



2024

The Purple Elephant Project

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

to 30th November 2024

Registered Charity Number:
1186434

 0208 744 1733

 info@thepurleelephantproject.org

 www.thepurleelephantproject.org

2024 Annual Report



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A message from our Chair

"Early support, understanding and kindness can change the course of a child's life."



A handwritten signature in black ink, reading 'Ali Newman'.

Ali Newman
Chair of The
Purple Elephant
Project

I am delighted to present the annual review of The Purple Elephant Project. Supporting children's mental health remains as important as ever and I'm proud to share the incredible achievements we've made over the past year.

In the last three years, the likelihood of young people under 16 experiencing a mental health difficulty has increased by 50%, to 1 in 5 children. Half of all issues start before the age of 14. Environmental influences, difficult family circumstances, and pressures at school can all have a significant impact on a child's wellbeing. At The Purple Elephant Project, we are committed to addressing these challenges with empathy, expertise and the belief that **every child's voice deserves to be heard**. We know that early, expert-led support can help positively shape a child's future.

It was heartening to read that nearly two-thirds of children chose 'kindness' as their Word of the Year for 2024, with the primary reason being its positive impact on mental health. It shows that children are becoming more aware of their own wellbeing and the hidden struggles others may be facing. This reflects our mission to foster empathy and provide safe spaces where children feel able to express themselves.

Over the past year, with the dedication of our CEO, therapists, volunteers and the generosity of our supporters, we've made a tangible difference to the lives of children and families who need us most.

Looking ahead, we're planning to expand our services to reach even more children. By providing early access to therapy alongside more tailored support for families, we aim to create a more stable environment for every child. Together we can help them face the challenges that lie ahead with more resilience and confidence, reducing the possibility of more serious issues later on.

Thank you for your continued support. It is because of you that our mission is possible.

Together, we can continue to build a brighter future for every child.

Trustees' report

The trustees present their annual report and financial statements for the period ending 30 November 2024.

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 Charitable Incorporated Organisation (CIO) should undertake.

An overview of The Purple Elephant Project

The Purple Elephant Project is a children's mental health charity based in South West London, dedicated to providing a compassionate, safe space for children and their families to navigate emotional challenges. We offer tailored therapeutic support at our welcoming hub in Twickenham, in addition to outreach services into many local schools.

Using creative therapies such as Play and Art Therapy, we help children explore, express and process their emotions, trauma, and experiences, with or without the need for words.

Founded in 2019 by Jenny Haylock, our

CEO, The Purple Elephant Project was born out of Jenny's personal experience as a mother of a child with additional needs. Inspired by her journey, Jenny pursued a master's degree Play Therapy. Her work within child mental health revealed the gaps in support many families face, which motivated her to create a charity that ensures children and their families have access to the care and support they deserve.

At the heart of our work is the belief that **every child's voice deserves to be heard.** We recognise that prolonged waits for child mental health support can have devastating effects on a child's development, education, and overall well-being.

These delays can lead to wide-ranging consequences, including reduced school engagement, social exclusion, strained relationships, and even involvement in harmful behaviours. We know that addressing mental health challenges early can positively shape a child's future, offering them the chance to lead a fulfilling life. By providing early, expert-led support to children along with their families, we can help them build resilience, develop coping skills and unlock their full potential.

Our Mission

Our Mission at The Purple Elephant Project is to support children to transform their lives through the provision of high-quality, accessible and integrated therapy services.

Our Vision

That children feel heard and supported towards happier lives.

What Makes Us Unique

- We create an environment at our dedicated therapy hub where children and families feel accepted, heard and valued.
- We ensure that the key adults in a child's life truly understand their experiences and know how to respond in a way that best supports their needs.
- We believe that addressing emotional challenges early in life empowers children to build the resilience and confidence they need to thrive long-term.
- We assign a dedicated therapist to each child, who works closely with both the child and their family, building trust and understanding.
- We understand that mental health challenges may not be a "quick fix". Many of our therapy programmes are a *minimum* of 24 weeks.

Over the past year, we have continued to make a meaningful difference in the lives of children by providing vital mental health support to **240** families through a staggering **3,911** creative arts therapy sessions.

The demand for our work has certainly grown, and despite challenges within the charity sector and the wider economy, we have remained resilient.

We expanded our services to provide over **5,000** hours of support while deepening our impact; with **81%** of the children and young people we supported demonstrating positive improvements.

We continue to recognise the importance of supporting our therapists who are delivering this vital work and ensure opportunities for supervision and continuous professional development for the team. This enables us to continue to respond with increased understanding and skill for the families we support. Our team has worked tirelessly to provide high-quality therapeutic services, helping children and their families build confidence, resilience and well-being.



Objectives and activities

Throughout 2023–2024, we successfully met many of our key objectives. A core focus was increasing access to subsidised and free therapy sessions to ensure that no child is left without the support they need. To achieve this, we expanded our team by recruiting our first salaried therapists, allowing us to provide more free support to families and further develop our services.

We also recognised the importance of maintaining a steady, thoughtful approach to growth and the need for long-term resilience. By developing new systems and processes to uphold the high quality of our work, we have improved efficiency and laid the foundations for sustainable future growth.



Key areas of focus for 2023-2024 included the following objectives:

- **Staffing Plans** – Strengthening our team and leadership structure
- **Fundraising** – Expanding revenue streams and community support
- **Service Delivery** – Increasing and improving accessibility to our therapy services
- **Efficiency** – Streamlining internal operations and data management
- **Partnerships** – Growing our network and collaborative efforts

Achievements and Performance

Celebrating Key Achievements

This year, we have:

- Strengthened our reputation as a well-respected service provider within the community
- Provided a compassionate, non-judgemental service, ensuring children and their families feel validated and understood
- Created a safe haven at our hub, where parents and carers feel relaxed and supported
- Delivered expert-led creative arts therapies such as Play and Art Therapy
- Provided tailored therapy services such as Theraplay and Therapeutic Life Story Work
- Offered long-term support for children with complex emotional needs
- Advocated for children, ensuring key people in their lives better understand them
- Completed our second, annual Purple Parade, sponsored walk for families raising vital funds and awareness for our charity



This year, we have:

- Engaged our community through events such as the Delhi Social charity evening, supported by MP Munira Wilson, and local schools in fundraising events in support of Children's Mental Health Week
- Been shortlisted for Richmond's Community Hero Award in recognition of our work
- Recognised Neurodiversity Week in March by conducting internal surveys, which provided valuable insights for improving communication and support within the team
- Expanded our network by collaborating with local community projects such as Richmond Good Gym and Richmond Furniture Scheme, which have supported us with volunteer time and services
- Implemented a new electronic record keeping system to strengthen our reporting
- Continued to improve the quality of our work through the provision of training, supervision and discussion groups for our team of therapists



Clay elephants painted by children at Chase Bridge Primary School

Growing Our Team

- Following a skills audit, we restructured our board of trustees to broaden its diversity and expertise. As part of this process, we welcomed five new members, each bringing a valuable range of skills, knowledge and support to the team
- We expanded our fundraising team, with the recruitment of a local fundraising manager to strengthen our community fundraising activities
- We developed a new role and recruited a Head of Clinical Services, bringing expertise and leadership to our therapy services
- We expanded our volunteer programme to support our charitable activities, with volunteers contributing over 530 hours of their time

"It's so beautifully resourced and set up. It feels so heavenly to let go of all the week's stresses. My daughters adore the therapy room — they count the sleeps to come each week."

Parent/Carer

"Me and my child have felt so welcomed and supported during our time with the team. I am not often blown away by care .. and I can say that Purple Elephant go above and beyond. Outstanding care"

Parent/Carer

Our outcomes at a glance

Enhancing outcomes measurement

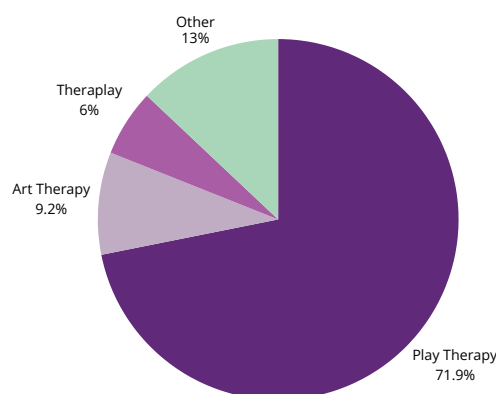
This year, we have improved how we measure the positive changes in children's lives. We introduced a new record-keeping system (Lamplight) and developed outcome tools designed to reflect not only a child's progress, but also the role of parents, carers and teachers in creating a supportive environment. Our new outcome monitoring tool helps track improvements in self-confidence, relationships, and well-being, ensuring we can continue refining our services to meet the needs of our children and families.

Families supported
(many receiving
long-term support) **240**

533 Volunteer hours
(up 103%)

3,911 Therapy
sessions
delivered

% of total sessions by therapy type



Other includes: School Counselling, Therapeutic Lifestory Work and Parent Consultations.

Hours of
therapy
provided **3,087**

1,952 Hours of
parent/carer
support

Therapy review
meetings **483**

Free/
subsidised
sessions **1,131**

939 Visits to our
hub

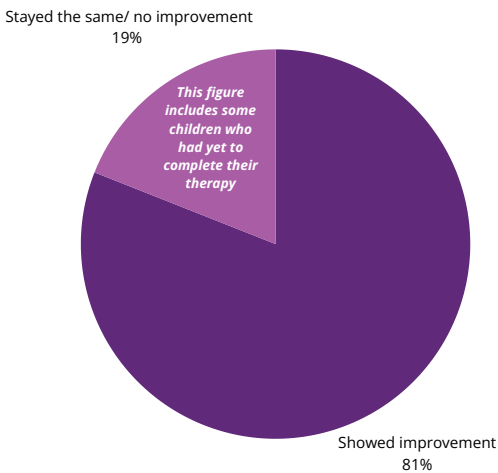
For the year 1 December 2023 - 30 November 2024

Outcomes achieved

The Purple Elephant Project monitors and evaluates our services on a case-by-case basis. This year, we introduced a more robust and insightful outcomes measurement system to capture the meaningful difference our therapy makes in the lives of children, young people and their families. We also gathered parent/carer feedback at the end of therapy programmes and evaluated feedback on the experiences of families visiting our centre.

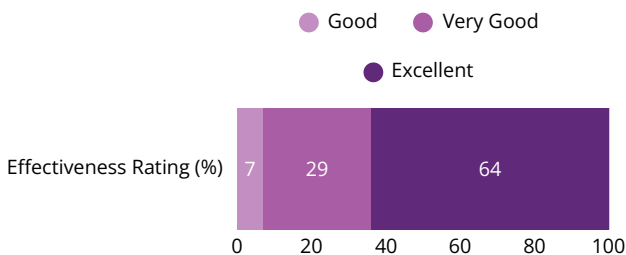
Children/young people improvement post-therapy

81% of children and young people demonstrated a positive improvement during their therapy provision.



Family ratings for the effectiveness of their intervention

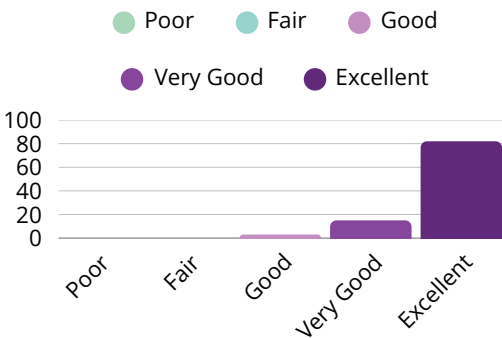
100% of parents/families were positive about the effectiveness of the intervention we provided, with **64%** rating it as excellent.



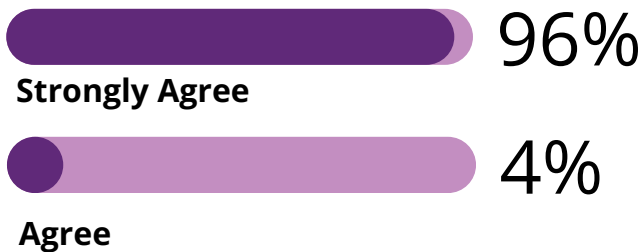
100% of parents/families agree they feel welcome when coming to the centre.

Family ratings for the service provided

100% of parents/families were positive about the service we provided to them, with **82%** rating us as excellent.



When families/parents were asked to what extent they agree with the statement 'I feel supported by staff when at the centre'



100% of parents/ families would recommend The Purple Elephant Project.

Data collected from 151 clients with 2 evaluation tools for the year 1 December 2023 to 30 November 2024

Outcomes achieved: The bigger picture

An article in European Child & Adolescent Psychiatry (2023), from a study entitled *"The effects of psychological treatments of depression in children and adolescents on response, reliable change, and deterioration: a systematic review and meta-analysis"*, reports that "Clinically significant improvement was found in **54%** of youth in therapy, compared with **32%** in control groups".

For the children and young people that The Purple Elephant Project evaluated during the previous financial year, **54%** (48) of children and young people demonstrated a **'clinically significant'** or **'meaningful'** improvement.

For the children and young people The Purple Elephant Project evaluated during the previous financial year, 54% (48) of children and young people demonstrated a 'clinically significant' or 'meaningful' improvement.



The children enjoy the play therapy. They say... "I like making stories with you" and "I like making stuff with you and you are kind".
Child/Young Person

Focus on one of our projects: In partnership with the Heathrow Community Trust

Thanks to the generous support of The Heathrow Community Trust, we were able to deliver vital therapy services to **six** children from local primary schools, providing a total of **144** one-to-one therapeutic sessions over the course of the project.

By the end of this project, all but one child showed marked improvement across our wellbeing outcomes. The one exception began therapy with relatively high scores, and while their scores dipped midway as they engaged more deeply, their final outcomes showed renewed improvement. This demonstrates the non-linear nature of emotional healing and the importance of trust in therapeutic relationships.

Other measures demonstrated the success of this project. For example, at the start of therapy, just **33%** of parents or carers believed their child had 'good overall levels of happiness and wellbeing.' By the end of the project, **100%** agreed or strongly agreed.

We can further demonstrate the success of the project by providing a case study on a specific child. Please see next page.



A case study

Demonstrating the success of the project with the Heathrow Community Trust – Hassan's* Story

Hasan* had faced a complex set of challenges early in life, having witnessed high levels of domestic violence from his father towards his mother, which led to involvement with Social Care for several years. At the time of assessment with us, Hasan was presenting with severe separation anxiety and emotional withdrawal. He struggled to engage at school and his levels of focus were poor.

Through this project, Hasan was offered a 24-week therapy programme to work with one of our Play Therapists. Over time, with consistent support, Hasan developed a trusted therapeutic relationship and began to show meaningful shifts. As he developed confidence to speak openly and gained important tools to manage and understand difficult feelings, Hasan became more emotionally expressive. Hasan's therapist noted that he was increasingly able to engage with flexibility and confidence, a powerful indicator of a child beginning to feel emotionally safe and their increasing confidence.

By the end of the therapy, we were able to report the positive impact on Hasan's emotional regulation and self-expression. Hasan developed effective ways to manage and process complex feelings, enabling him to better understand and respond to the emotional challenges he faced in his life. He demonstrated a reduced need for reassurance and greater self-trust and had developed the ability to articulate and

process emotions. These achievements reflected the beneficial impact of therapy on his emotional growth, resilience and self-confidence.

Teachers reported significant improvements in Hasan too, with a significant reduction in the impact of difficulties on his daily life and an increase in his general levels of wellbeing. By the end of our programme, Hasan had become more engaged in the playground rather than shying away and avoiding interaction, in addition to demonstrating increased confidence in class. For example, raising his hand – something he never did before beginning therapy.

Hasan's mother shared emotional reflections on how therapy helped Hasan become more open, playful and self-assured following our therapy programme, reporting that therapy had allowed Hasan to be "much more confident, particularly in social situations and making new friends" and also describing him as enjoying being a child.

"Hasan is more playful than he was before," his mother continued. "Before, he was shut off and shut down to emotions. Now he is more willing to talk to me and share what he is feeling. Now he talks so much! He tells me about what he feels, what happens at school, and even what he had for lunch!"

** Names and identifying details have been changed to protect anonymity*

A case study

Demonstrating the success of the project with the Heathrow Community Trust – Hassan’s* Story

By the final outcome measure, seven of nine responses demonstrated good improvement, as follows:

Statement	Initial Measure	Final Measure	Change
Child's main symptom is seen infrequently	Strongly disagree	Strongly Agree	● Improved
Child's main symptom is not severe	Strongly disagree	Strongly Agree	● Improved
Child has good ability for self-control	Agree	Strongly Agree	● Improved
Child has good self-confidence	Strongly disagree	Agree	● Improved
Child can easily manage relationships	Disagree	Agree	● Improved
Child has good overall levels of happiness and general wellbeing	Strongly disagree	Agree	● Improved
Parent feels well equipped to support child	Disagree	Agree	● Improved

Hasan’s mother also described a reduction in his anxiety and stress, adding:

“Now he seems more free. He is like a different child!”

We are very grateful to The Heathrow Community Trust and all our other funders who support us to deliver this vital project-based work.

A case study

Rebuilding trust and connection - Freya's* story

When Natalie* and her partner adopted their daughter Freya, they knew her early years had been marked by trauma. Removed from her birth family at just 18 months old, and with limited information about her time in foster care, Freya arrived at her new home at two years and nine months already carrying deep emotional scars.

"From the start, Freya struggled with attachment," Natalie recalls. "She resisted affection, didn't seek comfort from us, and would often hurt herself and not react or tell us. She was holding so much trauma.

"At the beginning, it was stressful all the time... there were very few moments where it felt normal, like we were a normal family doing normal things."

It was a friend, who had previously adopted a child and worked with The Purple Elephant Project, who suggested reaching out for support. The family's journey with us began with consultancy sessions, providing space to reflect, reset and reconnect.

"Those early sessions were like hitting refresh each time. They helped us focus not just on what was happening, but why — and what Freya needed from us. Every time we had a session it helped us reconnect with what we needed to do to help her. That was the biggest benefit."

As the parents' relationship with Freya grew, so too did the need for more targeted

support. The family began Theraplay-based sessions with one of our specialist therapists. Theraplay uses structured play to build attachment, self-esteem and trust — often in fun and nurturing ways.

"It was awkward at first — lots of eye contact, touch, and really being present. But the change was incredible. Freya slowly began to tolerate nurture, then enjoy it. I remember one session where she let me rub cream on her hands — something she couldn't tolerate before. It sounds small, but it was huge."

Natalie reflects on how the sessions helped not only Freya, but the whole family dynamic.

"We had felt like we were failing. Now, we've found tools and confidence. We're better parents for Freya. And the best bit? She knows it. She'll say, 'You know me really well, Mumma.' That makes everything worth it."

Over time, everyday moments began to change. Freya now seeks comfort, asks for cuddles, and can play calmly near her parents without needing constant reassurance.

"There used to be very few 'normal' days. Now, there are more joyful moments than difficult ones. *That's transformational.*"

A case study

Rebuilding trust and connection - Freya's* story

Natalie also highlights the compassionate and skilled support they received from their therapist.

"She wasn't just helping Freya. She held us all as a family. She was super nurturing, and it just felt like she truly cared. You could see it even in how Freya responded.

"We got a birthday card from her, and Freya's face lit up. She sat there for ages just reading this card. That relationship meant something to her — she felt seen, safe and special."

One of the most meaningful changes came through teamwork-based activities.

"Freya loved the ones where we worked together, like passing a ball on a blanket. She still says, 'We're a good team, Mumma,' which is something we used to say in her sessions. That's stuck with her.

"She's building healthy, trusting relationships — and that was our biggest hope."

Today, Natalie sees a different child in Freya — more relaxed, open and connected. And she sees a different version of herself, too.

"I didn't find parenting easy, especially with the added layers of trauma and attachment. Without this, we would have done our absolute best, but I don't think Freya would have turned out as

comfortable in herself as a person. It felt like we were supported — like we were being held as a family, not just Freya.

It was all about her, but it was also about us, and how we could be the best parents for her."

"Through this process, I've learnt how to meet Freya where she's at. I've learnt how to be more nurturing and make stronger connections with her. This has been amazing for me and super supportive - I couldn't speak more highly of the service."

** Names and identifying details have been changed to protect anonymity*



The Herd

Leadership and staffing

We extend our deepest gratitude to the entire team at The Purple Elephant Project for their unwavering dedication to transforming the lives of children and families.

Under the inspiring leadership of Jenny Haylock, CEO and founder, and Jane Pickerden, Head of Therapy Services, our therapists have delivered an astounding number of sessions, providing essential support to those in need. Their hard work and compassion make a real difference every day.



We are also immensely grateful to our board of trustees for their invaluable guidance and generosity. A special thank you goes to Yuejia Peng and Aysen Norton; who both left during this accounting period having provided huge support to us, to pursue other positions.

We would also like to extend our heartfelt appreciation to Hank Williams, Jan Fishwick and Siobhan O'Reilly for their ongoing support. Both dedicate their time and wisdom in an advisory and mentoring capacity to our CEO, and their contributions are truly valued.

"I am deeply grateful to the entire team at The Purple Elephant Project. This year, their dedication and compassion have made a profound difference in the lives of so many children and families. At a time when mental health support is more critical than ever, they have been a source of hope and strength for those who need it most."



A handwritten signature in blue ink that reads "Jenny".

Jenny Haylock
CEO of The Purple
Elephant Project

A spotlight on our volunteers

Our incredible volunteers are the heart of our work, and we are deeply grateful for their dedication, kindness and generosity. From assisting at our hub and providing a listening ear to families, to supporting with fundraising, administration, website maintenance, social media, design, or helping at events, their selfless contributions bring support to those who need it most. We simply couldn't do it without them, and we thank them all for being a vital part of our mission.

Here's what some of our volunteers have said about their experiences with us and what attracted them to volunteering with The Purple Elephant Project:

"I volunteer at The Purple Elephant Project because, having experienced my own mental health challenges, I understand just how valuable early intervention can be. I truly believe support from somewhere like The Purple Elephant Project would have made a huge difference for younger me and therefore wanted to help the charity reach as many children who need them as possible."



"I began volunteering for The Purple Elephant Project as a way to give back and support the service due to their impact on my daughter throughout her time with them. I have enjoyed being able to help those in similar positions as I once was, advocating for a kind, caring and amazing service. Overall, I would recommend volunteering for the The Purple Elephant Project to anyone interested. The staff and CEO Jenny are so lovely, you would feel happy and supported in helping them."

"I decided to volunteer at The Purple Elephant Project because I am really interested in the field of Art Therapy. I wanted to immerse myself in an environment where I could learn more and get involved in a small but impactful way. I currently help with administration tasks and graphic design and will hopefully help with family support in the future."

I really enjoy meeting and talking with the Art & Play therapists and seeing the real impact they are having on the lives of young people. It's really interesting and valuable to spend time in the field I am working towards. I would absolutely recommend volunteering for The Purple Elephant Project. The team are lovely, it's rewarding and fun!"



A spotlight on our volunteers

Lucy



"I decided to volunteer at The Purple Elephant Project as having completed my undergraduate degree in Psychology, I felt a strong interest in learning about various types of therapy. In my role, I primarily manage the database for enquiries. This includes contacting parents and answering any questions they may have, as well as helping them to start their referrals. I also support parents attending the hub whilst they wait for their child's session. Playing a role in ensuring that families are able to access the services and providing information about play therapy is a really rewarding feeling, and I enjoy feeling like I am making a difference in the local community."

"I chose to volunteer as IT Support at The Purple Elephant Project, because I wanted to use my technical skills to support a meaningful cause. As part of my role I am focusing on maintaining existing systems, improving security, and helping to implement new tech solutions. I enjoy working with IT, so it's great to be able to help streamline IT operations so therapists and staff can focus on their work. My biggest reward is knowing that my skills are making a real difference for all the staff. But, more importantly, it's great to help the children and parents who rely on The Purple Elephant Project."

Rakesh



"I decided to volunteer with The Purple Elephant Project as a website management volunteer, because I was on a career break and wanted to do something that helped my local community. Art has played a significant role in my own personal development, and I think it's so important that children and young people are being given access to this form of therapy."

Leanne



"I enjoy seeing the growth of the charity and I like to think that I'm providing the staff and therapists with a little more capacity to provide children and their families with the support they need by using my professional skills. I would recommend volunteering for The Purple Elephant Project as I've found it very rewarding, and it's inspired me to explore a career in art therapy."

A spotlight on our volunteers

"I always look forward to Fridays, my volunteer day at The Purple Elephant Project. I hop out of bed (okay, not hop exactly — more slowly uncurl!) with a smile on my face, looking forward to the day ahead.

My role includes greeting the families and making them comfortable, chatting to them about their week, always making sure I am open to listening to them. Some parents/carers just want to spend their time sitting quietly, some like to share the ups and downs of their week.

It is wonderful to get to know the families and see their transition from when they are first referred to us, to how they are at the end of their sessions and the difference it makes by coming here. They enjoy the safe, warm, confidential setting and it really helps them.

My daughter and I were referred to The Purple Elephant Project by a wonderful Social Worker, and it totally changed our lives (I know that sounds a bit dramatic, but it is true).

So, I can understand what the families are going through and what a difficult time they sometimes have. I enjoy this part of volunteering the most, and it is so good to be able to give something back.

I make teas and coffees and chat to plants whilst watering them — they are doing very well! Each Friday varies, but I sometimes do light gardening, tidying up, sometimes a shopping trip, or maybe some shredding (love this!).

The best part of volunteering here is I find it so rewarding when you see the change in the children, some from very quiet and introverted to excited, happy, outgoing, and the more this happens, the happier parents/carers are. I am blessed to be part of such an amazing team, and it is a privilege to volunteer here with so many lovely, caring people. All week I can't wait for 'that Friday feeling.'" Carol



In the coming year, we aim to expand and enhance our volunteer programme to better support the children and families we serve. If you are interested in joining our herd as a volunteer, we would love to hear from you, so please do get in touch via our website:

www.thepurpleelephantproject.org

Fundraising and events over the year

Our main source of 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

	Heathrow Community Trust
	The Mount Fund (The Mrs Smith & Mount Trust)

“I feel like I also have more confidence myself now as a parent, and there have been improvements in our relationship, so I hope I will be able to carry on supporting them through positive changes.”

Parent/Carer



New awards

	City Bridge Trust
	Richmond Foundation
	Kew Fete
	Hampton Fund
	Inspire Hounslow
	Henry Smith Charity
	The National Lottery Community Fund

“We really appreciate Purple Elephant’s expertise and knowledge.

They have been an important part of our adoption”

Parent/Carer

Fundraising highlights: celebrating our community's compassion and commitment

We are honoured to reflect on a year filled with extraordinary generosity and heartfelt commitment from every corner of our community. Whether through bake sales, marathons, generous corporate partnerships, or everyday fundraising heroes, our supporters have shown what's possible when compassion drives action, raising an incredible **£25,880** across the year.

Here, we shine a light on some of the fundraising highlights that helped us bring our mission to life.

Community fundraising in action

In 2024, we were once again reminded of the power of grassroots generosity. Local schools, including Chase Bridge, Buckingham and Vineyard, raised funds through a range of school-led fundraising events. At Chase Bridge, children also poured their creativity into decorating beautiful clay elephants for our Christmas campaign, a touching reminder of the care and creativity children can show when empowered to give back. Their kindness continued into the new year, as the Chase Bridge community joined us at our centre in February for a bake sale, demonstrating a shared vision: to support vulnerable children in our local area.



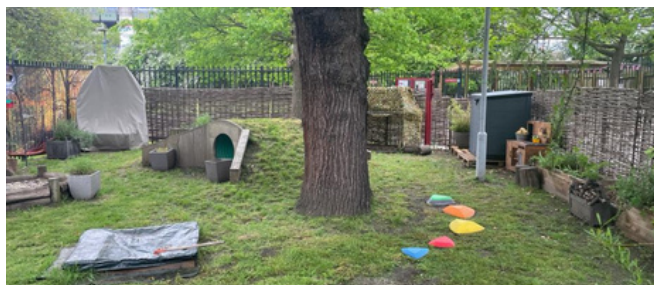
Business backers & local legends

Our work would not be possible without the local businesses who choose to champion our cause. In April, Delhi Social hosted a wonderful charity evening attended by local MP Muria Wilson to support our cause.



TruMedispa followed suit with their annual fundraiser, contributing vital funds to support children's mental health.

In a generous show of hands-on support, volunteers from GoodGym Richmond dedicated their time to reorganise our storage and help revitalise our therapy garden, ensuring our space remains a nurturing environment for the children and families we support.



THE PURPLE ELEPHANT PROJECT TRUSTEES' ANNUAL REPORT AND ACCOUNTS 2024

We are also very grateful to The Richmond Furniture Scheme, who went above and beyond and gave our very tired-looking chairs a new lease of life!



Running together for recovery

Our ongoing partnership with Stragglers Running Club continues to be a shining example of community support. The club gifted us entries into the Cabbage Patch 10, giving our trustee Kate and runner Jamie the opportunity to raise funds in support of our work.

In addition, the Stragglers community raised an outstanding £8,205 across a series of events including the Cabbage Patch 4, Green Belt Relay, and Wedding Day 7K. We are beyond grateful for this phenomenal show of support from a club so deeply rooted in our local community.



In June, our second Purple Parade brought a sea of purple joy to the banks of the River Crane. Participants donned their brightest purple and enjoyed a wonderful walk together to Shot Tower, cheered on by our marshals. The event concluded with laughter, refreshments, and a well-earned rest in our therapy garden, a place that continues to hold deep significance for the children we serve. Thanks to this growing tradition and everyone who took part, we raised £2,400.



Gifts that keep giving

We were honoured to be one of three local charities supported by the St Margaret's Fair Committee, receiving a generous donation following their summer fair. Attending the event gave us the chance to meet new friends, share our story and celebrate community.



We also extend our heartfelt thanks to our long-standing supporters, including BullionVault, Purple Dragon Play, Five Fish Ltd, the Twickenham Rotary Club, and Richmond Council. Your ongoing support enables us to reach more children and families each year.

Heroes who went the extra mile

Some of the most inspiring stories this year came from individuals who took on extraordinary personal challenges in support of our cause; therapist Kate and her partner James running the Brighton Marathon, and parent Imogen Riley and her colleague Justin La Frenais of St James' School, bravely taking on the "Swim the Night" Challenge.



We are also grateful for the continued dedication of Hank Williams, whose book 'The Ability to Choose' continues to raise funds and awareness; and to Cath Bates, whose passion for plants and fundraising has become a beautiful symbol of growth, for both our gardens and our mission.

Thank You

**Behind every donation is a story
and a choice to make a difference.**

**To our volunteers, donors,
partners, and every individual who
supported us this year, thank you.**

**Your compassion helps us ensure
children feel seen, safe, supported
and heard.**

***Purple Elephant Project play
therapy has been amazing
for my daughter. The change
in her has been astounding.***

***She is now a happy,
confident girl***
Parent/Carer

Future plans

We are at an exciting stage in our journey as we transition into a larger, more robust organisation.

With an ambitious vision for the future, we are laying the groundwork to scale our impact over the coming years. As we grow, we recognise the importance of consolidating recent changes and planning strategically for the future.

A key part of this will be the revision of our Strategic Plan to ensure we are well-positioned for sustained growth and increased resilience.

Our core objectives for 2024–2025 remain closely aligned with our 2023–2026 Strategy and focus on three key areas:

- **Achieving operational stability and efficiency**
- **Diversifying income generation**
- **Expanding service delivery**

We are also committed to broadening our reach and deepening our impact. This includes exploring plans to expand our centre to accommodate more families, diversifying the range of services we offer, and placing greater emphasis on supporting parents through dedicated parenting groups and workshops.



Importantly, we are actively engaging with the communities we serve to better understand their evolving needs and to ensure our services remain relevant and responsive.

We move forward with a clear understanding of the challenges ahead. The demand for mental health support continues to rise, funding landscapes remain uncertain, and long waiting lists highlight the urgent need for accessible services.



“Our therapist is very supportive, caring and accommodating to us all. He takes the time to listen to our concerns and reassures us. We feel very lucky for our daughter to have him as her therapist”

Parent/Carer

Safeguarding

At The Purple Elephant Project, safeguarding is at the heart of everything we do. We are committed to creating a safe, supportive and nurturing environment where children can heal, grow and thrive. Every child, regardless of age, gender, culture, language, race, ability, sexual identity or religion, has the right to feel safe, valued and protected.

We recognise that safeguarding is everyone's responsibility. As a team, we take our duty of care seriously and are dedicated to ensuring the well-being of every child and young person we support.

To ensure the safety and protection of all children in our care, we pledge to:

- Act promptly and appropriately in response to any concerns about a child's welfare.
- Ensure that all staff, volunteers and trustees fully understand their statutory safeguarding responsibilities.
- Provide regular safeguarding training so that our team is equipped to recognise and respond to potential risks.

We recognise that all adults in our organisation have a vital 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.

The welfare of the children in our care is paramount and we are committed to providing a safe, welcoming and vigilant

environment for children where they feel secure, valued and respected. We have a comprehensive **Safeguarding Policy** that applies to all staff, volunteers and trustees. This policy is reviewed and updated annually, and we make necessary adjustments throughout the year to remain aligned with best practices and local safeguarding board recommendations.

Our **Designated Safeguarding Lead** is our Head of Therapy Services, **Jane Pickerden**, who oversees all safeguarding matters within the organisation.

Additionally, our Trustee **Safeguarding Lead, Andrew King**, provides further oversight, ensuring that safeguarding remains a key priority at every level of our charity. Safeguarding is a standing agenda item at all trustee meetings.

To maintain the highest standards of safety, all staff, therapists, trustees and volunteers undergo **DBS (Disclosure and Barring Service)** checks before working with children and families.



Risk management

The Purple Elephant Project recognises the importance of understanding and monitoring any risks to our organisational strategy, our day-to-day operations and our projects. This ensures we can consistently meet our objectives and the needs of our community.

We have a clear and structured risk management plan in place, ensuring that our policies, procedures and controls meet the highest standards, in line with Charity Commission guidelines. Our dedicated senior management team and trustees regularly review any potential risks, making sure they are carefully managed, mitigated or addressed in the best way possible.

Risks are monitored in the following key areas:

- **Governance and Compliance** – Ensuring we meet all legal and ethical responsibilities.
- **Operations** – Keeping our services running smoothly, including managing cyber security and protecting our reputation.
- **Financial Stability** – Maintaining strong financial health, including monitoring our unrestricted reserves.
- **External Factors** – Adapting to changes that may affect our work.



Throughout the year, we have continued to monitor our principal risks. These relate to staff resources and wellbeing, operations, fundraising activities, income and service provision.



“Our therapist has made such a difference in our lives, in ways I couldn’t have imagined. She has helped our daughter in so many ways, helping her understand her journey so far and giving her the tools to help her manage her emotions in the future. The whole experience has been extraordinary.”

Parent/Carer

Financial review

Reserves Position at 30 November 2024

The Charity's income has continued on a positive trajectory, despite ongoing challenges within the fundraising landscape and broader national issues, such as the impact of rising living costs.

As of 30 November 2024, the Charity held **Unrestricted Reserves** of **£65,323** and **Restricted Reserves** of **£9,925**.

The Trustees remain committed to building and maintaining a strong unrestricted reserves position to:

- a) Safeguard the charity's long-term financial sustainability in the face of unforeseen or unavoidable circumstances; and
- b) Enable the organisation to pilot innovative, small-scale projects that align with our evolving objectives. These pilots allow us to assess the viability and potential benefits of new service streams, better understand the associated costs, and gather the evidence needed to secure future external funding for successful initiatives.

The Charity's long-term goal is to maintain reserves equivalent to **at least 50% of annual defined expenditure**, recognising that this will take time to achieve.

Total income for the period was £624,736, of which £168,675 was Restricted and £456,061 was

Unrestricted income. Within the **Unrestricted income:**

- **£23,115** was generated through donations and donated gifts and services
- **£417,931** came from contracts for the sale of services
- **£15,015** was generated through corporate fundraising events

giftaid it

Gift Aid is reclaimed on eligible donations where the donor has indicated that is their wish.

Expenditure

The Purple Elephant Project's principal expenditure remains focused on delivering high-quality services, with the majority of costs attributed to therapist fees, staff salaries, and essential premises-related expenses. These are core components in supporting our mission.

Total expenditure for the period was £614,478, of which:

- **£350,578** was allocated to therapist fees for the direct delivery of services
- **£83,172** covered fees for staff

All other administrative costs were kept to a minimum by utilising volunteer and pro bono services where possible, reflecting our commitment to directing the majority of resources towards delivery of our therapy services.

Remuneration of trustees

All our trustees generously give their time and skills on a completely voluntary basis. They do not receive any payment or material benefits for their important role in guiding and supporting our charity. Any necessary and reasonable expenses incurred by trustees while carrying out their duties are able to be reimbursed fairly and in line with our Expenses Policy. No trustee expenses were claimed during this financial period.

Financial status

The trustees are confident that the charity's current income projections and cash resources are sufficient to meet its financial commitments as they arise. Our ongoing strategic fundraising plans provide a positive outlook, ensuring a steady pipeline of grant applications and funding opportunities. We remain optimistic about the charity's future sustainability, supported by the consistent demand for our services.



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 and 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 and liabilities.

The trustees have recognised and accounted for the donated services provided to support the ongoing growth of the charity (refer to Note 8).

“(my therapist) was funny, she helped me with ideas, and got my brain moving. She always joined in the games I invented. It felt like she was another kid, fun and joyful, always ready to play. She helped me understand that people have different personalities and different ways to express themselves. She had a really really nice personality herself, I liked her a lot”

Child/Young Person

Reference and administration details

Charity details

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

Charity trustees

Name	Office	Appointed	Resigned
Ali Newman	Chair	31.01.24	
Dianne Crowther	Trustee	18.06.24	
Andrew King	Safeguarding	17.05.22	
Verity Linnell	Finance Trustee	11.07.24	
Pete Mills	Trustee	13.09.24	
Becky Wood	Trustee	22.08.24	
Kate Walker	Trustee	17.01.24	
Aysen Norton	Trustee	15.02.22	13.06.24
Yuejia Peng	Trustee	23.05.23	23.04.24
Jane Pickerden	Trustee	18.09.23	15.10.24

Advisors

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

Bankers

Name	Address
Metro Bank	1 Southampton Row, London, WC1B 5HA

Senior staff

Jenny Haylock	Chief Executive
Jane Pickerden	Head of Therapy Services

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 the 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 trustee. There is no maximum number of 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 trustees. In selecting individuals for appointment as charity trustees, due consideration is given to ensuring that the trustees must collectively possess the skills, knowledge and experience needed for the effective administration and management of the CIO in accordance with charity law.

We regularly conduct a trustee skills audit to ensure that the Board of Trustees maintains a broad mix of experience and skills relevant to the work of The Purple Elephant Project.

Declaration

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



Ali Newman
Chair of The Purple
Elephant Project

30 June 2025



Independent examiners report

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 2024.

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.

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

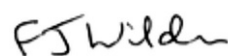
Independent examiner's statement

Since the Charity's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. 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 the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their financial statements 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 the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice. 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 Charities Act 2011.
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 financial statements set out in the Charities (Accounts and Reports) Regulations 2008, other than any requirement that the financial statements 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

4 Marigold Drive, Bisley, Surrey GU24 9SF
1 July 2025

Statement of financial activities including income and expenditure account

For the year ended 30 November 2024

Current Financial Year		Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Total 2023 £
	Notes				
Income from:					
Donations and legacies	3	23,115	-	23,115	46,344
Charitable activities	4	417,931	168,675	586,606	465,014
Other trading activities	5	<u>15,015</u>	<u>-</u>	<u>15,015</u>	<u>6,687</u>
Total income		<u>456,061</u>	<u>168,675</u>	<u>624,736</u>	<u>518,045</u>
Expenditure on:					
Raising funds	6	20,701	5,000	25,701	35,856
Charitable activities	7	<u>440,188</u>	<u>148,589</u>	<u>588,777</u>	<u>461,766</u>
Total expenditure		<u>460,889</u>	<u>153,589</u>	<u>614,478</u>	<u>497,622</u>
Net income/(expenditure) and movement in funds		(4,828)	15,086	10,258	20,423
Reconciliation of funds:					
Fund balances at 1 December 2023		<u>70,151</u>	<u>(5,161)</u>	<u>64,990</u>	<u>44,567</u>
Fund balances at 30 November 2024		<u>65,323</u>	<u>9,925</u>	<u>75,248</u>	<u>64,990</u>

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

Statement of financial activities (continued) including income and expenditure account

For the year ended 30 November 2024

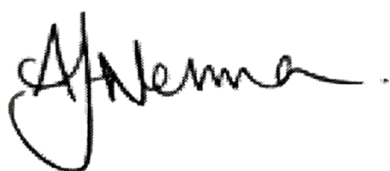
Prior financial year		Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
	Notes			
Income from:				
Donations and legacies	3	46,344	-	46,344
Charitable activities	4	329,477	135,537	465,014
Other trading activities	5	<u>6,687</u>	<u>-</u>	<u>6,687</u>
Total income		<u>382,508</u>	<u>135,537</u>	<u>518,045</u>
Expenditure on:				
Raising funds	6	29,517	6,339	35,856
Charitable activities	7	<u>323,000</u>	<u>138,766</u>	<u>461,766</u>
Total expenditure		<u>352,517</u>	<u>145,105</u>	<u>497,622</u>
Net income/(expenditure) and movement in funds		29,991	(9,568)	20,423
Reconciliation of funds:				
Fund balances at 1 December 2022		40,160	4,407	44,567
Fund balances at 30 November 2023		<u>70,151</u>	<u>(5,161)</u>	<u>64,990</u>

Balance sheet

As at 30 November 2024

	Notes	2024 £	£	2023 £	£
Fixed assets					
Tangible assets	13		1,731		707
Current assets					
Debtors	14	55,842		73,331	
Cash at bank and in hand		<u>68,917</u>		<u>31,342</u>	
		124,759		104,673	
Creditors: amounts falling due within one year	15	<u>(51,242)</u>		<u>(40,390)</u>	
Net current assets			<u>73,517</u>		<u>64,283</u>
Total assets less current liabilities			<u>75,248</u>		<u>64,990</u>
The funds of the Charity					
Restricted income funds	17		9,925		(5,161)
Unrestricted funds	18		<u>65,323</u>		<u>70,151</u>
			<u>75,248</u>		<u>64,990</u>

The financial statements were approved by the trustees on 30 June 2025.



Ali Newman (Chair)
Trustee

Statement of cash flows

For the year ended 30 November 2024

	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from/(absorbed by) operation	21	39,254	(7,865)
Investing activities			
Purchase of tangible fixed assets		(1,679)	-
Net cash used in investing activities		(1,679)	-
Net cash used in financing activities		-	-
Net increase/(decrease) in cash and cash equivalents		37,575	(7,865)
Cash and cash equivalents at beginning of year		<u>31,342</u>	<u>39,207</u>
Cash and cash equivalents at end of year		<u>68,917</u>	<u>31,342</u>

Notes to the financial statements

**For the year ended 30 November
2024**

1. Accounting policies

Charity Information

The Purple Elephant Project is a Charitable Incorporated Organisation (CIO).

1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP

"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 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 or grantors 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

Notes to the financial statements

**For the year ended 30 November
2024 (continued)**

Aid or deeds of covenant is recognised at the time of the donation. 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

Notes to the financial statements

For the year ended 30 November 2024 (continued)

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 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.12 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.

Notes to the financial statements

**For the year ended 30 November
2024 (continued)**

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

For the year ended 30 November 2024

3 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	10,865	38,944
Grants	-	2,000
Donated goods and services	<u>12,250</u>	<u>5,400</u>
	<u>23,115</u>	<u>46,344</u>

In the financial statements the value of donated goods and services is £12,250 (2023: £5,400) as shown in Donations and Legacies in the table above. The corresponding costs are disclosed in Support Costs, in note 8 of the financial statements.

Notes to the financial statements

For the year ended 30 November 2024

4. Charitable activities

	2024 £	2023 £
Contracts and services	417,931	329,477
Performance related grants	<u>168,675</u>	<u>135,537</u>
	<u>586,606</u>	<u>465,014</u>
Analysis by fund:		
Unrestricted funds	417,931	329,477
Restricted funds	<u>168,675</u>	<u>135,537</u>
	<u>586,606</u>	<u>465,014</u>
Performance related grants		
The National Lottery Community Fund	64,645	43,543
Richmond Foundation	14,193	13,579
Thriving Communities Fund, Hounslow	-	8,075
City Bridge Trust	31,999	22,667
Postcode Society Trust	-	7,860
Kelly Family Charitable Trust	-	1,668
Heathrow Community Trust	15,000	-
Hampton Fund	5,358	1,650
Inspire Hounslow	13,614	23,955
Edward Gostling Foundation	-	10,000
The Mrs Smith & Mount Trust	12,857	-
Henry Smith Charity	7,736	-
Other (small grants under £1500)	<u>3,273</u>	<u>2,540</u>
	<u>168,675</u>	<u>135,537</u>

5. Income from other trading activities

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Fundraising events	<u>15,015</u>	<u>6,687</u>

Notes to the financial statements

For the year ended 30 November 2024

6. Expenditure on raising funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Fundraising & publicity						
Fundraising agents	2,298	-	2,298	4,161	6,339	10,500
Advertising	2,045	-	2,045	1,677	-	1,677
Other fundraising costs	1,743	-	1,743	716	-	716
Staff costs	<u>14,615</u>	<u>5,000</u>	<u>19,615</u>	<u>22,963</u>	<u>-</u>	<u>22,963</u>
	<u>20,701</u>	<u>5,000</u>	<u>25,701</u>	<u>29,517</u>	<u>6,339</u>	<u>35,856</u>

Notes to the financial statements

For the year ended 30 November 2024

7. Expenditure on charitable activities

	Charitable activities 2024 £	Charitable activities 2023 £
Direct costs		
Staff costs	83,172	19,740
Depreciation and impairment	655	1,118
Subcontractors/therapists	350,578	303,617
Rent	18,838	17,992
Printing, postage and stationery	656	936
Toys and materials	1,891	2,095
Insurances	1,590	1,239
Centre costs	893	3,709
IT software and consumables	4,693	2,261
Telephone and internet	1,824	1,325
Staff training and recruitment	6,953	5,198
Travel	1,016	321
Other staff expenses	2,178	890
Sundry expenses	<u>2,237</u>	<u>596</u>
	477,174	361,037
Share of support and governance costs (see note 8)		
Support	23,039	22,723
Governance	<u>88,564</u>	<u>78,006</u>
	588,777	461,766
Analysis by fund:		
Unrestricted funds	440,188	323,000
Restricted funds	<u>148,589</u>	<u>138,766</u>
	588,777	461,766

Notes to the financial statements

For the year ended 30 November 2024

8. Support costs allocated to activities

	2024 £	2023 £
Staff costs	23,039	22,723
Governance costs	<u>88,564</u>	<u>78,006</u>
	<u>111,603</u>	<u>100,729</u>
Analysed between:		
Charitable activities	<u>111,603</u>	<u>100,729</u>
Governance costs comprise:		
Staff costs	71,699	62,921
Independent examiner fee	1,440	1,398
Bookkeeper/administrator	15,204	13,418
Bank fees	221	269
	<u>88,564</u>	<u>78,006</u>

The above Staff costs figure also includes £12,000 donated HR Advisor time.

9. Net movement in funds

	2024 £	2023 £
The next movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	1,440	1,398
Depreciation of owned tangible fixed assets	<u>655</u>	<u>1,118</u>

10. Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year, except as disclosed in Note 20.

Notes to the financial statements

For the year ended 30 November 2024

11. Employees

The full-time equivalent average monthly number of employees during the year was:

	2024 Number	2023 Number

The full-time equivalent average monthly number of employees
during the year was:

6 3

	2024 £	2023 £

Employment Costs

Wages and salaries	183,666	120,520
Social security costs	10,692	5,424
Other pension costs	<u>3,167</u>	<u>2,403</u>
	<u>197,525</u>	<u>128,347</u>

	2024 Number	2023 Number

The number of employees whose annual remuneration was more than
£60,000 is as follows:

1 1

£60,001 to £70,000

	2024 £	2023 £

Remuneration of key management personnel

Key Management Personnel is defined as the CEO role.

Aggregate compensation	<u>69,768</u>	<u>63,715</u>
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Notes to the financial statements

For the year ended 30 November 2024

12. Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

13. Tangible fixed assets

	Fixtures, fittings and equipment £	Computers £	Total £
Cost			
At 1 December 2023	3,151	1,540	4,691
Additions	<u>-</u>	<u>1,679</u>	<u>1,679</u>
At 30 November 2024	<u>3,151</u>	<u>3,219</u>	<u>6,370</u>
Depreciation and impairment			
At 1 December 2023	2,939	1,045	3,984
Depreciation charged in the year	<u>85</u>	<u>570</u>	<u>655</u>
As at 30 November 2024	<u>3,024</u>	<u>1,615</u>	<u>4,639</u>
Carrying amount			
At 30 November 2024	<u>127</u>	<u>1,604</u>	<u>1,731</u>
At 30 November 2023	<u>212</u>	<u>495</u>	<u>707</u>

14. Debtors

	2024 £	2023 £
Debtors: Amount falling due within one year:		
Trade debtors	52,228	64,613
Other debtors	2,520	7,526
Prepayments and accrued income	<u>1,094</u>	<u>1,192</u>
	<u>55,842</u>	<u>73,331</u>

Notes to the financial statements

For the year ended 30 November 2024

15. Creditors: amounts falling due within one year

	Notes	2024 £	2023 £
Creditors: amount falling due within one year:			
Other taxation and social security		2,897	774
Deferred income	16	39,391	16,215
Trade creditors		3,575	10,413
Other creditors		642	1,716
Accruals		<u>4,737</u>	<u>11,272</u>
		<u>51,242</u>	<u>40,390</u>

16. Deferred income

	2024 £	2023 £
Other deferred income	<u>39,391</u>	<u>16,215</u>
Deferred income is included in the financial statements as follows:		
Deferred income is included within:		
Current liabilities	<u>39,391</u>	<u>16,215</u>
Movements in the year:		
Deferred income at 1 December 2023	16,215	28,110
Released from previous periods	(16,215)	(28,110)
Resources deferred in the year	<u>39,391</u>	<u>16,215</u>
Deferred income at 30 November 2024	<u>39,391</u>	<u>16,215</u>

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

Notes to the financial statements

For the year ended 30 November 2024

17. Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 December 2023	Incoming resources	Resources expended	At 30 November 2024
	£	£	£	£
Tesco Community Grants	-	-	-	-
London Borough of Richmond upon Thames Civic Pride Fund	-	-	-	-
The National Lottery Community Fund	3,143	64,654	(65,689)	2,099
Thriving Communities Fund, Hounslow	-	-	-	-
The Screwfix Foundation	-	-	-	-
The Edward Gostling Foundation	-	-	-	-
Richmond Parish Lands Charity	-	-	-	-
Postcode Society Trust	-	-	-	-
Heathrow Community Trust	490	15,000	(15,272)	218
The Theodore Maxxy Charitable Trust	-	-	-	-
The Albert Hunt Trust	76	-	-	76
City Bridge Trust	-	31,999	(29,031)	2,968
Hampton Fund	370	5,358	(5,357)	371
Inspire Hounslow (incl. match funding)	(9,469)	16,764	(5,871)	1,424
Kelly Family Charitable Trust	-	-	-	-
Kew Fete	229	123	(219)	133
Little Lives UK	-	-	-	-
National Lottery's Awards for All	-	-	-	-
Henry Smith Charity	-	7,736	(7,734)	2
Richmond Foundation	-	14,193	(13,702)	491
The Mrs Smith & Mount Trust	-	12,857	(10,714)	2,143
	<u>(5,161)</u>	<u>168,675</u>	<u>(153,589)</u>	<u>9,925</u>

Notes to the financial statements

For the year ended 30 November 2024

17 Restricted funds (continued)

	At 1 December 2022	Incoming resources	Resources expended	At 30 November 2023
	£	£	£	£
Tesco Community Grants	922	-	(922)	-
London Borough of Richmond upon Thames Civic Pride Fund	-	1,185	(1,185)	-
The National Lottery Community Fund	2,977	43,543	(43,377)	3,143
Thriving Communities Fund, Hounslow	3,877	8,075	(11,952)	-
The Screwfix Foundation	244	-	(244)	-
The Edward Gostling Foundation	-	10,000	(10,000)	-
Richmond Parish Lands Charity	-	13,579	(13,579)	-
Postcode Society Trust	517	7,860	(8,377)	-
Heathrow Community Trust	905	-	(415)	490
The Theodore Maxxy Charitable Trust	-	1,000	(1,000)	-
The Albert Hunt Trust	802	-	(726)	76
City Bridge Trust	-	22,667	(22,667)	-
Hampton Fund	879	1,650	(2,159)	370
Inspire Hounslow (incl. match funding)	(8,088)	23,955	(25,336)	(9,469)
Kelly Family Charitable Trust	-	1,668	(1,668)	-
Kew Fete	272	-	(43)	229
Little Lives UK	-	355	(355)	-
National Lottery's Awards for All	1,100	-	(1,100)	-
Henry Smith Charity	-	-	-	-
Richmond Foundation	-	-	-	-
The Mrs Smith & Mount Trust	-	-	-	-
	<u>4,407</u>	<u>135,537</u>	<u>(145,105)</u>	<u>(5,161)</u>

Notes to the financial statements

For the year ended 30 November 2024

17 Restricted funds (continued)

Inspire Hounslow: To deliver 8 x 24 therapy sessions and 4 groups with 6 children per group (includes match funding).

Henry Smith Charity: Towards CEO salary and running costs including centre.

The National Lottery Community Fund: Uplift to existing grant to cover increased costs including rent and other running costs and staff costs. A full breakdown can be provided if required.

Richmond Foundation: To deliver 6 x 24 therapy sessions.

The Mrs Smith and Mount Trust: Contribution towards PAYE Therapist salaries.

Heathrow Community Trust: To deliver 6 x 24 therapy sessions.

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

City Bridge Trust: CEO salary contribution.

Hampton Fund: To deliver 8 x 24 therapy sessions in Hampton Fund area.

Kew Fete: Art supplies for therapy sessions.

Notes to the financial statements

For the year ended 30 November 2024

18. Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

Current Year	At 1 December 2023 £	Incoming resources £	Resources expended £	At 30 November 2024 £
In memoriam	1,500	-	-	1,500
General funds	<u>68,651</u>	<u>456,061</u>	<u>(460,889)</u>	<u>68,823</u>
	<u>70,151</u>	<u>456,061</u>	<u>(460,889)</u>	<u>65,323</u>

Previous Year	At 1 December 2022 £	Incoming resources £	Resources expended £	At 30 November 2023 £
In memoriam	1,500	-	-	1,500
General funds	<u>38,660</u>	<u>382,508</u>	<u>(352,517)</u>	<u>68,651</u>
	<u>40,160</u>	<u>382,508</u>	<u>(352,517)</u>	<u>70,151</u>

Notes to the financial statements

For the year ended 30 November 2024

19. Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
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At 30 November 2024

Tangible assets	1,439	292	1,731
Current assets/(liabilities)	<u>63,884</u>	<u>9,633</u>	<u>73,517</u>
	<u>65,323</u>	<u>9,925</u>	<u>75,248</u>

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
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At 30 November 2023

Tangible assets	217	490	707
Current assets/(liabilities)	<u>69,934</u>	<u>(5,651)</u>	<u>64,283</u>
	<u>70,151</u>	<u>(5,161)</u>	<u>64,990</u>

20. Related party transactions

Transactions with related parties

The daughter of the Chair was paid £1,944.28 in 2024 to support the implementation of the new CRM system. These services were charged at below market rate and pre-approved by the trustees at the board meeting.

Notes to the financial statements

For the year ended 30 November 2024

21. Cash generated from/(absorbed by) operations

	2024 £	2023 £
Surplus for the year	10,258	20,423
Adjustments for:		
Depreciation and impairment of tangible fixed assets	655	1,118
Movements in working capital:		
Decrease/(increase) in debtors	17,489	(28,473)
(Decrease)/increase in creditors	(12,324)	10,962
Increase/(decrease) in deferred income	<u>23,176</u>	<u>(11,895)</u>
Cash generated from/(absorbed by) operations	<u>39,254</u>	<u>(7,865)</u>

22. Prior period adjustment

		At 30 November 2023		
		As previously reported £	Adjustment £	As restated £
Capital funds				
Income funds				
Restricted funds	(2,378)	(2,783)	(5,161)	
Unrestricted funds	<u>67,368</u>	<u>2,783</u>	<u>70,151</u>	
Total equity	<u>64,990</u>	<u>-</u>	<u>(64,990)</u>	

The prior year adjustment relates to restricted expenditure previously recorded as Unrestricted in error.

"The support we have received to both my daughter and my family has been amazing. They guided us when we were very lost and although we are still in the process of therapy and on a long journey, it is amazing to know we have their support and guidance"



"Thank you so much, you helped our daughter and the whole family navigate a really tricky time with care and compassion. I felt very supported in a genuinely caring way and so did my daughter. Thank you so much."

'I will never forget you, and please don't ever forget me, just like elephants!'



Thank you for your continued support in helping us make a difference, our work would not be possible without you.

2024 Annual Report



2024

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0208 744 1733



info@thepurpleelephantproject.org



www.thepurpleelephantproject.org

