

The Purple Elephant Project

**Trustees' Annual Report and
Unaudited Financial Statements**

to 30 November 2022





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"Each day I am moved by the stories of the families we support, and it just makes me increasingly determined to reach more families in need of help. I have been thrilled with the progress the Charity has made in such a short space of time and my thanks goes to every single member of the Herd for their dedication and all they do to make this possible"

Jenny Haylock
CEO



because children should be heard



We know that children must be heard, and listening is at the core of everything we do

A message from our Chair

During my time as Chair of trustees for the The Purple Elephant Project, I have had the privilege of hearing, first hand from families we have supported, about the huge positive impact our services are having on young people's mental health and wellbeing.

We know that children must be heard, and listening is at the core of everything we do. This year, our Charity, and the service we provide, have gone from strength to strength. We have waiting lists of families looking for support, and are now beginning to consider when we might outgrow our current premises. As I now hand over the reins to Ed Duncan, I leave the Charity knowing that as The Purple Elephant Project moves forward, it will continue to extend the therapy and interventions offered. Furthermore, the ongoing determination of the 'Herd' will endeavour to ensure that the young people it serves/supports will become confident, resilient individuals who are better able to move towards a brighter future.

Catherine Bridger

Chair of trustees for The Purple Elephant Project to December 2022



We're excited for the year ahead

It is my great privilege to be taking over as Chair of trustees here at The Purple Elephant Project.

While it is still early in my tenure, certain things have been obvious to me from the first minute; the sincere, full-hearted passion that Jenny and the team have for supporting young people, the significant impact our work has, not just on the young people we support, but also their families, and the commitment of our staff and trustees to work out ways we can become more effective, so we can support even more people.

It seems that for now at least, the cost-of-living crisis that started in 2022 is going nowhere; an extra layer on top of the many challenges families already face. In difficult times, the people that plug the gaps are more valuable than ever. Our wonderful team of therapists here at The Purple Elephant Project will continue to give vital support to young people and their families in 2023. We're excited for the year ahead.

Ed Duncan

Chair of trustees for The Purple Elephant Project from December 2022

Trustees' report

The trustees present their annual report and financial statements for the year ending 30 November 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's governing document, the Charities Act 2011 and "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)"

Activities

Statutory declaration on public benefit

The trustees declare that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties and deciding what activities the Charity should undertake.

An overview of The Purple Elephant Project

It has been another exciting and successful year for the Herd at The Purple Elephant Project, and the end of our third year provides a moment to pause, look back on our achievements, and reflect on the positive impact we have had in our community.

Over this year we have experienced a continued rise in both the number and complexity of referrals we have seen, against a backdrop of increasing funding cuts and hardships, resulting in a continuing struggle for families to get their children the help they need. We have witnessed first-hand the ongoing impact of the pandemic, with many children and young people facing increased mental health and wellbeing challenges. As a direct result of these unprecedented times, we have seen more children referred to our services due to a wide range of issues. These include anxiety, school refusal, low self-esteem, poor peer relationships and more besides.

The number of beneficiaries we are supporting each week at The Purple Elephant Project has increased by a staggering 66% this year, and we have expanded our team to meet this demand. With fifteen therapists, comprising thirteen play therapists and two art

therapists, we have ensured we have listened to our community and recognised the needs for more mental health support in schools. We have developed and diversified our services to reach as many beneficiaries as possible, with the introduction of family groups and Art Therapy groups this year, which we are continuing to pilot and evaluate.

We have been touched by all the help we have received and are so grateful to our supporters who raise funds or cheer us on, and funders who have backed us to continue to deliver our much needed and valuable work. It was particularly exciting this year to be recognised by Munira Wilson, our local MP, who mentioned us in Parliament during Children's Mental Health Week, and we are very grateful for her ongoing, personal support and the recognition she is giving us for our work, which is clearly close to her heart.

We are aware of the challenges which continue to lie ahead; the ongoing funding cuts, the cost-of-living crisis we are all facing, the ever-increasing cuts to budgets and increasing strains on statutory services for child mental health support. It is certainly not an easy outlook. However, we are constantly inspired by the children and families we meet, and we are excited about the opportunities for future interventions. We remain determined and committed to continue to do all we can to support children to be heard, and reach brighter futures.

Objectives and activities

The Purple Elephant Project provides short and long-term therapeutic support to children and young people experiencing mental health distress. Using approaches such as Play Therapy, Art Therapy, Theraplay, group work, and other specialised interventions, we work to transform the lives of children affected by difficult life experiences, enabling them to overcome mental health challenges and trauma and work towards achieving brighter futures.

Throughout 2021-2022 we have continued to successfully achieve many of our set objectives and through both our outreach work and sessions held at our fully equipped therapeutic centre known as our 'Hub', based in Twickenham. We have supported children affected by issues such as anxiety, bereavement, parental separation, adoption, school refusal, poor self-identity, abuse, neglect, self-harm, peer relationship problems, classroom challenges, domestic violence and neurodiversity. Many of our interventions are long-term and can offer children with more complex needs the level of support they require to overcome significant trauma. We believe every child should be able to access therapeutic support when they need to, and we have continued to work tirelessly to make this achievable for as many children as possible.

Integral to our work is the support we provide to the adults around the child, and this is particularly evident for those families who access our services by visiting our Hub. Here we offer a welcoming, safe, and supportive environment, where parents and carers can relax, pause and allow themselves to be cared for, just for a moment whilst their child receives therapy. We don't underestimate the importance of

a listening ear and our team always make time to welcome families and support them in any way possible. Whether this is being ready with a cup of tea and a biscuit, supporting with signposting, making the space as peaceful as possible so they can snooze, or simply listening, we help to alleviate some of their stress, anxiety and worries, as we model a nurturing atmosphere and ensure every parent/carer also feels heard.

We're really grateful for the time we managed to have at The Purple Elephant Project and from the beginning we were raving about what you all do, to anyone who'd listen! We immediately felt welcomed and supported when we came to the centre and were surprised at how the facilities stretched to making such a restful and welcoming environment for care givers too. We've literally never been to anywhere quite like it! It may feel like a small gesture offering a nice coffee & quiet space but the effect it has on a (likely) exhausted parent or carer is hard to describe

Parent of a child in Therapy

We're so glad for the time our son had with you - the enduring impact you had on him was of someone who was so clearly intent on entering into his world and enjoying him where he's at. You showed him compassion and grace when things got too much for him and honestly, that for him was pricelesseven though we had a short time with you, the impact you had on us will last forever

Parent of a child in Therapy

Our overall aim for 2021-2022 was to continue to focus on delivering a holistic service for the children we work with. This has included increasing support for parents/carers, as well as other adults around the child, such as school staff. We also continued to focus on meeting an increase in demand by expanding our team of therapists to extend our capacity to deliver more sessions.



Key activities this year include:

- Delivery of Play and Art Therapy interventions both from our Hub and through outreach services into schools
- Long term interventions as needed, according to the complexity of the referral
- Art Therapy groups
- Family group programme designed and piloted 2 groups
- Parent consultancy services expanded
- Theraplay and Therapeutic Life Story Work introduced as part of our service
- School consultancy and supervision sessions introduced as part of our service
- Training sessions delivered to three local schools;
 - Understanding of attachment and developmental trauma in children
 - The impact of Covid on child mental health
 - Supporting children returning to school
 - Understanding the impact of bereavement
 - Understanding Pathological Demand Avoidance (PDA)
- 5 student placements
- Increased our team to 15 therapists

Spotlight on some of our services

Play and Art Therapy

Both Play and Art Therapy are forms of child psychotherapy which provide a way for children to express their thoughts and emotions through the medium of play or art. Rather than a need to express through talking, the materials and resources become the child's words, and therapists work to help children explore their feelings and process their experiences through their creations or stories they may tell.

Working from an attachment-based theoretical perspective, the child is provided with a psychologically safe space to work through their issues and life experiences, which can help them to make significant changes in their lives, for example; restored and deepened relationships, increased self-confidence and self-esteem, reduction in fear and anxiety, resolution of traumas, increased concentration, improved behaviours, and reduction in aggressive behaviours.

Theraplay®:

Theraplay is a type of therapy where the focus is on enhancing attachments, improving engagement, self-esteem and trust. It is based on patterns of healthy interactions between adults and children, which are supported and modelled throughout fun activities. Gradually, positive messages from these interactions become part of the child's internal sense of self.

This intervention fosters a child's self-esteem, their sense of belonging, the ability to care for themselves or others and the opportunity to develop increased trust. The therapist creates an atmosphere of fun, caring acceptance and encouragement which allows the child to grow emotionally, both individually and within their relationship with carers.

Parent consultancy:

An essential element of supporting children with more complex needs, and particularly those with developmental trauma, is to build the understanding and awareness of parents/carers. Often more traditional parenting courses are not appropriate for the parents of these children and more specific, therapeutic parenting training is required. At The Purple Elephant Project we deliver individual consultation sessions to parents/carers to support their understanding of attachment theory, developmental trauma and therapeutic parenting. We personalise this to their child and the scenarios they face, in addition to raising awareness of their own parenting styles and triggers, whilst developing strategies to support their child's development.

School consultancy:

At The Purple Elephant Project we appreciate and value the importance of understanding and advocating for individual children within the context of their life experiences. We recognise that at times, personalised training can be more effective in helping school staff to truly understand the children they are working with. We support staff to change their perceptions of the child and the language they use, and support integration of trauma-informed practices suited to the individual child in their daily interactions. By facilitating awareness and training about the complex issues these children face, staff are encouraged to create accepting and nurturing environments, building relationships and increasing emotional health and wellbeing, not only for the child, but the child's supporting network.

I was so grateful for your help at a very difficult time and for how much you have helped our son. I can't think of anything you could have done better

Parent of a child in Therapy



Achievements and performance

The Purple Elephant Project monitors and evaluates intervention progress on a case-by-case basis, depending on the needs of the child, with a range of monitoring tools.

Our impact at a glance

In the year December 2021 - November 2022



Over **900** visits to our hub

66% *by the end of the year;*
increase in families supported each week

Over **3,450** therapy sessions delivered this year

Over **700** free or subsidised therapy sessions delivered

Interventions or training delivered in **46** schools

88 Parent consultancy sessions delivered

Over **230** children supported this year,
many with long term interventions

8 training sessions delivered to schools



97% *parents/carers said that they strongly agreed or agreed that their hopes for therapy for their child had been fulfilled*

96% *of parents/carers reported a reduction in child's presenting behaviours following one of our interventions*

90% *of referrers reported a reduction in the child's presenting behaviours following one of our interventions*

(Feedback data collected from 138 respondents)

Feedback on our services

Some feedback received from parents/carers:

"Thanks for everything, from engaging with the school, to the cards you sent to my son by post. It has made such a difference to him, and we are so grateful."

"It couldn't have been better! The therapy for our son has been so appropriate to his needs, and he has benefitted hugely. As parents we have always been welcomed and looked after so well."

"This project has made a HUGE difference to our lives, and we are all stronger because of it – thank you!"

Some feedback received from children in therapy:

"I really enjoyed therapy. It really helped me concentrate on my feelings and my anger. It really also helped at school."

"The Purple Elephant Project has helped me a lot, as it gives me confidence and allows me to be myself."

"Just to say thank you for getting me through and making me believe in myself."



Some of the feedback received from professional service users:



"The children and families that have been involved in your therapy sessions have greatly benefitted and we are very appreciative of the support you have given our school community and your excellent communication regarding opportunities and sessions."

School SENCO

"Amazing service, delivered by passionate child-centred people – caring and committed to positive outcomes for all."

School Deputy

"Thank you for everything, I get great feedback about your work and it is really helpful for our families."

Team Manager, Adopt London South

"Both children and their parents have been very, very appreciative of the support that has been given to their children, and it has been lovely to see the children grow in confidence and resilience. Having the space to explore their own feelings and circumstances with someone who listens and cares, and who they trust, has been an invaluable experience for them both."

School Deputy

We recognise the challenges for us to gather feedback for our work and the need for an easier, and more efficient approach to our outcomes and impact data collection.

Over this year we have been continuing to find ways of improving our processes. We are currently developing new IT solutions to integrate across our service, which we anticipate will be implemented later this year. This will be a significant turning point for our Charity, and we are very excited about this development, which will ensure data collection is more efficient going forward.

A case study - Sophie's journey


Sophie is aged 12 and has been having one-to-one Play Therapy sessions through The Purple Elephant Project since June 2021. She can't live with her parents and is looked after by her long-term foster mother Ann. Ann was advised to get in touch with The Purple Elephant Project by a social worker.

Despite being desperate to give her whatever she needed, through what was clearly a very difficult time, Ann was at a point when she didn't know where to turn and was struggling to know how to support Sophie. Ann recalled one occasion at home where Sophie stood in front of a mirror and said she wanted to smash it. There were other times when she would hit her head in frustration. At school Sophie would struggle with turn taking which meant that children would want to play with someone else.

After meeting for an initial assessment, Sophie began weekly Play Therapy sessions at the Hub. *"I liked that I could play and not worry about tidying up the mess and I could play with toys to express myself instead of using words. I used to get angry really quickly and give up really easily."* Sophie soon bonded with her play therapist. *"I get on very well with her and we both like singing!"*

It was hard at first and Sophie would come away from sessions frustrated at not being able to finish what she was doing in time, and the anger would stay with her for days. But as time went on, Ann noticed an incredible difference as Sophie's confidence and self-esteem grew. *"Sophie has made such good progress since coming to The Purple Elephant Project. Through the process of play, where she would be doing something and Sophie would insist it was done in a certain way, her therapist would make suggestions and she would take things onboard."*

Sophie has felt the difference too. *"I noticed that when I came up against something that I couldn't do, I would try to do it differently, and found that I could achieve what I wanted to. Before I would have just given up and I noticed that I wasn't as angry as before."*



“When I used to do something, if it wasn't going right, I would just stop and give up. But now I keep on going or change the way I do it until it works.”

Previously Sophie used to be very set in her ways when with her friends – they had to play her games, but now they always play each other's games so everyone can have fun. She is able to let others lead, and it doesn't have to be one way. Sophie has more friends now and importantly, is able to maintain these relationships. She has also been able to work through her early life experiences so she understands better what has happened to her, and has been able to come to terms with these events.

Play Therapy has really helped with the transition from junior to secondary school too. Through the support received, Sophie has learnt to change the way that she does things, so that she finds tasks easier to complete. *"At PEP (The Purple Elephant Project) I learnt how to not give up which helped with the transition."*

Learning not to give up has made a huge difference. *"When I used to do something, if it wasn't going right, I would just stop and give up. But now I keep on going or change the way I do it until it works. I can do more things now. When I was in Play Therapy this week, I was playing with LEGO but as we got to the end, we realised that there was a piece missing, so I changed it and used a different piece. Before I would have carried on looking, or given up, and we would have run out of time before finishing, and I would have been annoyed at not being able to finish."*

The therapy sessions have helped Sophie to learn to adapt and find solutions in addition to helping her to process all the things from her past. She deals with difficult situations that arise more effectively and with increased patience.

With support she has found confidence and a happier and more harmonious experience of school and home life.

The Purple Elephant Project has also been able to support Sophie and Ann through the process of getting an assessment and diagnosis for ADHD.

The Purple Elephant Project offers support for parents and carers too, with a cup of tea and a chat while the therapy sessions take place. *"It has helped the whole family. When you come into this you are concentrating on your child – it's for them – but through the process, you get better as well. The team have been a sounding board for me – all the different emotions that you go through – anger, frustration, you just want what's best for your child, because you love her so much. And then you start to see it unfolding and it's amazing. It works and I'm so grateful."*

Sophie has made such amazing progress that her sessions are due to end soon. She will miss them, but she knows it is the right time. *"I know that it has helped me and I don't need it anymore. I'm where I should be now."*



The Herd

Leadership and staffing

Our thanks goes to everyone who have supported us and helped make a difference to the lives of so many children and young people. We are so grateful for their guidance and commitment to The Purple Elephant Project.

This year we expanded our Herd to 15 therapists. The Herd have all worked to a high level of expertise throughout the year delivering interventions from both our Hub, and through outreach work into local schools. Additionally, we have supported five Play Therapy students from the University of Roehampton to complete their placements with us. This provided an opportunity for us to support new and emerging therapists to develop their skills in a supportive atmosphere, whilst also enabling us to reach more local children with interventions they otherwise would not have been able to access.

We continue to be supported by a dedicated senior management team, led by Jenny Haylock, CEO and founder of The Purple Elephant Project. We would especially like to mention and acknowledge the support received from Hank Williams and Jan Fishwick, both of whom dedicate time and offering their valuable expertise supporting our CEO through mentoring.

At the end of this year, we were sad to say goodbye to our COO, Coleen Norman, who left the Charity to continue her valuable work in a local school. Coleen has been an inspiration and integral part of this Charity from the start, and her input and wisdom will be missed. We would all like to thank her for all her hard work for the Charity in its inception and early years, and recognise that much of what we do would not have been possible without her help.

We would also like to acknowledge and thank the following trustees who resigned during the year; Wesley Cuell, Catherine Bridger and Katie Lyall.

Wesley joined us at the start of our journey and we are so grateful for the part he played in helping us get the Charity off the ground. His wisdom and the experience he shared was significant for our early development and gratefully received.

We are also appreciative to Catherine for all her hard work and dedication initially as trustee and then as Interim Chair, as she guided the board to a new point of development. Katie stepped down as trustee and following consultation with The Charity Commission, took up a paid role within the Charity. We are so grateful for her support and are delighted we will still be able to benefit from her expertise in her new role with us as Head of Fundraising.

It has helped me dramatically and I now know how to cope with overwhelming and stressful situations. I feel much more confident in myself physically and mentally

A child in Therapy

A note from a member of the Herd:

"I owe The Purple Elephant Project (PEP) so much. I for one, am not sure of the therapist that I would be today without PEP. I have had opportunities which I highly doubt I would have got anywhere else and have been able to gain a wealth of experience. Most of all, the support I have received within this Charity has enabled me to grow both my knowledge base and my own confidence. This support for PEP's therapists means that we know we are delivering the highest standards to the children and families we work with.

The support PEP offers therapists' through provision of security and peace of mind, is a rarity in the profession, but one that is much needed for any young therapist. Play Therapy can be a very lonely career path, often working on our own, and aside from individual or group supervision having little contact or support in our working lives. PEP however, is a family of therapists. There is a real sense of unity within the Charity. From sending a quick text to another Herd member if you've had a session that's happened to take its emotional toll, to having a cuppa and a chat at the Hub. We are a family who look out for each other.

I take an enormous amount of pride in The Purple Elephant Project and the service that I can offer families, and as a member of the Herd, I can offer families so much more. From the exhausted mum who goes upstairs and takes this chance to rest and meditate while her child is in session. To a family who I know are being listened to, having their own space while their child is with me in the playroom. This aspect of the service is integral and one I could not deliver on my own. It is part of the service that makes The Purple Elephant Project so meaningful to so many.

The Purple Elephant Project is a blessing. One that I am genuinely thankful for every day. It is something really special when you can honestly say you love your work. I could not say this had it not been for The Purple Elephant Project."



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Fundraising and events over the year

It has been a positive year with our fundraising efforts resulting in an increase in voluntary income, from trusts, companies, groups and individuals. The lifting of Covid-19 restrictions and return of public events has allowed us to expand our community engagement.

The main source of our fundraised income continues to be grants from charitable trusts and foundations. We would like to thank the following organisations for their generosity in supporting the development and delivery of the vital services provided by The Purple Elephant Project:

Trusts and foundations ongoing awards:



Postcode Society Trust



Thriving Communities Fund, Hounslow



National Lottery's Reaching Communities Fund



Heathrow Community Trust

The Mrs Smith
& Mount Trust

The Mrs Smith & Mount Trust

Trusts and foundations new awards:



Hampton Fund



National Lottery's Awards for All



Kelly Family Charitable Trust



Arnold Clark Community Fund



City Bridge Trust



Little Lives UK



Inspire Hounslow



Magic Little Grants



Tesco Community Grants



The Albert Hunt Trust



Kew Fete

Corporate, community and individual fundraising

We are grateful to everyone who has fundraised for, and donated to, The Purple Elephant Project this year.

It was great to see runners taking on distances from 10k to the TCS London marathon for us this year, with a special mention to Munira Wilson MP (right) who completed the local Cabbage Patch 10k to raise funds. We have also had supporters take on sponsored challenges from giving up chocolate to walking all the way from Brentford to Nottingham! (left). Another regular supporter planted and nurtured seeds, to set up a plant stall in her driveway and raise funds to help maintain our sensory therapy garden.



One particular highlight from the year was seeing the children from Hounslow Town Primary school coming together in July for a Purple Power day, and raising a whopping **£784** for us. It is so inspiring to see children supporting other children in this way and we hope to involve more schools in fundraising for The Purple Elephant Project in future.

We were also grateful to the children of Radnor House school (left), who gave up their time and worked hard cleaning and organising our therapy room and garden. It was wonderful to see so many of them supporting us so enthusiastically.

We also want to recognise donations and support from companies this year for which we are so grateful, in particular from: **Bullion Vault, Purple Dragon Play, Sage Publishing, Shoe Bucket Ltd, Softwire and Tsaretta UK Ltd.**

We would like to pay special tribute to Simon Shanks...

Simon had chosen to support The Purple Elephant Project by running the London Marathon in 2022, but tragically he passed away before race day. His friends, family and colleagues all generously donated in his honour and raised over **£3,000** in his memory. His colleagues at BIP UK have also chosen The Purple Elephant Project as their Charity for the year in 2023, meaning his legacy of supporting children continues.



Our regular donors are small in number but mighty in their impact and we want to recognise their generous contribution to our work.

Future plans

The Purple Elephant Project has demonstrated an extraordinary and exciting level of growth over the last three years despite the challenges of Covid-19 and the impact of sector budget cuts.

Demand for our services have continued to grow and we have been fortunate to build and expand our team of excellent therapists to meet this need.

We have reached an important stage in our development where we can consolidate the knowledge gained and successes achieved to date. Upon reflection, a clear ethos and USP has emerged.

Our ethos is:

- We provide a safe space for families to seek support
- We offer a personal and community-based approach
- We work with the child's supporting network as well as the child

Our future plans for 2022-2023 will align our activity more closely with this ethos.

- We will continue to develop our fundraising efforts to support our mission to offer as many families as possible free or subsidised therapy when funding allows
- We will continue to invest in staffing structures, supporting our CEO to develop her management and leadership role and enabling her to continue to steer our Charity as we expand.
- We will continue to work to ensure our staff, therapists and trustees are proud to be working for our Charity and excited about its potential growth in future years.
- We will listen to our community, refining our operating model to reflect what is needed, and developing a sustainable, replicable model for further development in future years.



Safeguarding

The Purple Elephant Project believes that Safeguarding is a shared responsibility. We have a comprehensive Safeguarding Policy in place which is updated annually, modified throughout the year as necessary, which is in line with local Safeguarding board recommendations. Our Designated Safeguarding Lead is our CEO, Jenny Haylock and our safeguarding processes are overseen by our trustee safeguarding lead; Andrew King. Safeguarding is a standing agenda item at all trustee meetings and all staff, therapists, trustees and volunteers are DBS checked.

The welfare of the children in our care is paramount. All children, regardless of age, gender, culture, language, race, ability, sexual identity or religion have equal rights to protection, safeguarding and opportunities. We recognise that all adults in our organisation have a full and active part to play in protecting children from harm and have an equal responsibility to act on any suspicion or disclosure that may suggest a child is at risk of harm. Our organisation is committed to providing an environment in which children and young people feel safe, secure, valued and respected and which promotes their social, emotional, physical and cognitive development.

Risk management

Understanding the risks to our organisational strategy, day-to-day operations and projects, ensures we can better meet our objectives and the needs of our community.

All potential risks are identified and regularly reviewed by the trustees and senior management to determine how they can be mitigated, managed or accepted. We implement an active risk management strategy into the day-to-day running of The Purple Elephant Project based on having the correct policies, procedures, and controls in place within a structured risk management and compliant framework.

Risks are identified in the following key areas:

- Governance and compliance
- Operational; including cyber related risks and reputational risks
- Financial; including levels of unrestricted reserves
- External

Throughout the year we have continued to monitor our principal risks. These related to our staff resources and wellbeing, operations, income and service provision. We have maintained limited expenditure where possible to protect our growing level of reserves and have continued to develop our fundraising resources to attract more external funding.



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Financial review

Reserves position at 30 November 2022

The Charity's income has continued to increase, despite ongoing challenges of Covid-19 at the start of the year, and other national issues such as the now evident cost of living crisis.

Unrestricted reserves and the restricted reserves at 30 November 2022 are **£40,160** and **£4,407** respectively. This is an uplift of 55% of unrestricted reserves from the previous year. The trustees are committed to building the Charity's unrestricted reserves further to help create a position whereby:

- a) the financial viability of the Charity can be sustained in the longer term in the event of unforeseen and/or unavoidable circumstances, and
- b) the Charity, in the interests of meeting its objectives, can undertake from time to time, the setting up of new and innovative projects on a pilot basis to demonstrate the viability and potential benefits of such activities as a precursor to securing the external funding necessary to maintain such projects on an on-going basis.

Consequently, the Charity will continue to target to generate and maintain unrestricted reserves which are at least 50% of its annual expenditure, as adjusted to include all fixed costs, whilst recognising that this is likely to take some time to achieve. Notwithstanding the above the trustees are confident that the Charity's current income stream projections and cash resources are sufficient to meet its expenditure as it falls due.

Total incoming resources for this period was **£408,808**. Of this, **£123,420** was **restricted** funding (some of which is still allocated for ongoing projects) and **£285,388** was **unrestricted** funding. Of the unrestricted funding, **£17,238** income was generated through corporate fundraising events and donations, **£242,786** contracts for sale of services, and **£23,790** donated goods and services, as time **gifted in kind** by our CEO.

giftaid it

Gift Aid is reclaimed on donations where the donor indicates that is their wish.

I am so thankful for the time I have whilst my daughter is being supported and cared for by The Purple Elephant Project

Parent of a child in Therapy



Expenditure

The Purple Elephant Project's principal expenditure continues to be therapists' fees, senior management staff fees, and premises expenses, all of which are fundamental cost drivers for delivery of services and achieving our objectives.

Total expenses for 2021-2022 were **£402,139** of which **£219,232** comprised therapist fees for the delivery of services and **£94,470** employment costs. The remaining expenses comprised the cost of raising funds and the premises and maintenance costs for our therapy spaces and outdoor area. Other administrative costs were not significant.

Remuneration of trustees

All trustees act in a voluntary capacity and receive no remuneration or other material benefits from their services to the Charity. Out-of-pocket expenses necessarily and reasonably incurred by trustees in promoting the purposes of the Charity are reimbursed at cost in line with The Purple Elephant Project Expenses Policy.

Financial status

The Charity's current income stream projections and cash resources are sufficient to meet its expenditure as it falls due. As the Charity becomes increasingly established there continue to be ongoing strategic fundraising plans generating a pipeline of award applications to further boost our resources and increase our sustainability. The recruitment to post for Head of Fundraising has been a welcome addition to the team and will support raising awareness and developing fundraising opportunities within our community.

Statutory statements on liabilities

Particulars of any outstanding guarantee given by the Charity

The trustees declare that the Charity has given no guarantee where potential liability is outstanding at the date of the statement of assets & liabilities.

Particulars of any outstanding debt

The trustees declare that the Charity has no outstanding debts which are secured by an express charge on any of the assets of the Charity at the date of the statement of assets & liabilities. The trustees have recognised and accounted for the donated services provided to support the ongoing growth of the Charity. (refer to notes 3,8,10)

Reference and administration details

Charity details

Name: The Purple Elephant Project
Number: 1186434
Address: The School House, Chase Bridge Primary School,
Kneller Road, Twickenham, Middlesex, TW2 7DE

Charity trustees

Name	Office	
Catherine Bridger	Interim Chair, Safeguarding	28.08.19 - resigned 05.12.22
Ed Duncan	Chair	05.12.22
Alan Knowles	Trustee, Treasurer	28.08.19
Wesley Cuell	Trustee	28.08.19 - resigned 14.06.22
Katie Lyall	Trustee	26.07.21 - resigned 01.11.22
Aysen Norton	Trustee	15.02.22
Andrew King	Trustee, Safeguarding	17.05.22
Yuejia Peng	Trustee	23.05.23

Advisors

Name	Role	Address
Frances Wilde FCCA DChA	Independent Examiner	Warner Wilde, 4 Marigold Drive, Bisley, Surrey GU24 9SF

Senior staff and consultants

Name	Role
Jenny Haylock	Chief Executive
Coleen Norman	Consultant Chief Operations Officer - resigned 23.11.22
Anita Sheehan	Acting Chief Operations Officer - appointed 01.02.23

Structure, governance and management

The Purple Elephant Project is a Charitable Incorporated Organisation, (herein referred to as CIO) registration No: 1186434, registered with the Charity Commission on 19 November 2019.

The constitution is based on the Charity Commission's model governing document for Foundation Charitable Incorporated Organisations, ie: where the trustees are the only members of the Charity.

Charitable objectives:

The Charity's objectives are as follows:

For the public benefit to preserve and protect good health among children and young people aged 0-16 resident in the Greater London area who have been affected by traumatic life experiences, attachment or developmental trauma, in particular but not exclusively, by providing subsidised Play Therapy and other therapeutic services, emotional support and training to parents, carers and school staff.

Trustee selection:

There must be at least three Charity trustees. If the number falls below this minimum, the remaining trustee or trustees may act only to call a meeting of the board or appoint a new Charity

trustee. There is no maximum number of Charity trustees that may be appointed to the CIO. In accordance with the constitution, trustees are appointed or re-appointed by a resolution passed at a properly convened meeting of the Charity trustees.

In selecting individuals for appointment as Charity trustees, due consideration is given to ensuring that the trustees must have, between them, the skills, knowledge and experience needed for the effective administration and management of the CIO in accordance with Charity law.

A trustee skills audit is regularly completed to ensure we retain a varied range of experience and skills on our board to support our work at The Purple Elephant Project.

This report was approved by trustees and signed on behalf of the board by:



Ed Duncan

Chair of The Purple Elephant Project

Date: 03.07.2023



because children should be heard

Independent Examiner's report to the trustees of The Purple Elephant Project

I report to the trustees on my examination of the financial statements of The Purple Elephant Project (the Charity) for the year ended 30 November 2022.

Responsibilities and basis of report

As the trustees of the Charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the Charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent Examiner's statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

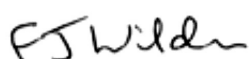
Your attention is drawn to the fact that the Charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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

1. accounting records were not kept in respect of the Charity as required by section 130 of the 2011 Act; or
2. the financial statements do not accord with those records; or
3. the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



F J Wilde FCCA MBA DChA

Warner Wilde
4 Marigold Drive, Bisley, Surrey GU24 9SF
Date: 17.07.2023

Statement of financial activities including income and expenditure account

For the year ended 30 November 2022

Notes		Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
	Income from:						
3	Donations and legacies	41,028	-	41,028	57,473	-	57,473
4	Charitable activities	242,786	123,420	366,206	209,257	47,851	257,108
5	Other trading activities	1,574	-	1,574	2,380	-	2,380
	Total income	285,388	123,420	408,808	269,110	47,851	316,961
	Expenditure on:						
6	Raising funds	20,285	7,212	27,497	8,023	1,039	9,062
7	Charitable activities	250,068	123,600	373,668	237,032	72,174	309,206
11	Other	974	-	974			
	Total expenditure	271,327	130,812	402,139	245,055	73,213	318,268
	Net incoming/(outgoing) resources before transfers	14,061	(7,392)	6,669	24,055	(25,362)	(1,307)
	Gross transfers between funds	254	(254)	-	-	-	-
	Net income/(expenditure) for the year/						
	Net movement in funds	14,315	(7,646)	6,669	24,055	(25,362)	(1,307)
	Fund balances at 1 December	25,845	12,053	37,898	1,790	37,415	39,205
	Fund balances at 30 November	40,160	4,407	44,567	25,845	12,053	37,898


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

Balance sheet

As at 30 November 2022

Notes		2022 £	2022 £	2021 £	2021 £
	Fixed assets:				
12	Tangible assets		1,826		1,590
	Current assets:				
13	Debtors	44,857		33,872	
	Cash at bank and in hand	39,207		57,315	
		84,064		91,187	
	Creditors: amounts falling due within one year:				
14		(41,323)		(54,879)	
	Net current assets		42,741		36,308
	Total assets less current liabilities		44,567		37,898
	Income funds:				
16	Restricted funds		4,407		12,053
	Unrestricted funds				
17	Designated funds	1,500		-	
	General unrestricted funds	38,660		25,845	
			40,160		25,845
			44,567		37,898

The financial statements were approved by the trustees on 03.07.2023



Alan Knowles
Trustee, Treasurer

Notes to the financial statements

For the year ended 30 November 2022

1 Accounting policies

Charity information

The Purple Elephant Project is a Charitable Incorporated Organisation.

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Charities Act 2011 and "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)". The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities applying FRS 102 Update Bulletin 1 not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 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. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Notes to the financial statements

For the year ended 30 November 2022

1 Accounting policies (continued)

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

1.5 Expenditure

Liabilities and the resulting expenditure are recognised when either a legal or constructive obligation is recognised.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings and equipment	4 years straight line
Computers	3 years straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.7 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.9 Financial instruments

The Charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the Charity's balance sheet when the Charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

1.10 Donated goods and services

Donated goods and services are professional services and donated facilities which are recognised as income when the Charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the Charity of the item is probable and that economic benefit can be measured reliably.

On receipt, donated goods and services are recognised on the basis of the value of the gift to the Charity which is the amount the Charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the same period.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

Notes to the financial statements (continued)

For the year ended 30 November 2022

3 Donations and legacies

	Unrestricted funds	Unrestricted funds
	2022 £	2021 £
Donations and gifts	17,238	8,058
Donated goods and services	23,790	49,415
	41,028	57,473

In the financial statements the value of donated goods and services is **£23,790 (2021: £49,415)** and is shown in Donations and Legacies in the table above. The corresponding costs are disclosed in Charitable Activities and Support Costs, in notes 7 and 8 of the financial statements respectively.

4 Charitable activities

	2022 £	2021 £
Sales within charitable activities	236,536	209,257
Performance related grants	124,920	47,851
Other income	4,750	-
	366,206	257,108

Analysis by fund:

Unrestricted funds	242,786	209,257
Restricted funds	123,420	47,851
	366,206	257,108

Performance related grants

National Lottery's Reaching Communities Fund	43,879	10,885
National Lottery's Awards for All	9,600	-
Thriving Communities Fund, Hounslow	11,680	5,941
City Bridge Trust	6,000	-
Postcode Society Trust	11,063	14,290
Kelly Family Charitable Trust	2,915	-
Heathrow Community Trust	4,074	4,074
The Albert Hunt Trust	2,000	-
Hampton Fund	18,150	-
Inspire Hounslow	9,411	-
Midas Plus 1 & 2	-	2,986
Local Area Fund	-	4,995
The Mrs Smith & Mount Trust	-	4,680
Other (small grants under £1,500)	6,148	-
	124,920	47,851

Notes to the financial statements (continued)

For the year ended 30 November 2022

5 Other trading activities

Unrestricted funds		
	2022 £	2021 £
Fundraising events	1,574	2,380

6 Raising funds

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
Fundraising and publicity:	2022 £	2022 £	2022 £	2021 £	2021 £	2021 £
Fundraising consultants	16,688	7,212	23,900	6,901	1,039	7,940
Advertising	1,826	-	1,826	656	-	656
Other fundraising costs	598	-	598	466	-	466
Staff costs	1,173	-	1,173	-	-	-
	20,285	7,212	27,497	8,023	1,039	9,062

7 Charitable activities

	2022 £	2021 £
Staff costs	14,020	-
Depreciation and impairment	1,093	886
Subcontractors/Therapists	219,232	185,938
Subcontractors/Therapists expenses	-	221
Rent	17,000	15,583
Printing, postage and stationery	1,314	1,374
Toys and materials	2,821	6,696
Insurance	1,052	665
Centre costs	1,944	139
IT software and consumables	1,387	953
Telephone and internet	841	879
Staff training	8,873	1,145
Repairs, maintenance and small equipment	-	21
Travel	75	553
Other staff expenses	3,017	-
Sundry expenses	1,333	2,786
	274,002	217,839
Share of support costs (see note 8)	6,730	11,315
Share of governance costs (see note 8)	92,936	80,052
	373,668	309,206
Analysis by fund:		
Unrestricted funds	250,068	237,032
Restricted funds	123,600	72,174
	373,668	309,206

Notes to the financial statements (continued)

For the year ended 30 November 2022

8 Support costs

	Support costs £	Governance costs £	2022 £	Support costs £	Governance costs £	2021 £
Staff costs	-	79,277	79,277	-	-	-
COO costs	6,730	-	6,730	11,315	-	11,315
Legal and professional	-	2,756	2,756	-	2,120	2,120
Independent Examiners fees	-	1,392	1,392	-	1,248	1,248
Accountancy	-	9,238	9,238	-	2,733	2,733
Bank and other finance charges	-	273	273	-	358	358
CEO costs (see staff costs above)	-	-	-	-	73,593	73,593
	6,730	92,936	99,666	11,315	80,052	91,367
Analysed between charitable activities						
	6,730	92,936	99,666	11,315	80,052	91,367

In 2020/21 the CEO salary was invoiced and was shown under CEO costs. In 2021/22 the CEO salary was paid via payroll and is shown under Staff costs. The above staff costs figure also includes £23,790 donated CEO time.

In 2020/21 support and governance costs included the following donated time: CEO costs £44,435, COO costs £2,860 and Legal & Professional costs £2,120.

9 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

10 Employees

Average monthly number of employees during the year:	2022	2021
	2	-
Employment costs:	£	£
Wages and salaries	92,625	-
Social security costs	376	-
Other pension costs	1,469	-
	94,470	-

Key Management Personnel is defined as the CEO role only. Remuneration of Key Management Personnel in the year, including employer's national insurance and pension costs, was **£55,487**. Additional CEO support to the value of **£23,790** was also donated as a gift in kind.

There were no employees whose annual remuneration was more than **£60,000**.

11 Other

Unrestricted funds	2022 £	2021 £
Bad debts	974	-
	974	-

Notes to the financial statements (continued)

For the year ended 30 November 2022

12 Tangible fixed assets

Cost:	Fixtures, fittings and equipment £	Computers £	Total £
At 1 December 2021	2,812	550	3,362
Additions	339	990	1,329
At 30 November 2022	3,151	1,540	4,691
Depreciation and impairment:			
At 1 December 2021	1,406	366	1,772
Depreciation charged in the year	745	348	1,093
At 30 November 2022	2,151	714	2,865
Carrying amount:			
At 30 November 2022	1,000	826	1,826
At 30 November 2021	1,406	184	1,590

13 Debtors

Amounts falling due within one year:	2022 £	2021 £
Trade debtors	36,147	10,988
Other debtors	6,264	20,478
Prepayments	2,446	2,406
	44,857	33,872

14 Creditors

	2022 £	2021 £
Amounts falling due within one year:		
Deferred income (see note 15)	28,110	16,134
Trade creditors	6,394	16,303
Other creditors	358	5,042
Accruals	6,461	17,400
	41,323	54,879

15 Deferred income

	2022 £	2021 £
Other deferred income	28,110	16,134

Deferred income is included in the financial statements as follows:

Current liabilities:	2022 £	2021 £
Deferred income	28,110	16,134

Movements in the year:	2022 £	2021 £
Deferred income at 1 December 2021	16,134	-
Released from previous periods	(16,134)	-
Resources deferred in the year	28,110	16,134
	28,110	16,134

Deferred income consists of grant income that is for use in subsequent periods of account.

Notes to the financial statements (continued)

For the year ended 30 November 2022

16. Restricted funds: Movement in funds for previous year

The income funds of the Charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds			
	Balance at 1 December 2020 £	Incoming resources £	Resources expended £	Balance at 1 December 2021 £
Tesco Community Grants	254	-	-	254
London Community Response Fund	1,536	-	(1,536)	-
National Lottery's Reaching Communities Fund	27,154	10,885	(32,307)	5,732
Thriving Communities Fund, Hounslow	6,369	5,941	(12,310)	-
The Screwfix Foundation	2,102	-	(1,615)	487
Midas Plus 1	-	1,493	(1,493)	-
Midas Plus 2	-	1,493	(1,493)	-
Postcode Society Trust	-	14,290	(14,290)	-
The Mrs Smith & Mount Trust	-	4,680	(1,170)	3,510
Heathrow Community Trust	-	4,074	(2,004)	2,070
Local Area Fund	-	4,995	(4,995)	-
The Albert Hunt Trust	-	-	-	-
Arnold Clark Community Fund	-	-	-	-
City Bridge Trust	-	-	-	-
Hampton Fund	-	-	-	-
Inspire Hounslow	-	-	-	-
Kelly Family Charitable Trust	-	-	-	-
Kew Fete	-	-	-	-
Little Lives UK	-	-	-	-
National Lottery 's Awards for All	-	-	-	-
	37,415	47,851	(73,213)	12,053

16. Restricted funds: Movement in funds for current year

	Movement in funds			
	Incoming resources	Resources expended	Transfers	Balance at 30 November 2022
	£	£		£
Tesco Community Grants	1,000	(78)	(254)	922
London Community Response Fund	-	-	-	-
National Lottery's Reaching Communities Fund	43,879	(46,634)	-	2,977
Thriving Communities Fund, Hounslow	11,680	(7,803)	-	3,877
The Screwfix Foundation	-	(243)	-	244
Midas Plus 1	-	-	-	-
Midas Plus 2	-	-	-	-
Postcode Society Trust	11,063	(10,546)	-	517
The Mrs Smith & Mount Trust	-	(3,510)	-	-
Heathrow Community Trust	4,074	(5,239)	-	905
Local Area Fund	-	-	-	-
The Albert Hunt Trust	2,000	(1,198)	-	802
Arnold Clark Community Fund	1,000	(1,000)	-	-
City Bridge Trust	6,000	(6,000)	-	-
Hampton Fund	18,150	(17,271)	-	879
Inspire Hounslow	9,411	(17,499)	-	(8,088)
Kelly Family Charitable Trust	3,333	(3,333)	-	-
Kew Fete	500	(228)	-	272
Little Lives UK	1,730	(1,730)	-	-
National Lottery's Awards for All	9,600	(8,500)	-	1,100
	123,420	(130,812)	(254)	4,407

Notes to the financial statements (continued)

For the year ended 30 November 2022

16 Restricted funds (continued)

Tesco Community Grants: 2020 funding was awarded for toys and resources.

The fund was fully utilised in 2020 however the expenditure was not correctly allocated to the award. This has been corrected via a transfer to unrestricted funds. 2022 funding was awarded for the development and maintenance of the therapy garden with equipment and resources.

London Community Response Fund: To cover service adaptations in light of Covid-19 pandemic and to design and deliver a programme of short-term, therapeutic interventions, promoting children's positive mental health/wellbeing.

National Lottery's Reaching Communities Fund: For core costs including, wages, rent, materials and provision of 8 play therapy interventions.

Thriving Communities Fund, Hounslow: To support the delivery of 4 x family groups.

National Lottery's Awards for All: For 6 months rent at our centre and support to develop IT system for case record-keeping.

Postcode Society Trust: Postcode Society Trust payment for core costs, including wages and overheads.

Kelly Family Charitable Trust Award: A contribution to staff wages.

Arnold Clark Community Fund: For development of our therapy garden with equipment and resources.

Heathrow Community Trust: To deliver four 20-week therapeutic interventions for children in the Hillingdon borough in need of mental health support following the Covid-19 pandemic.

City Bridge Trust: For core costs and CEO salary.

Little Lives UK: To deliver 2 x art therapy groups.

The Mrs Smith and Mount Trust: Support to cover our therapists' supervision costs.

The Screwfix Foundation: To support the transformation of an ex-caretakers house from an office building into a welcoming and safe place for children, young people and their families to access vital therapeutic support.

Midas Plus 1 and Midas Plus 2: Supporting 2 children with a 12 week, outreach Play Therapy intervention.

Local Area Fund: Towards the costs of creating a play therapy garden to support children's mental health.

Hampton Fund: For core costs, development and delivery of 2 x family group and 3 x Play Therapy interventions.

The Albert Hunt Trust: Contribution to our bursary pot to support subsidised interventions.

Inspire Hounslow: For delivery of Play and Art Therapy interventions. The fund is in deficit at the year end because the Charity is required to deliver the project and provide evidence before funding is released retrospectively. The overdrawn balance is due to be reimbursed in July 2023.

Kew Fete: For materials and resources.

17 Designated funds

The income funds of the Charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Movement in funds		Movement in funds	
	Incoming resources	Balance at 1 December 2021	Incoming resources	Balance at 30 November 2022
	£	£	£	£
In memoriam	-	-	1,500	1,500
	-	-	1,500	1,500

18 Analysis of net assets between funds

Fund balances at 30 November are represented by:	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Tangible assets	460	1,366	1,826	1,103	487	1,590
Current assets/ (liabilities)	39,700	3,041	42,741	24,742	11,566	36,308
	40,160	4,407	44,567	25,845	12,053	37,898

Notes to the financial statements (continued)

For the year ended 30 November 2022

19 Related party transactions

Transactions with related parties

During the year the Charity entered into the following transactions with related parties:

Sale of goods	2022 £	2021 £
Key management personnel	-	2,916
	-	2,916

Reimbursement of equipment and resources	2022 £	2021 £
Key management personnel	5,402	-
	5,402	-

Services provided	2022 £	2021 £
Key management personnel	55,394	32,462
	55,394	32,462

The following amounts were outstanding at the reporting end date:

Amounts owed to related parties	2022 £	2021 £
Key management personnel	-	5,042

Key management personnel paid for various set up costs incurred prior to the Charity registration (2019) and sold some assets to the Charity (2020-2021). These had not been fully reimbursed at 30 November 2021.

The remaining balance was cleared by 30 November 2022.



It's been a privilege that my son was offered sessions and he has benefitted from them greatly. I wish The Purple Elephant Project would be available in all schools as so many children could benefit from this service. Thanks for all your help

Parent of a child in Therapy



because children should be heard



Can you help us support more children and families in need?

Find out how you can help support our Herd



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info@thepurpleelephantproject.org



www.thepurpleelephantproject.org



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