all schools have convenient, well-timed pre and post school sessions that wrap around the main four-day SEAL residential at Honeypot. SEAL is recognised as an accepted out-of-school intervention by the Department of Education.

The programme has helped schools and children to become more aware of and knowledgeable about themselves. It has helped children to focus on and understand their attitudes and beliefs, while also boosting their motivation.

Through a nurturing approach, which helps children surmount obstacles they may experience in school, we provide an environment that is encouraging for children and supports their self-development.

Honeypot's SEAL programme dovetails with in-school interventions for children in need, enabling the school to build on the progress achieved by a child participating in a SEAL education booster programme, to further strengthen and reinforce the positive progress made.

In August 2022, Honeypot's Children's Services Leader developed a more rigorous, focused SEAL curriculum, which includes adaptable indoor and outdoor sessions. These are centred around five core SEAL concepts, defined by the Collaborative for Academics, Social and Emotional Learning (CASEL), which are widely used internationally.



Concepts:

Self Awareness

Self Management

Responsible Decision Making

Relationship Skills

Social Awareness

Themes and skills learned:

Good to be me
Changes
Aspirations

Problem solving
Perseverance
Independence
Presenting

Community
Environment
Changes
Life skills

Relationships
Empathy
Diversity

Community
Environment
Empathy
Diversity

Communicating
Listening
Collaboration
Respect others
Independence

By working in accordance with CASEL competencies, Honeypot was able to offer schools a quality-assured intervention, aimed at enriching the development of children's social and emotional wellbeing, working alongside any mental health initiative in which they were already engaged.

In January 2023 Honeypot achieved the **Learning Outside the Classroom Quality Badge**, a globally renowned sign of high-quality educational offering.

The Department of Education has approved this national accreditation since it is the only one that recognises learning and safety for all providers of learning outside the classroom.



Digital Workshops

Our digital service continues to intertwine with our other offerings. Digital Workshops also retain importance as a sign to children that we are accessible and available if they need us. Our themed sessions during the holidays engage children in some inspiring workshops. Our Swarm sessions that are delivered after school support children in their favourite topics, such as baking, art and crafts, quizzes and much more.

Memory Making Days

These memory days offer our young carers the chance to create unique memories that they will enjoy for a lifetime, because we all know that young carers need to be able to take time for themselves. Each child who participates values these days because they meet other young carers, make new friends, experience new opportunities, and simply enjoy themselves without feeling stressed or lonely. Just like the rest of us, young care takers need to be able to take breaks occasionally.

Pastoral Support Service

The Pastoral Support Service continues to strive to meet the strategic outlook of the charity of delivering greater breadth and depth of support for young carers. The service exists to ensure the children registered with Honeypot can access each element of our current service provision, and to develop support services that enhance our current offering.

We support families by signposting them to advocacy and specialist service providers who can assist a child or their family in the often complicated process of accessing these services. Honeypot assists young carers and their families to access organisations and resources that help to address a range of issues the child might experience.

We also help the parent(s) to access benefits advice, budgeting, counselling and much more. Honeypot's Pastoral Service has helped families to gain access to much needed benefits by supporting them with completing formal applications for assistance that they might not be able to complete by themselves.

Our Pastoral care service has helped families to get appropriate and sufficient support from mental health specialists during a crisis and supported parents in getting further Special Educational Needs resources.

Contact has been made with families, social workers, teachers, and a range of other organisations who exist to further the wellbeing of children in need. We have worked with these organisations to deliver multi-disciplinary team support. We continue to support families throughout difficult and distressing circumstances - the value is not easily quantified but is regularly expressed by our families.

The Pastoral Support Service has identified children who were unable to attend a respite break due to personal circumstances. Honeypot developed sets of cards that are sent in batches over time.

These cards form Wellbeing Wallets, which are designed in conjunction with the families to address the issues the child has, to provide them with a resource that helps them to understand and cope more effectively with their issues and challenges.

Over the past year the Pastoral Support Team has developed sets of packs covering issues such as:

- ▶ Building resilience
- ▶ Coping with worries
- ▶ Managing anger
- ▶ Enhancing self esteem
- ▶ Mindfulness
- ▶ Making friends
- ▶ Better sleep
- ▶ Healthy eating

A wallet is sent out each month and family members work together on these and communicate the progress they have made to Honeypot's Pastoral Lead.

It is wonderful to spot the bright yellow envelope every month! For me and [my daughter] it has brought us much closer. We both have changed and learned from the little projects in the letters.



Wellbeing Grants

The demand for Wellbeing Grants is increasing each year. More and more deprived children are receiving our assistance so that they can obtain necessities that improve their wellbeing but, most importantly, so that they can be a part of their community and feel equal amongst their peers.

Parents have thanked us for accessing the products for their children and have given HoneyPot strongly positive feedback.

As an example, the family of a young carer applied for a Wellbeing Grant for their 12 year old daughter for a high-sleeper bed and mattress, due to her old bed being broken. Her parents wrote:

"Thank you!! We now have a very happy girl, bless you all! We really appreciate all your help. She really does love her new bed! She said it's so comfortable and she had the best night's sleep in it! Thanks again."

An 11 year old carer, received a new tablet and headphones, purchased via the Wellbeing Fund. Her Mum wrote:

"The hugest of thanks to everyone at HoneyPot for showing such kindness by buying Jessica a tablet and headphones, so that she can now easily do her homework. She is absolutely delighted with them! A little bit of HoneyPot will be with her every day that she uses it... so this means a lot to her."

Healthy Eating & Nutrition Wellbeing Support

This is one of our new services that was launched in October 2022. We aim to motivate children to think about what they eat and the food choices they make, and give them the knowledge and skills to make healthier decisions.

While on their respite break with us, they are introduced to the idea of healthy eating through casual conversations at the dinner table about choosing healthy foods and practicing good eating habits.

Children are encouraged and made welcome to participate in a series of our digital workshops about nutrition and healthy eating, as well as participating in cooking classes where they prepare a healthy meal for their family and are empowered to help with meal preparation and baking sessions during the break.



At various times during the year, parents receive a series of four £25 coupons for the supermarket of their choice. Some positive comments from the families:

"Firstly wow! I honestly can't thank you enough! Thank you all for this, it's beyond a massive help to us right now."

"The vouchers will be a huge help in the current climate. Thank you so much again."

"Thank you so much though, it really is so kind of you to be able to send us these food vouchers, we really appreciate it."

Some families who are under financial strain, and those at-risk low-income families, have found these vouchers to be a lifeline. By helping families receive basic meals, we are filling a key gap.

Parent & Child Thrive

This programme consists of two separate days onsite where parents are encouraged and assisted to build positive relationships, promote play, learn how to budget and are given information about healthy eating and nutrition.

The programme was very well received with feedback from the participating school being most encouraging and complimentary. Based on the success of these pilot sessions, five further Parent & Child Thrive programmes are planned for 2023/24.

Our highest priority continues to remain available to young carers whose home lives have, in many cases, become more difficult since Covid-19.

We will continue to provide our Wrap-Round services to young carers in need. We also prioritise work that enables HoneyPot to reach out to organisations and young carers who do not know what services are available to them.

Honeypot Case Study

Meet the Derrigan Family

Brodie (12) and her twin brothers, Lochlan and Carter (8), have joined numerous Honeypot respite breaks. The family has also benefitted from the Wellbeing Fund and our Healthy Eating and Nutrition Service.

The twins and their sister help out with everything from housework and cleaning to cooking. Their other sister, Quinn (11), has mental impairment, mobility issues and struggles with most tasks. Brodie, Lochlan and Carter are the crucial extra pair of hands for their parents.

"I don't want to say they get a little bit jealous, but it must be hard as we always have to put Quinn first," says their Mum, Ann Derrigan.

Brodie and Quinn used to share a room. Brodie really struggled mentally. It was difficult for everything to be centred around Quinn. Brodie struggled having less attention and time devoted to her needs.

Ann believes the best thing about the respite breaks are the opportunity to meet others in a similar situation. They felt at home straight away. The opportunity to just be children and have fun with no responsibilities was so needed.

Wellbeing Fund

The family has benefitted from a new washing machine, laptop, and grocery vouchers through Honeypot's Wellbeing Fund and Healthy Eating and Nutrition Service.

"It has been life changing. Having four children can be hard. I used to have to put multiple washing loads in, now I can just do one! Our other machine was so old. I was having to do the washing outside.

"It was horrendous in the winter. The children were shining a torch for me. Now I have one in the house, it's changed my life! Plus, it's more economical so we are saving money that way. We go through so much bedding and clothes; everything gets cleaned properly now."

The family can't afford a TV and asked for a laptop for Brodie as she is the older of the siblings.

"She is so happy with it. Not only using it for homework but also for Netflix. She has her own space in her room to relax and watch the programmes she loves. It is brilliant. I can see how much she is benefitting from having a possession that's hers."

"I am so thankful to Honeypot for giving them a break from everything"





Healthy eating for all the family

The family has also benefitted from Honeypot's new meal vouchers service, to help families with healthy eating and nutritional support in the school holidays. While on a respite break, they learned all about cooking healthy food and making easy meals.

The food vouchers were sent to the family directly after the residential break, where they learned new food preparation skills, so they can continue to create great tasty and healthy meals. The family has decided to keep the latest vouchers for the summer and use them for days out in the park to have a picnic.

Ann says, *"It will be amazing to go to the grocery store and let them pick what they want instead of having to think of how much everything will cost. Money doesn't last on a weekly shop, at least this will mean another activity we can do together as a family."*

"We can do that three or four times now thanks to Honeypot. We wouldn't be able to eat out logistically with Quinn, or afford to, so we can go out for the day and they can play. I'm really looking forward to it."

Ann believes Honeypot may be summed up as a 'worry free experience' for both the parents and the children. When the children go on a respite break, Ann knows they will have the best time and come back happy.

"The service you provide is amazing. They keep asking when they are going again. All the teddies, arts and crafts materials, colouring books they receive on a break is so special. They really feel like they have someone there to support them. I 100% recommend Honeypot to other families. I wish they could go every other month on respite, but the birthday cards and memory making days in between really help."

Worries for the future

Ann is worried that having a member of the family that heavily relies on everybody else could impact the children in the future.

Brodie has suffered socially and emotionally. It can be hard to understand Quinn or form a relationship with her. Brodie detaches herself. As she is the oldest, she may feel the most pressure, plus she is very empathetic. Young carers grow up and mature a lot quicker than other children.

"I can imagine there are a lot more hidden young carers in her school, and there's no funding to help them."



This is the amazing thing about Honeypot, it's a place where everything is about them. We couldn't afford to go on a break so it's a lifeline for us. They come back so happy and rejuvenated. I can see they have grown in independence!



Service Delivery Impact

Residential Respite Breaks

Honeypot strives to deliver impactful services of a measurably high quality. We aim to support and enable young carers to fulfil their potential. Every residential respite break at Honeypot makes a positive difference to young carers.

These breaks reduce the stress and anxiety children experience when constantly carrying out onerous care duties for a sick or disabled family member. Respite breaks enable children to make happy memories and boost their confidence and self-belief.

Honeypot has devoted considerable resources to developing reliable and statistically validated measures of the positive impact our services achieve for young carers. The data we collect ensures the services we deliver achieve the output stated goals of our services.

These service outputs and outcomes are necessary to meet the physical and psychological needs of young carers. This process of continuous service development, based on assessing the benefits young carers derive from receiving them, ensures that the goals, objectives and design of our services are strongly beneficiary-driven.



I don't have so much responsibility and I'm not worried about everything.

Since I've been here I've felt myself and much happier.

I made new friends and I got to ride a go kart!

► What was the best thing about your break?

"Getting a break and a having a rest"

"The food"

"Making new friends"

"The food and the activities"

► What was your most proud achievement?

"I'm most proud of the den I built in the forest"

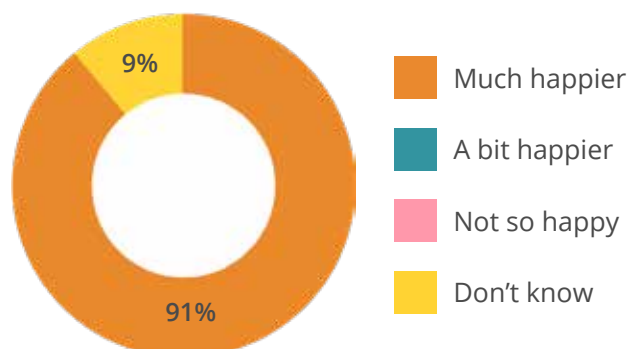
"Learning new things because they were fun"

"Football, because I got better"

"Coming out of my comfort zone"

"Learning how to ride a bike"

► How do you feel after the break?



Social Emotional Active Learning (SEAL)

Survey methodology - The Stirling Children's Wellbeing Scale - a highly statistically validated measurement framework that establishes improvements in a child's subjective or emotional wellbeing and in their objective or psychological wellbeing.

- ▶ **96% of children** showed increases in emotional wellbeing scores (positive emotional state)
- ▶ **89% of children** showed increases in psychological wellbeing scores (positive outlook)
- ▶ **83% - 94% of children** reported improvements in their confidence, communication, resilience, motivation and self-esteem
- ▶ **91% of parents** reported improvements in their child's confidence, communication and resilience

Pupil feedback

"I think I talk a lot more as I answer questions now, before Honeypot I didn't put my hand up much."

"I feel my motivation and resilience is better... if there is something hard, I try more."

"I feel more resilient because I didn't give up. My motivation is better and I had to communicate more. I feel better about myself."

Parent feedback

"He took part in challenges and gained skills he hasn't done before. He is much better at overcoming disappointment."

"Time at Honeypot made her feel understood, accepted for who she is and improved her self-confidence."

"They're much calmer and better at controlling their emotions."

School feedback

"The trip has been so beneficial to our children, it has provided them with an amazing opportunity."

"The break was excellent and staff are amazing. Taught the children so much."

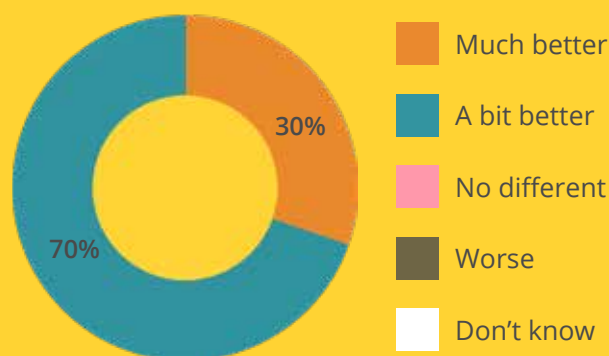
"The children all felt listened to, valued and understood. The positive relationships with the adults from Honeypot was very successful."

SEAL has been a very successful intervention and schools have seen the benefits when children return to the classroom.

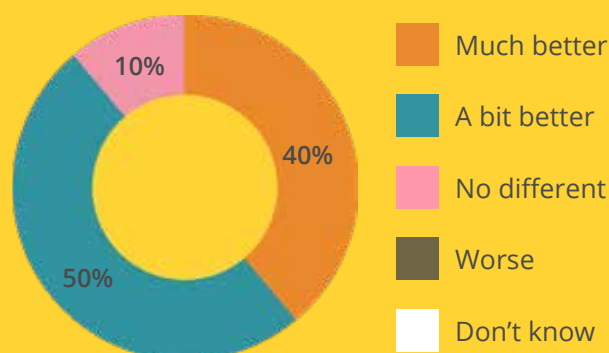
When asked, 'Was there anything that you feel has been unhelpful, or that we could improve on further?' one teacher responded:

"Not Honeypot, but me as a teacher. Now I know how it all works, I feel I can plan to build on the experiences and outcomes, and use the experience pre and post session to support the children to reflect back and use what they have learnt better in school."

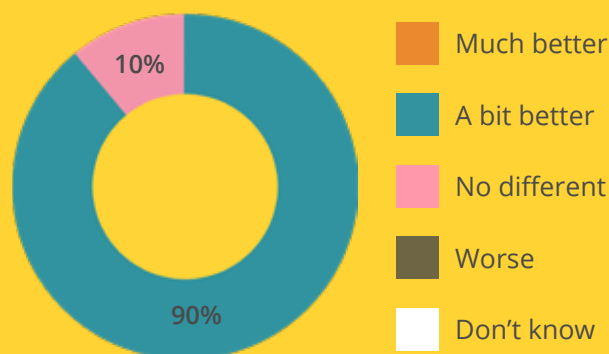
% of children who believed their confidence improved:



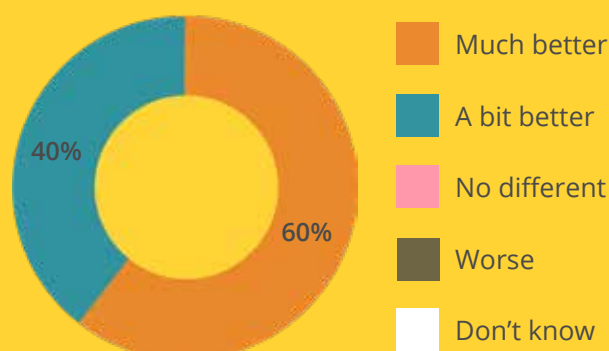
% of children who believed their independence improved:



% of children who believed their resilience improved:



% of children who believed their communication improved:



Wellbeing Grants

Our Wellbeing Grants continue to form a successful part of our Wrap-Round services, making life easier for some children and their parents.

A young carer helps to look after her twin brother who has spastic diplegia cerebral palsy, frontal lobe epilepsy, severe global developmental delay, severe SPD and PICA, autism, sleep issues and hypermobility. She and her mum applied for a Wellbeing Grant for equine therapy sessions.

After receiving the grant mum sent us an email, saying:

"She loves the horses, and it really helps with her anxiety and autism. She loves attending the sessions and also did a 2-hour session in the school holidays and met some really nice people. Thank you so much again for the funding for her to be able to do this."

Application request are itemised as follows:

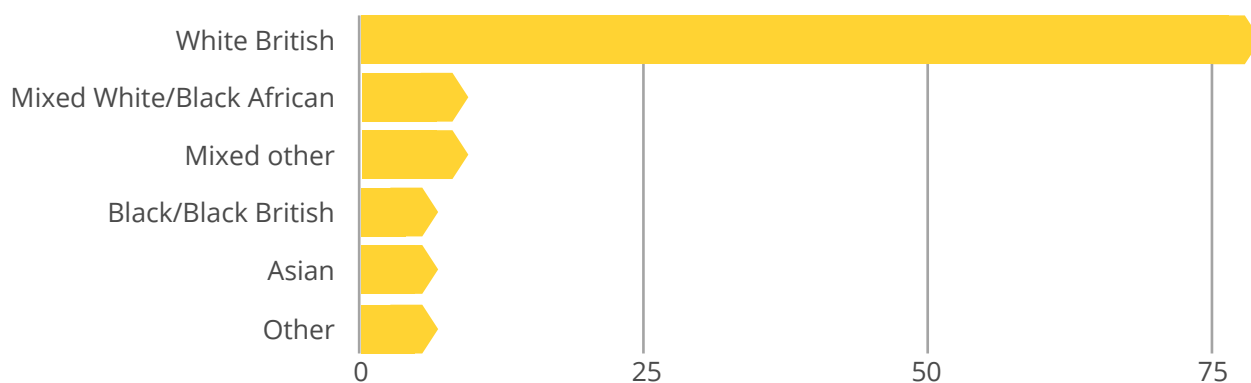
Technology (eg: tablets/laptops)	40%
Furniture/household items	10%
Clothing	5%
Music lessons/instruments	8%
Education/tutor	5%
Bike	5%
Therapy eg: play	2%
Extra-curricular clubs/fees (eg: football, gymnastics, drama, horse riding)	25%

Of the families that apply for a grant:

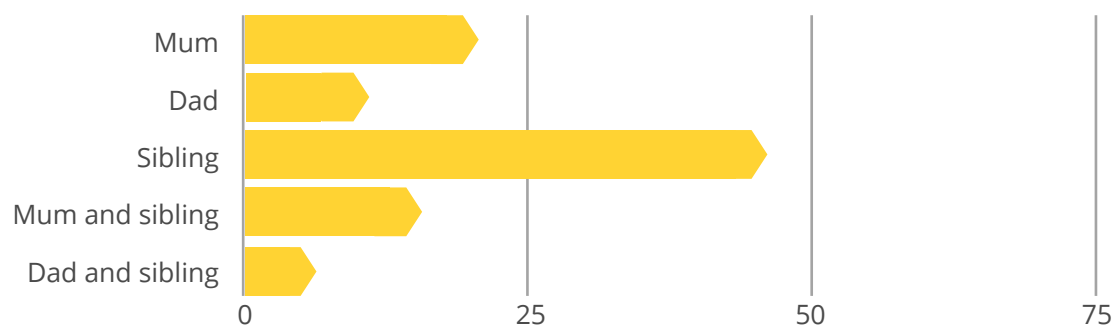
- ▶ 40% receive Personal Independence Payment
- ▶ 55% receive Carer's Allowance
- ▶ 60% receive Disability Living Allowance
- ▶ 73% of children receive free school meals
- ▶ 83% of families are open to social care
- ▶ The average grant awarded is £238.65

Analysis of data collected as part of our Wellbeing Grant application process:

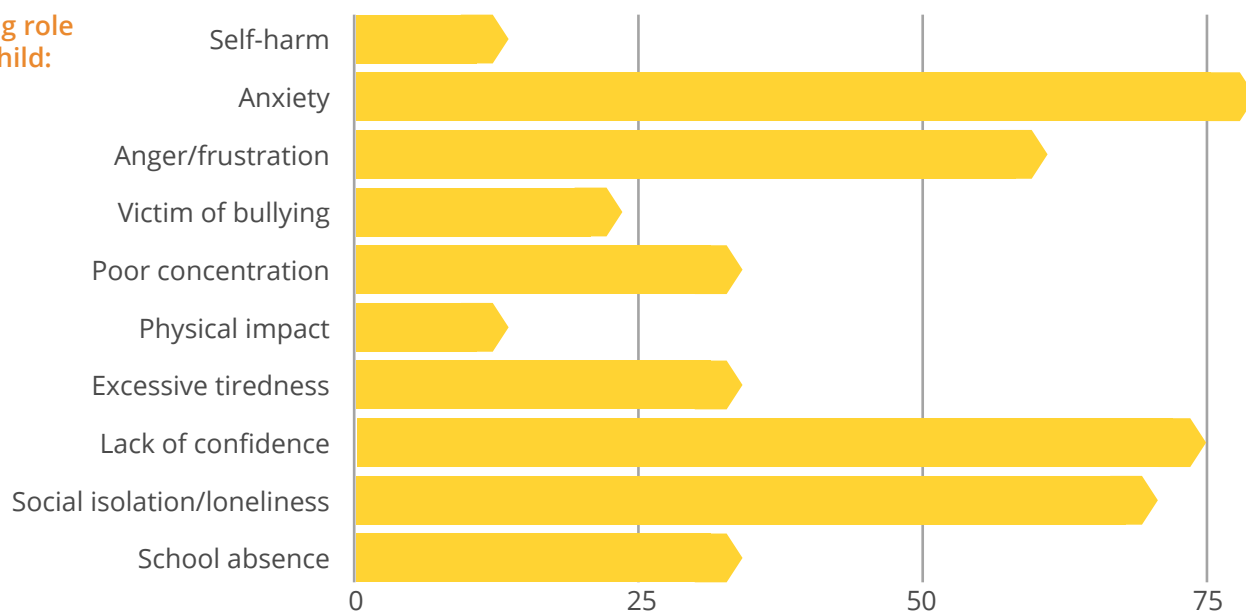
Ethnicity:



Who the children care for:



Impact caring role has on the child:



Pastoral Services

Parents of **162 children** have received email or telephone support. Of these, **66%** have received support on multiple occasions. **100%** have been signposted to access a further service from our Wrap-Round provision at HoneyPot.

Of the children whose parents registered for pastoral support, **27%** have been signposted to access services from their local young carers' organisation.

Of the children whose parents registered for pastoral support, **41%** have been signposted to access services from other service providers including their GP, school, Citizens Advice, local authority SEND teams, mental health support providers, and other charities including Sibs (for brothers and sisters of disabled children).

Parents who responded to our experience survey gave an average rating of **9.6 out of 10** for their interaction with HoneyPot's pastoral team.

Feedback from Parents/Guardians:

"Clare will check in with us regularly, giving fantastic advice and support which has been invaluable to us as a whole family."

"They have been so very supportive with regards not just to issues with my daughter, but also my son and step daughter."

"Really understood what I needed help with and helped with signposting."

"Thank you so much for your support it means a lot for us. We really, really appreciate HoneyPot is with us at this hard time."

"[My daughter] is doing well thank you. We implemented all the advice you gave us, some of which helped at the time and other bits continue to."

"You've been so helpful in directing us with other things and I think your own personal experience really helps in terms of understanding our needs."

Wellbeing Wallets

This is a service we have developed as part of our pastoral support for children who are not ready for a respite break, or those that identified as needing support when on the break. This allows them to build skills that support their emotional and social needs.

We asked parents which areas they thought their child could benefit from support. Their responses were:

► Anxiety/stress/worry	129
► Confidence building	105
► Building resilience	101
► Managing anger/frustration	90
► Social isolation	89
► Difficulties at school	51
► Coping with bullying	49
► Coping with puberty	46
► Coping with divorce/separation	23
► Changing schools	17
► Identity (including gender)	15
► Other	11

Based on 150 responses, we developed resources to support key areas of need: worry, positivity, emotions, resilience, self-esteem, and coping with change.

Feedback from Parents/Guardians:

"[My daughter] is really enjoying receiving them and looks forward to them coming in the post."

"He has loved getting the wallets and loves that they come in a yellow envelope, so he knows that's his."

"We did the cards as a family, and it was nice to talk about issues as a family. The cards were a good idea to help us discuss our stresses and come up with coping strategies."

"We also received the yellow cards at the weekend, which started a great conversation about how she was feeling and how she thought of herself."

"[My daughter] is really enjoying receiving and completing the wellbeing packs that you have been sending."



Your Support over the Past Year



You gave grants to us



CHRISTMAS
MEGA
MATCHED
FUNDING
APPEAL

£400k



You golfed for us



You volunteered for us



You ran for us



You left legacies to us



You partnered with us

Fundraising & Communications

Our fundraising strategy

Over the past twelve months, Honeypot has successfully delivered the goals and objectives of the third year of its five-year income strategy.

This strategy has yielded year-on-year double-digit income growth. The main driver of income growth was the development of our services, with a virtuous feedback cycle being created between the increase in income and growth in services.

As our income has increased, finances were made available to fuel the growth of our services. As our services have grown, our income has continued to increase from donations from contributors wishing to see more services for a greater number of young carers.

All this forward movement occurred against the backdrop of exceptionally high unmet demand.





Strategic objective 1: Diversification of our income sources

Our strategy put great emphasis on developing a wide range of fundraising campaigns and income sources to avoid too heavy reliance on a few large funders. Over the past year, we diversified income as follows:

> Continued to develop 'mass giving' appeals

Employing an innovative and interactive real time fundraising platform, our Christmas 2023 matched funding appeal raised substantial income.

Titled *Putting the fun back into Christmas for Young Carers*, the appeal was supported by nearly 1,000 contributors who collectively donated a six-figure sum. In addition, our long-standing Summer Big Give Appeal, *Champions for Children*, raised £83,000, the largest amount we have ever raised from an appeal not run at Christmas. We are immensely grateful to the providers of such excellent fundraising platforms.

Looking forward > we will continue to develop our mass appeals, aiming to attract thousands more donors, using innovative appeal platforms. Honeypot has been awarded a BBC Radio 4 appeal slot, on 24th of September 2023, which we hope will continue to attract substantial numbers of new, as well as existing supporters.

> Succeeded in attracting Government funding

Honeypot has never received funding from the UK Government for young carers' services. In 2022-23 Honeypot was awarded two large grants from the Welsh Assembly for young carers in Wales.

One grant of £72,000 was given to create a new Healthy Eating and Nutrition Service. The second grant of circa £98,000 was to finance short breaks. Income from both grants is phased in instalments and most of the funds will be received in our 2023-24 financial year.

Looking forward > we will continue to apply for Government funding for our young carer services in Wales, England and Scotland.

> Developed legacy materials

Children's charities often benefit from people leaving a gift in their Will. In the past Honeypot has received generous legacies, but our this source of income is well below what it can be.

Over 2022-23 we developed a strategy and accompanying marketing materials to assist people to become aware of the massive impact a legacy to Honeypot can make. We have seen increased interest in receiving our new legacy guide entitled *Guide to leaving a legacy to The Honeypot Children's Charity*, with very notable gifts received.

Looking forward > Honeypot aims to recruit solicitors to assist people in finding out more information about leaving a legacy to Honeypot when making a provision in their Will for a charity. We also intend to subscribe to Smeed and Fords Discretionary Legacy Notification Service to enable us to identify estates where a provision has been left for a gift to a children's charity.

Strategic objective 2: Excellence in donor stewardship and engagement

Honeypot appreciates that more and more funders wish to be involved with the charity they support in addition to providing funding. Over the past year Honeypot intensified its donor stewardship and engagement opportunities:

- ▶ We provided more volunteering opportunities for our funders, including more eco-friendly Green Days and more volunteering directly in delivering services to young carers.
- ▶ More opportunities for skills provision and expertise by corporates to advise the charity on a wide range of issues, including GDPR.
- ▶ More engagement events such as our annual open days and private tours of our houses. This gave supporters the opportunity to witness first hand our SEAL education boosters and Residential Respite Breaks and talk to the young carers participating.
- ▶ More lunch and learn events delivered by Honeypot at partners' businesses or organisation premises.
- ▶ More speakers provided by Honeypot delivering professional presentations for organisations at members' events and meetings.
- ▶ More participatory events and activities to put the fun back into fundraising.
- ▶ More innovative fundraising ideas, events and technology-driven fundraising platforms provided to help our supporters with their own fundraising.
- ▶ Provided greater alignment of Honeypot's service outputs and outcomes to match companies Environmental, Social, and Governance (ESG) and B Corp goals and objectives.
- ▶ Oriented Honeypot's personnel to ensure that staff of partner organisations had dedicated account managers and received access to rewarding and fulfilling experiences.

Looking forward > Honeypot aims to enhance its donor stewardship and engagement opportunities to make the donor experience even more rewarding and fulfilling for individual donors or organisational and corporate staff members. We also aim to enhance our joint working with corporate and organisational partners to contribute to achieving their ESG or B Corp goals and objectives.



Strategic objective 3: Extraordinary donor journey

Over the past year Honeypot continued its long-term strategy of taking our supporters on an extraordinary donor journey over the life of the partnership.

We pride ourselves in building relationships that are varied and developmental. We grow with our partners, and we aim for our partners to grow with us. How we achieved this over the past year:

We involved our partners in service development and in collaborating with us to upscale the numbers of young carers our services could accommodate.

An example of this process was a charitable trust that commenced supporting Honeypot nearly a decade ago, originally with a relatively modest grant.

Over the years the trust had a series of meetings with Honeypot's CEO and Directors to understand the strategy that was being followed and the goals and objectives Honeypot was striving to achieve.

Its Trustees had the opportunity to give advice and feedback. They monitored and tracked the progress Honeypot made in delivering its plans for upscaling services.

The trust decided to spearhead many of the plans for introducing new services and upscaling the level at which services were being delivered. The relationship between Honeypot and the trust became a close and active partnership.

The trust decided to wind up in 2022-2023 and in so doing awarded Honeypot the largest single grant it has ever received, ensuring that we could continue to develop new services and upscale them under the banner of our Wrap-Round range of services to meet more of the needs of a greater number of young carers.

Looking forward > Honeypot will continue to take partners on a rich and varied donor journey.



Strategic objective 4: Greater appreciation of Honeypot's service model

Due to more intensive communication from Honeypot, our model of service provision became more transparent and better understood by a greater number of supporters.

Our service model is built around a body of research that supports two hypotheses:

- ▶ Early intervention models of service provision are more effective in addressing challenges in a young person's life than models where intervention is provided later in life, when problems and challenges have become deep-rooted and much more difficult, if not impossible, to redress.
- ▶ A holistic approach to service provision that seeks to address all the needs that a child's challenges create in their life, rather than seeking to effect change by meeting just a single or limited number of the child's needs.

Our holistic approach is based on the work of the American psychologist, Professor Abraham Maslow and his theory of the Hierarchy of Needs. This model states that needs lower down the hierarchy must be satisfied before individuals can attend to higher needs.

Honeypot's service model of a Wrap-Round support service provides an early intervention, holistic approach that meets the lower and higher level needs of a child to help them achieve self-actualisation and be all they can be. This is a model that a growing number of Honeypot's supporters have generously supported.

Looking forward > we will continue to forge links between all our services to provide more children with a comprehensive and tailored Wrap-Round support package of services that meets more of the needs they have at all levels leading to self-actualisation.



Maslow's Hierarchy of Needs

Self-actualisation

Desire to be all one can be

Esteem

Self-esteem, respect, status, recognition

Love and belonging

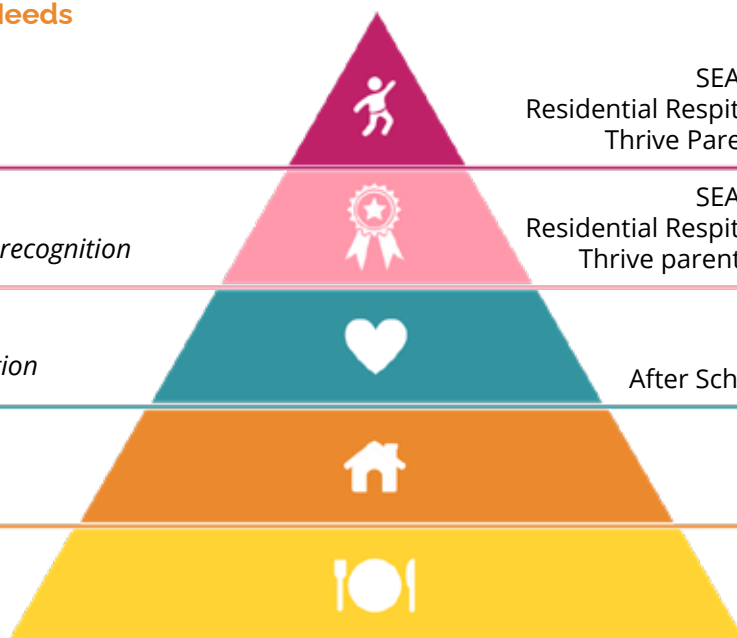
Friendship, sense of connection

Safety

Resources, health

Physiological needs

Food, clothing, sleep



Honeypot's Response

SEAL education booster breaks;
Residential Respite Breaks; Wellbeing Wallets;
Thrive Parent & Child; Pastoral Support

SEAL education booster breaks;
Residential Respite Breaks; Wellbeing Wallets;
Thrive parent and Child; Pastoral support

Residential Respite Breaks;
Memory Making Days;
After School & Weekend Clubs online

Pastoral Support;
Wellbeing Grants;
Healthy Eating & Nutrition

Wellbeing Grants;
Healthy Eating & Nutrition



Strategic objective 5: **Clearly defined and highly fundable projects**

Due to the large-scale expansion of Honeypot's services, especially over the past four or five years, we have had the opportunity to provide clearly defined and demarcated service packages for donors requiring a project to sponsor. These individual service packages had clear outputs, outcomes and impact goals and objectives that donors could monitor and track.

As our new services were running at a sub-optimal level, supporting far fewer children than the level of demand, opportunities for donors to champion and help upscale them arose. By providing services that served different areas of interest, Honeypot was able to span a wider range of programmes and be relevant to more funders.

For example:

- ▶ Promoting good mental health, through the relief of anxiety, stress and low self-esteem (Respite, SEAL, Pastoral)
- ▶ Building the resilience and confidence of children underachieving in education to succeed (SEAL)
- ▶ Alleviating social exclusion, loneliness and isolation (Memory Making Days, After School and Weekend Clubs online)
- ▶ Promoting the wellbeing and health of deprived children (Wellbeing Grants, Healthy Eating and Nutrition)

Looking forward > funders can partner with Honeypot to upscale the level at which we operate these new services to meet more of the demand.

Strategic objective 6: **Develop national media partnerships**

Honeypot has devoted substantial resources to raising the level of awareness within the general public of the plight of unsupported young carers in the UK. We developed a range of compelling case studies of the children and families we support.

We also implemented statistically validated methods of measuring the impact of our services on the subjective and objective (psychological) improvements in the wellbeing of the children receiving our services. This information and evidence attracted the attention of the UK's national media as a subject that the public need to know.

Looking forward > Honeypot is already in discussion with both the BBC and ITN regarding nationwide communications to make people aware of the situation of hundreds of thousands of young carers in the UK. We seek to achieve national awareness coverage.

Strategic objective 7: **HR policy of recruiting only senior fundraising, marketing and communications staff**

Honeypot has pursued a strategy of recruiting only highly qualified senior fundraising and communications staff with an outstanding track record of success. This strategy has enabled Honeypot to provide the high quality service that corporates, community organisations and trusts wish to receive.

Looking forward > Honeypot will continue to run a rich staff development programme to retain our outstanding income and communications team.



Future Developments

Honeypot history 1996 - 2023: making happy childhood memories and building brighter futures

1996 Initially established as the Honeypot Home Charity by Lisa Stratton

2000 We start hosting Weekend Respite Breaks

2002 Outreach support launches with our first Play Bus

2007 Swimming Pool opens at Honeypot House

2009 Adventure Playground added to Honeypot House

2015 Partnership with the England Football Foundation

2016 10,000th support session for young carers

2016 Memory Making Days where corporate partners join the children for special days out

2018 Radio 4 Appeal by a graduate young carer exceeds all expectations

2019 Social and Emotional Active Learning (SEAL) service to help children who underachieve at school

2021 Delivered first 3-day online Respite Break during Covid lockdown

2021 25,000th support session for young carers

2021 Pastoral Care Service for young carers who are struggling to cope

2022 An army of supporters donate £1M+ to our new Mega Matched Funding Appeal

2022 Honeypot raises £2.6million the largest sum ever given in a year

2023 Expand our Wrap Round Support Service = Respite + Outreach + SEAL + Wellbeing + Pastoral Care + Healthy Eating and Nutrition

2023 Honeypot commences planning to open a Fourth House

1996 First Respite Break at Honeypot House in Hampshire

2001 Honeypot specialises in supporting children who are young carers

2003 Our 1,000th child takes a Respite Break

2008 Simmi Woodwal joins Honeypot as CEO

2011 5,000th support session for young carers

2015 Green Days for corporate partners to help with building and maintenance work at our Honeypot Houses

2016 The October Club's charity of the year raising funds to buy a second house

2016 Second Honeypot House opens in Pen y Bryn Wales

2019 Partnerships with Bank of America and 10 Downing Street raising £1M+

2020 Honeypot secures partnerships with over 40 companies

2021 The Masons fund a new service called Wellbeing Grants providing children with the essential life items they lack

2021 Integration of all Honeypot services into our Wrap Round Support Service = Respite + Outreach + SEAL + Wellbeing

2022 The Body Shop hosts a national Christmas fundraising campaign raising over £300,000

2022 The biennial Honeypot Party is dedicated to celebrating our 25th Anniversary raising £600,000

2023 Healthy Eating and Nutrition Service promoting healthy diets

2023 Third Honeypot House opens in Dalkeith East Ayrshire Scotland

BANK OF AMERICA

The infographic above represents Honeypot's timeline of milestones achieved and the rapid increase in the speed of change the charity is experiencing. There were as many major milestones met over the past four years as were achieved in the preceding 22 years.

More young carers are being supported by Honeypot and greater depth of impact on the needs of young carers is being delivered.

In the foreseeable future we aim to support substantially greater numbers of young carers than we are currently able to do, and we aim to meet their multiple needs more comprehensively.

We aim to follow a long term, year-on-year growth strategy to build the capacity to support many more disadvantaged young carers.

Develop a national network of HoneyPot Houses

We ran our Houses in England and Wales at full capacity of 63 residential respite breaks and created the capacity to upscale our SEAL breaks to 19 per house, per year. We are able to run residential breaks for up to 2,000 young carers each year.

By the beginning of year three of the development of our third house, Honeypot will commence the process of establishing a fourth house. This house will also run at 25% capacity in year one, 50% in year two and 100% in year three. Within five years, with all four houses running at full capacity, Honeypot will support 4,000 children yearly with residential respite and SEAL education booster breaks.

23



Strategic objective 2: Consolidating, developing, and upscaling our relatively new support services

Over the past three to four years, Honeypot has introduced a range of new services. These included: SEAL Education Booster Breaks; Wellbeing Grants; Healthy Eating and Nutrition; After School and Weekend Clubs Online; Memory Making Days, Pastoral Support; Thrive Parent and Child, and Wellbeing Wallets.

In the short to medium term we aim to upscale these services to achieve our long term organisational strategy, which is encapsulated in two overarching strategic goals.

Honeypot's organisational strategy:

- ▶ Greater breadth of services = building a national network of Honeypot Houses and upscaling all our range of relatively new support services so that many more young carers located anywhere in the UK can access Honeypot's support.
- ▶ Greater depth of services = achieving greater depth of impact of our services by providing a comprehensive and integrated basket of Wrap-Round support services that meet more of the complex, multiple needs of young carers.

In pursuit of this strategy, Honeypot has been focusing strongly on four key service areas:



We expand this diagram opposite to show the full range of services that sit within these four key service areas, and a detailed representation of all Honeypot services at the end of the 2022-23 financial year.



Wrap-Round Support Services

> **Residential Respite Breaks** are stress busting respite breaks at one of our beautiful houses in rich green countryside in England, Wales or Scotland. They alleviate the anxiety a child experiences when caring for a sick or disabled family member for many hours a week. Children make happy childhood memories on a Honeypot break that they carry with them through their lives.

> **SEAL Education Booster Breaks** build children's confidence to succeed when they are underachieving in school due to poor confidence and self-belief.

> **Wellbeing Grants** for disadvantaged children to buy the essential life items they lack, such as a clean bed, or new school clothes.

> **Healthy Eating and Nutrition** support provides food for children and families on low incomes, who receive free school meals from the Government during term time, but survive on sugary drinks and snacks during school holidays when there are no free school meals available.

> **Thrive Parent and Child** enables parent and child to build better communication skills, and appreciate the range of personal and life skills that exist within their families in order to build confidence and self-belief in the value of the individual.

> **Intensive Pastoral Support** for children who are overwhelmed by caring for a sick or disabled family member, are struggling and need extra help to cope.

> **Wellbeing Wallets** are a series of resource cards sent to young carers to help them cope with stress and anxiety and build their confidence and self-belief.

> **Digital and Face-to-Face Outreach** provides after school and weekend clubs online for lonely and isolated young carers who must be at home and on hand to help a sick or disabled family member. Clubs assist young carers to build social skills and the confidence to interact with other children.

> **Memory Making Days** give young carers fun days out to a theme park, farm, nature reserve or the beach. These are experiences young carers never normally receive.

> **Introduction of new services** is a provision we make in our strategy to be sensitive and alert to urgent or essential emerging needs of young carers as they arise. Honeypot's clear strategy is to focus strongly on our existing range of services, in order to use all our resources to upscale them to full capacity.

We do still retain a degree of flexibility in order to be responsive to emergent issues, such as the Covid pandemic or the spiralling cost of living crisis, and respond to them with services to meet the need(s) they create for young carers.



Strategic objective 3: Focus on developing our model of service delivery

All at Honeypot are delighted by the degree of success that has been achieved over the past several years in our endeavours to grow both our services and the voluntary income to fund those services.

The single most important factor that has driven this success has been a clear and compelling organisational strategy underpinned by an effective model of service delivery.

Moving forward, Honeypot will continue to focus on being true to its long term organisational strategy (as summarised in strategic objectives 1 and 2 before) and continue to strengthen and develop our model of service delivery.

In summary, Honeypot's service delivery model is based on two hypotheses >

- ▶ Early intervention models of service provision are more effective in addressing challenges in a young person's life than models where intervention is provided later in life, when problems and challenges have become deep-rooted and much more difficult, if not impossible, to redress.
- ▶ A holistic approach to service provision that seeks to address all the needs that a child's challenges create in their life, rather than seeking to effect change by meeting just a single or limited number of the child's needs.

Our holistic approach is based on the work of the American psychologist, Professor Abraham Maslow and his theory of the Hierarchy of Needs. This model states that needs lower down the hierarchy must be satisfied before individuals can attend to higher needs.

We referred to this model on page 21 in the fundraising section of this annual report. We reproduce it again here for ease of reference.

Maslow's Hierarchy of Needs

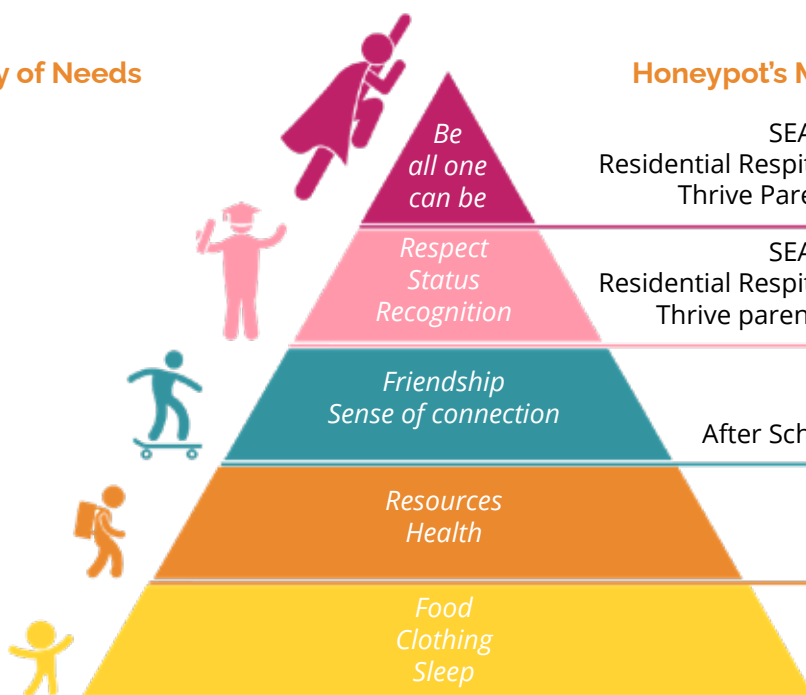
Self-actualisation

Esteem

Love and belonging

Safety

Physiological needs



Honeypot's Model of Service Delivery

SEAL education booster breaks;
Residential Respite Breaks; Wellbeing Wallets;
Thrive Parent & Child; Pastoral Support

SEAL education booster breaks;
Residential Respite Breaks; Wellbeing Wallets;
Thrive parent and child; Pastoral support

Residential Respite Breaks;
Memory Making Days;
After School & Weekend Clubs online

Pastoral Support;
Wellbeing Grants;
Healthy Eating & Nutrition

Wellbeing Grants;
Healthy Eating & Nutrition

**Strategic objective 4:
Forming synergistic strategic partnerships with
other not-for-profit organisations and forging
partnerships with specialists**

Honeypot has a distinct set of competencies, capabilities, resources, and infrastructure built up over nearly 30 years.

As an example, we work with over 200 referring organisations within the child welfare network, including social work teams, school pastoral care personnel, Head Teachers, GPs and district health nurses, as well as local authority care centres.

Honeypot believes in, and seeks to, forge strategic partnerships with organisations who can bring their specialisms, competences and capabilities to enhance our own in a synergistic partnership where the whole is greater than the sum of the parts.

For the future, Honeypot will continue to seek to form and work in partnership with other specialist organisations.





Financial Review

Year ended 31 March 2023

The overall gross income of the charity was £2,444,119 for the 12 months ended 31 March 2023. A successful year, financially speaking, with income exceeding expectations where recruitment of staff again proved to be difficult and challenging.

The charity was very fortunate to be the beneficiary of the Betty Messenger Charitable Foundation to the extent of £700,000. This proved an enormous help to the charity in enabling it to carry on and develop its operational programmes.

The gross reported expenditure of the charity was £2,231,754 for the 12 months ended 31 March 2023, a marked increase on the previous year (31 March 2022: £1,766,145). Charitable spend in the year rocketed to 80 pence in the pound (12 months period ended March 2022: 70p). This was due, despite the challenging recruitment problems, to a substantial increase in the charity's activity by introducing and developing two services: the Pastoral service and extending the Wellbeing service.

The charity was fortunate during the year to acquire a third property in Ayrshire, Scotland, which is completely due to the generosity of the Richard Porter Family Foundation. The charity has agreed a long lease on the property at a peppercorn rent.

Investments

The Trustees have remained cautious about investments but took the decision during the year to invest some available money into government gilts with a return of around 4%. Other spare cash continues to be kept in short notice savings accounts paying 1%–3% interest per annum.

Reserves policy

The Trustees are currently operating a policy whereby the reserves held by The Honey Pot Children's Charity should be a maximum of six months of resources expended. This would enable current activities to continue in the short-term should funding drop significantly, something that cannot be discounted.

Currently, unrestricted general funds stand at £531,309 and operational restricted funds stand at £743,182 giving a total for operating funds of £1,274,491 (period ended March 2022: £1,218,698) or 6.8 months (period ended March 2022: 8.2 months).

It should be emphasised that, despite the challenging recruitment situation, large efforts will be made to spend down the operational restricted funds during the financial year 2023-24.

Designated funds

The bulk of the 3rd House Fund was spent during the year with renovating the new property in Scotland. Under the wishes of a donor, £300,000 was transferred from the General Fund to be used at the charity's complete discretion for a matched funding appeal.

The overall state of the designated funds held by the charity is as follows:

Fixed Asset Fund	£997,125
Third Honey Pot House Fund	£59,287
Fourth Honey Pot House Fund	£500,000
Matched Giving Fund	£300,000
	£1,856,412



Statement of Trustees' Responsibilities

Reference and administrative details

The Trustees present their report along with the financial statements of the charity for the period ending 31 March 2023.

The Honeypot Children's Charity is registered with the Charity Commission under registration number 1184132 and is governed by a Board of Trustees.

The Trustees are required under the Charities Act 2011 to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year.

In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- (a) Select suitable accounting policies and apply them consistently.
- (b) Make judgments and estimates that are reasonable and prudent.
- (c) State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements.
- (d) Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law and regulations.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Structure, governance and management

The Honeypot Children's Charity is constituted as a CIO following its successful incorporation on 27 June 2019.

The Board of Trustees is governed by the constitution, and Trustees are responsible for controlling the management and administration of the charity. The constitution limits the number of Trustees to between three and twelve.

Recruitment and selection of potential Trustees is performed by current Trustees and the Chairman. Once appointed, the Trustee is presented with a New Trustees' pack that outlines the policies and procedures of the charity and the Trustees' specific responsibilities. The induction process also includes a visit to one of the Honeypot houses.

Full Board of Trustees meetings are held four times a year to review and agree major areas of policy. The agenda for these meetings also addresses performance, budgets, future strategy, and risk management.

Responsibility for reviewing key areas of activity and policy is delegated to sub-committees that report back to the Trustees' meetings. The sub-committees operate within specific terms of reference agreed by the Board and include specialist co-opted members as well as Trustees.

The day-to-day running of the charity is delegated to the Chief Executive and the Senior Leadership Team.

The current Sub-Committees are:

Policy

The Children's Services Sub-Committee has responsibility for ensuring that the Honeypot service is achieving the strategy of the Board of Trustees while adhering to current legislation. The committee oversees the management of health and safety and other operational risk factors.

Finance

The Finance and Administration Sub-Committee is principally concerned with overseeing the financial wellbeing of the charity and its ability to deliver the strategy laid down by the Trustees. The sub-committee is responsible for ensuring that internal and external controls are in place and effective in meeting current legislation, propriety, and risk management.

Income

The Fundraising Sub-Committee is responsible for the review and delivery of the fundraising activities to ensure that the operations of the charity can be achieved.

Risk policy

We actively review the major risks, which the charity faces on a regular basis and believe that maintaining reserves at current levels, combined with a periodic review of fundraising activities and the financial system controls, will provide sufficient resources in the event of adverse conditions.

A risk register is maintained, and we consider carefully the four major areas that the charity deems itself to be at risk: charity governance and direction, financial, adults and children, and premises and property.

ESG reporting (Environmental, Social and Governance)

The charity is currently undertaking a review of its Environmental, Social and Governance reporting under the following banners:

- ▶ Diversity and inclusion
- ▶ Fair and equal pay
- ▶ Social investment policy
- ▶ Policy for employment of disabled persons
- ▶ Sustainability
- ▶ Environment

Overall, the charity provides a public benefit and seeks to do so in a sustainable way and by minimising any negative environmental impacts.

Current initiatives include the use of solar panels on the roof of the swimming pool at our Wales site to use clean energy and sell back excess energy to the grid.

Reducing our emissions resulting from our business operations, and increasing the use of clean energy across our sites is a significant policy goal.

Public benefit

Our charitable activities at present support children residing in London, the South East, South West, West Midlands, North West of England, Wales and Scotland.

When planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit and, in particular, the specific guidance for the relief of those in need by reason of financial hardship or other disadvantage.

Approval

This report was approved by the Trustees on 2 October 2023 and signed on their behalf by:



Laurie Oppenheim
Chair of the Board of Trustees



Independent Auditor's Report

Opinion

We have audited the financial statements of The Honeypot Children's Charity (the 'charity') for the year ended 31 March 2023 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- ▶ Give a true and fair view of the state of the charity's affairs as at 31st March 2023, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended.
- ▶ Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice.
- ▶ Have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated.

If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.





Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- ▶ The information given in the financial statements is inconsistent in any material respect with the Trustees' report.
- ▶ The charity has not kept adequate accounting records.
- ▶ The financial statements are not in agreement with the accounting records and returns.
- ▶ We have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- ▶ Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud.
- ▶ Reviewing minutes of meetings of those charged with governance.
- ▶ Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the company through enquiry and inspection.
- ▶ Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- ▶ Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission, misrepresentation, or the override of internal control.

Use of our report

This report is made solely to the charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

Azets Audit Services
Chartered Accountants
Statutory Auditor
Secure House
Lulworth Close
Chandlers Ford
Southampton
SO53 3TL

Date: *20 October 2023*

Azets Audit Services is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.



Financial Statements

Statement of Financial Activities

	Notes	Unrestricted Funds £	Restricted Funds £	31 Mar 2023 £	31 Mar 2022 £
Income					
Donations and legacies	2	1,855,125	482,041	2,337,166	2,163,967
Other trading activities	3	76,064	-	76,064	446,134
Income from investments	2	16,659	-	16,659	3,708
Income from charitable activities	2	14,230	-	14,230	4,000
Government grants: Furlough scheme		-	-	-	-
Other income		-	-	-	-
Total income and endowments		1,962,078	482,041	2,444,119	2,617,809
Expenditure					
Expenditure on raising funds	3	446,486	-	446,486	526,508
Expenditure on charitable activities	4	1,237,546	547,721	1,785,267	1,239,637
Total expenditure		1,684,032	547,721	2,231,753	1,766,145
Other recognised gains/losses					
Unrealised profit/(loss) on investment assets	9	(1,207)	-	(1,207)	-
Net movement in funds		276,839	(65,680)	211,159	851,664
Fund balances brought forward at 1 April 2022		2,110,882	1,515,064	3,625,946	2,774,282
Fund balances carried forward at 31 March 2023		2,387,721	1,449,384	3,837,105	3,625,946

All income and expenditure relates to continuing activities.

There were no recognised gains or losses for 2023 other than those included in the statement of financial activities.





Balance Sheet

	Notes	31 Mar 2023 £	31 Mar 2022 £
Fixed assets			
Tangible assets	8	1,560,595	1,315,310
Investments	9	500,331	2
		2,060,926	1,315,312
Current assets			
Debtors	10	75,786	374,466
Short term deposits and savings accounts		1,793,441	1,754,484
Cash at bank and in hand		141,222	323,088
		2,010,449	2,452,038
Creditors: amounts falling due within one year	11	(234,270)	(141,404)
Net current assets		1,776,179	2,310,634
Total assets less current liabilities		3,837,105	3,625,946
Net assets		3,837,105	3,625,946
The funds of the charity:			
Unrestricted funds			
General funds	16	531,309	490,075
Designated funds	16	1,856,412	1,620,807
		2,387,721	2,110,882
Restricted funds	17	1,449,384	1,515,064
Total charity funds		3,837,105	3,625,946

The financial statements on pages 34 to 45 were approved by the Board of Trustees on 2 October 2023 and signed on their behalf by:

Laurie Oppenheim
Chair of the Board of Trustees

Statement of Cash Flows

	Notes	31 Mar 2023 £	31 Mar 2022 £
Net cash provided by operating activities	15	732,315	727,264
Cash flows from investing activities:			
Interest income		16,659	3,708
Net (additions)/disposal of tangible fixed assets		(390,347)	(24,315)
Net (additions)/disposal of investment income portfolio		(501,536)	-
Net cash provided/(used) by investing activities		(875,224)	20,607
Increase (decrease) in cash and cash equivalents in the year		(142,909)	706,657
Cash and cash equivalents at the beginning of the year		2,077,572	1,370,915
Cash and cash equivalents at the end of the year		1,934,663	2,077,572



Notes to the Financial Statements

1. Accounting policies

1.1 Basis of preparation and assessment of going concern

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. The charity constitutes a public entity as defined by FRS 102.

1.2 Fund accounting

General funds are unrestricted and available for use, at the discretion of the Trustees, in furtherance of the general objectives of the charity, but have not been designated for other purposes.

Designated funds are unrestricted funds but have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which will be used in accordance with specific restrictions imposed by donors or have been raised by the charity for particular purposes. Expenditure that meets the criteria is charged to the fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

1.3 Incoming resources

Donation and legacy income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that the probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received by the estate.

Grants and other income are recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

Other trading activities comprise of amounts receivable from specific events held during the year inclusive of gift aid tax repayment claims.

Income from investments includes bank interest receivable during the year.

No amounts are included in the financial statements for services donated by volunteers. Other gifts in kind are recognised at a reasonable estimate of their value.

Accrued income is recognised where it is probable that entitlement exists, subject to any conditions of receipt.

Income from charitable activities relates to monetary contributions towards use of the houses in Hampshire and Wales. They are recorded as received.

1.4 Resources expended

Expenditure is accounted for on an accruals basis and allocated to the appropriate heading in the accounts. Expenditure on raising funds includes the costs incurred in generating donation and legacy income and fundraising costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities.

Charitable activities expenditure enables the charity to meet its charitable aims and objectives.

Support costs are those costs which enable fund generating and charitable activities to be undertaken. These costs include central premises costs and central management costs such as finance, administration and human resources. These costs have been apportioned on a basis of time spent on each of the direct activities.

Resources expended include attributable VAT which cannot be recovered.

1.5 Tangible fixed assets

Tangible fixed assets costing more than £2,000, and computer equipment, are capitalised and included at cost. Depreciation is applied to all tangible fixed assets with the exception of freehold land (due to the fact that it should not normally depreciate) and is calculated in order to write off the cost, less estimated residual value over expected useful lives as follows:

Freehold land	Nil
Freehold buildings	2% straight line
Fixtures and fittings	20% straight line
Equipment	25% straight line
Motor vehicles	25% reducing balance

On each of the homes in Hampshire and Wales, £100,000 is deemed to be the value attributed to the freehold land valuation, on which depreciation is not charged.

Donated assets are capitalised at the value of the cost to the donor or, if not new, at the current market value. The value of the donation is credited to the statement of financial activities.

1.6 Operating leases

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

1.7 Consolidation

The results of the charity's trading company have not been consolidated on a line by line basis due to the insignificant level of activity. Any trading profit donated by way of gift aid is included in income from investments.

1.8 Pensions

The charity makes payments to a defined contribution scheme on behalf of employees. The contributions are treated as an expense in the year. The contribution by employees is 3% and by the employer 5%.

1.9 Short term investments

Short term investments are held to seek a return on low risk cash deposit bank accounts.

1.10 Purchase of gilts

The Trustees approved the purchase of government gilts as a means of making reasonable use of surplus cash funds. The Trustees continue to be very cautious with investments. A small range of gilts were purchased with redemption dates between 2026 and 2028.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.12 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.13 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.14 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value, with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.15 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future.

The Trustees have considered the likely future cash flows of the charity and have considered the balance sheet facilities available at this point in time.

The Trustees consider that the charity has sufficient cash to continue for the coming months, and is therefore considered to be of going concern. The financial statements have been prepared on a going concern basis.



2. Income

	31 Mar 2023	31 Mar 2022
	£	£
Trust & Grants	1,124,137	787,956
Corporate donations	631,372	652,525
Individual donations	479,351	628,353
Community fundraising	102,305	95,133
Total donation and legacy income	2,337,165	2,163,967
Interest receivable on deposit bank accounts	16,659	3,708
Total income from investments	16,659	3,708
Other contributions	14,230	4,000
Total income from charitable activities	14,230	4,000

3. Expenditure on raising funds

	Activities undertaken directly	Support costs	31 Mar 2023	31 Mar 2022
	£	£	£	£
Donation and legacy income	2,337,165	-	2,337,165	2,163,967
Cost of generating donation and legacy income	(217,836)	(119,839)	(337,675)	(424,278)
Net donation and legacy income	2,119,830	(119,839)	1,999,490	1,739,689
Other trading activities income	76,064	-	76,064	446,134
Cost of generating trading activity income	(47,941)	(60,870)	(108,811)	(102,230)
Net fundraising events and hire of facilities income	28,123	(60,870)	(32,747)	343,904
Total fundraised income	2,413,229	-	2,413,229	2,610,101
Total costs on raising income	265,777	(180,709)	(446,486)	(526,508)
Net donation, legacy & fundraising income	2,147,452	(180,709)	1,966,743	2,083,593

4. Expenditure on charitable activities

	Activities undertaken directly	Support costs	31 Mar 2023	31 Mar 2022
	£	£	£	£
Respite breaks and digital outreach	1,357,923	427,334	1,785,267	1,239,637
Total charitable expenditure	1,357,923	427,334	1,785,267	1,239,637

During the year there was £547,721 of restricted charitable expenditure (year ended March 2022: £688,321).

5. Support costs

	Fundraising: Donations & Legacies £	Fundraising: Events £	Charitable activities £	31 Mar 2023 £
Finance, audit and payroll costs	28,557	14,279	99,951	142,787
Executive and professional costs	60,329	30,165	218,961	309,455
Premises and IT costs	26,234	13,117	91,821	131,172
Other office support costs	4,719	3,309	16,611	24,639
Total support costs	119,839	60,870	427,344	608,053

6. Staff costs, Trustee remuneration and expenses, and the cost of key management personnel

	31 Mar 2023 £	31 Mar 2022 £
Wages and salaries	1,282,602	984,815
Social security costs	127,532	96,842
Pension costs (money purchase scheme)	58,359	41,457
Total staff costs	1,468,493	1,123,114

During the year, five employees received remuneration greater than £60,000: one in band £100-110k, one in band £80-90k, three in band £60-70k (year ended March 2022: one in band £110-120k, one in band £70-80k, two in band £60-70k).

The leadership team comprises of the Chief Executive, Director of Income and Communications, Director of Operations, Director of Strategic Development, Director of Finance, and Personnel Manager. Total benefits paid in the year ended 31 March 2023 were £415,187 (year ended March 2022: £375,615).

Trustees neither received nor waived any emoluments during the year. Trustee travel expenses during the year were: £nil (year ended March 2022: £nil).

7. Staff numbers

The average number of employees analysed by function was:

	31 Mar 2023 Full-time	31 Mar 2023 Part-time	31 Mar 2022 Full-time	31 Mar 2022 Part-time
Charitable activities	17	24	12	16
Cost of generating funds	6	2	6	2
Management and administration	2	3	2	4
Total number of employees	25	29	20	22

8. Tangible fixed assets

	Freehold land & buildings £	Fixtures & fittings £	Equipment £	Motor vehicles £	31 Mar 2023 £
Cost					
At 1 April 2022	1,510,360	308,365	161,595	153,073	2,133,393
Additions	-	373,161	17,186	-	390,347
At 31 March 2023	1,510,360	681,526	178,781	153,073	2,523,740
Depreciation					
At 1 April 2022	300,303	269,701	149,007	99,072	818,083
Charge for the year	26,207	92,941	12,414	13,500	145,062
At 31 March 2023	326,510	362,642	161,421	112,572	963,145
Net book value					
At 31 March 2023	1,183,850	318,884	17,360	40,501	1,560,595
At 31 March 2022	1,210,057	38,664	12,588	54,001	1,315,310

9. Fixed asset investments

	31 Mar 2023 £	31 Mar 2022 £
(1) Government gilts purchase	499,155	-
Other cash and income	2,381	-
Book value of investment at 31 March 2023	501,536	-
Unrealised investment losses at 31 March 2023	(1,207)	-
Market value at 31 March 2023	500,329	-
Original cost at 31 March 2023	500,000	-
(2) Unquoted UK investment at cost	2	2
At 31 March 2023	500,331	2

(1) The charity, through its Manchester-based stockbroker, Arnold Stansby & Co Ltd, invested £500,000 in purchasing two Government gilts for the sum of £499,155 with £845 in cash held over. By 31 March 2023 the gilts had earned £1,536 in income and had an unrealised loss on the investment of £1,207. The market value of the investment as at 31 March 2023 was £500,329.

(2) The unquoted fixed asset investment comprises 100% of the issued share capital of Honeypot Trading Limited, the trading arm of the charity, company number 03806058. All taxable profits are transferred to the charity. The net value of the company at 31 March 2023 was £nil. The company was dormant throughout the year.

10. Debtors and prepayments

	31 Mar 2023	31 Mar 2022
	£	£
Trade debtors	9,533	232,174
Accrued income	11,461	50,466
Tax repayment claim	13,294	34,277
Other debtors	8,724	17,282
Prepayments	32,774	40,267
Debtors: amounts falling due within one year	75,786	374,466

11. Creditors: amounts falling due within one year

	31 Mar 2023	31 Mar 2022
	£	£
Trade creditors	29,520	64,768
PAYE & National Insurance	33,886	32,357
Other creditors	8,197	12,044
Accruals	149,184	29,995
Deferred income	13,483	2,240
Creditors: amounts falling due within one year	234,270	141,404

12. Deferred income

Deferred income comprises advance sponsorship donations received in the year relating to the London Marathon (taking place in April 2023), and other events.

	£
Balance as at 1 April 2022	2,240
Amount deferred in year (2022 London Marathon and 2022 Hampshire golf event)	(2,240)
Amount deferred in year (2023 London Marathon)	13,483
Balance as at 31 Mar 2023	13,483

13. Operating lease commitments

At 31 March 2023 the charity had commitments under a non-cancellable operating lease on land, buildings and motor vehicles as follows:

	31 Mar 2023	31 Mar 2022
	£	£
Due within 1 year	6,646	23,935
Due between 2-5 years	20,207	-
Total lease commitments	26,853	23,935

Total spent in the year on operating leases was £32,533 (year ended March 2022: £70,518).

14. Analysis of net assets between funds

	Restricted Funds	Designated Funds	General Funds	Total Funds
	£	£	£	£
Fund balances at 31 Mar 2023 are represented by:				
Tangible fixed assets	563,471	997,125	-	1,560,596
Investments	-	-	500,331	500,331
Current assets	885,913	859,287	265,249	2,010,449
Current liabilities	-	-	(234,271)	(234,271)
Total funds	1,449,384	1,856,412	531,309	3,837,105

15. Reconciliation of net movement in funds to net cash flow from operating activities

	31 Mar 2023	31 Mar 2021
	£	£
Net movement in funds	211,159	851,664
Add back depreciation charge and loss on disposal	145,062	74,887
Add back losses/(gains) on investment assets	1,207	-
Deduct investment income	(16,659)	(3,708)
(Increase)/decrease in debtors	298,680	(256,904)
Increase/(decrease) in creditors	92,866	61,325
Net cash used in operating activities	732,315	727,264

16. Unrestricted funds

	31 Mar 2022	Income	Expenditure	Transfers	31 Mar 2023
	£	£	£	£	£
General Reserve	490,075	1,962,078	(1,583,658)	(337,186)	531,309
Designated Funds					
Fixed Asset Fund	708,359	-	(101,581)	390,347	997,125
Third Honeypot House Fund	382,448	-	-	(323,161)	59,287
Fourth Honeypot House Fund	500,000	-	-	-	500,000
Matched Giving Fund	-	-	-	300,000	300,000
Continuing Operations Fund	30,000	-	-	(30,000)	-
	1,620,807	-	(101,581)	337,186	1,856,412
Total unrestricted funds	2,110,882	1,962,078	(1,685,240)	-	2,387,721

The General Reserve represents free funds of the charity, which are not designated for any particular purpose.

The Fixed Asset Fund has been set up to assist in identifying those funds that are not free funds and it represents the net book value of the tangible fixed assets, except for those funded from the Honeypot House Fund and the Wales House Fund. The expenditure for the year relates to depreciation charged on those assets.

The Third and Fourth Honeypot House Funds have been set up to assist in identifying those funds that have been designated to aid the strategic goal of the charity, which is to reach more children through additional accommodation.

The Continuing Operations Fund has been set up to allow the charity to be able to maintain operations in the event of a disaster or unforeseen event occurring to the charity. The fund acts as additional cover beyond the standard insurance covers, should it ever be needed.

17. Restricted funds

	31 Mar 2022	Income	Expenditure	Transfers	31 Mar 2023
	£	£	£	£	£
Respite breaks & outings	380,895	191,991	(1,562)	(325,924)	245,400
SEAL breaks	347,728	211,740	-	(112,000)	447,468
Children's Breaks Fund	728,623	403,731	(1,562)	(437,924)	692,868
Wellbeing Fund	21,682	63,000	(34,367)	-	50,315
Wellbeing Fund	21,682	63,000	(34,367)	-	50,315
Equipment Fund	764,759	15,310	(86,040)	12,172	706,201
Equipment Fund	764,759	15,310	(86,040)	12,172	706,201
Total restricted funds	1,515,064	482,041	(121,969)	(425,752)	1,449,384

17. Restricted funds (cont)

The Children's Breaks Fund represents incoming and outgoing monies that have been received and spent in accordance with specific donor requests, relating to respite breaks, SEAL breaks and outings.

The Wellbeing Fund was created to allow the beneficiaries of the charity the opportunity to access small grants up to the value of £250 to assist them in their day-to-day lives.

The Equipment Fund has been set up to provide for new equipment at all three houses.

18. Pension contributions

The amount outstanding at the year end was £8,197 (year ended March 2022: £12,038).

19. Related party transactions

The amount of charitable donations from Honey Pot Trading Ltd, the 100% subsidiary, was £nil (year ended March 2022: £nil).

20. Control

The ultimate controlling parties are the Trustees listed on page 2.

21. Auditor's remuneration

The auditor's remuneration constituted an audit fee of £12,000 (year ended March 2022: £7,331) and payroll bureau fees of £4,250 (year ended March 2022: £3,600).

22. Acquisition of the Scotland house - known as Dalleagles

The charity acquired a third house situated in Ayrshire, Scotland for the use of respite breaks. The property was acquired by the Richard Porter Family Foundation and leased to the charity on a long-term peppercorn rent. This was achieved in September 2022, and formally opened on 5 July 2023 after the property had been fully renovated.





The Honeypot Children's Charity
227 Shepherd's Bush Road
London
W6 7AS

www.honeypot.org.uk

Charitable Incorporated Organisation
England and Wales (No. 1184132)
Scotland (No. SC052213)



Registered with
**FUNDRAISING
REGULATOR**

THE HONEYPOT CHILDREN'S CHARITY

England & Wales - Charity number 1184132

Accounts



The Honey Pot Children's Charity Annual Report & Accounts 2022



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The Honey Pot Children's Charity

Charitable Incorporated Organisation
No: 1184132

26-28 Hammersmith Grove
London
W6 7BA

www.honeypot.org.uk

Trustees

Laurie Oppenheim (*Chair*)
Mary Davis
Hugh Whitaker
Verne Grinstead
Michael Steele (*resigned 22 June 2022*)
Natalie Rebeiz
Michael Jolliffe (*resigned 20 September 2021*)
Tom Putter
Andrew Chalkley
Oliver Harrison (*appointed 17 August 2022*)

Leadership Team

Simmi Woodwal (*Chief Executive*)
Nagindra Chungh (*Director of Operations*)
Phil Gellhorn (*Director of Finance*)
Anthony Cummings (*Director of Income and Communications*)
Jenny Ray (*Director of Strategic Development*)
Elaine Hiskett (*Personnel Manager*)

Auditors

Azets Audit Services
Secure House
Lulworth Close
Chandlers Ford
Southampton
SO53 3TL

Solicitors

Simkins LLP
Lynton House
7-12 Tavistock Square
London
WC1H 9LT

Bankers

Barclays Bank
1 High Street
Bracknell
RG12 1DR

Activities & Objectives

Our organisation

Honeypot is the only children's charity in the UK which provides consistent and long-term support for young carers, aged 5 to 12 years old.

Depending on the age they first come to us, we support children for up to eight years. We aim to support 3,000 young carers annually with a tailored basket of Wrap-Round services that meet a wide range of needs. The number of young carers coming to Honeypot is rising.

Young carers make many sacrifices in looking after a sick or disabled family member, for 30 hours or more in a typical week. Honeypot ensures that young carers do not lose out on their chance of a happy, fulfilling childhood, and we aim to guide them onto a positive pathway so they can build brighter futures.

We achieve these goals by focusing on four key areas of support:

Residential Respite Breaks

These stress busting breaks have been at the heart of Honeypot for more than 25 years and form the backbone of our organisation.

Social and Emotional Active Learning (SEAL)

Prior to the SEAL break there is a six-week period where Honeypot staff consult with the school and the parents to understand the challenges the child faces. The insights and information obtained enable Honeypot to focus and address individual children's challenges over an intensive four-day residential break. The children receive 30 hours of active learning experiences with the aim of building resilience and self-belief that they can succeed in education.

Digital and Face to Face Outreach

Young carers are often lonely, isolated, and socially excluded. We provide them with after-school and weekend clubs online, as well as special Memory Making Days where deprived inner-city children experience the joys of visiting a farm or the beach.

Wellbeing Services

As all the children we support are referred to Honeypot by agents within the child welfare network, we support young carers with deep-rooted needs. We ensure, via a range of wellbeing interventions, such as our Wellbeing Grants, that the children can access essential life items they lack, such as a new bed or new school clothes.

Our objectives

Honeypot's overarching objective is to alleviate the detrimental impact on children as young as five who are involved in caring for a sick family member.

We aim to:

- Ensure young carers have happy childhood experiences and make happy memories.
- Give stressed and anxious young carers much needed respite from their caring responsibilities.
- Develop young carers resilience, and self-belief that they can succeed in education.
- Enable young carers who lack opportunity to socialise, to join peer groups to make friends and develop social skills.
- Boost the wellbeing of young carers with practical interventions such as Wellbeing Grants to provide them with the basic life essentials they need.

Our long-term objectives are to deliver greater breadth and depth of support for young carers. Greater breadth simply means supporting greater numbers of young carers through expanding all our services, such as opening more Honeypot Houses. Greater depth of support means meeting more of the needs of young carers with greater impact, both for the short and longer term.





A Message from our Chief Executive

A year of substantial growth and development



Reflecting over the past year fills me with much pride and admiration for Honeypot's team achievements. I pay tribute to our Children's Services team and to our generous financial supporters.

I thank our hard working and dedicated office and fundraising teams, and pay special tribute to our Trustees, who selflessly gave of their skills, talents, and resources.

Growth in our services

Honeypot's operations staff achieved a greater breadth and depth of support for young carers over the past year by focusing on developing four key areas.

The team drove Residential Respite Breaks in the direction of full capacity occupancy at both of our houses, leaving behind the trauma of closed houses during Covid.

They laid the groundwork for upscaling SEAL, our Residential Respite Breaks that build a child's resilience and self-belief that they can succeed in education. In 2022-23, SEAL will be delivered almost weekly during term time at both our houses.

The team innovatively engaged socially isolated young carers, creating after-school clubs online running in batches of 18 weeks, to give the children the experience of being part of a social group with the aim of building peer support.

We also increased our Memory Making Days and weekend Swarm sessions to give the children the human peer group interaction they otherwise lack.

Without the most essential needs in life of a child being met, there can be little progress in their development. Honeypot's Wellbeing Service distributed Wellbeing Grants to many disadvantaged young carers, giving them new school clothes, a fresh clean bed, and other essential items they desperately needed.

I sincerely thank all our operating staff for their sterling efforts in achieving so much more for young carers.



Growth in our income

I am in awe of the generosity of our financial supporters, who donated over £2.6million in the past year. This is by far the largest sum ever received by Honeypot!

Across the board supporters excelled. We had more corporate Charity of the Year partnerships than ever, for which I thank each and every one. I pay special mention to The Body Shop, who ran a national Christmas fundraising campaign for Honeypot across all its branches, raising an amazing six-figure sum. Thanks also go to our longstanding corporate supporters, including Paperchase and St George and the Berkeley Foundation.

Our steadfast and generous Trusts and Foundations supported Honeypot magnificently, as did new ones. Thank you all. I especially thank the Betty Messenger Charitable Foundation, The Girdlers' Company, The Tresanton Trust and the POM Trust, who have been supporting Honeypot for many years.

Many community groups supported Honeypot. I pay tribute especially to Walhampton School, the community groups of Hampshire and the New Forest, and the London Freemasons Charity, who donated most generously.

Individual giving broke all records, with over a thousand donors contributing especially to our £1million matched funding appeal and our Summer Big Give. Thanks to the Richard Porter Family Foundation for providing a matching donation in the form of the purchase of a Scottish property on behalf of The Honeypot Children's Charity. Thanks also to The Childhood Trust for their highly generous support, once again providing matched funding for the Summer Big Give.

Our biennial Honeypot Party raised a large six-figure sum. I wish especially to thank Mary Davis and Natalie Rebeiz and our other Trustees, who expended many hours to deliver a very special 25th Anniversary Party. Many thanks to the generous party sponsors: Simplify, St George, Selwoods, Royal Bank of Canada, The Richard Porter Family Foundation.

I would also like to express my thanks to our celebrity ambassadors, in particular Gabriel Martinelli of Arsenal Football Club, who scored magnificently, both for Arsenal and Honeypot!



The year ahead

The year ahead is planned as a year of building. I can confidently relate that our third house will open in the coming year, in Scotland. This will enable Honeypot to support a further 1,000 young carers each year, when at full capacity occupancy.

We will open an all-weather heated swimming pool at our house in Hampshire. The children who come for a Residential Respite Break love the experience of having their own pool, where many learn to swim, and everyone has great fun!

We will see our Residential Respite Breaks run at full capacity throughout the year and our SEAL breaks run close to weekly during term-time.

Our Wellbeing Service will continue to expand, providing many disadvantaged children with essential life items they lack. We have aspirational plans to increase the range of ways we promote the wellbeing of young carers.

The year ahead will be one of building greater breadth and greater depth of support for young carers. Greater breadth simply means many more will be supported by us, and greater depth means the extent to which we positively impact on the challenges and needs of young carers will be intensified in the coming year.

'Nothing is as powerful as an idea whose time has come.' All signs indicate that Honeypot's time has come. Please continue to be part of the Honeypot success story, for the benefit of many thousands of disadvantaged young carers.



Simmi Woodwal
Chief Executive

Service Delivery & Output

Steering Honeypot from one uniquely challenging year, through another challenging year

The year to 31 March 2021, a year of national Covid lockdown, was immensely challenging both for young carers and for the Honeypot charity. While we developed innovative remote, online support services during lockdown, it was always anticipated that the following year would also raise many challenges.

The past year to 31 March 2022 proved to be hugely difficult for Honeypot to reinstitute our Residential Respite Breaks. We faced the hurdle of reconnecting with our network of referring organisations, with whom we had not worked for over a year. We had lost staff during Covid, which necessitated a large-scale recruitment effort.

We worked hard to rise from no children attending respite, to rebuilding our services and returning to full capacity occupancy of our respite houses. We sought simultaneously to maintain excellent digital and remote support services. At the beginning of the new year, we also committed to pilot and develop services that would redress the deep-rooted negative impact Covid had on the wellbeing of young carers.

The challenge of recommencing our Residential Respite Breaks was far less daunting than it could have been. Honeypot planned for opening while Lockdown was still in effect, thereby enabling us to recommence our services efficiently and effectively.

We recommenced Residential Respite Breaks

Honeypot employed health and safety experts to help put in place provisions to ensure children would return safely to Honeypot for residential stays. We recruited a substantial number of staff to fill the vacancies we had at the end of Covid. We reconnected with our network of referring organisations who, themselves, had been closed for over a year.

As a result of all these efforts, Honeypot was functionally ready and delighted to welcome children back for breaks from August 2021.

Between August 2021 and March 2022, we delivered 56 breaks and welcomed 437 children to the houses. We rebuilt capacity, putting us in the position to run 124 breaks for 1,488 young carers over the coming year, from 1 April 2022.

Our respite breaks are our core service. We give children time away from their usual caring routines and an opportunity to relax and play with other children with similar shared experiences.

Through the breaks, children were given the opportunity to develop their social skills, to make friends and take part in activities to develop their key life skills that will support them beyond their caring duties. Additionally, the break gives children a sense of belonging and a chance to develop lifelong connections through friendships.





We piloted new Social and Emotional Active Learning breaks (SEAL)

Young carers underachieve in education. They score nine GCSE grades less than the national average. While the detrimental effect of Covid lockdown on children's education has been a cause for national concern, the detrimental effect on young carers' education was a cause for even greater worry.

Honeypot launched a new pilot residential break, modelled on our SEAL programme, at Honeypot House Hampshire in September 2021. SEAL aims to build young carers' confidence, resilience, and self-belief that they can succeed in education.

We have tracked, assessed, and measured the positive impact of our pilot SEAL programme over six residential breaks run in 2021-22. The evidence for the effectiveness of SEAL is compelling. We will aim in 2022-23 to upscale SEAL to run over most weeks during term-time.

The Social and Emotional Active Learning programme is separate from our Residential Respite Breaks and is run in partnership with schools. The SEAL programme has been an enormous achievement and following each break we received incredibly positive feedback.

Honeypot introduced the SEAL programme to target specific learning needs, and to offer more personalised time in a group setting for children who struggle in larger groups at school. In small groups we can focus on the needs of each individual child, and help them to develop their skills and confidence so that they can benefit from, and succeed in, education.

The key to this is enabling children who participate in SEAL to recognise the skill set they already possess and to be confident to use and develop these skills.

The SEAL programme extends over six weeks, starting with two weekly sessions in schools, followed by a four-day residential break and subsequent group online sessions. It concludes with a session held in school.

The programme was developed over months, making it more bespoke for a child's individual needs. SEAL encourages and enables them to self-regulate and become more self-aware of their emotions and wellbeing.

Children develop the confidence to share their ideas in groups and they learn to respond positively when challenged and to think more deeply. We inspire personal growth through reflection, collaboration, and communication. Throughout the programme, children explore their goals and aspirations for the future.

The programme combines the playful elements of our respite breaks with a stronger focus on educational workshops and group activities to tackle:

- Social isolation
- Communication issues
- Stress and anxiety
- Emotional imbalance
- Low self-esteem

In October 2021 we were able to launch the programme in Wales, and it has been a huge success. Across the houses we have delivered six breaks for 43 children.

We built the capacity over the past year to be able to run 40 SEAL breaks for 480 young carers in the year commencing 1 April 2022, with a view to expanding further in future years.



Honeypot continued to develop and deliver online workshops and face to face Memory Making Days

When Covid first impacted majorly in 2020 by curtailing Honeypot's face to face support services and shutting our houses down, we could have frozen into inactivity. Rather, we immediately and urgently launched a range of new online digital and remote support services, such as our 'respite breaks' online and our Hive interactive website.

These services proved to be so popular and effective in bringing relief from the stress and anxiety children experience when caring for a sick or disabled adult, that we have made them core services beyond Covid.

Over the past year we have run a range of digital outreach services as part of our enhanced package of support we offer young carers, called our Wrap-Round services. We sought to combine our Residential Respite Breaks with online outreach sessions and Memory Making Days and provide Wellbeing Grants to young carers.

By providing a range of services we were able to achieve an incomparably greater positive depth of impact on the multiple needs of young carers.

Over the past year, Honeypot offered a variety of workshops that were delivered after school hours and at weekends. These workshops helped children to make new friends across the country. Workshops built their character, confidence, and social skills. The workshops provided a range of activities that were engaging and fun, and enabled children to relax and reduce their anxieties by creating happy memories.

These workshops supported children socially and emotionally, enabling them to further develop real life skills which will support them in the future. The workshops helped children to develop better relationships with families and peers. They raised children's goals and aspirations in life, and fostered a positive and confident attitude to the outside world. We offered 2,685 places and 211 sessions for children to take advantage of and join in the activities.

Honeypot supports many young carers who live in inner city areas. These are mainly children who have never been to the seaside, or beach, or visited the countryside. Honeypot offers these children such experiences in the form of Memory Making Days.

These days have been a success story and children enjoy every precious moment and become engrossed in the day's activities, whether that be at the house, at a theme park or a day out exploring.

It is an opportunity for children to make new friends and take a break from their everyday caring responsibilities, for them to just be children. It gives young carers the opportunity to simply relax and enjoy themselves before going back to their life of caring.

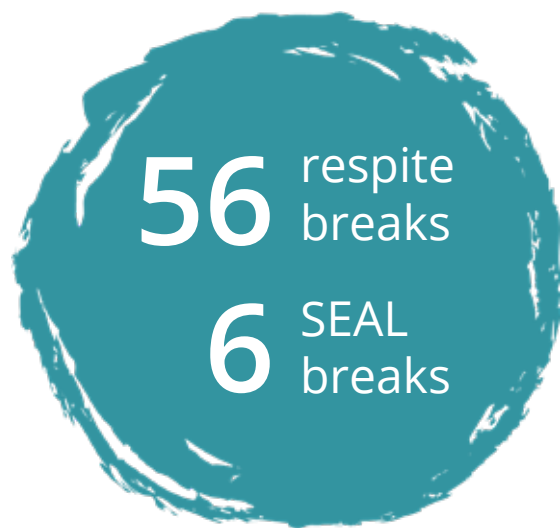
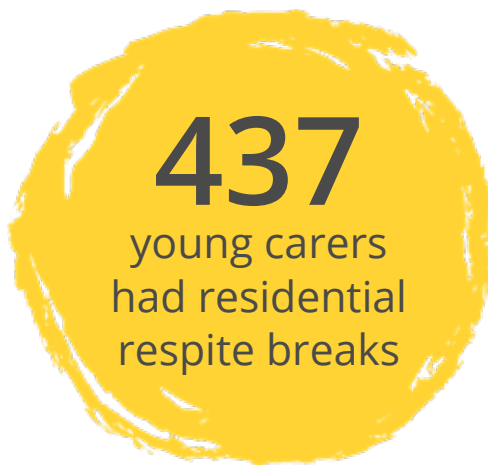
We provided Wellbeing Grants to disadvantaged young carers

During lockdown we launched the Wellbeing Fund as part of our Wrap-Round services to support families with whom we work who are financially disadvantaged, often because of illness or disability.

Inequality of opportunity to access basic resources not only has practical implications but can also impact on the self-esteem and confidence of a young carer. The fund is a vital part of our services to help Honeypot children access a wide range of resources so that they can enjoy some of the essential items that their peers may take for granted.

In this financial year we received 128 applications (46 boys, 82 girls) with a wide range of requests as follows:

Technology items	35	27%
Beds/mattresses	16	13%
White goods	10	8%
Extra-curricular clubs/fees	19	15%
Days out	14	11%
Bicycles	4	3%
Musical instruments	2	1%
Other (furniture, school trips, cameras, bus passes, art materials, school uniform)	28	22%



We vet each application carefully to ensure the need is genuine and not available through another source. We do not give cash grants. Successful applications lead to an approved product or service being purchased by Honeypot and supplied to the family directly. Wellbeing Grants supported families to overcome their stress and anxieties by meeting the children's essential needs.

Over the past year we built the infrastructure and capacity to upscale our grants programme so that from 1 April 2022 we can provide many hundreds more Wellbeing Grants to disadvantaged young carers.

Conclusion

The pandemic has presented us with significant challenges but has also given us the opportunity to grow and strengthen our services. We will continue to enhance our services and help children to achieve their goals and aspirations by providing them with resources and skills that will help them to succeed in their future.

We try to ensure children continue to self-reflect positively and recognise their self-worth and individuality. We foster an awareness in young carers of just how special they and their caring role are. We help them to see how they are appreciated by organisations that are part of the social work and care system. We will continue to provide innovative opportunities for children to discuss and share their thoughts and ideas, which are listened to and acted on by Honeypot's skilled Children's Support Leaders.

We have had so many positive messages from families about how a Wellbeing Fund item has changed the life of individuals. We ensure all our services are designed to:

- Reduce stress and anxiety
- Assist with social and emotional aspects of learning
- Alleviate social isolation and loneliness
- Stimulate imagination and creativity
- Improve wellbeing, including providing access to essential life items

We have rebuilt Honeypot's capacity to support many more young carers in the coming year(s), by recommencing core services and instituting new ones.



Honeypot Case Study



Katie's story...

Katie was referred to Honeypot for a SEAL break by her primary school. The children referred often lack confidence and struggle with elements of social interaction, however on arrival it was clear to staff that Katie found things more difficult than most.

On her first evening she sat in the corner of the dining table gripping the edges of an empty plate, unable to bring herself to engage with the rest of the children chatting around her. She made no eye contact and, despite the best efforts of the team, wouldn't talk or come to the kitchen for her dinner. She was overwhelmed, the team even considered that a return home may be best.

SEAL activities are designed to support social engagement, build confidence, and allow children to push themselves. The activities enabled Katie to begin to engage with the group, and slowly she began to grow in confidence. When playing outdoors, Katie explained she could not ride a bike as she felt her neighbourhood was too scary, but she would like to try here.

Over the next two days Katie made great progress. Her determination in learning to ride a bike and SEAL activities gave her more confidence to speak to the other children. She even joined in the conversation about how she would like to improve her hometown. Most children reasonably stated a new shop or park, but Katie wanted cars reduced to cut air pollution.

On a few occasions, Katie chose to speak with staff about things that worried her – most especially her fears for a parent who was seriously and chronically ill. She explained how she has always known her home address to tell the ambulance where to come when she calls them, or how she helps her parent with medicines and other tasks.

It was clear Katie was a 'hidden' young carer and that her caring responsibilities weighed very heavily on her. The Honeypot staff spoke to the family about her progress, and they explained her caring responsibilities.

By the time Katie finished her SEAL break she was chatty, smiley, much more confident in the group and a pro on the bike!

We received this response from Katie's school a few weeks later...

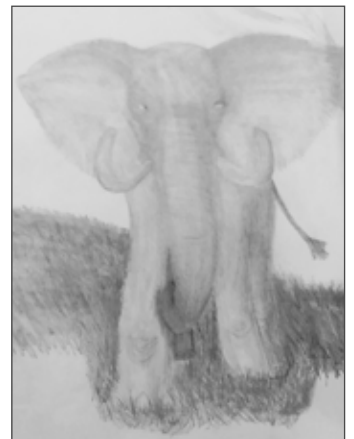
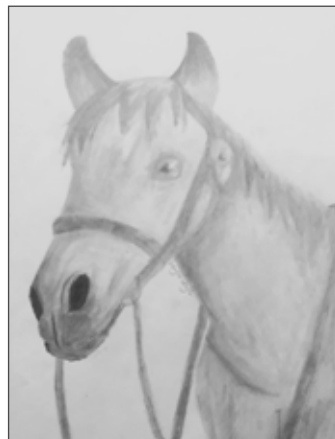
The children returned to school full of stories and happy memories. It was lovely to see the bonds they had created with children they did not previously know. Katie presented as a completely different child, approaching me for a hug and initiating conversation, which is very unlike her usual quiet self... she has really grown in confidence in such a short time!

Katie later on returned for a respite break, she arrived full of joy to tell the SEAL staff all about the bike she got for Christmas! She has built upon all the skills she learnt on her SEAL break, playing and chatting with a completely new group of children.

While on respite she also discovered her love of drawing. The wellbeing fund awarded Katie arts and crafts materials so she can continue to pursue her passions at home, giving her an outlet away from her responsibilities.

The complimentary nature of our SEAL, respite and wellbeing fund shows the importance of ongoing support for young carers. Katie is very intelligent and has a great understanding of the wider world. She loves science and wants to be an astrophysicist or cosmologist when she is older.

Drawings by Katie



Service Delivery Impact

The difference we make

Due to the challenges of caring for a sick or disabled family member, young carers, at a young age, manifest high levels of stress and anxiety, have low self-esteem, underachieve in education, and have poor social skills.

Honeypot puts great emphasis on assessing, measuring, and analysing the degree to which our services achieve a positive impact on a young carer's life. We employ a wide range of measures involving referring organisations, parents, and the children themselves.

Our aim is to create and deliver support services that are built on an evidence-base of the high positive impact these services have in meeting young carers' needs. How we develop and deliver our services at Honeypot is informed by surveys and observations of, and feedback from, young carers.

We also employ the Stirling Children's Wellbeing Scale, a statistically validated tool that is widely recognised as accurately measuring a child's subjective and objective psychological wellbeing.

Honeypot has a robust impact measurement system in place that ensures that our services are constantly evolving to meet the demands of our children.

Every area of Honeypot's service delivery has been shaped by the opinions of the children we care for, and all our staff possess a reflective attitude that is sensitive to the views and wishes of those children.

What children say about our respite breaks



Thank you for helping me to be my true self over my stay at Honeypot.

It was lots of fun.

Going to the beach was really fun.

Honeypot is the best!

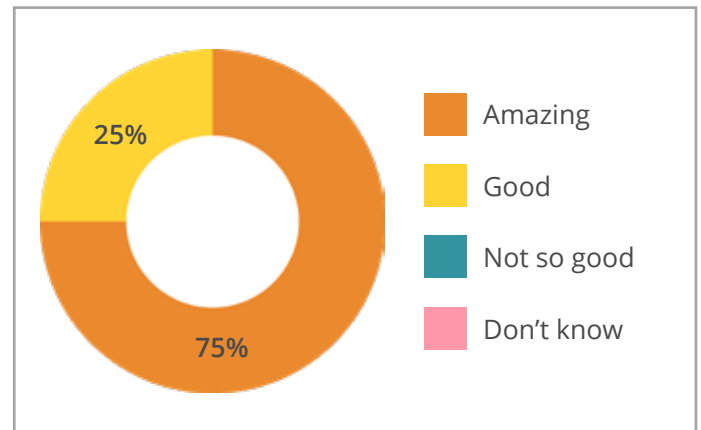
Well, I love that everyone is kind.

First I was worried about my Mum and Dad and now I'm less worried.

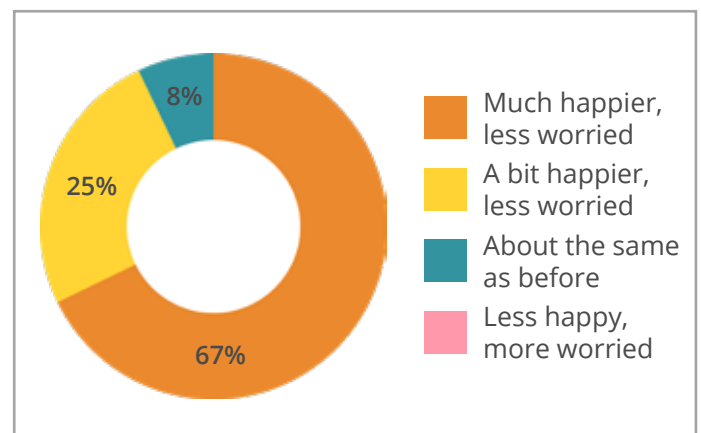
You guys are really, really, really, really, really, really amazing!



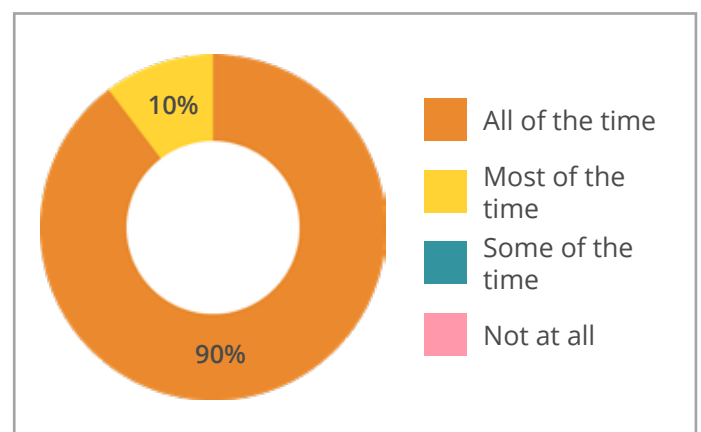
What did you think about the break?



How did you feel after the break?



Did you make happy memories?





Social and Emotional Active Learning (SEAL)

Stirling Children's Wellbeing Scale - survey outcomes from a SEAL break - School A:

All children on the break improved their emotional wellbeing and eight children improved their psychological wellbeing.

Average scores for emotional wellbeing:

- Pre-break: 21/30 = 70%
- Post-break: 25/30 = 83%
- Increase of 13% from pre-break to post-break

Average scores for psychological wellbeing:

- Pre-break: 20/30 = 67%
- Post-break: 26/30 = 87%
- Increase of 20% from pre-break to post-break

Average scores for whole group wellbeing:

- Pre-break: 41/60 = 68%
- Post-break: 51/60 = 85%
- Increase of 17% from pre-break to post-break

Having the pre and post break assessment sessions has given the SEAL leader an understanding of the children's individual and group identity, learning about how they interact with peers, enabling the leader to refine the activities to meet the needs of the children.

The programme is designed to give children the opportunity to socialise with peers and build their skills. The steps children make during the programme to develop their social and psychological wellbeing is reflected when they are back in school, in making the right choices and taking ownership of their actions.

Feedback from a school SEAL break

What positive outcomes, if any, do you believe the SEAL break had for the children?

- *Amazing – two of our children learned to ride a bike for the first time on this trip. It opened up a wealth of opportunities for these children, in terms of activities, new foods and building relationships.*
- *Some of the children presented as incredibly happy and relaxed on the trip and this is a side of those children we do not always see in school.*
- *The children have spoken really positively about the trip and how they pushed themselves out of their comfort zone. It seems to have given them the confidence to try new things and given them the belief they will be successful.*

Have you noticed any changes in children since returning to school? If so, please give us as much feedback as possible.

- *Yes - increased confidence and resilience - children are showing more of a 'can do' attitude.*
- *Children are speaking positively about the trip to their friends.*
- *The children who went on the trips have formed a closer bond and look out for and help each other more.*

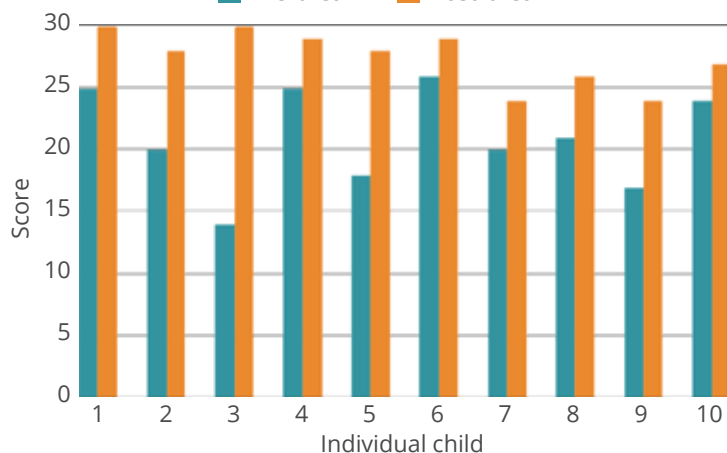
What could we do to improve the SEAL break further?

- *It was all amazing – thank you so much.*

Emotional wellbeing

School B

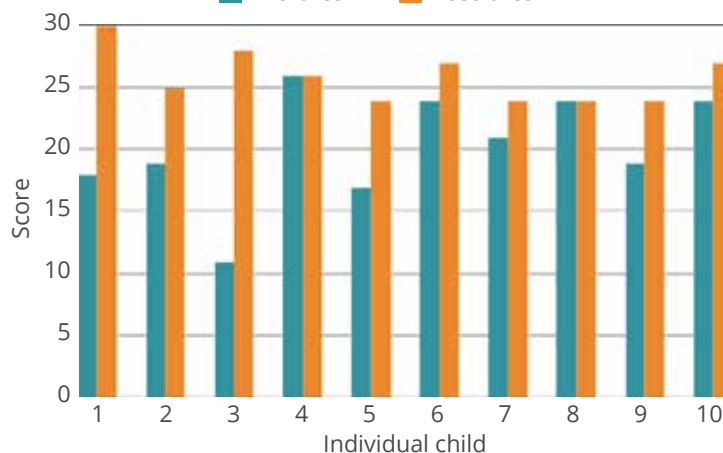
■ Pre-break ■ Post-break



Psychological wellbeing

School B

■ Pre-break ■ Post-break





Wellbeing Fund

Examples and feedback from some of our Honeypot families who received items from the Wellbeing Fund:

Ellie, aged 8, was able to enjoy and benefit from more of our Wrap-Round services in the form of our digital workshops, after school and at weekends, through the purchase of a tablet. Upon receipt her Mum stated Ellie *"was over the moon."*

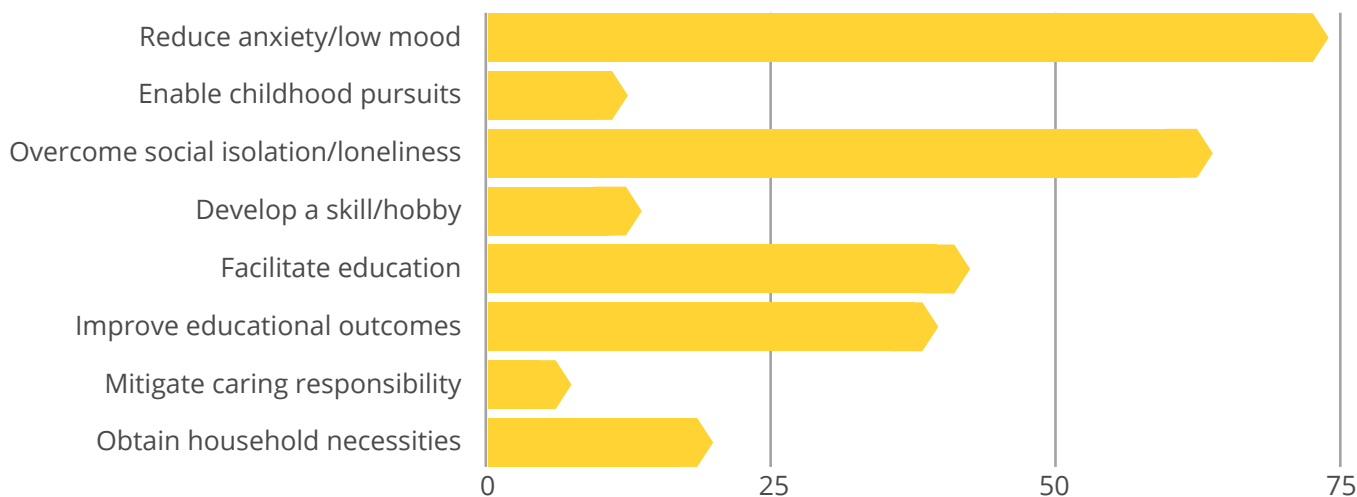
Another application received was from a family who, due to shielding during the pandemic, have had to home-school their son. They applied for a grant to enable them to purchase a laptop for him to access online e-learning on offer from the school. We received the following feedback from the parents:

"Our package arrived yesterday. We haven't set it up yet, but all looks to be perfect. Thank you so much and bless you all for this wonderful gift. You are amazing, we are forever in your debt. You really have helped us out so much. Thank you to infinity."

By supporting children with the grants, we are ensuring children's social and emotional wellbeing is catered for. These grants also give children the chances in life they deserve by having the necessary items they need to support them to succeed in life and their education.

Identified positive impacts of Wellbeing Grants

The parents/guardians of Honeypot children identified the positive impacts the grant would have for their child and family (more than one choice could be selected):



Online services

We are committed to providing online support services with a range of after-school and weekend clubs delivered by our expert staff.

Our online sessions have been a huge success with our Honeypot children. They enjoy the variety of activities on offer and there is something for everyone to join in.

One of our Honeypot parents sent us the email below:

"My daughter has been supported by Honeypot for the last few years and is now 13. We wanted to say a huge thank you for the care and support you have provided to her. The weekly Swarm social groups during the pandemic have been invaluable, I could see and hear her relax and have fun."

On her first respite break my daughter met another young carer and they have been firm friends ever since. The three times she has been with you she has come home exhausted, exhilarated and full of stories of fun."

Quotes from children:



Thank you I enjoyed myself very much

It's the best club out of clubs and swimming and tennis

It was awesome I loved it!

Thank you for being here and supporting me





Conclusion

The services Honeypot delivers are having a positive impact on the young carers and vulnerable children's wellbeing and are meeting their multiple needs.

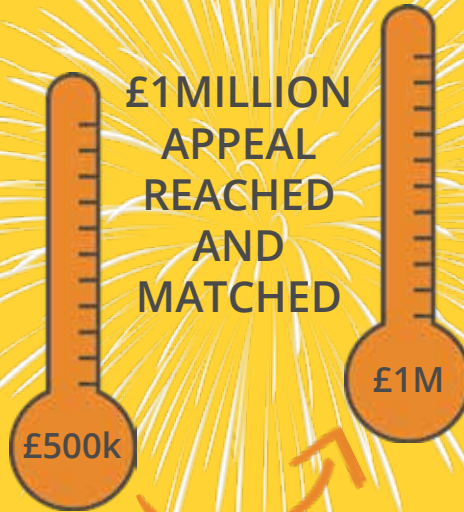
Honeypot is committed to providing services that improve children's ability and confidence to engage and succeed in learning.

We are seeing children positively developing their social skills through an increased sense of self-esteem, belief in their own capabilities, and social confidence.

Your Support over the Past Year



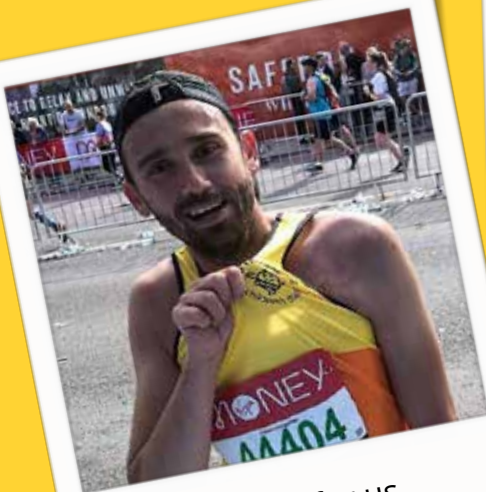
You gave grants to us



You golfed for us



You celebrated with us



You ran for us



You left legacies to us



You partnered with us

Fundraising & Communications

Our fundraising strategy

Over the past year the fundraising team has pursued a strategy of developing a greater range of income generating activities to ensure there was not too heavy a reliance on our small number of core supporters. This strategy helped to spread the risk of major donors not renewing their support, and it resulted in an increase in the total income received.

Honeypot's fundraising department was challenged to generate substantial increases in its voluntary income, to enable our services to meet the burgeoning demand. We sought to avoid greater financial reliance on our existing supporters, who were already giving more generously.

Therefore, we pursued a strategy of developing new income sources as well as presenting a compelling range of giving opportunities to support new services. We also concentrated much more strongly on our donor's experience of working in partnership with us, to ensure that we provided a satisfying, motivating, and rewarding experience.

We organised our activities around the following strategic priorities.

Strategic priority 1:

Seizing the opportunity to develop areas of income generation with untapped potential.

Honeypot has been supported magnificently for many years by Trusts and Foundations, corporate partners and, every two years, our iconic Honeypot Party. While we have also been supported by individuals making personal donations, especially through our annual Big Give appeals, we made a concerted effort to improve the income generated by our appeals.

We ran an innovative campaign called our '£1 Million Matched Giving Appeal'. The Richard Porter Family Foundation provided a matching pot for this appeal to double donations.

A large number of Honeypot's supporters rose to this challenge by collectively donating £427,000. This resulted in a 1,000% increase in the level of giving to our previous best appeal. This result was a game changer.

Our Summer Big Give Appeal also saw a substantial increase on previous years, with a 400% increase in income. We sincerely thank The Childhood Trust and our other generous sponsors who created the matching pot.

For the future:

We will aim to emulate the success of our £1 Million Matched Funding Appeal and Summer Big Give Appeal in 2022-23, to enable Honeypot to support greater numbers of young carers with even more far reaching and impactful services.





Strategic priority 2:

Offering highly fundable and attractive projects.

Every new service or major development at Honeypot presents an opportunity to offer an exciting project to fund. We were able to offer a range of projects for funding which had clear objectives, benefits, and a positive impact on young carers' lives. Honeypot saw substantial increases in income due to funders wishing to champion our range of innovative projects.

We were deeply grateful to several funders who collaborated with us to create or develop new services and new facilities. Thanks to The Masonic Charitable Foundation who enabled Honeypot to create the London Freemasons Wellbeing Fund, and the thousands of donors who continued to develop the Wellbeing Fund.

Special thanks to the very many supporters in the Hampshire district for generously supporting our project to create an all-weather swimming pool. The establishment of a third Honeypot house in Scotland also proved to be a project that attracted massive interest and support.

For the future:

We aim to continue to offer highly fundable, impactful, and well-defined projects. These projects enable the development of services that we have either piloted and collected the evidence as to their effectiveness or have researched and know there is a strong need.

Strategic priority 3:

Providing high quality supporter engagement and stewardship.

In 2021-22 Honeypot received the largest support from corporate funders ever. Underpinning our success was our ability to offer a highly engaging donor support package to funders which consisted of:

- Rich opportunities for a company's staff to volunteer with our young carers and visit our services.
- A range of supported fundraising events and activities to enable corporates to engage their staff in fundraising.
- Exciting new projects that corporates could champion.



- Provision of case studies, photos, in-depth progress reports and strongly branded marketing materials.
- Involvement of our celebrity ambassadors with corporate partners.
- An experienced, dynamic, and knowledgeable fundraising team who were able to offer excellent partnership care and stewardship.

Honeypot succeeded in attracting high-profile corporate partnerships in 2021-22, including a national fundraising and awareness raising campaign with The Body Shop.

For the future:

Honeypot will endeavour to enhance its supporter engagement and stewardship in 2022-23, providing fulfilling and rewarding experiences for all our corporate supporters.

Strategic priority 4:

Developing new areas of fundraising.

Honeypot aimed to launch a Patrons' Club in 2020 for high-net-worth individuals, corporates, trusts, and organisations who can commit to at least two years of funding at a substantial level. The Patrons' Club was conceived to provide Honeypot with secured advanced funding to enable long term planning and development of services. Due to Covid, we were forced to curtail this initiative.

The Patrons' Club was to be built around networking opportunities, including a Patrons' annual reception, Patrons' private tour of Honeypot House, Business Breakfast, delivery of a benefits package to Patrons' including seats at the biennial Honeypot Party, and the right to use the appellation 'Company name are proud to be Patrons of the Honeypot Children's Charity, supporting thousands of disadvantaged young carers'. We aim to re-launch the Patrons' Club in 2022-23.

Honeypot has never run a concerted legacy campaign asking people to leave a gift in their will to Honeypot. In 2022-23 we aim to deliver a legacy campaign that clearly outlines our case for support.

For the future:

We will seek to develop new areas of fundraising by launching a Patrons' Club, a legacy campaign, and other fundraising activities that are new to Honeypot.

Strategic priority 5:

Putting our case for support to funders interested in funding a wider range of children's needs.

In 2020 Honeypot launched its Wrap-Round support services, which reflected the much greater range of needs of young carers that Honeypot supported.

Our Wrap-Round services enabled us to apply to a wider range of funders. We were able to appeal not just to funders who wish to donate to support Residential Respite Breaks but also those interested in building the resilience and self-belief of young carers to succeed in education (SEAL), those wishing to meet the basic needs of disadvantaged children for essential items they lack (Wellbeing Fund), those marginalised and socially excluded children who lack a peer network and opportunities to mix with other children (digital and face to face outreach).

For the future:

All our fundraising activities, including Trusts and Foundations, corporate, community and individual giving, will seek to engage with a wider range of funders interested in meeting a diverse range of young carers' needs by funding our Wrap-Round services.



Future Developments

Looking ahead

Honeypot is committed to delivering substantial progress in the breadth and depth of support services we provide young carers on a yearly basis to realise its bold, transformational, long-term strategy. The strategy is encapsulated in two overarching strategic goals:

- 1) Greater breadth = building a national network of Honeypot Houses so that many more young carers located anywhere in the UK can come to a Honeypot house for a respite break.
- 2) Greater depth = achieve greater depth of impact of our services by providing a comprehensive and integrated basket of Wrap-Round support services that meet more of the complex, multiple needs of young carers.

New house openings and running all our existing houses at full capacity

Honeypot is on track for opening its third house, in Central West Scotland, in the coming 12 months. We aim to get this house up to full capacity occupancy over the next 24 months, with respite breaks running over most weeks throughout the year.

We will also continue to run our existing houses in the New Forest and Powys, Mid Wales, at full capacity occupancy most weeks throughout the year. At this pace we will be able to provide more than 3,000 young carers annually with our life enhancing respite breaks.

A key target is to continue to survey and investigate suitable new sites for further Honeypot respite houses, which we aim to open in areas of deprivation and greatest need, where there is a viable network of child welfare agents to refer young carers to Honeypot.



Focusing strongly on four key areas and intensifying our support within them

Honeypot pursues a strategy of focusing strongly in four key support services areas, as demonstrated in the diagram below.



By focusing on four key areas, we aim to be able to develop, expand and intensify our level of service provision within these areas to achieve greater depth and impact of services in meeting the complex multiple needs of young carers. Additionally, we aim to intensify the support we provide within each of these four key areas:

Wellbeing Support Service

We will extend our support beyond our Wellbeing Grants, which provide essential life items deprived young carers lack. We will provide 'wellbeing through nutrition' whereby young carers who come to Honeypot for a respite break during school holidays will not only receive tasty nourishing meals throughout their break, but we will also provide healthy nutritious meal ingredients throughout the entire school holiday when free school meals are not available.



Social and Emotional Active Learning

We will extend our SEAL breaks, which build the resilience and self-belief of young carers so that they can succeed in education. We will offer SEAL breaks as a large-scale service run over most academic weeks in the year.

We intend to expand SEAL into a major support service of Honeypot Residential Respite Breaks for children living in greater London, the South and South Coast, and North Wales, extending towards Greater Manchester and down to Birmingham and the Midlands. We will also extend SEAL, in the medium term, into Scotland serving the central belt of Scotland, where 80% of the population live.

Digital and Face to Face Outreach

In early 2020, Covid compelled Honeypot to embrace digital media for the delivery of services. We learned important lessons which post-Covid lockdown we have built into our core digital services offering. We will continue to deploy and expand our digital footprint to provide after-school and weekend clubs for socially excluded young carers, engaging especially hard to reach children.

Honeypot recognises the opportunity that digital media presents to develop the content of our services in a new, creative, and exciting way, which particularly appeals to the young generation. We have successfully piloted online respite breaks, and social and emotional active learning online, in a format and style suited to this media. We will continue to develop our digital services offering.

Residential Respite Breaks

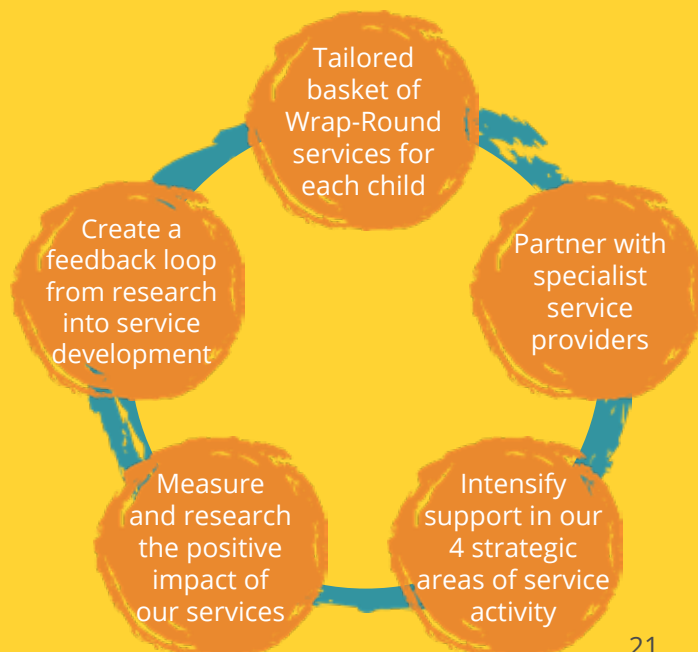
We will have our third house open for children to come for a respite break in 2022-23. We will run our existing houses at full capacity occupancy for most of the year. We will provide mini respite breaks within remote communities for children who would otherwise miss out on a Honeypot respite break experience.

There are several other key factors underpinning our future plans for developing the breadth and depth of support we provide for young carers. We present here a diagram which summarises these nine key factors that underpin our future developments.

Nine-point strategy for achieving greater breadth of support



Five-point strategy for achieving greater depth of support



Financial Review

Year ended 31 March 2022

The overall gross income of the charity was £2,617,809 for the 12 months ended 31 March 2022. A very successful year financially speaking with income exceeding expectations against a backdrop of continuing uncertainty and some operational restriction.

The charity was very fortunate to be the beneficiary of a charity of the year relationship with The Body Shop, and to run a very successful Honeypot Party at the end of the financial year.

The gross reported expenditure of the charity was £1,766,145 for the 12 months ended 31 March 2022. Charitable spend in the year remained at 70 pence in the pound (12 months period ended March 2021: 70p).

The charity was finally able to re-instate children's breaks from August 2021, initially quite carefully, to ensure that all protocols around the safety of children and staff were in place. During the year some breaks were unavoidably cancelled due to Covid and staffing difficulties. Since re-opening for children's breaks in August 2021, the charity has made strenuous efforts to bring the staff complement up to full capacity and that is now in place.

We are pleased to say that we have made some promising first steps in raising funds for our swimming pool development at our Hampshire New Forest house. We raised during the year £100,924 as a result of our £1m Appeal, and this now takes the total funds raised for this project to £120,924.

Investments

The Trustees remain cautious about investing the charity's surplus cash and, consequently, spare cash reserves are kept in short notice savings accounts paying 0.75% – 1% interest per annum.

Reserves policy

The Trustees are currently operating a policy whereby the reserves held by The Honeypot Children's Charity should be a maximum of six months of resources expended. This would enable current activities to continue in the short-term should funding drop significantly, something that cannot be discounted.

Currently, unrestricted general funds stand at £490,075 and operational restricted funds stand at £728,623 giving a total for operating funds of £1,218,698 (period ended March 2021: £1,041,923) or 8.2 months (period ended March 2021: 9 months). It should be emphasised that most of the operational restricted funds will be spent in the new financial year 2022-23.

At the end of the financial year £200,000 was transferred to the Third Honeypot House Fund and £500,000 transferred to the Fourth Honeypot House Fund from the General Fund. It brings the level of designated funds to a new amount of £1,620,807 and is comprised as follows:

Fixed Asset Fund	£708,359
Third Honeypot House Fund	£382,448
Fourth Honeypot House Fund	£500,000
Continuing Operations Fund	£30,000
	£1,620,807



Statement of Trustees' Responsibilities

Reference and administrative details

The Trustees present their report along with the financial statements of the charity for the period ending 31 March 2022.

The Honeypot Children's Charity is registered with the Charity Commission under registration number 1184132 and is governed by a Board of Trustees.

The Trustees are required under the Charities Act 2011 to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year.

In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- (a) Select suitable accounting policies and apply them consistently.
- (b) Make judgments and estimates that are reasonable and prudent.
- (c) State whether applicable accounting standards and statements of recommended practice have been followed, subject to any departures disclosed and explained in the financial statements.
- (d) Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law and regulations.

They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.





Structure, governance and management

The Honeypot Children's Charity is constituted as a CIO following its successful incorporation on 27 June 2019.

The Board of Trustees is governed by the constitution, and Trustees are responsible for controlling the management and administration of the charity. The constitution limits the number of Trustees to between three and twelve.

Recruitment and selection of potential Trustees is performed by current Trustees and the Chairman. Once appointed, the Trustee is presented with a New Trustees' pack that outlines the policies and procedures of the charity and the Trustees' specific responsibilities. The induction process also includes a visit to one of the Honeypot houses.

Full Board of Trustees meetings are held four times a year to review and agree major areas of policy. The agenda for these meetings also addresses performance, budgets, future strategy, and risk management.

Responsibility for reviewing key areas of activity and policy is delegated to sub-committees that report back to the Trustees' meetings. The sub-committees operate within specific terms of reference agreed by the Board and include specialist co-opted members as well as Trustees. The day-to-day running of the charity is delegated to the Chief Executive and the Senior Leadership Team.

The current Sub-Committees are:

Policy

The Children's Services Sub-Committee has responsibility for ensuring that the Honeypot service is achieving the strategy of the Board of Trustees while adhering to current legislation. The committee oversees the management of health and safety and other operational risk factors.

Finance

The Finance and Administration Sub-Committee is principally concerned with overseeing the financial wellbeing of the charity and its ability to deliver the strategy laid down by the Trustees. The sub-committee is responsible for ensuring that internal and external controls are in place and effective in meeting current legislation, propriety, and risk management.

Income

The Fundraising Sub-Committee is responsible for the review and delivery of the Fundraising activities to ensure that the operations of the charity can be achieved.

Risk policy

We actively review the major risks, which the charity faces on a regular basis and believe that maintaining reserves at current levels, combined with a periodic review of fundraising activities and the financial system controls, will provide sufficient resources in the event of adverse conditions.

A risk register is maintained, and we consider carefully the four major areas that the charity deems itself to be at risk: charity governance and direction, financial, adults and children, and premises and property.

Public benefit

Our charitable activities at present support children residing in London, the South East, South West, West Midlands, Wales and North West of England.

When planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit and, in particular, the specific guidance for the relief of those in need by reason of financial hardship or other disadvantage. We are actively making plans to open a third house in Scotland in the next six to twelve months.

Approval

This report was approved by the Trustees on 10 October 2022 and signed on their behalf by:

Laurie Oppenheim
Chair of the Board of Trustees

Independent Auditor's Report

Opinion

We have audited the financial statements of The Honeypot Children's Charity (the 'charity') for the year ended 31 March 2022 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including significant accounting policies.

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31st March 2022, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud.
- Reviewing minutes of meetings of those charged with governance.
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the company through enquiry and inspection.
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations.
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission, misrepresentation, or the override of internal control.

Use of our report

This report is made solely to the charity's Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose.

To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's Trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services.

Azets Audit Services
Chartered Accountants
Statutory Auditor
Secure House
Lulworth Close
Chandlers Ford
Southampton
SO53 3TL

Date: 8 November 2022

Azets Audit Services is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.



Financial Statements

Statement of Financial Activities

	Notes	Unrestricted Funds £	Restricted Funds £	31 Mar 2022 £	31 Mar 2021 £
Income					
Donations and legacies	2	1,496,238	667,729	2,163,967	1,518,523
Other trading activities	3	446,134	-	446,134	237,160
Income from investments	2	3,708	-	3,708	3,044
Income from charitable activities	2	4,000	-	4,000	-
Government grants: Furlough scheme		-	-	-	114,795
Other income		-	-	-	583
Total income and endowments		1,950,080	667,729	2,617,809	1,874,105
Expenditure					
Expenditure on raising funds	3	526,508	-	526,508	421,460
Expenditure on charitable activities	4	551,317	688,321	1,239,637	1,024,619
Total expenditure		1,077,825	688,321	1,766,145	1,446,079
Other recognised gains / losses					
Profit / (loss) on investment assets	9	-	-	-	15,634
Net movement in funds		872,255	(20,591)	851,664	443,660
Fund balances brought forward at 1 April 2021		1,238,626	1,535,656	2,774,282	2,330,622
Fund balances carried forward at 31 March 2022		2,110,881	1,515,064	3,625,946	2,774,282

All income and expenditure relates to continuing activities.

There were no recognised gains or losses for 2022 other than those included in the statement of financial activities.

Balance Sheet

	Notes	31 Mar 2022 £	31 Mar 2021 £
Fixed assets			
Tangible assets	8	1,315,310	1,365,882
Investments	9	2	2
		1,315,312	1,365,884
Current assets			
Debtors	10	374,466	117,562
Short term deposits		1,754,484	977,196
Cash at bank and in hand		323,088	393,719
		2,452,038	1,488,477
Creditors: amounts falling due within one year	11	(141,404)	(80,079)
Net current assets		2,310,634	1,408,398
Total assets less current liabilities		3,625,946	2,774,282
Net assets		3,625,946	2,774,282
The funds of the charity:			
Unrestricted funds			
General funds	16	490,075	296,836
Designated funds	16	1,620,807	941,790
		2,110,882	1,238,626
Restricted funds	17	1,515,064	1,535,656
Total charity funds		3,625,946	2,774,282

The financial statements on pages 28 to 39 were approved by the Board of Trustees on 10 October 2022 and signed on their behalf by:



Laurie Oppenheim
Chair of the Board of Trustees

Statement of Cash Flows

	Notes	31 Mar 2022 £	31 Mar 2021 £
Net cash provided by operating activities	15	727,264	498,735
Cash flows from investing activities:			
Interest income		3,708	3,044
Tangible fixed asset additions		(24,315)	(5,807)
Disposal of investment income portfolio		-	141,338
Net cash provided / (used) by investing activities		(20,607)	138,575
Increase (decrease) in cash and cash equivalents in the year		706,657	637,310
Cash and cash equivalents at the beginning of the year		1,370,915	733,605
Cash and cash equivalents at the end of the year		2,077,572	1,370,915



Notes to the Financial Statements

1. Accounting policies

1.1 Basis of preparation and assessment of going concern

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. The charity constitutes a public entity as defined by FRS 102.

1.2 Fund accounting

General funds are unrestricted and available for use, at the discretion of the Trustees, in furtherance of the general objectives of the charity, but have not been designated for other purposes.

Designated funds are unrestricted funds but have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which will be used in accordance with specific restrictions imposed by donors or have been raised by the charity for particular purposes. Expenditure that meets the criteria is charged to the fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

1.3 Incoming resources

Donation and legacy income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that the probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received by the estate.

Grants and other income are recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

Other trading activities comprise of amounts receivable from specific events held during the year inclusive of gift aid tax repayment claims.

Income from investments includes bank interest receivable during the year.

No amounts are included in the financial statements for services donated by volunteers. Other gifts in kind are recognised at a reasonable estimate of their value.

Accrued income is recognised where it is probable that entitlement exists, subject to any conditions of receipt.

Income from charitable activities relates to monetary contributions towards use of the houses in Hampshire and Wales. They are recorded as received.

1.4 Resources expended

Expenditure is accounted for on an accruals basis and allocated to the appropriate heading in the accounts. Expenditure on raising funds includes the costs incurred in generating donation and legacy income and fundraising costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities.

Charitable activities expenditure enables the charity to meet its charitable aims and objectives.

Support costs are those costs which enable fund generating and charitable activities to be undertaken. These costs include central premises costs and central management costs such as finance, administration and human resources. These costs have been apportioned on a basis of time spent on each of the direct activities.

Resources expended include attributable VAT which cannot be recovered.

1.5 Tangible fixed assets

Tangible fixed assets costing more than £2,000, and computer equipment, are capitalised and included at cost. Depreciation is applied to all tangible fixed assets with the exception of freehold land (due to the fact that it should not normally depreciate) and is calculated in order to write off the cost, less estimated residual value over expected useful lives as follows:

Freehold land	Nil
Freehold buildings	2% straight line
Fixtures and fittings	20% straight line
Equipment	25% straight line
Motor vehicles	25% reducing balance

On each of the homes in Hampshire and Wales, £100,000 is deemed to be the value attributed to the freehold land valuation, on which depreciation is not charged.

Donated assets are capitalised at the value of the cost to the donor or, if not new, at the current market value. The value of the donation is credited to the statement of financial activities.

1.6 Operating leases

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

1.7 Consolidation

The results of the charity's trading company have not been consolidated on a line by line basis due to the insignificant level of activity. Any trading profit donated by way of gift aid is included in income from investments.

1.8 Pensions

The charity makes payments to a defined contribution scheme on behalf of employees. The contributions are treated as an expense in the year. The contribution by employees is 3% and by the employer 5%.

1.9 Short term investments

Short term investments are held to seek a return on low risk cash deposit bank accounts.

1.10 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.11 Cash at bank and in hand

Cash at bank and in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably.

Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value, with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

1.14 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future.

The Trustees have considered the likely future cash flows of the charity and have considered the balance sheet facilities available at this point in time.

Although Covid restricted many of the charity's operations during the financial period, including forced closure of the respite properties, there was an increase in the number of cash donations received during this time.

The Trustees consider that the charity has sufficient cash to continue for the coming months, and is therefore considered to be of going concern. The financial statements have been prepared on a going concern basis.

1.15 Redundancy and termination payments

Redundancy and termination payments are recognised as a liability and an expense when the charity is committed to the termination of employment before normal retirement date or end of employment contract.

2. Income

	31 Mar 2022	31 Mar 2021
	£	£
Trust & Grants	787,956	701,671
Corporate donations	652,525	282,164
Individual donations	628,353	449,331
Community fundraising	95,133	85,357
Total donation and legacy income	2,163,967	1,518,523
Interest receivable on deposit bank accounts	3,708	3,044
Total income from investments	3,708	3,044
Other contributions	4,000	-
Total income from charitable activities	4,000	-

3. Expenditure on raising funds

	Activities undertaken directly	Support costs	31 Mar 2022	31 Mar 2021
	£	£	£	£
Donation and legacy income	2,163,967	-	2,163,967	1,518,523
Cost of generating donation and legacy income	(329,727)	(94,551)	(424,278)	(345,130)
Net donation and legacy income	1,834,240	(94,551)	1,739,689	1,173,393
Other trading activities income	446,134	-	446,134	237,160
Cost of generating trading activity income	(54,955)	(47,275)	(102,230)	(76,330)
Net fundraising events and hire of facilities income	391,179	(47,275)	343,904	160,830
Total fundraised income	2,610,101	-	2,610,101	1,755,683
Total costs on raising income	(384,682)	(141,826)	(526,508)	(421,460)
Net donation, legacy & fundraising income	2,225,419	(141,826)	2,083,593	1,334,223

4. Expenditure on charitable activities

	Activities undertaken directly	Support costs	31 Mar 2022	31 Mar 2021
	£	£	£	£
Respite breaks and digital outreach	908,709	330,928	1,239,637	1,024,619
Total charitable expenditure	908,709	330,928	1,239,637	1,024,619

During the year there was £688,321 of restricted charitable expenditure (year ended March 2021: £363,919).

5. Support costs

	Fundraising: Donations & Legacies £	Fundraising: Events £	Charitable activities £	31 Mar 2022 £
Finance, audit and payroll costs	24,758	12,379	86,652	123,789
Executive and professional costs	43,010	21,505	150,537	215,052
Premises and IT costs	19,558	9,779	68,454	97,791
Other office support costs	7,225	3,612	25,285	36,122
Total support costs	94,551	47,275	330,928	472,754

6. Staff costs, Trustee remuneration and expenses, and the cost of key management personnel

	31 Mar 2022 £	31 Mar 2021 £
Wages and salaries	984,815	874,626
Social security costs	96,842	80,905
Pension costs (money purchase scheme)	41,457	37,574
Total staff costs	1,123,114	993,105

During the year, four employees received remuneration greater than £60,000: one in band £110-120k, one in band £80-90k, two in band £60-70k (year ended March 2021: one in band £90-100k, one in band £70-80k, one in band £60-70k).

The leadership team comprises of the Chief Executive, Director of Income and Communications, Director of Operations, Director of Strategic Development, Director of Finance, and Personnel Manager. Total benefits paid in the year ended 31 March 2022 were £375,615 (year ended March 2021: £289,179).

Trustees neither received nor waived any emoluments during the year. Trustee travel expenses during the year were: £nil (year ended March 2021: £nil).

7. Staff numbers

The average number of employees analysed by function was:

	31 Mar 2022 Full-time	31 Mar 2022 Part-time	31 Mar 2021 Full-time	31 Mar 2021 Part-time
Charitable activities	12	16	7	2
Cost of generating funds	6	2	6	3
Management and administration	2	4	1	4
Total number of employees	20	22	14	9

8. Tangible fixed assets

	Freehold land & buildings £	Fixtures & fittings £	Equipment £	Motor vehicles £	31 Mar 2022 £
Cost					
At 1 April 2021	1,510,360	355,958	252,441	153,073	2,271,832
Additions	-	18,277	6,038	-	24,315
Disposals	-	(65,870)	(96,884)	-	(162,754)
At 31 March 2022	1,510,360	308,365	161,595	153,073	2,133,393
Depreciation					
At 1 April 2021	274,043	314,233	236,602	81,072	905,950
Charge for the year	26,260	21,338	9,289	18,000	74,887
Eliminated on disposal	-	(65,870)	(96,884)	-	(162,754)
At 31 March 2022	300,303	269,701	149,007	99,072	818,083
Net book value					
At 31 March 2022	1,210,057	38,664	12,588	54,001	1,315,310
At 31 March 2021	1,236,317	41,725	15,839	72,001	1,365,882

9. Fixed asset investments

	31 Mar 2022 £	31 Mar 2021 £
St James's Place investment portfolio	-	125,704
Unrealised investment losses	-	-
Gain on disposal	-	15,634
Disposal during year	-	(141,338)
Market value at 31 March 2022	-	-
Original cost - 12 Feb 2020	-	150,000
Cost at 31 March 2022	-	-
Unquoted UK investments at cost	2	2
At 31 March 2022	2	2

The unquoted fixed asset investment comprises 100% of the issued share capital of Honeyput Trading Limited, the trading arm of the charity, company number 03806058. All taxable profits are transferred to the charity. The net value of the company at 31 March 2022 was £nil. The company was dormant throughout the year.

10. Debtors and prepayments

	31 Mar 2022	31 Mar 2021
	£	£
Trade debtors	232,174	581
Accrued income	50,466	40,958
Tax repayment claim	34,277	9,732
Other debtors	17,282	18,178
Prepayments	40,267	48,113
Debtors: amounts falling due within one year	374,466	117,562

11. Creditors: amounts falling due within one year

	31 Mar 2022	31 Mar 2021
	£	£
Trade creditors	64,768	35,489
PAYE & National Insurance	32,357	18,801
Other creditors	12,044	9,121
Accruals	29,995	16,668
Deferred income	2,240	-
Creditors: amounts falling due within one year	141,404	80,079

12. Deferred income

Deferred income comprises advance sponsorship donations received in the year relating to the London Marathon (taking place in October 2022), and a golf event (taking place in Hampshire in June 2022).

	£
Balance as at 1 April 2021	-
Amount deferred in year (2022 London Marathon)	600
Amount deferred in year (2022 Hampshire golf event)	1,640
Balance as at 31 Mar 2022	2,240

13. Operating lease commitments

At 31 March 2022 the charity had commitments under a non-cancellable operating lease on land, buildings and motor vehicles as follows:

	31 Mar 2022	31 Mar 2021
	£	£
Due within 1 year	23,935	79,368
Due between 2-5 years	-	23,476
Total lease commitments	23,935	102,844

Total spent in the year on operating leases was £70,518 (year ended March 2021: £55,762).

14. Analysis of net assets between funds

	Restricted Funds	Designated Funds	General Funds	Total Funds
	£	£	£	£
Fund balances at 31 Mar 2022 are represented by:				
Tangible fixed assets	606,952	708,358	-	1,315,310
Investments	-	-	2	2
Current assets	908,112	912,449	631,477	2,452,038
Current liabilities	-	-	(141,404)	(141,404)
Total funds	1,515,064	1,620,807	490,075	3,625,946

15. Reconciliation of net movement in funds to net cash flow from operating activities

	31 Mar 2022	31 Mar 2021
	£	£
Net movement in funds	851,664	443,660
Add back depreciation charge and loss on disposal	74,887	79,560
Add back losses / (gains) on investment assets	-	(15,634)
Deduct investment income	(3,708)	(3,044)
Increase / (decrease) in debtors	(256,904)	(2,600)
Increase / (decrease) in creditors	61,325	(3,207)
Net cash used in operating activities	727,264	498,735

16. Unrestricted funds

	31 Mar 2021	Income	Expenditure	Transfers	31 Mar 2022
	£	£	£	£	£
General Reserve	296,836	1,950,080	(1,050,805)	(706,036)	490,075
Designated Funds					
Fixed Asset Fund	729,342	-	(27,019)	6,036	708,359
Third Honeypot House Fund	182,448	-	-	200,000	382,448
Fourth Honeypot House Fund	-	-	-	500,000	500,000
Continuing Operations Fund	30,000	-	-	-	30,000
	941,790	-	(27,019)	706,036	1,620,807
Total unrestricted funds	1,238,626	1,950,080	(1,077,824)	-	2,110,882

The General Reserve represents free funds of the charity, which are not designated for any particular purpose.

The Fixed Asset Fund has been set up to assist in identifying those funds that are not free funds and it represents the net book value of the tangible fixed assets, except for those funded from the Honeypot House Fund and the Wales House Fund. The expenditure for the year relates to depreciation charged on those assets.

The Third and Fourth Honeypot House Funds have been set up to assist in identifying those funds that have been designated to aid the strategic goal of the charity, which is to reach more children through additional accommodation.

The Continuing Operations Fund has been set up to allow the charity to be able to maintain operations in the event of a disaster or unforeseen event occurring to the charity. The fund acts as additional cover beyond the standard insurance covers, should it ever be needed.

17. Restricted funds

	31 Mar 2021	Income	Expenditure	Transfers	31 Mar 2022
	£	£	£	£	£
Respite breaks & outings	511,737	469,305	(600,147)	-	380,895
SEAL breaks	329,728	60,000	(42,000)	-	347,728
Wellbeing Fund	-	37,500	(15,818)	-	21,682
Children's Breaks Fund	841,465	566,805	(657,965)	-	750,305
Equipment	694,191	100,924	(30,356)	-	764,759
Equipment Fund	694,191	100,924	(30,356)	-	764,759
Total restricted funds	1,535,656	667,729	(688,321)	-	1,515,064

The Children's Breaks Fund represents incoming and outgoing monies that have been received and spent in accordance with specific donor requests, relating to respite breaks, SEAL breaks and outings.

The Wellbeing Fund was created at the end of the financial year March 2021. It was created to allow beneficiaries of the charity the opportunity to access small grants up to the value of £250 to assist in their day-to-day lives.

17. Restricted funds cont.

The Equipment Fund has been set up to provide for new equipment at both houses.

The classification of restricted funds was changed in the financial year 2021/22 to better show the types of funds that the charity had received. Previously, restricted funds were shown by geographical location, ie Hampshire and Wales. In these accounts the classification has been changed to show that all restricted funding falls under two main categories: Children's Breaks and Equipment. It is considered that this is more useful information than the previous format which showed funds by geographical area. The change in the format of the restricted funds has not changed the overall balances going forward at the start of the 2021/22 year.

18. Pension contributions

The amount outstanding at the year end was £12,038 (year ended March 2021: £9,115).

19. Related party transactions

During the year ended 31 March 2022 the Trustees of the charity and their spouses made payments (donations and payments for auction prizes, and tickets to The Honeypot Party) to the charity for £81,585. For year ended 31 March 2021 the equivalent was £840, as there was no Party that year.

20. Control

The ultimate controlling parties are the Trustees listed on page 2.

21. Auditor's remuneration

The auditor's remuneration constituted an audit fee of £7,331 (year ended March 2021: £6,600) and payroll bureau fees of £3,600 (year ended March 2021: £4,974).





The Honeypot Children's Charity
26-28 Hammersmith Grove
London
W6 7BA

www.honeypot.org.uk

Charitable Incorporated Organisation No: 1184132



Registered with
**FUNDRAISING
REGULATOR**

THE HONEYPOT CHILDREN'S CHARITY

England & Wales - Charity number 1184132

Accounts



The Honey Pot Children's Charity Annual Report & Accounts

Year ending 31st March 2021



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General information

Year ending 31st March 2021

Charity

The Honeypot Children's Charity

Charitable Incorporated Organisation No: 1184132

Trustees

Caspar MacDonald-Hall (Chair) - *Resigned 20th September 2021*

Mary Davis

Laurie Oppenheim

Hugh Whitaker

Verne Grinstead

Michael Steele

Natalie Rebeiz

Michael Jolliffe - *Resigned 20th September 2021*

Tom Putter

Andrew Chalkley - *Appointed 31st July 2020*

Leadership Team

Simmi Woodwal (Chief Executive)

Nagindra Chungh (Director of Operations)

Phil Gellhorn (Director of Finance)

Anthony Cummings (Director of Income and Communications)

Address

19 Berghem Mews, Blythe Road, London W14 0HN

Website

www.honeypot.org.uk

Auditors

Azets Audit Services, Chartered Accountants,
Statutory Auditor,
Secure House, Lulworth Close, Chandlers Ford,
Southampton, Hants, SO53 3TL

Solicitors

Simkins LLP, Lynton House, 7-12 Tavistock Square,
London WC1H 9LT

Bankers

Barclays Bank PLC, No. 1 High Street,
Bracknell Branch, Berkshire RG12 1DR

Objectives and Activities for The Public Benefit

Our track record spans back 25 years, but our vision remains the same: we want every child to have an opportunity to make the most of their one chance at childhood. We enhance the lives of vulnerable children and young carers aged 5-12 by providing Residential Respite Breaks, and a range of support services to:

- give young carers a break from their demanding and stressful responsibilities at home
- tackle the complex needs of young carers, including stress, anxiety, and educational underachievement
- provide a safe, nurturing environment where children at risk can develop their full potential
- help young carers make happy childhood memories and look forward to a brighter future

We aim to achieve this by providing:

- continued support in the form of annual Respite Breaks (two nights, three days) for small groups of up to 14 children at either Honey_pot House in the New Forest or Honey_pot Pen y Bryn, in Wales
- an accredited Social and Emotional Active Learning programme (SEAL) in collaboration with local schools
- a new Wrap-Round service including digital workshops and a Wellbeing Fund to support children from financially disadvantaged backgrounds with life essential items
- an ongoing supportive relationship to the children through birthday cards, photos and Christmas presents
- informal play and organised activities that allow young carers to stay in touch with other children with a shared experience



A Message from Our Chief Executive

The past 12 months have been the most challenging in Honeypot's 25-year history. We were forced to close our Residential Respite Houses during the first Covid-19 lockdown in March 2020, at a time when young carers needed our support more than ever.

Finding alternative ways of supporting young carers

Honeypot's Senior Leadership Team moved rapidly to find alternative and innovative ways of supporting the children and transitioned our services online in record time. Within a few weeks, our frontline staff developed a digital programme to deliver Respite Breaks online, in collaboration with Create, a UK based creative arts charity. In addition, we introduced a range of digital workshops, developed an online version of our Social and Emotional Active Learning (SEAL) programme, and launched a Wellbeing Fund to relieve the most severe manifestations of poverty. Together, these form our new Wrap-Round service, which we formally launched in March 2021. We are proud to say that this year we developed and delivered the most comprehensive spectrum of services Honeypot has ever provided young carers.



Becoming a multi-service provider

As a result, we became a multi-service provider. Through our new Wrap-Round service, we are able to deliver a greater breadth of support and help each child according to their individual needs and situation at home. At the same time, we are able to reach children we were previously unable to support and stay in touch with Honeypot children throughout the year through our digital programme.

Over the past 12 months, I have worked in collaboration with our Trustees and Senior Leadership Team to formulate a new strategy that will see Honeypot continue to develop its aspirations and provide even more transformational support for young carers across the UK.

Finding ways to fill an income gap

It was deeply humbling to see so many financial supporters rally round Honeypot. With fundraising activities severely curtailed by Covid-19 restrictions, including the cancellation of key challenge events such as the London Marathon and our biennial Honeypot Party, Honeypot commenced the financial year facing a real crisis (Honeypot receives no regular government funding). Our supporters, though, did not allow us to flounder: donors across the board, including trusts, Corporates, community clubs and groups, and thousands of individual donors were committed to supporting us and providing the necessary funds. Many dug deep with increased contributions. As a result, and with immense gratitude, we were able to fill the income gaps and balance our finances.

A huge thank you to exceptionally generous funders, and every single donor

While I pay tribute to every single supporter, I want to mention the exceptionally generous funding we've received from: the Betty Messenger Charitable Foundation, Barclays Bank, The National Lottery, CAF Resilience Fund, The Tresanton Trust, and the Girdlers' Company Charitable Trust. This was in addition to over 2,000 individual donors who provided a substantial part of our 'backbone' support. A huge thank you to all of you.

Future plans and a new strategy

I look forward to sharing with you details of a new vision and mission statement, and a new strategy that we have been developing over this year. You will gain insight into aspects of our new strategy as you read through the sections of this annual report. As a taster, I would like to share two facets of our new strategy:

Firstly, our new strapline “**Building Brighter Futures for Young Carers**” encapsulates our new strategy by recognising that the support we provide during childhood aims to place a child on a growth pathway to a more fulfilling and happy future too. We will continue to deliver on our old strapline “One Childhood. One Chance.” in parallel.

Secondly, we aim to double our capacity of Respite Breaks and further services within the next five years. To achieve this, our new strategy includes an ambitious fundraising campaign in 2021-22 to raise the funds needed to acquire two additional Respite Houses (one in Scotland, with work already in progress, and another one in the North-East of England). In the longer term, we aim to develop a nationwide network of Honey_pot Houses to provide Respite Breaks for young carers wherever they are located in the UK.

I hope that you will be both inspired and gratified by what Honey_pot and its supporters have achieved over the past year. We look forward to continuing to partner with you as we drive forward our mission of Building Brighter Futures for Young Carers.

Simmi Woodwal
Chief Executive



18 three-day Create workshops were delivered, each offering 15 places

Service Delivery & Outputs

Honeypot is the only charity in the UK that provides continuous support to young carers aged 5-12. We strongly believe in the benefits of early intervention and aim to address social and emotional challenges before they become deep rooted and harder to tackle later in life.

We are committed to cumulatively building the positive impact of our services by supporting children on an annual recurring cycle for up to eight years (up to their 13th birthday), depending on the age a child is first referred to Honeypot. By specialising in supporting young carers throughout their early years, we aim to give them stability in their childhood and something to look forward to – whether this is a digital workshop, a SEAL Learning Break or a Respite Break in one of our houses. We want to give young carers opportunities to make happy childhood memories that they can cherish for a lifetime. All our services are designed to improve their mental and physical wellbeing, self-belief, and put them on a growth pathway to a brighter future.

Suspension of Residential Respite Breaks

The arrival of the Covid-19 pandemic forced us to suspend all face-to-face service delivery in March 2020. Initially, we cancelled Respite Breaks at both houses until Easter, however, due to the rising number of Covid-19 cases and the announcement of lockdown extensions, it soon became apparent that it was not safe or viable to resume face-to-face services in this financial year.

With schools closed and many traditional support services on hold, we knew that young carers needed our support more than ever at such a bewildering time in their young lives. Our frontline workers began by contacting all registered families via phone, email, and post. We sent a “We’re still here for you” postcard to every young carer, followed by a letter to all parents/guardians, reassuring them we would continue to support them during this extremely challenging time.

A key aspect of Honeypot’s approach has always been to take young carers away from challenging home settings and to encourage them to interact face-to-face with other children with a shared experience, and with supportive, understanding adults. Adapting our service to offer the same level of support remotely during the pandemic has not been easy, but innovation and continuous improvement have helped us to positively transform our model and remain connected to the children we support.

Transition from face-to-face to online service delivery

The use of digital platforms were explored and implemented during summer 2020.

Multi-day digital creative workshops

In collaboration with creative arts charity Create, we hosted a range of digital multi-day workshops, delivered by professional creatives (photographers, musicians, fine artists, actors and scriptwriters) alongside Honeypot staff. All workshops aimed to bring variety and fun to the children’s lives, and to give them a break from their taxing daily routines while developing a range of skills, artistic, technological, social, and team building experience.

We delivered a set of pilot workshops in June, followed by a further eight pilot sessions throughout the summer holiday. The workshops were delivered digitally over three consecutive days, culminating in a ‘sharing’ session for family members. Each child also received a certificate to formally acknowledge their achievements. Based on the excellent feedback we received from both parents and children, we extended our collaboration with Create and were able to offer digital Respite Breaks during all school holidays in 2020-21.

4

Swarm Sessions
per weekOver 100
sessions with
800 attendees
delivered.

The children could choose from one of the below four topics:

- **Photography**

Led by professional photographers, the children were introduced to different photographic techniques and tasked to experiment with creative ideas, from balancing objects to exploring textures from around the home, forming abstract landscapes and still life.

- **Music**

Together with professional musicians, the children created an original piece of music in the form of a digital file. Alongside instruments, they were encouraged to record noises from objects they found around their homes, and to use their voices and bodies to create rhythms.

- **Drama**

In collaboration with professional theatre writers, the children learnt about different narrative structures and scriptwriting, before they developed their own script ideas in small groups and explored different improvisation activities.

- **Dance**

Under the guidance of professional dancers and choreographers, the children explored dance techniques and created an original dance piece. They worked individually and in groups to choreograph pieces based on their interests.

Over the course of the financial year 20/21, 18 three-day Create workshops were delivered, each offering 15 places to Honeypot children.

Short-form digital workshops

Building on the success of the Create workshops, we developed a range of digital sessions that were available to all Honeypot children after-school and during the weekends. These workshops are designed for different age groups and last between one to three hours, aiming to give the children further opportunities to engage in new activities together with other children with a shared experience. The following workshops are part of our new Wrap-Round service:

Afterschool Swarm club

These one-hour informal get-togethers are delivered online via Zoom and are a chance for Honeypot children to wind down after a day's learning at school. Since October 2020, we've been running three to four Swarm sessions per week and have now delivered over 100 sessions with over 880 attendees. Organised and led by our Children's Services Leads, the sessions include fun and games, quizzes, arts and crafts creativity, and lots of happy chatter! They became one of our most well-subscribed activities: *"Can we just do one more round of Family Fortunes please?!"*

Little Bees (5-8 years)

A similar format to the above afterschool Swarm sessions, however, with activities and content designed for younger children between 5-8 years. Our Little Bees sessions aim to help younger children develop their social confidence before progressing to more advanced digital activities. Over the past year, we delivered 13 Little Bees sessions with over 70 attendances.

13 Little Bees
sessions with over
70 attendances

To date, we have delivered
a total of 92 workshops with
980 attendances

Weekend workshops

Our weekend workshops of two hours give the children a break from their usual caring routine and something to look forward to at the weekend. All sessions have an educational component and aim to teach the children something new in a relaxed environment, from arts and crafts to international cooking, science, and the celebration of seasonal cultural events. We aim to run two to three workshops every weekend, with a typical capacity for 14 participants each.

To date, we have delivered a total of 92 workshops with 980 attendances.

"Many children regularly prepare meals and clear up at home, but our sessions offer them the chance to bake for pure enjoyment, and they are clearly excited about following recipes alongside their friends, and proudly sharing their creations, as they would in a school or in-person club setting."

Nikita Anthony, Children's Services Leader.

The aims and outcomes of any of these services are personal to each young carer, but include:

- reduced social isolation and loneliness through activities with children with a shared experience
- improved confidence and self-belief through achievements and validation
- a forum in which the children feel safe, non-judged, and worry-free
- improved mental and physical wellbeing
- inspiration and the opportunity to learn new skills

Impact assessment

Our work is based on evidence. Impact assessments and service evaluations form an integral part of what we do. Our Honeypot children help us to shape and enhance our services and as such, every child completes a short questionnaire after each activity they do with us.

We created a total
of 1,935 workshop
experiences for our
children

In total...

In addition to the three-day Create workshops, we developed and delivered 205 Honeypot workshops, creating a total of 1,935 workshop experiences for our children.

SEAL: Social and Emotional Active Learning Breaks (Hampshire only)

Honeypot introduced Social and Emotional Active Learning (SEAL) breaks at our Respite House in Hampshire in 2019. The programme has been designed to target specific learning needs and to offer more personalised time in a group setting for children who struggle in larger groups at school.

Schools can choose whether SEAL is delivered remotely or on site. Since summer 2020, while delivering some face-to-face sessions in schools directly, most of our SEAL work has been delivered in the form of a new online programme in close partnership with participating schools.

SEAL online workshops have been designed to tackle issues directly linked to the effects of lockdown, including loneliness, stress, uncertainty, and social anxiety. We were particularly interested to involve children who were nervous to return to school and were struggling to reintegrate post-lockdown. The online programme runs over 6-12 weeks, depending on need, and caters for small groups of up to five children. Sessions last for one hour on weekdays.

During the 2020-21 academic year, we delivered a total of 48 SEAL sessions, supporting a total of 50 individual children across four different schools.

Over the 2020-21
academic year, we
delivered a total of
48 SEAL sessions

Thrive (Pen y Bryn only)

The Thrive approach is a specific way of working with children and young people to develop their social and emotional wellbeing, and enables them to engage with life and learning. Grounded in the latest advances in neuroscience, attachment theory and child development, Thrive has been developed over the past 25 years and draws on a wealth of experience in social work, psychotherapy and education. Thrive helps support children and young people in becoming more self-assured, emotionally resilient and open to learning.

Honeypot Pen y Bryn had planned to deliver a rolling programme of Thrive to four schools during this year, however, these were curtailed by the Covid-19 pandemic and subsequent national lockdowns. Upon returning to school in September, it soon became apparent that many children had developed severe anxiety and social barriers after being out of the school setting for so long. Our young carers were particularly affected. To meet this identified need, we adapted Thrive for delivery via face-to-face sessions within our local schools. Since October 2020, we've been delivering weekly Thrive sessions with children identified by the schools as being those most negatively impacted with their social emotional development. Specific activities were planned and implemented following the children's individual learning targets, to support them with the development of their social and emotional wellbeing skills. Sessions focused closely on rebuilding relationships within small groups, giving young carers and vulnerable children an opportunity to openly explore their thoughts and feelings amongst their peers. Based on a creative and active approach, activities included memory games, role play and storytelling.

Since the start of the programme in October 2020, Thrive has supported 30 children over 26 sessions.

**Thrive has
supported 30
children over 26
sessions**



The Hive

The Hive is a new online activity centre for children, hosted on the Honeypot website. This dedicated space allows the children to explore puzzles and wordsearches, play games, take virtual tours, and also access further support resources. Children can visit the Hive at any time, giving them the freedom to log on and make use of Honeypot outside of scheduled sessions, and reassuring them that we are always here.

In spring 2020 we ran an art competition with prizes awarded for each entry; which were delivered directly to the children. Video content has also been developed to promote further interaction with beneficiaries, such as:

- Yoga, to support children to relax and regain some energy
- Wildlife, for children to play games, test their knowledge, and have fun
- Stories and books, where children can listen to audio books and take a step back from their everyday caring roles

There are lots of exciting and great ways for the children to be involved. An email address has been created for The Hive to give beneficiaries and families the opportunity to share outcomes, thoughts, and photos with us.

Wellbeing Fund

Many of the children we support are from financially disadvantaged backgrounds. Lacking necessities can have a significant effect on the self-esteem and confidence of a child, as they feel singled out from their peers, and reluctant to talk about their situation. As part of our Wrap-Round service, we have established a Wellbeing Fund to offer grants of up to £250 for the purchase of life essential items. Through the Fund, we aim to prevent worries from escalating and alleviate a child's anxieties.

Wellbeing grants are provided according to strict terms and conditions; we never hand out cash and all items are purchased by Honeypot and delivered directly to the family's home. Each application is handled with strict confidence and individually assessed, taking the family's financial situation and wider circumstances into account.

We have already made several grants, including to support an aspiring male ballet dancer to attend a Royal Ballet School summer school; to provide a little girl with a desk and chair so that she has a space to complete homework and artwork; and to purchase a bike for a child who longs to get out and about exploring. One child, who has recently received a laptop to support her with schoolwork, was so delighted, she sent us a video of her excitement, shouting *"Thank you Honeypot, thank you! I'm over the moon!!!"*

Referrals

Throughout the pandemic, we continued to take referrals, and it has been of great benefit to be able to immediately introduce new children to our services online. We have found that children who have never participated in residential activity are already eagerly taking part in digital Honeypot workshops, accepting this online support as the 'standard' Honeypot experience. This is a real endorsement of our online programme and emphasises that in future, our hybrid model of residential and digital support will be well-received by our beneficiaries.

Future service development

The pandemic gave us the opportunity to embrace radical change and service redevelopment. The future is looking bright as we move forward in supporting young carers through a more comprehensive service offering, both face-to-face and online.

All our services are delivered by highly trained and dedicated staff. Each programme, whether it is a Respite Break or virtual workshop, is tailored to the individual needs of a child, or the wider group.

The demand for our services has never been greater, and it is estimated that the pandemic forced even more children into the role of young carers. Going forward, we aim to further enhance our service model to maximise the impact of our work and reach an even greater number of children.



Service Delivery Impact

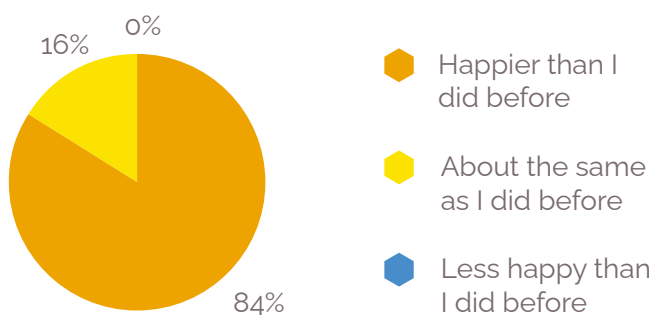
Our online services have proven to be successful both in terms of uptake by the children, and by the effect on their wellbeing. There has been opportunity to regularly check in with children and their families throughout the pandemic, and continuously improve those services based on their feedback. Geographically, we have been able to reach out to more children than ever before.

The development and delivery of a range of online services allows us to alleviate the stress and anxiety young carers are facing, and to build their confidence, and social and emotional skills. The online workshops have been an opportunity for the children to take breaks from their demanding and stressful responsibilities at home and given them some worry-free time where they can just be themselves and have fun.

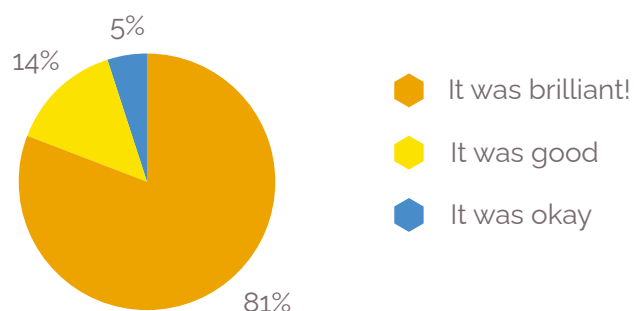
Demand for our online services remains steady, and we will continue to adapt our provision to match the needs of children in the coming months.

Children's Survey Responses – Digital Services

Do you think taking part in today's workshop has made you feel...



What do you think of today's workshop?



What parents said about our digital services

"Layla got a lot of experience and made friends from the zoom sessions. She enjoyed learning many different skills through playing the games and socialising."

"They were anxious beforehand, but both loved the social interaction and the activities. They felt more confident afterwards."

"She smiled, a lot. She had fun and learnt new skills."

What children said about our digital services

"Thank you, I enjoyed myself very much."

"I loved it and I love Honeypot."

"Thank you very much for all your classes. They have always made me smile!"

Digital Creative Workshops

Create workshops have supported children to develop a range of skills, from artistic and digital skills to social skills and enhanced self-confidence. We hand out feedback forms after each workshop to assess the impact the workshop has had on every single child. The below statistics are a summary of responses to all Create workshops:

- 89% developed their artform skills
- 83% developed their communication skills (comfortable communicating their ideas with others)
- 80% developed their self-confidence
- 88% developed their creativity skills further
- 81% developed their digital/technology skills
- 91% felt their ideas had been encouraged and listened to
- 99% enjoyed working with and learning from artists
- 85% developed their social skills
- 95% developed their teamwork skills (enjoyed working with other people)
- 84% increased their wellbeing
- 94% rated the workshop as a success

What children said about the Create workshops

"I've learnt that my opinion does matter."

"It feels like I made new friends in just three days."

"I felt happier and more supported because I feel like it is good to communicate with other people."

"We were acting in front of people... I wouldn't have done that a couple of weeks ago."

John (12) has been caring for his mum who has osteoporosis and sleep apnoea since he was eight. This is what he said to our Team Lead after the workshop: "We've been having fun and learning how to play instruments. It has probably been the highlight of my quarantine. I liked learning the ukulele."

What parents said about Create workshops

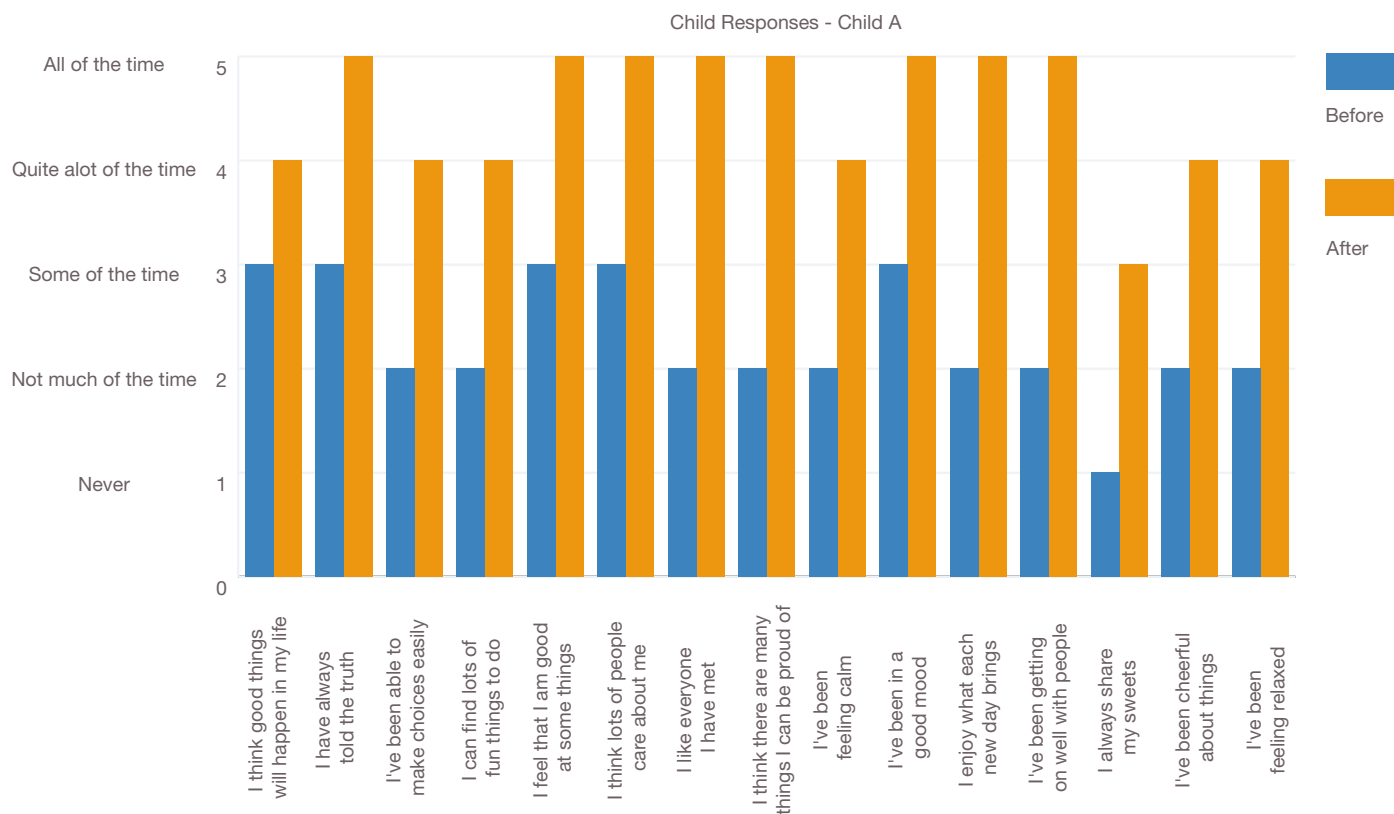
"The music teachers were fantastic and knew how to engage well with every child even the anxious ones (like mine). This quality is hard to find, and it worked so well. I loved the fact the kids could use ANYTHING to make music, and that not all needed to have instruments. The kids and I have raved on about the sessions to anyone and everyone."

"They both enjoyed the acting workshop and how well organised it was. They loved all of it and looked forward to each day."



Social and Emotional Active Learning (SEAL)

Surveying Honeypot children via the Stirling Children's Wellbeing Scale



The above bar chart shows a child's responses before and after participating in a SEAL programme. The impact the programme has had on each of these four children's emotional state and positive outlook has been significant.

Positive Emotional State	Before	After
Child A (above)	48%	90%
Child B	68%	88%
Child C	42%	75%
Child D	66%	73%

Over the year, our SEAL leads have built a close relationship with their partner schools, something which is at the heart of programme success.

All participating children have engaged in the programme and were determined to succeed.

Positive Outlook	Before	After
Child A (above)	47%	87%
Child B	67%	87%
Child C	80%	87%
Child D	66%	73%

The two tables on the left show that at the beginning of the programme the children's positive emotional state and positive outlook was weak. However, throughout the programme, the children have built these skills, and have left the programme with a much more positive outlook.

What children said about the online SEAL programme

"Even though my Dad still goes away, I feel Honeypot has helped me to deal with this better."

"It was really nice talking to someone who understood what we were going through and who always listened. I feel Honeypot really helped me and wish I could still do it."

"I felt that Honeypot helped me as it was lovely to talk to someone who understood. I wish it could have gone on for longer. It was helpful and fun."

"I would describe Honeypot as trustworthy and helpful. I always came out of sessions in a good mood. 20/10."

Feedback from a referring school following participation in our online SEAL programme

"I would like to thank you and your team for supporting our children both online and in person. The children benefitted from your support as they felt they could share their thoughts and feelings in a safe and positive way. They loved having someone who could listen to them and help them talk through ideas and strategies with them. All the children wished that the sessions could have continued for longer as they enjoyed their time with your staff. We found the session worthwhile in supporting the work that we also do in school."

Liz Allen, Deputy Head Teacher

Bitterne Church of England Primary School



Our Fundraising and Communications Strategy

Proactive management of the threats and challenges caused by the Covid-19 pandemic

Honeypot achieved a remarkably good year in generating voluntary income, despite the obstacles presented by the pandemic.

The Senior Leadership Team recognised from the start that Covid-19 required a radical change of focus of activities. A large number of fundraising opportunities we normally rely on were cancelled, including major challenge events such as the London Marathon, our biennial Honeypot Party, corporate staff fundraising, and our Patrons Club Networking Group. With no government funding available for our services, we commenced the financial year facing a real crisis.

Honeypot foresaw threats to our very existence. To put ourselves in the best possible position to get through this challenging and uncertain time, we organised our activities around the following strategic priorities:

STRATEGIC PRIORITY 1: DEVELOPMENT OF A RANGE OF INNOVATIVE SERVICES

With young carers needing our help now more than ever, our first priority was the urgent development of a set of innovative support services that allowed us to support our children throughout lockdown, including Respite Breaks Online, digital afterschool clubs, weekend sessions, and a Wellbeing Fund. All new services were planned and designed to complement our existing face-to-face services, and were formally launched as our new Wrap-Round service in March 2021. The development of a digital support programme became the clarion call to our donors, with more than 2,000 donors responding to our initial Emergency Action Plan (see below).

STRATEGIC PRIORITY 2: SECURING CONTINUOUS FINANCIAL SUPPORT FROM MAJOR DONORS

All key donors were informed promptly about our plans for rescheduling our Residential Respite Breaks and transitioning our services online. All Trust and Foundation supporters continued their funding, with one trust and one corporate supporter increasing their multi-year funding to help bolster the charity through the pandemic.

STRATEGIC PRIORITY 3: LAUNCHING AN EMERGENCY APPEAL AND A MATCHED FUNDING SCHEME

All at Honeypot were deeply humbled and inspired by the incredible outpouring of support from hundreds of donors, which swiftly grew over the year into thousands of donors, as we communicated the deepening crisis and severe need young carers had for our services.

Our Christmas 2020 Big Give Matched Funding Appeal for our new Wrap-Round service raised over £100,000, compared to a maximum of £30,000 in previous years. We are deeply grateful to The Childhood Trust, and our other matching funders, The Beaulieu Beaufort Foundation, Cocorose London and The Tresanton Trust, and the hundreds of individual donors, who gave so generously and helped us exceed our ambitious target.

STRATEGIC PRIORITY 4: SETTING UP A COMPREHENSIVE PROCESS FOR GENERATING APPLICATIONS TO COVID-19 EMERGENCY FUNDING SCHEMES

The past year saw many Covid-19 Emergency Funds being created by charitable trusts and corporate foundations. To allow us to target as many of these as possible, our fundraising team set up a research desk and developed a highly effective application process. Throughout the year, Honeypot was awarded with several grants including one from the UK government via the CAF Resilience Fund and the other from the National Lottery. In addition, there were donations from Barclays Bank, Bank of America, the LEGO Foundation and Neuberger Berman.

STRATEGIC PRIORITY 5: DEVELOPING A RANGE OF DIGITAL/ONLINE CHALLENGE EVENTS

Honeypot's Corporate and Community team was skilful in developing and organising various challenge events that were run on digital platforms, and which attracted hundreds of participants throughout the country. Our leading digital challenge event of the year was Ride for 25, a virtual team cycling event, where twenty different corporate teams competed to cycle the furthest and raise the most.

STRATEGIC PRIORITY 6: IMPROVING THE CONTENT OF THE HONEYPOT WEBSITE AND COMMUNICATING MORE REGULARLY VIA SOCIAL MEDIA

Honeypot engaged a professional design company to build a new website. Our Operations and Communications Teams worked together to enhance and enrich our content, creating a highly effective, informative, and engaging site. Since the launch in November 2020, a significant number of conversations with potential new supporters and corporate partners were initiated through our website.

STRATEGIC PRIORITY 7: DRIVING FUNDRAISING COSTS DOWN BY DEVELOPING LOW-COST, LOW RISK FUNDRAISING CAMPAIGNS AND COMMUNICATIONS

The Fundraising and Communications team worked tirelessly to continue to bring down costs by moving from hard copy glossy newsletters to low-cost digital e-newsletters, appeals and social media postings to communicate with our funders.

Fundraising for the future

Going forward, Honeypot will revisit and reformulate its five-year strategy to incorporate the valuable lessons that have been learnt over the past year. We will build our future strategy on the solid foundations of our greatly enhanced range of Wrap-Round services which meet more of the complex needs of young carers.

Our fundraising practices

As a charity, we do not use third party street collectors or any external fundraising agencies.

Honeypot is registered with The Fundraising Regulator and complies with the Regulator's Code of Fundraising Practice and Complaints process. All our fundraisers are either members of the Institute of Fundraising or fully compliant with the Institute of Fundraising's Code of Best Practice.

There have been no complaints regarding fundraising in the past 12 months and none are pending. Volunteers receive a comprehensive induction programme and are supported throughout by members of the fundraising department. All direct marketing is undertaken in accordance with the Data Protection Act 2018 and GDPR Regulations.





Future Developments

Honeypot has been enhancing its service model over the past 36 months by adding new, exciting services, and developing and reconfiguring existing core services. Going forward, we want to further enhance our Wrap-Round service to better meet the complex needs of young carers, and increase our beneficiary capacity across the UK.

Below is a summary of the key features of Honeypot's enhanced Wrap-Round support service model:

Doubling the number of Honeypot Residential Respite Breaks

Our House in Hampshire provides Respite Breaks for young carers from Greater London, the Southeast and South Coast. Our second house in Powys, Mid-Wales, covers North Wales and the North-West of England down to the West Midlands.

In the next 18 months, we aim to acquire two additional residential houses to increase our beneficiary capacity and reach children from a wider geographical spread.

We aim to open our two new houses in areas with great need for our services. Within the next 12 months, we plan to open a new house in Central Scotland to cover the large population concentration in the Central Belt of Scotland where 80% of the population live, including both the cities of Glasgow and Edinburgh. The funding of this house has been secured, and we are currently in the process of finding a suitable property.

The current plan is to follow with the opening of a fourth house within 18-36 months in an area of high deprivation such as North-East England. In the long term, Honeypot aims to open a national network of Honeypot Houses, to reach children across the country and give every young carer in the UK the support they need.

Extending the breadth and depth of our support services

Young carers experience high levels of stress and anxiety, severe social isolation, and many children underperform at school due to their caring duties. Many of the children we support are from financially disadvantaged backgrounds. The pandemic hit many of the families we support hard, and severely impacted on the children's physical and mental health.

As a charity, we are committed to constantly improving and adapting our services to ensure that we meet a wide range of the children's needs and achieve maximum impact. We will continue forming partnerships with specialist service providers to be able to meet a greater breadth of young carers' needs more comprehensively.

Embedding Honeypot within the children's welfare network

Over the years, we've established a comprehensive referral network to ensure we reach those children with the greatest need of support. Organisations we work together with include social work departments, local authority child welfare hubs, schools and medical professionals. As we expand nationally, we aim to double the number of referral organisations from currently 100 to 200, and to include referral organisations from entirely new areas of the country. With regards to our SEAL programme, we plan to put a particular emphasis on partnerships with School Welfare Officers and Head Teachers.

Please see the next page for a representation of Honeypot's enhanced service model.

The Honeypot Children's Charity's Enhanced Wrap-Round Support Service Model 2021 and Beyond

- Two beautiful Respite Houses in the New Forest and Powys, Mid Wales operating at full capacity
- Third House under development in Central Scotland to open within the next 9-12 months
- Fourth House in area of greatest deprivation within 18-36 months
- Increasing Residential Respite places from 2,000 to 4,000 per annum

- Social and Emotional Active Learning Residential Breaks/Thrive operating from all our Houses + Online SEAL Breaks to build the self-belief and resilience in young carers to enable them to succeed in education.
- Online counselling to build young carers' resilience to cope with stress and anxiety
- Online after-school clubs and weekend clubs to alleviate isolation
- Memory Making Days and other Outreach Services

RESIDENTIAL RESPITE BREAKS

SOCIAL AND EMOTIONAL ACTIVE LEARNING & GOOD MENTAL HEALTH

ONLINE & DIGITAL SUPPORT SERVICES

WELFARE FUND FOR ESSENTIAL ITEMS

- The Hive, an interactive website where young carers can access a rich spectrum of fun resources, competitions and activities
- Online Respite Breaks in music, drama, dance and photography
- Digital Outreach to keep young carers connected to Honeypot and to each other
- This service will grow in scope and variety over time

- Small grants scheme to provide disadvantaged young carers with the essential items needed to continue their care duties and grow and develop
- Ranges from a new washing machine to a back to school kit of new clothes, shoes, back pack, and a lunchbox
- Grants for training and educational short courses



Financial Review

The overall gross income of the charity was £1,874,105 for the 12 months ended 31st March 2021; in many respects a successful year with income exceeding expectations against a backdrop of uncertainty and operational restriction. A special thank you goes out to the Bank of America and its staff for continuing to support the charity during the financial year, and contributing another £240,055 to Honeypot. The fundraising department was able to take advantage of the many Covid-19 support grants available during the year, and this was a main factor in the level of income.

The gross reported expenditure of the charity was £1,446,079 for the 12 months ended 31st March 2021. Charitable spend in the year fell slightly to 71 pence in the pound (6 months period ended Mar 2020: 74p).

Operational activity was extremely restricted and although the charity successfully moved to an online digital offering, the costs for these activities were substantially less than the normal physical breaks.

Investments

An investment of £150,000 was placed with St. James's Place Partners in early 2020. A decision was made in May 2020 to dispose of the investment, and it was sold for £141,338 – a small loss on the original investment. The trustees remain cautious about investing the charity's surplus cash, and consequently, spare cash reserves are kept in short notice savings accounts paying 0.75 – 1% interest per annum.

Reserves Policy

The Trustees are currently operating a policy whereby the reserves held by The Honeypot Children's Charity should be a maximum of six months of resources expended. This would enable current activities to continue in the short-term should funding drop significantly, something that cannot be discounted. Currently, unrestricted general funds stand at £296,836 and operational restricted funds stand at £745,086 giving a total for operating funds of £1,041,922 (Period ended Mar 20: £760,035) or 9 months (Period ended Mar 2020: 5 months). It should be emphasised that most of the operational restricted funds will be spent in the new financial year 2021-22 when operational activities resume.

At the end of the financial year £150,000 was transferred to the Third Honeypot House Fund from the General fund. It brings the level of designated funds to a new amount of £941,790, comprised as follows:

Fixed Asset Fund	£729,342
Third Honeypot House Fund	£182,448
Continuing Operations Fund	£30,000
	£941,790





Statement of Trustees' Responsibilities

Reference and Administrative Details

The Trustees present their report along with the financial statements of the charity for the period ending 31st March 2021. The Honeypot Children's Charity is registered with the Charity Commission under registration number 1184132 and is governed by a Board of Trustees.

The Trustees are required under the Charities Act 2011 to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing financial statements giving a true and fair view, the Trustees should follow best practice and:

- (a) Select suitable accounting policies and apply them consistently
- (b) Make judgments and estimates that are reasonable and prudent
- (c) State whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements
- (d) Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation

The Trustees are responsible for keeping accounting records, which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with applicable law and regulations. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Structure, Governance and Management

The Honeypot Children's Charity is constituted as a CIO following its successful incorporation on 27th June 2019.

The Board of Trustees is governed by the constitution, and Trustees are responsible for controlling the management and administration of the charity. The constitution limits the number of Trustees to between three and twelve. Recruitment and selection of potential Trustees is performed by current Trustees and the Chairman. Once appointed, the Trustee is presented with a New Trustees' pack that outlines the policies and procedures of the Charity and the Trustees' specific responsibilities. The induction process also includes a visit to one of the Honeypot Houses.

Full Board of Trustees meetings are held four times a year to review and agree major areas of policy. The agenda for these meetings also addresses performance, budgets, future strategy and risk management.

Responsibility for reviewing key areas of activity and policy is delegated to sub-committees that report back to the Trustees' meetings. The sub-committees operate within specific terms of reference agreed by the Board and include specialist co-opted members as well as Trustees. The day-to-day running of the charity is delegated to the Chief Executive and the Senior Leadership Team.

The Current Sub-Committees are:

POLICY: The Children Services Sub-Committee has responsibility for ensuring that the Honeypot Service is achieving the strategy of the Board of Trustees while adhering to current legislation. The committee oversees the management of Health and Safety and other operational risk factors.

FINANCE: The Finance and Administration Sub-Committee is principally concerned with overseeing the financial well-being of the charity and its ability to deliver the strategy laid down by the Trustees. The sub-committee is responsible for ensuring

that internal and external controls are in place and effective in meeting current legislation, propriety and risk management.

INCOME: The Fundraising Sub-Committee is responsible for the review and delivery of the Fundraising activities to ensure that the operations of the charity can be achieved.

Risk Policy

We actively review the major risks, which the charity faces on a regular basis and believe that maintaining reserves at current levels, combined with a periodic review of fundraising activities and the financial system controls, will provide sufficient resources in the event of adverse conditions. A risk register is maintained, and we consider carefully the four major areas that the charity deems itself to be at risk: Charity Governance and Direction, Financial, Adults and Children and Premises and Property.

Public Benefit

Our charitable activities at present support children residing in London, the South-East, the South-West, the West Midlands, Wales and North-West of England. When planning activities for the year, the Trustees have considered the Charity Commission's guidance on public benefit, and in particular, the specific guidance for the relief of those in need by reason of financial hardship or other disadvantage. We are actively making plans to open a third house in Scotland in the next 9-12 months.

Approval

This report was approved by the Trustees on 25th October 2021 and signed on their behalf by:



Laurie Oppenheim

Interim Chairman of the Board of Trustees



Independent auditor's report to the trustees of The Honeypot Children's Charity

Opinion

We have audited the financial statements of The Honeypot Children's Charity (the 'charity') for the year ended 31st March 2021 which comprise the Statement of Financial Activities, Balance Sheet and the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31st March 2021, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the trustees annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the company through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission, misrepresentation, or the override of internal control.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

Azets Audit Services

Chartered Accountants
Statutory Auditor
Secure House
Lulworth Close
Chandlers Ford
Southampton SO53 3TL

Date: 11th November 2021.

Azets Audit Services is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

The Honeypot Children's Charity
Financial Statements
Year ending 31st March 2021

Statement of Financial Activities

For the Year Ended 31st March 2021

		Unrestricted Funds	Restricted Funds	Total 2021 31 Mar	Total 2020 6 months to 31 Mar
	Notes	£	£	£	£
Income					
Donations and legacies	2	946,453	572,070	1,518,523	942,229
Other trading activities	3	237,160	-	237,160	16,564
Income from investments	2	3,044	-	3,044	1,409
Income from charitable activities	2	-	-	-	8,350
Government grants : Furlough scheme		114,795	-	114,795	-
Other income		583	-	583	-
Total Income & Endowments		1,302,035	572,070	1,874,105	968,552
Expenditure					
Expenditure on raising funds	3	421,460	-	421,460	236,877
Expenditure on charitable activities	4	660,700	363,919	1,024,619	680,973
Total Expenditure		1,082,160	363,919	1,446,079	917,850
Other Recognised Gains/ Losses					
Profit/(Loss) on investment assets	9	15,634		15,634	(24,296)
Net movement in Funds		235,509	208,151	443,660	26,406
Fund Balances Brought Forward at 1 Apr 2020		1,003,117	1,327,505	2,330,622	2,304,216
Fund Balances Carried Forward at 31st Mar 2021		1,238,626	1,535,656	2,774,282	2,330,622

All income and expenditure relates to continuing activities.

There were no recognised gains or losses for 2021 other than those included in the Statement of Financial Activities.

Balance Sheet

For the Year Ended 31st March 2021

		2021 31 Mar	2020 31 Mar
	Notes	£	£
Fixed assets			
Tangible assets	8	1,365,882	1,439,635
Investments	9	2	125,706
		1,365,884	1,565,341
Current assets			
Debtors	10	117,562	114,962
Short term deposits		977,196	621,397
Cash at bank and in hand		393,719	112,208
		1,488,477	848,567
Creditors: amounts falling due within one year	11	(80,079)	(83,286)
Net Current Assets		1,408,398	765,281
Total assets less current liabilities		2,774,282	2,330,622
Net Assets		2,774,282	2,330,622
The Funds of the charity:			
Unrestricted funds			
General Funds	16	296,836	187,787
Designated funds	16	941,790	815,330
		1,238,626	1,003,117
Restricted funds	17	1,535,656	1,327,505
Total Charity Funds		2,774,282	2,330,622

The financial statements on pages 28 to 42 were approved by the Board of Trustees on 25th October 2021 and signed on their behalf by:



Laurie Oppenheim

Interim Chairman of the Board of Trustees

Statement of Cash Flows

For the Year Ended 31st March 2021

		Total funds 2021 31 Mar	Total funds 2020 6 months to 31 Mar
	Notes	£	£
Net cash provided by operating activities	15	498,735	(19,590)
Cash flows from investing activities:			
Interest income		3,044	1,409
Nett disposal of tangible fixed assets		(5,807)	2,171
Purchase of investment income portfolio			(150,000)
Disposal of investment income portfolio		141,338	
Net cash provided / (used) by investing activities		138,575	(146,420)
Increase (decrease) in cash and cash equivalents in the year		637,310	(166,010)
Cash and cash equivalents at the beginning of the year		733,605	899,615
Cash and cash equivalents at the end of the year		1,370,915	733,605



Notes to the Financial Statements

1. Accounting Policies

1.1 Basis of Preparation and assessment of going concern

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011. The charity constitutes a public entity as defined by FRS 102.

1.2 Fund Accounting

General Funds are unrestricted and available for use, at the discretion of the Trustees, in furtherance of the general objectives of the charity, but have not been designated for other purposes.

Designated Funds are unrestricted funds but have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the Financial Statements.

Restricted Funds are funds which will be used in accordance with specific restrictions imposed by donors or have been raised by the charity for particular purposes. Expenditure that meets the criteria is charged to the fund. The aim and use of each restricted fund is set out in the notes to the Financial Statements.

1.3 Incoming Resources

Donation and legacy income is received by way of donations and gifts and is included in full in the Statement of Financial Activities, when receivable.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that the probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received by the estate.

Grants and other income are recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Other trading activities comprises of amounts receivable from specific events held during the year inclusive of gift aid tax repayment claims.

Income from investments includes bank interest receivable during the year.

No amounts are included in the Financial Statements for services donated by volunteers. Other gifts in kind are recognised at a reasonable estimate of their value to the charity.

Accrued income is recognised where it is probable that entitlement exists, subject to any conditions of receipt.

Income from charitable activities relates to monetary contributions towards the use of the houses in Hampshire and Wales. They are recorded as received.

1.4 Resources Expended

Expenditure is accounted for on an accruals basis and allocated to the appropriate heading in the accounts. Expenditure on raising funds includes the costs incurred in generating donation and legacy income and fundraising costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities. Charitable activities expenditure enables the charity to meet its charitable aims and objectives.

Support costs are those costs which enable fund generating and charitable activities to be undertaken. These costs include Central Premises costs and Central Management costs such as finance, administration and human resources. These costs have been apportioned on a basis of time spent on each of the direct activities.

Notes to the Financial Statements

Resources expended include attributable VAT which cannot be recovered.

1.5 Tangible Fixed Assets

Tangible Fixed Assets costing more than £1,000, and computer equipment, are capitalised and included at cost. Depreciation is applied to all Tangible Fixed Assets with the exception of freehold land (due to the fact that it shouldn't normally depreciate) and is calculated in order to write off the cost less estimated residual value over their expected useful lives as follows:-

Freehold Land	Nil
Freehold Buildings	2% Straight Line
Fixtures and Fittings	20% Straight Line
Equipment	25% Straight Line
Motor Vehicles	25% Reducing Balance

On each of the homes in Hampshire and Wales, £100,000 is deemed to be the value attributed to the freehold land valuation, on which depreciation is not charged.

Donated Assets are capitalised at the value of the cost to the donor or if not new, at the current market value. The value of the donation is credited to the Statement of Financial Activities.

1.6 Operating Leases

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

1.7 Consolidation

The results of the Charity's trading Company have not been consolidated on a line by line basis due to the insignificant level of activity. Any trading profit donated by way of a gift aid is included in income from investments.

1.8 Pensions

The Charity makes payments to a defined contribution scheme on behalf of employees. The contributions are treated as an expense in the year. The contribution by employees is 3% and by the employer 5%.

1.9 Short term investments

Short term investments are held to seek a return on low risk cash deposit bank accounts.

1.10 Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

1.11 Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.13 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Notes to the Financial Statements

1.14 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The trustees have considered the likely future cash flows of the charity and have considered the balance sheet facilities available at this point in time. Although Covid-19 restricted many of the charity's operations during the financial period, including forced closure of the respite properties, there was an increase in the number of cash donations received during this time. The trustees consider that the charity has sufficient cash to continue for at least the next twelve months, and is therefore considered to be of going concern. The financial statements have been prepared on a going concern basis.

1.15 Redundancy and termination payments

Redundancy and termination payments are recognised as a liability and an expense when the charity is committed to the termination of employment before normal retirement date or end of employment contract.



Notes to the Financial Statements

2. Income

	2021 31 Mar	2020 6 months to 31 Mar
	£	£
Trust & Grants	701,671	305,413
Corporate Donations	282,164	406,065
Individual Donations	449,331	180,575
Community Fundraising	85,357	50,176
Total donation and legacy income	1,518,523	942,229
Interest receivable on deposit bank accounts	3,044	1,409
Total income from investments	3,044	1,409
Other contributions	-	8,350
Total income from charitable activities	-	8,350

3. Expenditure on raising funds

	Activities undertaken directly	Support Costs	2021 31 Mar	2020 6 months to 31 Mar
	£	£	£	£
Donation and legacy income	1,518,523	-	1,518,523	942,229
Cost of generating donation and legacy income	(267,318)	(77,812)	(345,130)	(191,871)
Net donation and legacy income	1,251,205	(77,812)	1,173,393	750,358
Other trading activities income	237,160	-	237,160	16,564
Cost of generating trading activity income	(37,423)	(38,907)	(76,330)	(45,005)
Net fundraising events and hire of facilities income	199,737	(38,907)	160,830	(28,441)
Total fundraised income	1,755,683	-	1,755,683	958,793
Total costs on raising income	(304,741)	(116,719)	(421,460)	(236,876)
Net donation, legacy & fundraising income	1,450,942	(116,719)	1,334,223	721,917

Notes to the Financial Statements

4. Expenditure on charitable activities

	Activities undertaken directly	Support Costs	2021 31 Mar	2020 6 months to 31 Mar
	£	£	£	£
Online breaks and digital outreach	752,275	272,344	1,024,619	664,426
Honeypot Outreach	-	-	-	16,547
Total Charitable Expenditure	752,275	272,344	1,024,619	680,973

During the year ending March 2021 there was £363,919 of restricted charitable expenditure (6 month period ended Mar 2020: £251,867).

A child's journey with Honeypot begins with an initial respite Break at either The Honeypot House in Hamsphire or Pen y Bryn in County Powys, Wales (for two nights and three days) followed by a programme of long-term support which includes annual Repeat Respite Breaks until the child reaches the age of twelve.

During the year ending March 2021 there were no physical respite breaks at either of the Houses - instead a new programme of digital online activity was created and children were able to participate in a variety of creative art sessions, after-school clubs and weekend sessions.

5. Analysis of support costs

For period ended 31 Mar 2021	Total	Fundraising: Donation and legacy	Fundraising: Events	Charitable Activities
	£	£	£	£
Finance, audit & payroll costs	106,208	21,242	10,621	74,345
Executive and professional costs	164,578	32,916	16,458	115,204
Premises & IT costs	86,557	17,311	8,656	60,590
Other office support costs	31,720	6,344	3,172	22,204
Total Support Costs	389,063	77,813	38,907	272,343

Notes to the Financial Statements

6. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

	2021 31 Mar	2020 6 months to 31 Mar
	£	£
Wages and salaries	874,626	557,290
Social security costs	80,905	49,396
Agency costs	-	337
Pension costs (money purchase scheme)	37,574	20,662
Total Staff Costs	993,105	627,685

During the year, 3 employees received remuneration greater than £60,000 - one in band £90-100K, one in band £70-80K, one in band £60-70K (6 months period ending March 2020: none).

The Leadership team comprises of the Chief Executive, the Director of Income and Communications, the Director of Operations and the Director of Finance. Total benefits paid in the year ended 31st Mar 2021 were £289,179 (6 months period ended Mar 2020: £145,180).

Trustees' remuneration

The Trustees neither received nor waived any emoluments during the year. Trustee travel expenses during the year were £Nil (2020: £Nil).

7. Staff numbers

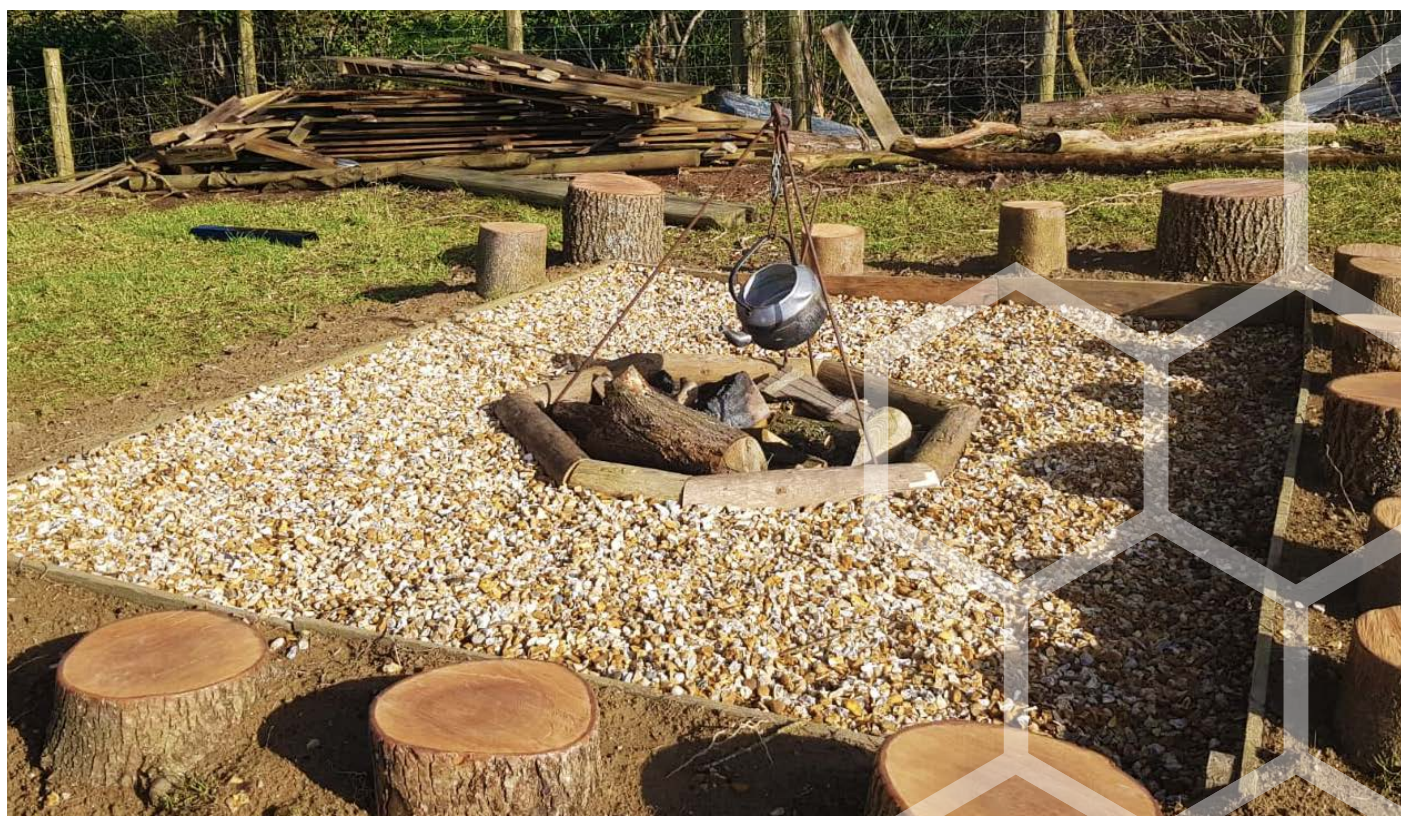
The average number of employees analysed by function was:

	2021 31 Mar Full-time	2021 31 Mar Part-time	2020 31 Mar Full-time	2020 31 Mar Part-time
	£	£	£	£
Charitable Activities	7	2	10	34
Cost of generating funds	6	3	10	1
Management and administration	1	4	2	4
Total number of Employees	14	9	22	39

Notes to the Financial Statements

8. Tangible fixed assets

	Freehold Land & Buildings	Fixtures & Fittings	Equipment	Motor Vehicles	Total
	£	£	£	£	£
Cost					
At 1 Apr 2020	1,510,360	355,958	246,634	153,073	2,266,025
Additions	-	-	5,807	-	5,807
At 31 Mar 2021	1,510,360	355,958	252,441	153,073	2,271,832
Depreciation					
At 1 Apr 2020	247,835	296,551	224,933	57,071	826,390
Charge for the year	26,207	17,682	11,671	24,000	79,560
At 31 Mar 2021	274,042	314,233	236,604	81,071	905,950
Net book value					
At 31 Mar 2021	1,236,318	41,725	15,837	72,002	1,365,882
At 31 Mar 2020	1,262,525	59,407	21,701	96,002	1,439,635



Notes to the Financial Statements

9. Fixed asset investments

	2021 31 Mar	2020 6 months to 31 Mar
	£	£
St James's Place investment portfolio	125,704	150,000
Unrealised investment losses	-	(24,296)
Gain on disposal	15,634	-
Disposal during year	(141,338)	-
Market value at 31 March 2021	-	125,704
Original cost - 12th Feb 2020	150,000	150,000
Cost at 31 March 2021	-	125,704
Unquoted UK investments at cost	2	2
At 31 March 2021	2	125,706

The unquoted fixed asset investment comprises 100% of the issued share capital of Honeypot Trading Limited, the trading arm of the charity, company number 03806058. All taxable profits are transferred to the charity. The net value of the company at 31st March 2021 was £nil. The company was dormant throughout the year.

10. Debtors and prepayments

	2021 31 Mar	2020 6 months to 31 Mar
	£	£
Trade Debtors	581	3,491
Accrued Income	40,958	57,234
Tax repayment claim	9,732	5,220
Other debtors	18,178	17,128
Prepayments	48,113	31,889
Debtors: amounts falling due within one year	117,562	114,962

Notes to the Financial Statements

11. Creditors: amounts falling due within one year

	2021 31 Mar	2020 6 months to 31 Mar
	£	£
Trade Creditors	35,489	8,038
PAYE & National Insurance	18,801	24,786
Other Creditors	9,121	6,026
Accruals	16,668	41,703
Deferred Income	-	2,733
Creditors: amounts falling due within one year	80,079	83,286

12. Deferred Income

The deferred income balance at the start of the year related to the London Marathon.

	£
Balance as at 1st April 2020	2,733
Amount released in year	(2,733)
Balance as at 31 Mar 2021	-

13. Operating lease commitments

At 31 March 2021 the charity had commitments under a non-cancellable operating lease on land, buildings and motor vehicles as follows:

	2021 31 Mar	2020 31 Mar
	£	£
Due within 1 year	79,368	76,535
Due between 2-5 years	23,476	131,544
Total lease commitments	102,844	208,079

Total spent in the year on operating leases was £55,762 (6 months period ended Mar 20 : £37,788).

Notes to the Financial Statements

14. Analysis of net assets between Funds

	Restricted Funds	Designated Funds	General Funds	Total Funds
	£	£	£	£
Fund balances at 31 Mar 2021 are represented by:				
Tangible fixed assets	636,541	729,342	-	1,365,883
Investments	-	-	2	2
Current assets	899,115	212,448	376,914	1,488,477
Current liabilities	-	-	(80,079)	(80,079)
Total Funds	1,535,656	941,790	296,837	2,774,283

15. Reconciliation of net movement in Funds to net cash flow from operating activities

	2021 31 Mar	2020 31 Mar
	£	£
Net movement in funds	443,660	2,330,622
Add back depreciation charge	79,560	(38,960)
Add back losses/(gains) on investment assets	(15,634)	24,296
Deduct investment income	(3,044)	(1,409)
Increase in debtors	(2,600)	(14,085)
Decrease in creditors	(3,207)	(15,838)
Transfer of funds from the Honeypot Children's Charity	-	(2,304,216)
Net cash used in operating activities	498,735	(19,590)



Notes to the Financial Statements

16. Unrestricted Funds

	At 1st April 2020	Income	Expenditure	Transfers	At 31 Mar 2021
	£	£	£	£	£
General Reserve	187,787	1,302,035	(1,037,179)	(155,807)	296,836
Designated Funds					
Fixed Asset Fund	752,882	-	(29,347)	5,807	729,342
Third Honeypot House Fund	32,448	-	-	150,000	182,448
Continuing Operations Fund	30,000	-	-	-	30,000
	815,330	-	(29,347)	155,807	941,790
Total Unrestricted Funds	1,003,117	1,302,035	(1,066,526)	-	1,238,626

The General Reserve represents the free funds of the charity, which are not designated for any particular purpose.

The Fixed Asset Fund has been set up to assist in identifying those funds that are not free funds and it represents the net book value of the tangible fixed assets except for those funded from the Honeypot House Fund and the Wales House Fund. The expenditure for the year relates to depreciation charged on those assets.

The Continuing Operations Fund has been set up to allow the charity to be able to maintain operations in the event of a disaster or unforeseen event occurring to the charity. The Fund acts as additional cover beyond the standard insurance covers, should it ever be needed.

The Third Honeypot House Fund has been set up to assist in identifying those funds that have been designated to aid the strategic goal of the charity, which is to reach more children through additional accommodation.



Notes to the Financial Statements

17. Restricted Funds

	At 1st April 2020	Income	Expenditure	Transfers	At 31 Mar 2021
	£	£	£	£	£
House Respite & SEAL breaks	431,038	453,173	(263,850)	-	620,361
House Equipment	264,985	26,000	(60,074)	-	230,911
The Honeypot House Fund	696,023	479,173	(323,924)	-	851,272
Wales House (includes Welsh Playbus)	631,482	92,897	(39,995)	-	684,384
The Wales House Fund	631,482	92,897	(39,995)	-	684,384
Total Restricted funds	1,327,505	572,070	(363,919)	-	1,535,656

The Honeypot House Fund represents incoming and outgoing monies that have been received and spent in accordance with specific donor requests, relating to respite breaks and house equipment.

The Wales House Fund has been set up to furnish the new house in Wales, provide for the extensive refurbishment works required and underwrite the costs of the operation of the new Wales house over the first two years.

18. Pension contributions

The amount outstanding at the year end was £9,115 (Period ended Mar 2020: £6,026).

19. Related Party Transactions

The amount of charitable donations from Honeypot Trading Ltd, the 100% subsidiary, was £ nil. (Period ended Mar 2020: £ nil).

20. Control

The ultimate controlling parties are the Trustees listed in page 2.

21. Auditor's remuneration

The auditor's remuneration constituted an audit fee of £6,600 (6 months period ended March 2020: £5,400) and payroll bureau fees of £4,974 (Period ended Mar 2020: £2,487).

22. Post Balance sheet events

The Covid-19 pandemic has continued to have an impact on the charity's operational activities but following government relaxation of restrictions and the increasing coverage of people within the UK who are fully vaccinated, the charity has opened all its operations with effect from 1st August 2021.

23. Wellbeing Fund

The Wellbeing Fund was created at the end of the financial year - in March 2021. It was created to allow the beneficiaries of the charity the opportunity to access small grants up to the value of £250 to assist them in their day-to-day lives. As at the very end of the financial year - 31 Mar 2021 - no donations towards this grant fund had been made, and no expenditure from this fund had been made.



The Honeypot Children's Charity
(Registered Charity No.1184132)

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