

ELLA'S HOME

England & Wales · Charity number 1187529

Details

Other names ELLA'S

Status Registered

Legal form Charitable company

Company number [12178531](#)

Registered 2020-01-23

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

Contact

Address Ella's
1st floor
10 Whitechapel High Street
London
E1 8QS

Phone 07410982030

Email MINKE@ELLAS.ORG.UK

Website www.ellas.org.uk

Activities

Objects: THE OBJECTS OF THE CHARITY ARE FOR THE PUBLIC BENEFIT:1) TO PROVIDE RELIEF FOR WOMEN AND OTHER VICTIMS AFFECTED BY HUMAN TRAFFICKING AND SEXUAL EXPLOITATION INCLUDING, BUT NOT LIMITED TO, THE PROVISION OF SAFE AND RESTORATIVE ACCOMMODATION, COUNSELLING, MEDICAL CARE, FINANCIAL ASSISTANCE, EDUCATION AND OTHER SERVICES TO SUPPORT LONG-TERM AFTERCARE AND RECOVERY; AND2) TO ADVANCE PUBLIC AWARENESS AND UNDERSTANDING OF ISSUES SURROUNDING SEXUAL EXPLOITATION AND HUMAN TRAFFICKING THROUGHOUT THE UNITED KINGDOM AND ELSEWHERE.

Activities: Providing independent long-term aftercare for women who have experienced abuse through trafficking and sexual exploitation

Classification

- **How:** Provides Other Finance, Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information
- **What:** Disability
- **Who:** Other Defined Groups

Geography

- Throughout England And Wales

Finances

| Period end | Income | Expenditure | Assets | Employees |
|------------|------------|-------------|----------|-----------|
| 2025-08-31 | £1,155,610 | £1,030,013 | £366,507 | 18 |
| 2024-08-31 | £942,311 | £983,385 | £200,295 | 15 |
| 2023-08-31 | £724,771 | £704,083 | £241,369 | 12 |
| 2022-08-31 | £584,597 | £527,911 | £220,681 | 13 |
| 2021-08-31 | £497,823 | £450,052 | - | - |
| 2020-08-31 | £143,828 | £27,604 | - | - |

Trustees

| Name | Role | Appointed |
|-----------------------------|-------|------------|
| Laragh Anne Russell | Chair | 2025-02-25 |
| Charlotte Davina Davis | | 2023-06-08 |
| Dr Caitlin Kiddy | | 2025-02-25 |
| Esmeralda Imeraj | | 2022-09-27 |
| Gurpreet Kaur Edwards | | 2026-01-20 |
| Hannah Louise Langford | | 2026-01-20 |
| Kieran Martin Joseph Slevin | | 2025-05-08 |
| Nimat Jaffer | | 2023-09-12 |

ELLA'S HOME

England & Wales - Charity number 1187529

Accounts

Trustees' Report and Audited Financial Statements

Sept 2024 – Aug 2025



Contents

| | |
|---|-----------|
| REFERENCE AND ADMINISTRATIVE DETAILS | 2 |
| INTRODUCTION | 3 |
| ACHIEVEMENTS AND PERFORMANCE | 4 |
| GOVERNANCE REPORT | 6 |
| INDEPENDENT AUDITORS' REPORT | 8 |
| FINANCIAL STATEMENTS | 11 |
| NOTES TO THE FINANCIAL STATEMENTS | 14 |
| THANK YOU | 30 |



Cover photo: Tom Price/Alamy

Reference and administrative details for the year ended 31 August 2025

Ella's Home (known as Ella's)

Company number: 12178531

Charity number: 1187529

Registered office and operational address:
The Whitechapel Building, 10 Whitechapel High St,
London, E1 8QS

Trustees

L. Russell, Chair (appointed 28 February 2025)
R. Claydon, Chair (resigned 23 April 2025)
C. Davis
G. Edwards (appointed 20 January 2026, after accounting period)
E. Imeraj
N. Jaffer
C. Kiddy (appointed 28 February 2025)
H. Langford (appointed 20 January 2026, after accounting period)
W. Leyland, Treasurer (resigned 8 May 2025)
E. Shoultz (resigned 30 September 2024)
K. Slevin, Treasurer (appointed 8 May 2025)

Bankers

The Co-operative
P.O. Box 250,
Skelmersdale, WN8 6WT

Auditors

Godfrey Wilson Limited Chartered accountants and statutory auditors, 5th Floor Mariner House, 62 Prince Street, Bristol, BS1 4QD

Directors

Emily Chalke, Founding Director
Joy Moyo, Director of Finance and Fundraising
Minke van Til, Managing Director

'I just want to say thank you... I really appreciate everything you've done for me. For the first time in months I was able to have actual sleep and feel like a human. I just want to say you are a super hero. I don't think you've realised what you did for me, you saved my life.'

KAREN



Introduction

Our mission at Ella's is to do everything we can to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

This Trustees' Report covers September 2024 to August 2025, the second year of our current five-year strategy.

Our strategy is focused on enabling us to:

- (1) provide even more comprehensive support, and for more women; and
- (2) step up to fill more of the gaps in existing services for survivors in the UK.

Based on our experience within the sector, and our direct work and consultation with survivors, we have identified the following needs and gaps on which to focus our development between now and 2028:

- Lack of tailored, trauma-informed support for survivors who are mums, and their children.
- Insufficient trauma-informed support to help survivors find safe and sustainable employment, including building the skills and coping mechanisms needed for the workplace as well as finding appropriate job opportunities.
- Shortage of accommodation for those with no recourse to public funds, as well as women with children.
- Lack of availability of appropriate 'move-on' accommodation for women exiting safe houses.
- Lack of awareness among survivors, from the UK as well as other countries, of the support available to them.

This report covers our year two progress, as well as some key highlights, statistics, and stories* from the year.

*Names changed to protect identities.



Achievements and performance

Throughout the year we made strong progress against our strategic goals - to reach more women and provide more comprehensive support to fill more of the gaps in the system.

For the whole family

In February 2025 we opened our second family safe house, with two bedrooms and three beds for a mum and up to two children. With support from partners including The National Lottery and Prop Up, the property was transformed into a warm and welcoming space and somewhere that families can call home.

Our plan to recruit a dedicated Children and Families Worker came to fruition last year in June. Their impact is already evident in the increase in numbers of children directly benefitting from our support (up from 59 in 23/24 to 75 in 24/25), as well the feedback we receive from mums who value the childcare support making it easier for them to attend our Survivor Development events.

By and for survivors

At Ella's we believe women are experts of their own lives and must be vital in shaping Ella's services. Our Survivor Advisory Board continued to ensure that survivors are involved in the growth and running of Ella's as a charity in a meaningful way, coming together quarterly throughout the year. The Survivor Advisory Board is a vital source of advice and guidance for Ella's leadership team. It also ensures that survivors are shaping the services Ella's provides and its direction of growth and development, including our practice framework, safeguarding procedures and how safe houses are run.

'I feel that my soul has changed a lot, it has become stronger.'

ROSE

The Survivor Development programme went from strength to strength in 2024/25, with 66 sessions being run across the course of the year including sessions organised in response to feedback and suggestions from survivors.

With the help of brilliant, committed partners, survivors participated in a wide range of classes from make-up masterclasses from our friends at Beauty Crop, to exercise with support from The Movement Charity to the ever-popular floristry tuition at Strength and Stem, and all things dough-based at Luminary Bakery.

Our in-house team also ran workshops and information sessions including managing household budgets, and navigating the housing market, while the ever-popular beach trip and Christmas party offered some of the many opportunities to socialise, make connections, and forge friendships.

A strong community

Our strength as an organisation relies on the hard work and expertise of our Board and staff team, the cooperation and support of delivery partners, and the generosity and compassion of funders and donors.



The right team

Our senior management was strengthened with the introduction of our Director of Finance and Fundraising role alongside the Managing Director, and Founding Director. A new role of Head of Service was created to increase our capacity to support our casework team. We also welcomed a new Head of Fundraising. These five members of staff now make up our Senior Leadership Team.

Our trustee board welcomed three new members - Chair, Treasurer, and Safeguarding Lead. All bring valuable experience and connections to support our growth and development as a charity.

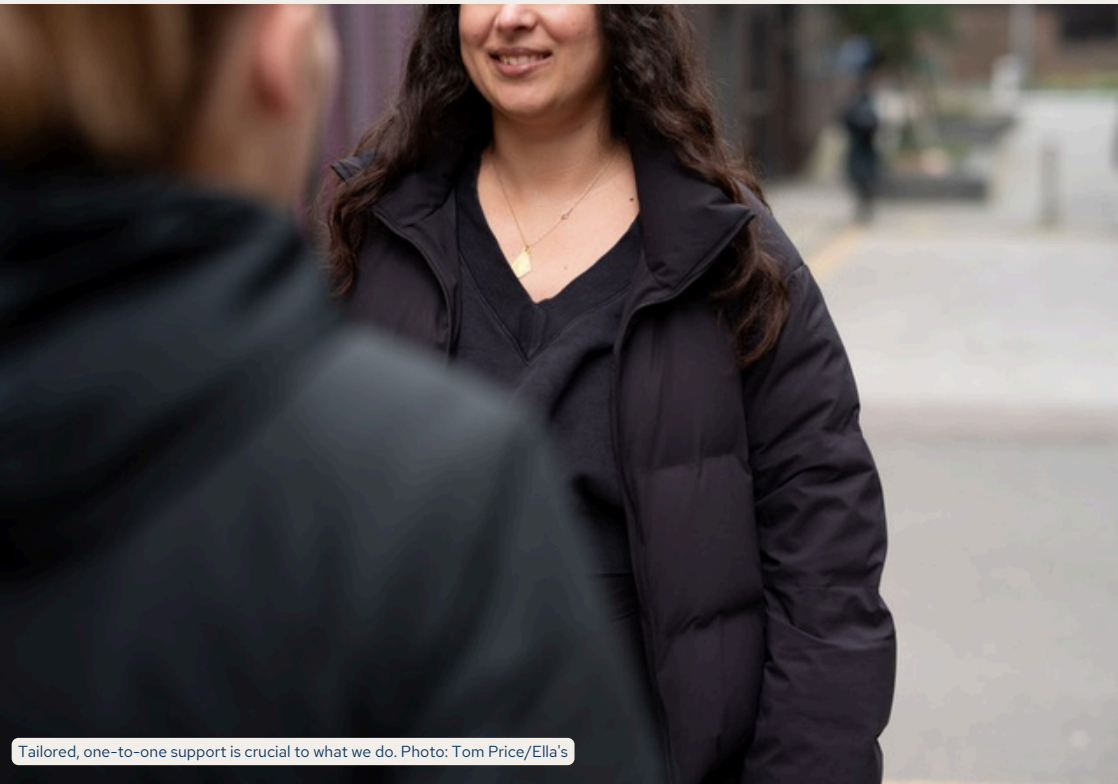
The right support

With 59% of income coming from voluntary funding, we are always pleased to welcome new funding partners. This year we were grateful to receive the support of Impact London Collective and Global's Make Some Noise with multi-year funding agreements. We also secured the generous support of The National Lottery's Reaching Communities Fund to support our Children and Family support work over a five-year period.

Plans for the future

Looking ahead, our strategic goal is to continue this sustained growth, both in reach and in the impact we have on the lives of women and children. To that end, in 2025/26 we will:

- Open three new safe houses.
- Broaden our outreach, enabling more women to access support by trialling drop-in session locations and advertising our services more widely.
- Build on the initial success of our work with families and children, learning from survivors to grow our programme of activities and range of support.
- Develop a collaborative network of specialist organisations working collectively beyond statutory systems to identify and address persistent gaps in housing, mental health and long-term support for survivors.
- Continue to become more survivor led through coproduction initiatives.



Governance Report

The objects of the charity are listed with the Charity Commission as follows:

- 1) to provide relief for women and other victims affected by human trafficking and sexual exploitation including, but not limited to, the provision of safe and restorative accommodation, counselling, medical care, financial assistance, education and other services to support long-term aftercare and recovery; and
- 2) to advance public awareness and understanding of issues surrounding sexual exploitation and human trafficking throughout the United Kingdom and elsewhere.

Public Benefit

The trustees have complied with their duty in Section 17 of the Charities Act 2011 to have due regard to the guidance published by the Charity Commission. The charity supported 75 women and 60 children during this reporting period.

Structure, governance and management

Reference and administrative information set out on page 2 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Ella's is overseen by a board of up to eight trustees including a trustee with lived experience of trafficking. This year we established a Finance, Audit and Risk Committee that meets quarterly to provide extra oversight to these areas. The board also meets quarterly, with additional interim meetings when required to support the work of the charity.

Day to day management is conducted by three Directors and their Senior Leadership Team. Ella's has 18 staff members and receives the support of volunteers. In the year to 31 August 2025, Ella's engaged 46 volunteers.

We have also been fortunate to receive pro bono support from Caplor Horizons, Farrer & Co., Lloyds Academy, Lockton, The Beauty Crop, Moringa, The Movement Charity, The Money Charity, Jigsaw Branding, St Paul's Church Covent Garden and Superdrug, as well as several individual donors.

Risk Management

At Ella's we are acutely aware of the vulnerability of those that we work with, and our staff and volunteer team. Our policies are designed to manage and mitigate against such risks as well as those challenges that could hinder the organisation's own short- and long-term sustainability. All such risks are captured in our risk register and reviewed quarterly as well as in response to significant events. This process is overseen by the Finance, Audit and Risk Committee who then report to the wider board.

We have strong safeguarding policies and procedures to mitigate the very real risks to our service users. We are also aware of the risks to our staff of burnout due to the nature of the work and regularly review our wellbeing policy to ensure we are taking care of our staff. Finally, we regularly review our reserves and financial position in order to ensure that our income is sufficient to cover both our ongoing costs and our growth.

In recognition of our growth and the increased demand for our services, we review the risk register every quarter and key risks are reviewed by the trustees at each board meeting.

Thank you. You always push me. You're amazing. My life has changed since living here. I'm always so happy when I see you.'

VERONICA



Financial Review

Our income grew to £ 1,155,610, a 23% increase on the previous year. This growth allowed us to continue to grow our housing and support provision so that we ended the year with 15 single rooms and 2 family homes.

We were also able to invest in more cohesive support, strengthening the leadership of our frontline team. 48% of our income came from trusts and foundations, 11% from voluntary donations and 41% from charitable activities.

Total expenditure for the year was £1,030,013, with 91% spent directly on charitable activities. These included frontline survivor support, prevention initiatives, advocacy, and capacity-building with partner organisations. Support and governance costs were carefully controlled to ensure maximum impact for beneficiaries.

Reserves Policy

Ella's' policy for setting reserves is to ensure that the next three months of core running costs are covered by free reserves.

As the vast majority of Ella's restricted funds are contributions towards core running costs there is not a requirement to ensure that these free reserves are unrestricted. However, any restricted funding that is not permitted to cover the core running costs of the business is not included in free reserves.

On 31 August our reserve policy required a reserve of £306,000. At the end of the period, Ella's retained £301,343 in unrestricted funds and £65,164 in restricted funds for core running costs, a total of £366,507, in line with our policy.

Declarations

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period.

In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

there is no relevant audit information of which the charitable company's auditors are unaware; and the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Auditors

Godfrey Wilson Limited were appointed as auditors to the charitable company during the period and have expressed their willingness to continue in that capacity. Approved by the trustees on 17 March 2026 and signed on their behalf by

L. Russell

Laragh Russell, Chair

Independent Auditors' Report

To the members of:

Ella's Home

Opinion

We have audited the financial statements of Ella's Home (the 'charity') for the year ended 31 August 2025 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of

accounting in the preparation of the financial statements is appropriate.

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

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

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.



Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going

concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

- (1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.
- (2) We reviewed the charity's policies and procedures in relation to:
 - Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
 - Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.
- (3) We inspected the minutes of trustee meetings.
- (4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.
- (5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.



(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

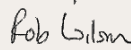
A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities.

This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Date: 17 March 2026



Robert Wilson FCA
(Senior Statutory Auditor)

For and on behalf of:

GODFREY WILSON LIMITED
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD



Ella's Home

Statement of financial activities *(incorporating an income and expenditure account)*

For the year ended 31 August 2025

| | Note | Restricted £ | Unrestricted £ | 2025 Total £ | Restated 2024 Total £ |
|---|------|-----------------|-------------------|--------------------|--------------------------------|
| Income from: | | | | | |
| Donations and legacies | 4. | 311,616 | 373,523 | 685,139 | 689,483 |
| Charitable activities | 5. | - | 470,126 | 470,126 | 293,143 |
| Other trading activities | | - | 345 | 345 | 300 |
| Total income | | 311,616 | 843,994 | 1,155,610 | 982,926 |
| Expenditure on: | | | | | |
| Raising funds | | - | 95,011 | 95,011 | 124,513 |
| Charitable activities | | 267,499 | 667,503 | 935,002 | 858,872 |
| Total expenditure | 7. | 267,499 | 762,514 | 1,030,013 | 983,385 |
| Net income / (expenditure) and movement in funds | 8. | 44,117 | 81,480 | 125,597 | (459) |
| Reconciliation of funds: | | | | | |
| Total funds brought forward (restated) | | 21,047 | 219,863 | 240,910 | 241,369 |
| Total funds carried forward | | 65,164 | 301,343 | 366,507 | 240,910 |

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 16 to the accounts.

Prior period income has been restated to reflect the requirements of the Charities SORP (FRS 102) and to be comparable with the current year. Further detail is provided in note 2 to the accounts.

WHAT WE DO

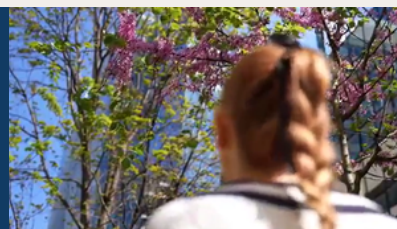
Guided by dignity, choice, and compassion, Ella's is a women-centred organisation working alongside survivors of trafficking and exploitation to support safety, healing and long-term recovery.

Our mission is to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

To achieve this, we offer safe house accommodation for women when they are most vulnerable, care to help them recover and move forward, and long-term community based support to help survivors build safe, independent lives.

Our support for survivors is tailored to every individual, including help with:

- Medical care/therapies
- Emotional support
- Education/skills training
- Employment opportunities
- Reuniting with family
- Finding and moving into new homes
- Community integration
- Immigration and legal support
- Bringing abusers to justice
- Emergency money and essentials
- Budgeting and managing money
- Confidence and life skills
- Attending appointments
- Moving countries (if wanted)



**Ella's Home
Balance Sheet**

As at 31 August 2025

| | Note | £ | 2025 £ | Restated 2024 £ |
|--|------|----------------|-----------------------|-----------------------|
| Fixed assets | | | | |
| Tangible assets | 11. | | <u>293,438</u> | <u>299,372</u> |
| Current assets | | | | |
| Debtors | 12. | 65,108 | | 150,273 |
| Cash at bank and in hand | | <u>292,989</u> | | <u>66,772</u> |
| | | | 358,097 | 217,045 |
| Liabilities | | | | |
| Creditors: amounts falling due within 1 year | 13. | <u>46,314</u> | | <u>31,799</u> |
| Net current assets | | | <u>311,783</u> | <u>185,246</u> |
| Total assets less current liabilities | | | 605,221 | 484,618 |
| Creditors: amounts falling due after more than 1 year | 14. | | <u>238,714</u> | <u>243,708</u> |
| Net assets | 15. | | <u>366,507</u> | <u>240,910</u> |
| Funds | | | | |
| Restricted funds | 16. | | 65,164 | 21,047 |
| Unrestricted funds | | | <u>301,343</u> | <u>219,863</u> |
| Total charity funds | | | <u>366,507</u> | <u>240,910</u> |

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

Approved by the trustees on 17 March 2026 and signed on their behalf by

L. Russell

Laragh Russell - Chair



Our annual beach trip, one of 66 amazing community events this year. Photo: Staff/Ella's

Ella's Home

Statement of cash flows

For the year ended 31 August 2025

| | 2025 £ | Restated 2024 £ |
|---|-----------------|-----------------------|
| Cash used in operating activities: | | |
| Net movement in funds | 125,597 | (459) |
| <i>Adjustments for:</i> | | |
| Depreciation charges | 6,533 | 2,147 |
| Interest payable | 13,887 | - |
| Decrease / (increase) in debtors | 85,165 | (125,812) |
| Increase / (decrease) in creditors (excluding mortgages) | 14,182 | 5,503 |
| Net cash provided by / (used in) operating activities | 245,364 | (118,621) |
| Cash flows from investing activities: | | |
| Purchase of tangible fixed assets | (599) | (300,000) |
| Net cash used in investing activities | (599) | (300,000) |
| Cash flows from financing activities: | | |
| Repayment of borrowings | (18,548) | (1,381) |
| Cash inflows from new borrowings | - | 250,000 |
| Net cash provided by / (used in) financing activities | (18,548) | 248,619 |
| Increase / (decrease) in cash and cash equivalents in the year | 226,217 | (170,002) |
| Cash and cash equivalents at the beginning of the year | 66,772 | 236,774 |
| Cash and cash equivalents at the end of the year | 292,989 | 66,772 |

Analysis of net changes in debt are given in note 18.

Photo: Tom Price/Ella's



Ella's Home

Notes to the financial statements

For the year ended 31 August 2025

1. Accounting policies

a) Basis of preparation

Ella's Home is a charitable company limited by guarantee registered in England and Wales. The registered office address is The Whitechapel Building, 10 Whitechapel High St, London, E1 8QS.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ella's Home meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from housing benefit is recognised when entitlement to claim is met.

d) Donated services and facilities

Donated professional services and donated facilities 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities 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 period of receipt.

1. Accounting policies (continued)

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion of staff costs, as follows:

| | 2025 | 2024 |
|-----------------------|------|------|
| Raising funds | 11% | 15% |
| Charitable activities | 89% | 85% |

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

| | |
|--------------------|------------------------------|
| Household goods | 5 years straight line basis |
| Office equipment | 3 years straight line basis |
| Leasehold property | 50 years straight line basis |

Items are capitalised where the purchase price exceeds £500.

j) Debtors

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

1. Accounting policies (continued)

k) Cash at bank and in hand

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

l) Creditors

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

m) Financial instruments

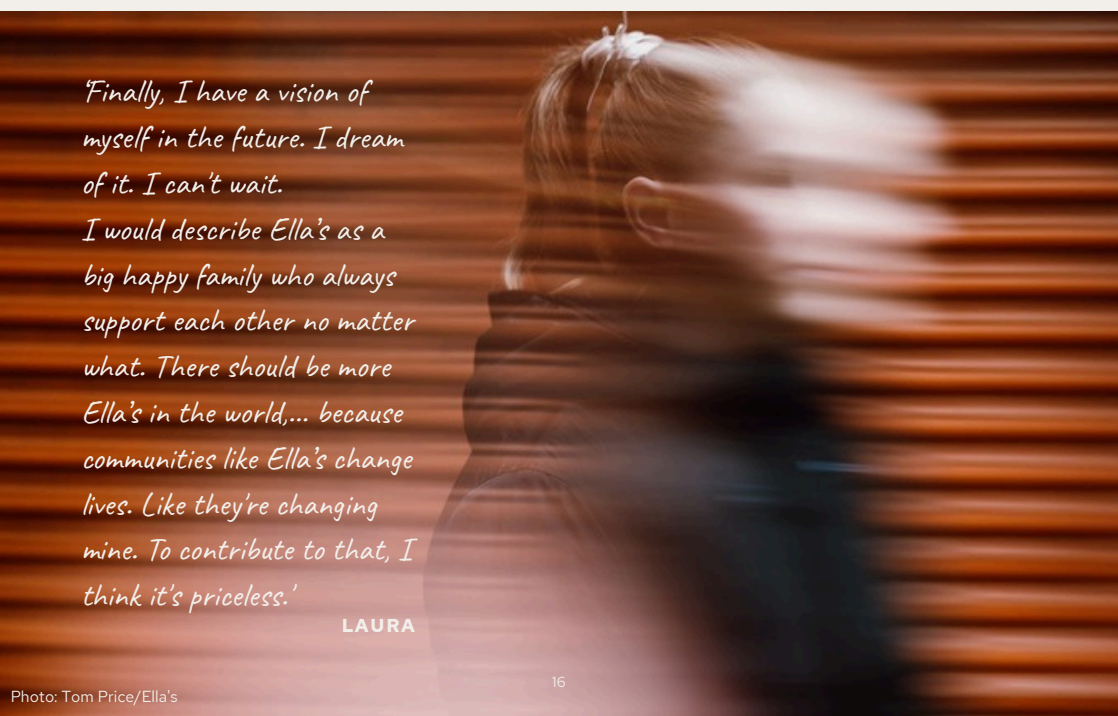
The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently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

n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation of fixed assets as described in note (i) above.



'Finally, I have a vision of myself in the future. I dream of it. I can't wait. I would describe Ella's as a big happy family who always support each other no matter what. There should be more Ella's in the world,... because communities like Ella's change lives. Like they're changing mine. To contribute to that, I think it's priceless.'

LAURA

2. Prior period restatement

Prior year accrued income has been restated to reflect Greater London Authority contract income which the charity was entitled to at year end. As a result of the restatement, accrued income has increased by £40,615, and income has increased by £40,615 at 31 August 2024.

| | 2024 Total £ |
|--|-----------------------|
| Funds at 31 August 2024 prior to restatement | 200,295 |
| Restatement | <u>40,615</u> |
| Funds at 31 August 2024 after restatement | <u><u>240,910</u></u> |

3. Prior period comparatives: statement of financial activities (restated)

| | Restricted £ | Unrestricted £ | 2024 Total £ |
|---|-----------------|-------------------|--------------------|
| Income from: | | | |
| Donations and legacies | 344,860 | 344,623 | 689,483 |
| Charitable activities | - | 293,143 | 293,143 |
| Other trading activities | - | 300 | 300 |
| | <u>344,860</u> | <u>638,066</u> | <u>982,926</u> |
| Total income | | | |
| Expenditure on: | | | |
| Raising funds | 5,622 | 118,891 | 124,513 |
| Charitable activities | 415,219 | 443,653 | 858,872 |
| | <u>420,841</u> | <u>562,544</u> | <u>983,385</u> |
| Total expenditure | | | |
| Net income and net movement in funds | <u>(75,981)</u> | <u>75,522</u> | <u>(459)</u> |



4. Income from donations and legacies

| | Restricted £ | Unrestricted £ | 2025 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| AB Trust | - | 22,000 | 22,000 |
| Anonymous | - | 15,000 | 15,000 |
| Cicely Northcote Trust | 10,000 | - | 10,000 |
| City Bridge Foundation | 51,948 | - | 51,948 |
| Fund MA1 GLA | 25,285 | - | 25,285 |
| Garfield Weston Foundation | - | 30,000 | 30,000 |
| Global Charities | 17,500 | - | 17,500 |
| Impact 100 London | - | 50,000 | 50,000 |
| Islamic Relief | 23,827 | - | 23,827 |
| Society of the Holy Child Jesus | - | 15,000 | 15,000 |
| The Allen & Overy Foundation | 10,000 | - | 10,000 |
| The London Community Foundation | 54,240 | - | 54,240 |
| The National Lottery Foundation | 65,950 | - | 65,950 |
| The Neighbourly Foundation | 10,000 | - | 10,000 |
| The Peter Stebbing Foundation | 10,000 | - | 10,000 |
| The Swire Charitable Trust | - | 20,000 | 20,000 |
| Tribe Freedom Foundation | - | 75,000 | 75,000 |
| Grants <= £10,000 | 32,866 | 5,350 | 38,216 |
| Other donations | - | 127,689 | 127,689 |
| Gifts in kind* | - | 13,484 | 13,484 |
| Total income from donations and legacies | 311,616 | 373,523 | 685,139 |



4. Income from donations and legacies (continued)

| | Restricted £ | Unrestricted £ | 2024 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| <i>AB Trust</i> | - | 22,000 | 22,000 |
| <i>Albert Hunt - Homeless Link</i> | - | 10,000 | 10,000 |
| <i>City Bridge Foundation</i> | 37,018 | - | 37,018 |
| <i>Lloyds Bank Foundation</i> | - | 25,000 | 25,000 |
| <i>Meeting Needs</i> | 14,795 | - | 14,795 |
| <i>National Lottery</i> | 111,740 | - | 111,740 |
| <i>Quakers</i> | 19,000 | - | 19,000 |
| <i>Society of the Holy Child Jesus</i> | - | 20,000 | 20,000 |
| <i>The London Community Foundation</i> | 22,566 | - | 22,566 |
| <i>The Swire Charitable Trust</i> | - | 25,000 | 25,000 |
| <i>Tribe Freedom Foundation</i> | 80,000 | - | 80,000 |
| Grants <= £10,000 | 37,436 | 500 | 37,936 |
| Other donations | 22,305 | 126,788 | 149,093 |
| Gifts in kind* | - | 115,335 | 115,335 |
| Total income from donations and legacies | 344,860 | 344,623 | 689,483 |

*Gifts in kind include legal advice, room hire, and consultancy services donated to the charity.

The split of expenditure between funds has been restated to correctly allocate expenditure against the BCBN fund.

5. Income from charitable activities

| | 2025 Total £ | Restated 2024 Total £ |
|--|--------------------|--------------------------------|
| Housing benefit | 344,778 | 192,123 |
| Greater London authority contract | 117,783 | 95,445 |
| Other services | 7,565 | 5,575 |
| Total income from charitable activities | 470,126 | 293,143 |

All income in the current and prior period was unrestricted.

6. Government Grants

The charitable company receives government grants, defined as funding from MOPAC and The National Lottery Community Fund to fund charitable activities. The total value of such grants in the period ending 31 August 2025 was £101,510 (2024: £145,460). There are no unfulfilled conditions or contingencies attaching to these grants in 2024/25.

7. Total Expenditure

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2025 Total £ |
|--|--------------------|----------------------------|-----------------------------------|------------------|
| Staff costs (note 9) | 59,688 | 477,514 | 121,904 | 659,106 |
| Rent | - | 111,726 | - | 111,726 |
| Housing costs | - | 77,690 | - | 77,690 |
| Client support* | - | 57,266 | - | 57,266 |
| Freelancer fees | 3,681 | 17,040 | - | 20,721 |
| Office costs* | 492 | 304 | 18,444 | 19,240 |
| Mortgage interest | - | 13,887 | - | 13,887 |
| Other staff costs | - | 7,775 | 4,116 | 11,891 |
| Accountancy | - | - | 10,800 | 10,800 |
| Fundraising | 10,201 | - | - | 10,201 |
| Training* | 18 | 2,940 | 4,483 | 7,441 |
| Insurance | - | - | 6,843 | 6,843 |
| Depreciation | - | - | 6,533 | 6,533 |
| Recruitment | 21 | 173 | 5,494 | 5,688 |
| Monitoring and evaluation | - | 5 | 4,705 | 4,710 |
| Taxes and fees | 91 | - | 3,111 | 3,202 |
| Travel | - | 2,124 | 681 | 2,805 |
| Professional fees* | - | - | 145 | 145 |
| Volunteers | - | - | 118 | 118 |
| Sub-total | 74,192 | 768,444 | 187,377 | 1,030,013 |
| Allocation of support and governance costs | 20,819 | 166,558 | (187,377) | - |
| Total expenditure | 95,011 | 935,002 | - | 1,030,013 |

*Professional services, fundraising support, client support and office costs include gifts in kind made to the charity.

Total governance costs were £8,000 (2024: £3,600).



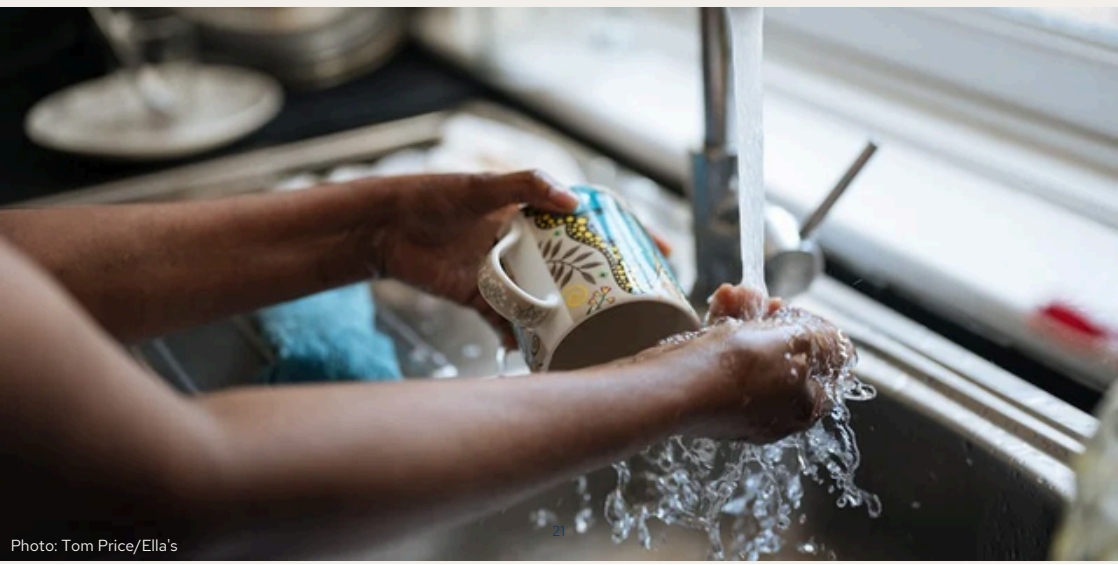
We opened two new safe houses this year.
Photo: Staff/Ella's

7. Total Expenditure (continued)

Prior period comparatives

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2024 Total £ |
|--|-----------------------|----------------------------|-----------------------------------|-----------------------|
| Staff costs (note 9) | 66,175 | 370,573 | 104,701 | 541,449 |
| Rent | - | 96,865 | 4,824 | 101,689 |
| Professional fees* | - | - | 100,660 | 100,660 |
| Housing costs | - | 83,392 | - | 83,392 |
| Client support* | - | 58,917 | - | 58,917 |
| Freelancer fees | 10,233 | 14,520 | - | 24,753 |
| Office costs* | - | 4,613 | 10,865 | 15,478 |
| Taxes and fees | - | - | 10,689 | 10,689 |
| Fundraising | 8,980 | - | - | 8,980 |
| Other staff costs | - | 4,346 | 2,480 | 6,826 |
| Training* | 933 | 2,582 | 4,002 | 7,517 |
| Accountancy | - | - | 4,309 | 4,309 |
| Recruitment | - | - | 4,179 | 4,179 |
| Mortgage interest | - | 3,354 | - | 3,354 |
| Monitoring and evaluation | - | 3,141 | - | 3,141 |
| Travel | 255 | 1,777 | 713 | 2,745 |
| Insurance | - | 1,209 | 1,209 | 2,418 |
| Depreciation | - | 400 | 1,747 | 2,147 |
| Advocacy and campaigning | - | 500 | - | 500 |
| Volunteers | - | 242 | - | 242 |
| Sub-total | 86,576 | 646,431 | 250,378 | 983,385 |
| Allocation of support and governance costs | <u>37,937</u> | <u>212,441</u> | <u>(250,378)</u> | <u>-</u> |
| Total expenditure | <u>124,513</u> | <u>858,872</u> | <u>-</u> | <u>983,385</u> |

*Professional services, fundraising support, client support and office costs include gifts in kind made to the charity.



8. Net movement in funds

This is stated after charging:

| | 2025 £ | 2024 £ |
|---|-----------|-----------|
| Depreciation | 6,533 | 2,147 |
| Trustee remuneration | Nil | Nil |
| Trustees' reimbursed expenses | Nil | Nil |
| Auditors remuneration (excluding VAT) | 8,000 | - |
| Independent examiner's remuneration (excluding VAT) | - | 3,000 |

In common with other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

9. Staff Costs

Staff costs were as follows:

| | 2025 £ | 2024 £ |
|-----------------------|----------------|----------------|
| Salaries and wages | 590,702 | 488,073 |
| Social security costs | 56,076 | 43,198 |
| Pension costs | 12,328 | 10,178 |
| | <u>659,106</u> | <u>541,449</u> |
| Freelance staff | <u>20,721</u> | <u>24,753</u> |
| | <u>679,827</u> | <u>566,202</u> |

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, the Co-Directors, and the Management Team. The total employee benefits of the key management personnel were £250,103 (2024: £232,918).

| | 2025 No. | 2024 No. |
|--------------------|-------------|-------------|
| Average head count | <u>18</u> | <u>15</u> |

10. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

11. Tangible fixed assets

| | Household goods £ | Office equipment £ | Leasehold property £ | Total £ |
|--------------------------|----------------------|-----------------------|-------------------------|-----------------------|
| Cost | | | | |
| At 1 September 2024 | 1,999 | 2,596 | 300,000 | 304,595 |
| Additions in year | - | 599 | - | 599 |
| Disposals | - | (1,854) | - | (1,854) |
| At 31 August 2025 | <u>1,999</u> | <u>1,341</u> | <u>300,000</u> | <u>303,340</u> |
| Depreciation | | | | |
| At 1 September 2024 | 1,127 | 2,596 | 1,500 | 5,223 |
| Charge for the year | 400 | 133 | 6,000 | 6,533 |
| On disposals | - | (1,854) | - | (1,854) |
| At 31 August 2025 | <u>1,527</u> | <u>875</u> | <u>7,500</u> | <u>9,902</u> |
| Net book value | | | | |
| At 31 August 2025 | <u>472</u> | <u>466</u> | <u>292,500</u> | <u>293,438</u> |
| At 31 August 2024 | <u>872</u> | <u>-</u> | <u>298,500</u> | <u>299,372</u> |

Ella's property portfolio is primarily made up of rented properties. Ella's purchased its first property (a 2-bed flat) in 2024 with support from funders and two social investors who came together to offer a joint mortgage on the property, Trust for London and Charity Bank. This will help to build more financial stability and resilience for Ella's over time.

Christmas fun at Ella's. Photo: Staff/Ella's



12. Debtors

| | 2025 £ | Restated 2024 £ |
|----------------|---------------|-----------------------|
| Trade debtors | 4,483 | 84,525 |
| Prepayments | 14,787 | 15,238 |
| Accrued income | 31,737 | 40,615 |
| Other debtors | 14,101 | 9,895 |
| | <u>65,108</u> | <u>150,273</u> |

13. Creditors: amounts due within 1 year

| | 2025 £ | 2024 £ |
|----------------------|---------------|---------------|
| Trade creditors | 532 | 334 |
| Accruals | 18,609 | 13,785 |
| Payroll liabilities | 21,929 | 12,769 |
| Mortgage liabilities | 5,244 | 4,911 |
| | <u>46,314</u> | <u>31,799</u> |

14. Creditors: amounts due after 1 year

| | 2025 £ | 2024 £ |
|----------------------|----------------|----------------|
| Mortgage liabilities | <u>238,714</u> | <u>243,708</u> |

On 22 May 2024, Ella's Home Ltd entered into two mortgages. A mortgage with the Charity Bank for £90,000 which has an interest rate of the base rate plus 3.5%, and a mortgage with Trust for London for £160,000 which has an interest rate of the base rate plus 0.5%, capped at 4%. Both loans are repayable over 10 years.

Analysis of debt maturity.

Debt due after more than one year:

| | | |
|--------------------------------------|----------------|----------------|
| Repayable between one and five years | 24,455 | 22,302 |
| Repayable in five years or more | <u>214,259</u> | <u>221,406</u> |
| | <u>238,714</u> | <u>243,708</u> |

15. Analysis of net assets between funds

| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
|-------------------------------------|--------------------------|----------------------------|------------------|
| Tangible fixed assets | - | 293,438 | 293,438 |
| Current assets | 65,164 | 292,933 | 358,097 |
| Current liabilities | - | (46,314) | (46,314) |
| Non current liabilities | - | (238,714) | (238,714) |
| Net assets at 31 August 2025 | <u>65,164</u> | <u>301,343</u> | <u>366,507</u> |

Analysis of net assets between funds
 Prior Period Comparatives (restated)

| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
|-------------------------------------|-----------------------|-------------------------|------------------|
| Tangible fixed assets | - | 299,372 | 299,372 |
| Current assets | 21,047 | 195,998 | 217,045 |
| Current liabilities | - | (31,799) | (31,799) |
| Non current liabilities | - | (243,708) | (243,708) |
| Net assets at 31 August 2024 | 21,047 | 219,863 | 240,910 |



16. Movement in funds

| | At 1 September 2024 £ | Income £ | Expenditure £ | At 31 August 2025 £ |
|-------------------------------------|--------------------------------|------------------|--------------------|------------------------------|
| Restricted funds | | | | |
| Big Give | 3,070 | - | (3,070) | - |
| B&Q | - | 10,000 | - | 10,000 |
| Charle Plater Trust | - | 9,284 | (3,078) | 6,206 |
| Cicely Northcote Trust | - | 10,000 | (10,000) | - |
| City Bridge Foundation | 4,207 | 51,948 | (54,735) | 1,420 |
| Cottman Foundation | - | 4,000 | (4,000) | - |
| Fir Tree | 1,216 | - | (1,216) | - |
| Global Charities | - | 17,500 | (15,108) | 2,392 |
| Islamic Relief | - | 23,827 | (22,638) | 1,189 |
| M&G PLC | - | 3,600 | (3,600) | - |
| Meeting Needs | 10,822 | - | (5,867) | 4,955 |
| MOPAC Outreach | (8,783) | 33,714 | (32,270) | (7,339) |
| National Lottery Community Fund (1) | 12,039 | 47,410 | (24,607) | 34,842 |
| National Lottery Community Fund (2) | - | 1,846 | (184) | 1,662 |
| National Lottery Community Fund (3) | - | 18,540 | (7,303) | 11,237 |
| Peter Stebbing | - | 10,000 | (10,000) | - |
| Skipton Building Society | - | 4,300 | - | 4,300 |
| South Hackney Parochial Charity | - | 4,516 | (1,896) | 2,620 |
| Stef & Philips Foundation | - | 1,500 | (60) | 1,440 |
| The Allen & Overy Foundation | - | 10,000 | (10,000) | - |
| Tribe | 8,635 | 3,821 | (8,635) | 3,821 |
| The London Community Fund | (10,159) | 45,810 | (49,232) | (13,581) |
| Total restricted funds | 21,047 | 311,616 | (267,499) | 65,164 |
| Total unrestricted funds | 219,863 | 843,994 | (762,514) | 301,343 |
| Total funds | 240,910 | 1,155,610 | (1,030,013) | 366,507 |



We are grateful to friends at Hyatt Hotels, The Beauty Crop, Lockton, TRIBE, Balham Baptist and more for their support this year. Photos: Staff/Ella's



16. Movement in funds (continued)

Purposes of restricted funds

Big Give – Children and families worker
B&Q – Safehouse home improvements
Charles Plater Trust – Resettlement caseworker
Cicely Northcote Trust – Accommodation caseworker
City Bridge Foundation – Outreach & head of service salaries
Cottman Foundation – Safehome improvements
Fir Tree – Creating promotional video
Global Charities – Accommodation caseworker
Islamic Relief – Assistant Service Manager
M&G PLC – New home
Meeting Needs – New home
MOPAC Outreach – Support for outreach worker
National Lottery Community Fund (1) – Community resettlement scheme
National Lottery Community Fund (2) – Visit to Kew Gardens
National Lottery Community Fund (3) – New home
Peter Stebbing Memorial Trust – Safehouse costs
Skipton Building Society – Move-on housing support
South Hackney Parochial Charity – Safehome improvements
Stef & Philips Foundation – Crisis fund
The Allen & Overy Foundation – Resettlement caseworker
Tribe Freedom Foundation – Ella's core objectives
The London Community Fund – Co-director & head of services salaries

Funds in deficit

The MOPAC Outreach fund and the London Community fund are in deficit at the year end as these projects are ongoing and further funds will be received in 2025/26.



16. Movement in funds (continued)
Prior period comparatives (restated)

| | At 1 September 2023 £ | Income £ | Expenditure £ | At 31 August 2024 £ |
|---|--------------------------------|----------------|------------------|---------------------------|
| Restricted funds | | | | |
| Albert Hunt | 16,064 | - | (16,064) | - |
| Arnold Clark Automobiles | 1,000 | - | (1,000) | - |
| Aviva | 1,769 | - | (1,769) | - |
| Big Give | - | 6,533 | (3,463) | 3,070 |
| B&Q | 4,044 | - | (4,044) | - |
| Charles Hayward | 7,815 | - | (7,815) | - |
| The Childhood Trust | - | 2,500 | (2,500) | - |
| City Bridge Foundation | - | 37,018 | (32,811) | 4,207 |
| Fir Tree | - | 1,216 | - | 1,216 |
| Hewlett Packard | - | 15,772 | (15,772) | - |
| Marsh Trust | 400 | - | (400) | - |
| Meeting Needs | - | 14,795 | (3,973) | 10,822 |
| Merchant Taylor | 5,000 | - | (5,000) | - |
| MOPAC Outreach | (7,349) | 33,720 | (35,154) | (8,783) |
| Mrs Maud Van Norden's Charitable Foundation | 1,677 | - | (1,677) | - |
| National Lottery Community Fund (1) | 7,035 | 67,144 | (62,140) | 12,039 |
| National Lottery Community Fund (2) | 8,873 | - | (8,873) | - |
| National Lottery Community Fund (3) | - | 44,596 | (44,596) | - |
| Peter Stebbing | 5,000 | - | (5,000) | - |
| Quakers | - | 19,000 | (19,000) | - |
| Reach Fund | 6,750 | - | (6,750) | - |
| ROSA | 5,259 | - | (5,259) | - |
| Prism the Gift Fund (Matrix) | 4,597 | - | (4,597) | - |
| Tribe Freedom Foundation | 29,094 | 80,000 | (100,459) | 8,635 |
| The London Community Fund | - | 22,566 | (32,725) | (10,159) |
| Total restricted funds | <u>97,028</u> | <u>344,860</u> | <u>(420,841)</u> | <u>21,047</u> |
| Total unrestricted funds | <u>144,341</u> | <u>638,066</u> | <u>(562,544)</u> | <u>219,863</u> |
| Total funds | <u>241,369</u> | <u>982,926</u> | <u>(983,385)</u> | <u>240,910</u> |

17. Analysis of changes in net debt

| | At 1 September 2024 | Cash flows | Other non-cash movements | At 31 August 2025 |
|--|---------------------------|----------------|--------------------------------|----------------------|
| Cash | <u>66,772</u> | <u>226,217</u> | <u>-</u> | <u>292,989</u> |
| Mortgage liabilities falling due within 1 year | (4,911) | 13,554 | (13,887) | (5,244) |
| Mortgage liabilities falling due after 1 year | <u>(243,708)</u> | <u>4,994</u> | <u>-</u> | (238,714) |
| Total | <u>(181,847)</u> | <u>244,765</u> | <u>(13,887)</u> | 49,031 |

18. Operating lease commitments

The charity had operating leases at the year end with total future minimum lease payments as follows:

| | 2025 £ | 2024 £ |
|---------------------|----------------|----------------|
| Amount falling due: | | |
| Within 1 year | 95,164 | 93,164 |
| Within 1 - 5 years | 126,844 | 237,850 |
| More than 5 years | 6,316 | 25,264 |
| | <u>228,324</u> | <u>356,278</u> |

19. Related party transactions

N Jaffer, a trustee, is also the programme manager in the grants team at the London Community Foundation. During the year the charity received £65,950 of grant income from The London Community Foundation (2024: £22,566).

*'I am a lot happier, and my confidence has improved.
I am enjoying my job and have met new people,
and made friends.'*

SALLY



Thank you



Our work is made possible through the generosity and partnership of individuals, funding partners, companies and volunteers. Through donations, grants, time and expertise, supporters help ensure that women who have survived trafficking and exploitation can access safety, specialist support and the chance to rebuild their lives with dignity and choice.

We are deeply grateful to those who already walk alongside us. Every contribution helps enable Ella's to stand with women for the long term. If you are interested in deepening your support, here's what you can do:

- **Partner with us:** join our growing network of companies who are working with us to create meaningful, values-led partnerships that support women's recovery while engaging staff and demonstrating social impact.
- **Philanthropy:** harness the power of your personal passion for the cause by investing in our work with survivors. Your gifts could help us pilot a new project or expand an existing area of our work to reach more survivors. Talk to us about the impact you want to create.
- **Funding:** trusts and foundations play a vital role in enabling our long-term, specialist services through funding our projects and programme areas and providing vital core funding.
- **Individuals:** every single person who supports Ella's is part of our story. If you are interested in volunteering, taking part in a challenge event, and more, we would love to hear from you.
- **Landlords:** a lack of suitable, affordable housing is a huge barrier to recovery. We're building a network of property owners who are willing to rent out their properties at affordable prices to help survivors. Get in touch to join or learn more.

However you choose to support Ella's, you are part of a community committed to hope, justice and lasting change. Thank you for believing in women's strength and for helping to make recovery possible.

Visit ellas.org.uk or email fundraising@ellas.org.uk to find out more.



Peter Stebbings Memorial Charity



ELLA'S

1ST FLOOR, THE WHITECHAPEL BUILDING,
10 WHITECHAPEL HIGH ST,
LONDON E1 8QS

INFO@ELLAS.ORG.UK

020 3633 6535

WWW.ELLAS.ORG.UK

Ella's is a company limited charity (company number 12178531) with a registered office address (England and Wales). We are also a charity registered in England and Wales, charity registration number 1187529.
Photo: Tom Price/Ella's



ELLA'S HOME

England & Wales - Charity number 1187529

Accounts



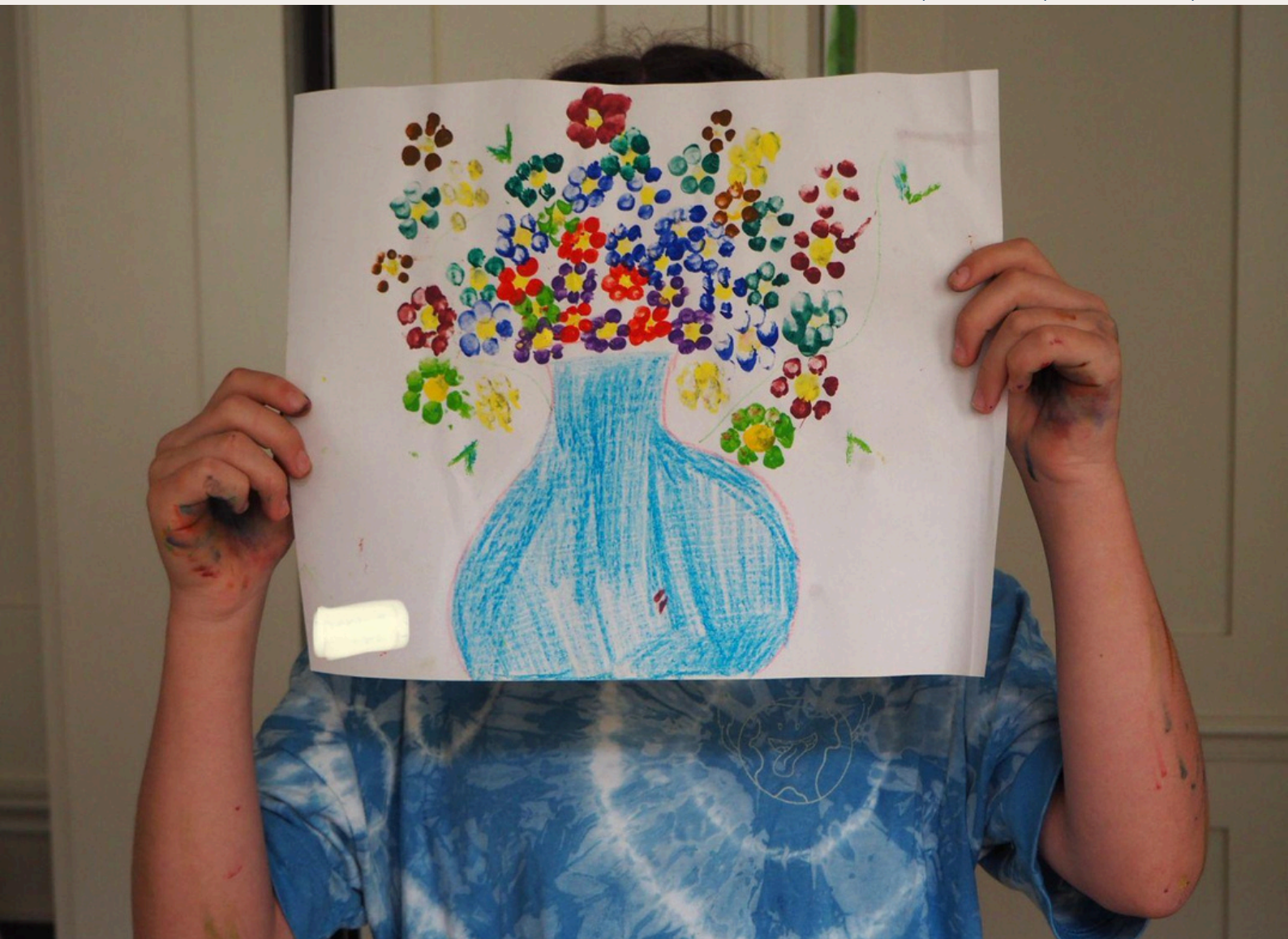
Trustees' Report and Unaudited Financial Statements

SEPTEMBER 2023 – AUGUST 2024

Contents

| | |
|--|---------------|
| REFERENCE AND ADMINISTRATIVE DETAILS | 2 |
| INTRODUCTION | 3 |
| STRATEGIC WINS | 4 – 5 |
| GOVERNANCE REPORT | 6 – 28 |
| The Independent Examiner’s Report | 10 – 11 |
| The accounts for the year ended 31 August 2024 | 12 – 28 |
| THANK YOU | 29 |

Photo below: Staff/Ella’s. Cover photo: Tom Price/Ella’s



Reference and administrative details for the year ended 31 August 2024

Ella's Home (known as Ella's)

Company number: 12178531

Charity number: 1187529

Registered office and operational address:

Ella's
150 Minorities
London
EC3N 1LS

Trustees:

R. Claydon (Chair)
C. Davis
E. Imeraj
N. Jaffer
C. Kiddy (Joined Feb 25)
W. Leyland (Treasurer)
L. Russell (Joined Feb 25)
E. Shoultz (Left Sept 24)

Bankers:

The Co-operative
P.O. Box 250
Skelmersdale
WN8 6WT

Independent examiners:

Godfrey Wilson Limited
Chartered accountants and
statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Co-Directors:

Emily Chalke
Minke van Til

'I was so depressed before, after everything that happened to me. Now, I'm completely different. Here at Ella's, we can follow our dreams. I used to feel so hopeless, but now I don't. Hopefully, God willing, I will have a good future.'

AISHA



Introduction

Our mission at Ella's is to do everything we can to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

This Trustees' Report covers September 2023 to August 2024, the first year of our new five-year strategy.

Our five-year strategy (2023 to 2028) is focused on enabling us to:

- a) provide even more comprehensive support, and for more women; and
- b) step up to fill more of the gaps in existing services for survivors in the UK.

Based on our experience within the sector and our direct work and consultation with survivors, we have identified the following needs and gaps on which to focus our development between now and 2028:

- Lack of support for survivors who are mums, and their children.
- Insufficient support to help survivors find safe and sustainable employment, including building the skills and coping mechanisms needed for the workplace as well as finding appropriate job opportunities.
- Shortage of accommodation for those with no recourse to public funds, as well as women with children.
- Lack of appropriate 'move-on' accommodation for women exiting safe houses.
- Lack of awareness among survivors, from the UK as well as other countries, of the support available to them.

This report covers our year 1 progress, as well as some key highlights, statistics and stories* from the year.

* Names changed to protect identities.

IN 2023/24 WE HAD TO TURN AWAY 89% OF REFERRALS FOR OUR SERVICES DUE TO CAPACITY. WE ARE COMMITTED TO PROVIDING INCREASINGLY EFFECTIVE SUPPORT FOR MORE WOMEN.



We are family

We made strong progress last year towards our strategic goal to increase safe house provision and one to one support for survivors who are mums, and their children.

A place to call home

We converted one of our existing safe house properties from a home for individual survivors into a self-contained family safe house, in Summer 2024. We were so grateful for a donation from the team at The Beauty Crop, as well as volunteer support from them and others to make this possible.

It was a special day when a mum moved into our first ever family home with her toddler and six-month-old baby. She said they slept

so soundly that first night knowing they were safe. She said, 'Now, I can breathe again.'

All being well, we will open a new property in Winter 2024/2025 also for a mum with children, thanks to the Women in Safe Homes (WISH) fund.

Enhanced support

The number of mums and children at Ella's has been rising year on year, and our learning and their feedback has been that specialist and dedicated support is needed to ensure the best possible outcomes for them. For this reason, we have added the role of Children and Families Worker to our frontline team.

We are a place of empowerment

Our work at Ella's starts with recovery: giving survivors the space, time, security, support and professional help they need to begin moving on from experiences that no human should go through. But it doesn't end there. Empowerment is crucial in order for survivors to build lives that are truly safe and free, and for the long term, which is why we have a strategic goal focused on this.

The right team

We continue to develop our work to ensure we are supporting survivors to build the knowledge and skills, as well as the confidence and community network that they need to build stable lives. We now have a Survivor Development and Community Coordinator who oversees this work, as well as a Resettlement Caseworker to bolster our

support for women preparing to move on from Ella's and embrace independence.

We've also formed new partnerships to provide work experience and employment opportunities for the women we work with.

The right tools

We're grateful to the National Lottery for supporting this side of our work between 2021 and 2024, during which we developed our team and structure as well as launched a trial of a 12-week curriculum for survivors to progress through during their middle and latter stages at Ella's. The curriculum is called Head, Heart, Hands; covering knowledge (head), emotional wellbeing and community (heart), and skills and resources (hands).

We are stronger

As an organisation, we continued to grow stronger last year. Our staff team grew to 15 full time equivalents (FTE), supported by around 81 volunteers over the year. Our number of individual supporters as well as business supporters continues to rise.

We made a huge step forward last year when we purchased our first property with support from Charity Bank, Trust for London and TRIBE. This two-bed flat takes our safe house count to four.

Our first house purchase

Owning a house, as opposed to leasing, offers numerous long-term benefits that directly contribute to our financial sustainability. With ownership, we gain a stable asset that appreciates over time, creating a stronger financial foundation for Ella's.

This stability reduces our dependency on external factors, and allows us to better

manage our resources and plan for the future with greater confidence.

Additionally, this purchase significantly enhances our ability to attract more capital investment, and opens up new opportunities for us to expand our work.

We are now better positioned to seek further funding to purchase additional homes, increasing our capacity to support more survivors.

This first owned house is not just a home for those who will live in it; it is a cornerstone for our future growth.

In time, as our financial sustainability increases, we aim to open up spaces for survivors with no recourse to public funds, meeting an urgent demand in the sector.



We are not done yet

In terms of the gaps for survivors identified in our current strategy (2023 to 2028), we've made good progress for mums with children, and also on providing skills and tools needed for long term stability including employment.

We've become stronger, achieving the milestone of our first property purchase, and our reputation continues to grow.

But we're not done yet.

In the next year, year 2 of our five-year strategy, we aim to:

- Open two more safe house properties with the Women in Safe Homes fund (WISH), one for individual survivors and another family unit.
- Embed and evaluate our enhanced support for mums and children.
- Conduct research and make a plan to run an awareness campaign of support available to women in need across London.

Governance report

The objects of the charity are for the public benefit. They are listed with the Charity Commission as follows:

1) to provide relief for women and other victims affected by human trafficking and sexual exploitation including, but not limited to, the provision of safe and restorative accommodation, counselling, medical care, financial assistance, education and other services to support long-term aftercare and recovery; and

2) to advance public awareness and understanding of issues surrounding sexual exploitation and human trafficking throughout the United Kingdom and elsewhere.

Our support

Our support for women is tailored to every individual, including help with:

- Medical care/therapies
- Emotional support
- Education/skills training
- Employment opportunities
- Reuniting with family
- Finding and moving into new homes
- Immigration and legal support
- Bringing abusers to justice
- Emergency money and essentials
- Budgeting/managing money
- Confidence/life skills
- Community integration
- Attending appointments
- Moving countries if wanted



STRUCTURE, GOVERNANCE AND MANAGEMENT

Reference and administrative information set out on page 2 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Ella's is overseen by a board of seven trustees including a trustee with lived experience of trafficking. Trustees with relevant expertise are currently being recruited to grow and strengthen the board. The board meets quarterly, with additional interim meetings when required to support the work of the charity.

RISK MANAGEMENT

At Ella's we are acutely aware of the vulnerability of those that we work with, and our staff and volunteer team. Our policies are designed to manage and mitigate against such risks as well as those challenges that could hinder the organisation's own short and long term sustainability. All such risks are captured in our risk register and reviewed quarterly as well as in response to significant events.

We have strong safeguarding policies and procedures to mitigate the very real risks to our service users.

Day to day management is conducted by two Co-Directors and their management team. Ella's has 16 staff members and receives the support of volunteers. In the year to 31 August 2024, Ella's engaged 81 volunteers.

We have been fortunate to receive pro bono support from A21, The Beauty Crop, Ethical Property, Gowling WLG (UK) LLP, Holder & Combes, Landaid, Lester Aldridge, Lloyds Bank, The Lloyds Bank Foundation for England and Wales, Mama Suze, Movement Charity, N1 Garden Centre, PropUp Project, Sarah Miller, Stripe & Stare, Texel, Tony's Chocolonely, Travers Smith, Unseen Tours as well as several individual donors.

We are also aware of the risks to our staff of burnout due to the nature of the work and regularly review our wellbeing policy to ensure we are taking care of our staff.

Finally, we regularly review our reserves and financial position in order to ensure that our income is sufficient to cover both our ongoing costs and our growth. In recognition of our growth and the increased demand for our services, we review the risk register every quarter and key risks are reviewed by the trustees at each board meeting.

'My support worker at Ella's is amazing, I've never known this kind of support before. I am wishing and praying that other women are able to find a place like Ella's.'

LINDA



FINANCIAL REVIEW

We strengthened our long term financial positions by purchasing our first property. Income grew to £942,311, 45 percent of which came from trusts and foundations, 27 percent from charitable activities and 28 percent from public donations (including gifts in kind).

Of our income, 15 percent went to raising funds and 85 per cent to charitable

activities, which is in line with our expectations based on our size and nature of our work.

Our expenditure exceeded our income due to the extra costs associated with bringing on new properties. We intend to focus on building our reserves in the coming year to position ourselves for future growth.

RESERVES POLICY

Ella's reserve policy is to retain three months of running costs, excluding those already covered by restricted funds, as free reserves. On 31 August our reserve policy required a reserve of £147,355. At the end of the period, Ella's retained £176,430 in total funds and £21,047 in restricted funds, leaving free reserves of £155,383, in line with our policy.

Cash balances at 31 August were lower than normal due to £109,658 being due from debtors.

Of this, 86 percent has now been recovered and cash balances have returned to normal.



Declarations

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose

with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Ltd were re-appointed as independent examiners to the charitable company during the period and have expressed their willingness to continue in that capacity.

Approved by the trustees on 25 March 2025 and signed on their behalf by



Rebecca Claydon, Chair

Independent Examiner's Report

To the trustees of:

Ella's Home

I report to the trustees on my examination of the accounts of Ella's Home (the charitable company) for the year ended 31 August 2024, which are set out on pages 12 to 28.

Responsibilities and basis of report

As the trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charitable company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since the charitable company'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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

Godfrey Wilson Limited also provides bookkeeping support services to the charitable company. I confirm that as a member of the ICAEW I am subject to the FRC's Revised Ethical Standard 2016, which I have applied with respect to this engagement.

I have completed my examination. I confirm that no material 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 charitable company as required by section 386 of the 2006 Act; or
- 2) the accounts do not accord with those records; or
- 3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- 4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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 accounts to be reached.

Rob Wilson

25 March 2025

Robert Wilson FCA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

'[At Ella's] I found a team and support from other people, new people in my life. I feel like I can throw my past...behind me, and start fresh... I used to feel weak, but now I am convinced that I am strong.'



KATY

Ella's Home

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 August 2024

| | Note | Restricted £ | Unrestricted £ | 2024 Total £ | 2023 Total £ |
|---|------|-----------------|-------------------|-----------------------|--------------------|
| Income from: | | | | | |
| Donations and legacies | 3 | 344,860 | 344,623 | 689,483 | 587,240 |
| Charitable activities | 4 | - | 252,528 | 252,528 | 120,003 |
| Other trading activities | 5 | - | 300 | 300 | 17,528 |
| Total income | | <u>344,860</u> | <u>597,451</u> | <u>942,311</u> | <u>724,771</u> |
| Expenditure on: | | | | | |
| Raising funds | | 5,622 | 118,891 | 124,513 | 155,302 |
| Charitable activities | | <u>415,219</u> | <u>443,653</u> | <u>858,872</u> | <u>548,781</u> |
| Total expenditure | 7 | <u>420,841</u> | <u>562,544</u> | <u>983,385</u> | <u>704,083</u> |
| Net income / (expenditure) and movement in funds | 8 | (75,981) | 34,907 | (41,074) | 20,688 |
| Reconciliation of funds: | | | | | |
| Total funds brought forward (restated) | | <u>97,028</u> | <u>144,341</u> | <u>241,369</u> | <u>220,681</u> |
| Total funds carried forward | | <u>21,047</u> | <u>179,248</u> | <u>200,295</u> | <u>241,369</u> |

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 16 to the accounts.



| Ella's Home | | | | |
|--|------|---------------|----------------|----------------|
| Balance sheet | | | | |
| As at 31 August 2024 | | | | |
| | Note | £ | 2024 £ | 2023 £ |
| Fixed assets | | | | |
| Tangible assets | 11 | | <u>299,372</u> | <u>1,519</u> |
| Current assets | | | | |
| Debtors | 12 | 109,658 | | 24,461 |
| Cash at bank and in hand | | <u>66,772</u> | | <u>236,774</u> |
| | | | 176,430 | 261,235 |
| Liabilities | | | | |
| Creditors: amounts falling due within 1 year | 13 | <u>31,799</u> | | <u>21,385</u> |
| Net current assets | | | <u>144,631</u> | <u>239,850</u> |
| Total assets less current liabilities | | | 444,003 | 241,369 |
| Creditors: amounts falling due after more than 1 year | 14 | | <u>243,708</u> | <u>-</u> |
| Net assets | 15 | | <u>200,295</u> | <u>241,369</u> |
| Funds | 16 | | | |
| Restricted funds | | | 21,047 | 97,028 |
| Unrestricted funds | | | <u>179,248</u> | <u>144,341</u> |
| Total charity funds | | | <u>200,295</u> | <u>241,369</u> |

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

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

Approved by the trustees on 25 March 2025 and signed on their behalf by



Rebecca Claydon, Chair

Ella's Home

Statement of cash flows

For the year ended 31 August 2024

| | 2024 £ | 2023 £ |
|--|------------------|----------------|
| Cash used in operating activities: | | |
| Net movement in funds | (41,074) | 20,688 |
| <i>Adjustments for:</i> | | |
| Depreciation charges | 2,147 | 1,265 |
| Decrease / (increase) in debtors | (85,197) | (13,676) |
| Increase / (decrease) in creditors | 5,503 | (2,516) |
| Net cash provided by operating activities | <u>(118,621)</u> | <u>5,761</u> |
| Cash flows from investing activities: | | |
| Purchase of tangible fixed assets | (300,000) | (1,179) |
| Net cash used in investing activities | <u>(300,000)</u> | <u>(1,179)</u> |
| Cash flows from financing activities: | | |
| Repayment of borrowings | (1,381) | - |
| Cash inflows from new borrowings | 250,000 | - |
| Net cash provided used in financing activities | <u>248,619</u> | <u>-</u> |
| Increase in cash and cash equivalents in the year | <u>(170,002)</u> | <u>4,582</u> |
| Cash and cash equivalents at the beginning of the year | <u>236,774</u> | <u>232,192</u> |
| Cash and cash equivalents at the end of the year | <u>66,772</u> | <u>236,774</u> |

Analysis of net changes in debt are given in note 17.

WITH SPECIAL THANKS TO



ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2024.

1. Accounting policies

a) Basis of preparation

Ella's Home is a charitable company limited by guarantee registered in England and Wales. The registered office address is 150 Minorities, London, EC3N 1LS.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ella's Home meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the

Income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from housing benefit is recognised when entitlement to claim is met.

d) Donated services and facilities

Donated professional services and donated facilities 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities 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 period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities.

These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion of staff costs, as follows:

| | 2024 | 2023 |
|-----------------------|------|------|
| Raising funds | 15% | 22% |
| Charitable activities | 85% | 78% |

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Household goods, 5 years straight line basis
Office equipment 3 years straight line basis
Leasehold property, 50 years straight line basis

Items are capitalised where the purchase price exceeds £500.

j) Debtors

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

k) Cash at bank and in hand

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

1. Accounting policies (continued)

l) Creditors

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

m) Financial instruments

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

n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation of fixed assets as described in note (i) above.



2. Prior period comparatives: statement of financial activities (restated)

| | Restricted £ | Unrestricted £ | 2023 Total £ |
|---|-----------------|-------------------|--------------------|
| Income from: | | | |
| Donations and legacies | 369,986 | 217,254 | 587,240 |
| Charitable activities | - | 120,003 | 120,003 |
| Other trading activities | - | 17,528 | 17,528 |
| Total income | 369,986 | 354,785 | 724,771 |
| Expenditure on: | | | |
| Raising funds | 5,622 | 149,680 | 155,302 |
| Charitable activities | 356,707 | 192,074 | 548,781 |
| Total expenditure | 362,329 | 341,754 | 704,083 |
| Net income and net movement in funds | 7,657 | 13,031 | 20,688 |

3. Income from donations and legacies

| | Restricted £ | Unrestricted £ | 2024 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| <i>AB Trust</i> | - | 22,000 | 22,000 |
| <i>Albert Hunt Trust</i> | - | 10,000 | 10,000 |
| <i>City Bridge Foundation</i> | 37,018 | - | 37,018 |
| <i>Lloyds Bank Foundation</i> | - | 25,000 | 25,000 |
| <i>Meeting Needs</i> | 14,795 | - | 14,795 |
| <i>National Lottery</i> | 111,740 | - | 111,740 |
| <i>Quakers</i> | 19,000 | - | 19,000 |
| <i>Society of the Holy Child Jesus</i> | - | 20,000 | 20,000 |
| <i>The London Community Foundation</i> | 22,566 | - | 22,566 |
| <i>The Swire Charitable Trust</i> | - | 25,000 | 25,000 |
| <i>Tribe Freedom Foundation</i> | 80,000 | - | 80,000 |
| Grants <= £10,000 | 37,436 | 500 | 37,936 |
| Other donations | 22,305 | 126,788 | 149,093 |
| Gifts in kind* | - | 115,335 | 115,335 |
| Total income from donations and legacies | 344,860 | 344,623 | 689,483 |

Prior period comparatives (restated)

| | Restricted £ | Unrestricted £ | 2023 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| <i>AB Trust</i> | - | 22,000 | 22,000 |
| <i>Albert Hunt - Homeless Link</i> | 19,664 | - | 19,664 |
| <i>Charles Hayward</i> | 18,800 | - | 18,800 |
| <i>Enterprise Development Fund</i> | 13,000 | - | 13,000 |
| <i>Lloyds Bank Foundation</i> | - | 27,250 | 27,250 |
| <i>Mopac outreach</i> | 42,150 | - | 42,150 |
| <i>National Lottery Community Fund</i> | 50,738 | - | 50,738 |
| <i>Rosa Fund</i> | 24,924 | - | 24,924 |
| <i>The London Community Foundation</i> | 25,000 | - | 25,000 |
| <i>The Swire Charitable Trust</i> | - | 30,000 | 30,000 |
| <i>Tribe Freedom Foundation</i> | 125,000 | - | 125,000 |
| Grants <= £10,000 | 43,375 | 14,500 | 57,875 |
| Other donations | 7,335 | 95,244 | 102,579 |
| Gifts in kind* | - | 28,260 | 28,260 |
| Total income from donations and legacies | 369,986 | 217,254 | 587,240 |

*Gifts in kind include legal advice, room hire, and consultancy services donated to the charity. The split of expenditure between funds has been restated to correctly allocate expenditure against the BCBN fund.

4. Income from charitable activities

| | 2024 Total £ | 2023 Total £ |
|--|--------------------|--------------------|
| Housing benefit | 192,123 | 120,003 |
| Greater London authority contract | 54,830 | - |
| Other services | 5,575 | - |
| Total income from charitable activities | 252,528 | 120,003 |

All income in the current and prior period was unrestricted.

5. Income from other trading activities

| | 2024 Total £ | 2023 Total £ |
|-------------------------|--------------------|--------------------|
| Gala fundraising dinner | - | 17,528 |
| Other income | 300 | - |
| | 300 | 17,528 |

All income in the current and prior period was unrestricted.

6. Government grants

The charitable company receives government grants, defined as funding from MOPAC and The National Lottery Community Fund to fund charitable activities. The total value of such grants in the period ending 31 August 2024 was £145,460 (2023: £92,888). There are no unfulfilled conditions or contingencies attaching to these grants in 2024/25.

7. Total expenditure

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2024 Total £ |
|--|--------------------|----------------------------|-----------------------------------|-----------------|
| Staff costs (note 9) | 66,175 | 370,573 | 104,701 | 541,449 |
| Rent | - | 96,865 | 4,824 | 101,689 |
| Professional fees* | - | - | 100,660 | 100,660 |
| Housing costs | - | 83,392 | - | 83,392 |
| Client support* | - | 58,917 | - | 58,917 |
| Freelancer fees | 10,233 | 14,520 | - | 24,753 |
| Office costs* | - | 4,613 | 10,865 | 15,478 |
| Taxes and fees | - | - | 10,689 | 10,689 |
| Fundraising | 8,980 | - | - | 8,980 |
| Other staff costs | - | 4,346 | 2,480 | 6,826 |
| Training* | 933 | 2,582 | 4,002 | 7,517 |
| Accountancy | - | - | 4,309 | 4,309 |
| Recruitment | - | - | 4,179 | 4,179 |
| Mortgage interest | - | 3,354 | - | 3,354 |
| Monitoring and evaluation | - | 3,141 | - | 3,141 |
| Travel | 255 | 1,777 | 713 | 2,745 |
| Insurance | - | 1,209 | 1,209 | 2,418 |
| Depreciation | - | 400 | 1,747 | 2,147 |
| Advocacy and campaigning | - | 500 | - | 500 |
| Volunteers | - | 242 | - | 242 |
| Sub-total | 86,576 | 646,431 | 250,378 | 983,385 |
| Allocation of support and governance costs | 37,937 | 212,441 | (250,378) | - |
| Total expenditure | 124,513 | 858,872 | - | 983,385 |

*Costs include professional services, housing costs, client support and office costs donated to the charity as gifts in kind.

Total governance costs were £3,600 (2023: £3,300).

7. Total expenditure (continued)

Prior period comparatives

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2023 Total £ |
|--|--------------------|----------------------------|-----------------------------------|-----------------|
| Staff costs (note 9) | 81,396 | 286,377 | 41,576 | 409,349 |
| Rent | - | 73,043 | - | 73,043 |
| Housing costs | - | 51,017 | - | 51,017 |
| Client support* | - | 39,978 | - | 39,978 |
| Freelancer fees | 23,628 | - | - | 23,628 |
| Fundraising | 27,661 | - | - | 27,661 |
| Other staff costs | - | 3,363 | 5,182 | 8,545 |
| Training* | 60 | 2,466 | 2,618 | 5,144 |
| Professional fees* | - | 1,815 | 10,330 | 12,145 |
| Monitoring and evaluation | - | 5,636 | - | 5,636 |
| Advocacy and campaigning | - | 500 | - | 500 |
| Office costs* | 106 | 977 | 30,389 | 31,472 |
| Accountancy | - | - | 4,414 | 4,414 |
| Insurance | - | 1,942 | 1,942 | 3,884 |
| Recruitment | - | - | 3,953 | 3,953 |
| Travel | 19 | 2,044 | 84 | 2,147 |
| Depreciation | - | 400 | 865 | 1,265 |
| Volunteers | - | 302 | - | 302 |
| Sub-total | 132,870 | 469,860 | 101,353 | 704,083 |
| Allocation of support and governance costs | 22,432 | 78,921 | (101,353) | - |
| Total expenditure | 155,302 | 548,781 | - | 704,083 |

*Costs include professional services, training and development, and fundraising support donated to the charity as gifts in kind.

8. Net movement in funds

This is stated after charging:

| | 2024 £ | 2023 £ |
|---|-----------|-----------|
| Depreciation | 2,147 | 1,265 |
| Trustee remuneration | Nil | Nil |
| Trustees' reimbursed expenses | Nil | Nil |
| Independent examiner's remuneration (excluding VAT) | 3,000 | 2,750 |

In common with other charities of our size and nature we use our auditors to assist with the preparation of the financial statements.

9. Staff costs

Staff costs were as follows:

| | 2024 £ | 2023 £ |
|-----------------------|-----------------------|----------------|
| Salaries and wages | 488,073 | 368,847 |
| Social security costs | 43,198 | 32,835 |
| Pension costs | 10,178 | 7,667 |
| | <u>541,449</u> | <u>409,349</u> |
| Freelance staff | <u>24,753</u> | <u>23,628</u> |
| | <u>566,202</u> | <u>432,977</u> |

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, the Co-Directors, and the Management Team. The total employee benefits of the key management personnel were £232,918 (2023: £223,511).

| | 2024 No. | 2023 No. |
|--------------------|------------------|-------------|
| Average head count | <u>15</u> | <u>12</u> |

10. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.



11. Tangible fixed assets

| | Household goods £ | Office equipment £ | Leasehold property £ | Total £ |
|---|-------------------------|--------------------------|----------------------------|--------------------|
| Cost | | | | |
| At 1 September 2023 | 1,999 | 2,596 | - | 4,595 |
| Additions in year* | - | - | 300,000 | 300,000 |
| At 31 August 2024 | <u>1,999</u> | <u>2,596</u> | <u>300,000</u> | 304,595 |
| Depreciation | | | | |
| At 1 September 2023 | 728 | 2,348 | - | 3,076 |
| Charge for the year | 399 | 248 | 1,500 | 2,147 |
| At 31 August 2024 | <u>1,127</u> | <u>2,596</u> | <u>1,500</u> | 5,223 |
| Net book value At 31 August 2024 | <u>872</u> | <u>-</u> | <u>298,500</u> | 299,372 |
| At 31 August 2023 | <u>1,271</u> | <u>248</u> | <u>-</u> | 1,519 |

12. Debtors

| | 2024 £ | 2023 £ |
|---------------|-----------------------|---------------|
| Trade debtors | 84,525 | 7,890 |
| Prepayments | 15,238 | 13,440 |
| Other debtors | 9,895 | 3,131 |
| | <u>109,658</u> | <u>24,461</u> |

13. Creditors: amounts due within 1 year

| | 2024 £ | 2023 £ |
|----------------------|----------------------|---------------|
| Trade creditors | 334 | 277 |
| Accruals | 13,785 | 9,210 |
| Payroll liabilities | 12,769 | 11,898 |
| Mortgage liabilities | 4,911 | - |
| | <u>31,799</u> | <u>21,385</u> |

14. Creditors: amounts due after 1 year

| | 2024 £ | 2023 £ |
|----------------------|-----------------------|-----------|
| Mortgage liabilities | <u>243,708</u> | <u>-</u> |

On 22 May 2024, Ella's Home Ltd entered into two mortgages. A mortgage with the Charity Bank for £90,000 which has a an interest rate of the base rate plus 3.5%, and a mortgage with Trust for London for £160,000 which has an interest rate of the base rate plus 0.5%, capped at 4%. Both loans are repayable over 10 years.

Analysis of debt maturity

Debt due after more than one year:

Repayable between one and five years

22,302

-

Repayable in five years or more

221,406

-

243,708

-

15. Analysis of net assets between funds

| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
|---|-----------------------|-------------------------|------------------|
| Tangible fixed assets | - | 299,372 | 299,372 |
| Current assets | 21,047 | 155,383 | 176,430 |
| Current liabilities | - | (31,799) | (31,799) |
| Non current liabilities | - | (243,708) | (243,708) |
| Net assets at 31 August 2024 | 21,047 | 179,248 | 200,295 |
| Prior period comparatives (restated) | | | |
| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
| Tangible fixed assets | - | 1,519 | 1,519 |
| Current assets | 97,028 | 164,207 | 261,235 |
| Current liabilities | - | (21,385) | (21,385) |
| Net assets at 31 August 2023 | 97,028 | 144,341 | 241,369 |



16. Movements in funds

| | At 1 September 2023 £ | Income £ | Expenditure £ | At 31 August 2024 £ |
|--|-----------------------------|----------------|------------------|---------------------------|
| Restricted funds | | | | |
| Albert Hunt Trust | 16,064 | - | (16,064) | - |
| The Arnold Clark Community Fund | 1,000 | - | (1,000) | - |
| Aviva | 1,769 | - | (1,769) | - |
| Big Give | - | 6,533 | (3,463) | 3,070 |
| B&Q | 4,044 | - | (4,044) | - |
| Charles Hayward Foundation | 7,815 | - | (7,815) | - |
| The Childhood Trust | - | 2,500 | (2,500) | - |
| City Bridge Foundation | - | 37,018 | (32,811) | 4,207 |
| Fir Tree | - | 1,216 | - | 1,216 |
| Hewlett Packard | - | 15,772 | (15,772) | - |
| Marsh Trust | 400 | - | (400) | - |
| Meeting Needs | - | 14,795 | (3,973) | 10,822 |
| Merchant Taylor | 5,000 | - | (5,000) | - |
| MOPAC Outreach | (7,349) | 33,720 | (35,154) | (8,783) |
| Mrs Maud Van Norden's Charitable Foundation | 1,677 | - | (1,677) | - |
| National Lottery Community Fund (1) | 7,035 | 67,144 | (62,140) | 12,039 |
| National Lottery Community Fund (2) | 8,873 | - | (8,873) | - |
| National Lottery Community Fund (3) | - | 44,596 | (44,596) | - |
| Peter Stebbings Memorial Charity | 5,000 | - | (5,000) | - |
| Quakers | - | 19,000 | (19,000) | - |
| Reach Fund | 6,750 | - | (6,750) | - |
| ROSA | 5,259 | - | (5,259) | - |
| Prism the Gift Fund (Matrix) | 4,597 | - | (4,597) | - |
| Tribe Freedom Foundation | 29,094 | 80,000 | (100,459) | 8,635 |
| The London Community Foundation | - | 22,566 | (32,725) | (10,159) |
| Total restricted funds | 97,028 | 344,860 | (420,841) | 21,047 |
| Total unrestricted funds | 144,341 | 597,451 | (562,544) | 179,248 |
| Total funds | 241,369 | 942,311 | (983,385) | 200,295 |

Purpose of restricted funds

Albert Hunt Trust - Capacity building to purchase home

The Arnold Clark Community Fund - Renovation of new home

Aviva - Supporting financial wellbeing of service users

Big Give - Children and Families Worker

B&Q - Safehouse home improvements

Charles Hayward Foundation - Outreach salaries

The Childhood Trust - Children and families worker

City Bridge Foundation - Frontline salaries

Fir Tree - Children and families worker

Hewlett Packard - Frontline salaries

Marsh Trust - New homes

Meeting Needs - New homes

Merchant Taylor - New homes

MOPAC Outreach - Support for outreach worker

Mrs Maud Van Norden's Charitable Foundation - New homes

15. Movement in funds (continued)

Purpose of restricted funds (continued)

National Lottery Community Fund (1) - Community resettlement scheme

National Lottery Community Fund (2) - Support for social enterprise

National Lottery Community Fund (3) - Cost of living support

Peter Stebbings Memorial Charity - Safehouse costs

Quakers - Deposit for house purchase

Reach Fund - Capacity building to purchase home

ROSA - Lived Experience Advisory Board

Prism the Gift Fund (Matrix) - Holly safehouse

Tribe Freedom Foundation - Ella's core objectives

The London Community Foundation - Frontline salaries

Funds in deficit

The MOPAC Outreach fund and the London Community fund are in deficit at the year end as these projects are ongoing and further funds will be received in 2024/25.

In was such an honour to receive the 'Rebuilding Lives' award at the Anti-Slavery Day Awards in October 2023, run by the Human Trafficking Foundation and the Marsh Charitable Trust. It was great to see our amazing frontline team recognised in in this way.



16. Movements in funds (continued)
Prior period comparatives (restated)

| | At 1 September 2022 £ | Income £ | Expenditure £ | At 31 August 2023 £ |
|--|-----------------------------|----------------|------------------|---------------------------|
| Restricted funds | | | | |
| Albert Hunt Trust | - | 19,664 | (3,600) | 16,064 |
| Arnold Clark Automobiles | 1,000 | - | - | 1,000 |
| Aviva | - | 7,335 | (5,566) | 1,769 |
| B&Q | - | 5,000 | (956) | 4,044 |
| BCBN | - | 3,000 | (3,000) | - |
| Charles Hayward Foundation | 5,047 | 18,800 | (16,032) | 7,815 |
| Enterprise Development Fund | 7,695 | 13,000 | (20,695) | - |
| Farthing Trust | 2,507 | 3,000 | (5,507) | - |
| Fir Tree | - | 2,500 | (2,500) | - |
| Hiscox Foundation | - | 3,000 | (3,000) | - |
| Marsh Trust | 400 | - | - | 400 |
| Meeting Needs | 5,000 | - | (5,000) | - |
| Merchant Taylor | - | 5,000 | - | 5,000 |
| MOPAC Outreach | - | 42,150 | (49,499) | (7,349) |
| Mrs Maud Van Norden's Charitable Foundation | 3,000 | - | (1,323) | 1,677 |
| National Lottery Community Fund (1) | 16,106 | 40,738 | (49,809) | 7,035 |
| National Lottery Community Fund (2) | - | 10,000 | (1,127) | 8,873 |
| Percy Bilton | - | 5,315 | (5,315) | - |
| Peter Stebbings Memorial Charity | - | 5,000 | - | 5,000 |
| Reach Fund | - | 8,750 | (2,000) | 6,750 |
| ROSA | - | 24,924 | (19,665) | 5,259 |
| Prism the Gift Fund (Matrix) | 5,000 | - | (403) | 4,597 |
| Screwfix Foundation | 5,000 | - | (5,000) | - |
| SMB Trust | - | 1,500 | (1,500) | - |
| The 29th May 1961 Trust | 1,934 | - | (1,934) | - |
| The Big Give | 18,839 | 1,310 | (20,149) | - |
| Tribe Freedom Foundation | 17,843 | 125,000 | (113,749) | 29,094 |
| The London Community Foundation | - | 25,000 | (25,000) | - |
| Total restricted funds | <u>89,371</u> | <u>369,986</u> | <u>(362,329)</u> | <u>97,028</u> |
| Total unrestricted funds | <u>131,310</u> | <u>354,785</u> | <u>(341,754)</u> | <u>144,341</u> |
| Total funds | <u>220,681</u> | <u>724,771</u> | <u>(704,083)</u> | <u>241,369</u> |

17. Analysis of changes in net debt

| | At 1 September 2023 | Cash flows | New finance leases | Other non-cash movements | At 31 August 2024 |
|---|------------------------|------------------|-----------------------|-----------------------------|----------------------|
| Cash | <u>236,774</u> | <u>(170,002)</u> | <u>-</u> | <u>-</u> | <u>66,772</u> |
| Mortgage liabilities falling due within 1 year | - | 4,750 | (6,300) | (3,361) | (4,911) |
| Mortgage liabilities falling due after 1 year | - | - | <u>(243,700)</u> | <u>(8)</u> | (243,708) |
| Total | <u>236,774</u> | <u>(165,252)</u> | <u>(250,000)</u> | <u>(3,369)</u> | (181,847) |

18. Operating lease commitments

The charity had operating leases at the year end with total future minimum lease payments as follows:

| | 2024 | 2023 |
|---------------------|----------------|----------------|
| | £ | £ |
| Amount falling due: | | |
| Within 1 year | 93,164 | 71,216 |
| Within 1 - 5 years | 237,850 | 189,216 |
| More than 5 years | 25,264 | - |
| | <u>356,278</u> | <u>260,432</u> |

19. Related Party Transactions

There were no related party transactions in the current or prior year.



Thank you

Every act of support and encouragement helps unlock freedom among some of the UK's most vulnerable women and families. We are so thankful.

We are committed to doing more and better. If you would like to support or partner with Ella's in any way, we would love to hear from you. Here's what you can do:

Partner with us

We have a growing community of companies, networks, groups and organisations supporting our mission to help unlock freedom among survivors of trafficking and other forms of violence. Whether you're a business looking to strengthen your ESG or CSR; a team, group or network wanting to rally around a good cause; or you're just straight up passionate about combating trafficking and helping survivors, we would love to work with you.



Philanthropy

We are committed to growing and developing our work with survivors, in terms of both reach and excellence. If you are an individual who shares our passion for empowering survivors to recover and build lives that are safe and free, please consider investing in our work.



Funding

Trusts and foundations play a huge part in making our work possible, currently accounting for around 50 per cent of our income. Please contact us if you could come alongside our work as a trust or foundation.

Individuals

We value every single person who's part of our community. To find out about donating, fundraising, volunteering and more, visit our website.



ELLA'S

150 MINORIES

LONDON

EC3N 1LS

INFO@ELLAS.ORG.UK

020 3633 6535

WWW.ELLAS.ORG.UK



Ella's is a company limited by guarantee (company number 12178531) with a registered office address (England and Wales). We are also a charity registered in England and Wales, charity registration number 1187529.



ELLA'S HOME

England & Wales - Charity number 1187529

Accounts



Trustees' Report and Unaudited Financial Statements

SEPTEMBER 2022 – AUGUST 2023

Contents

| | |
|--|---------------|
| REFERENCE AND ADMINISTRATIVE DETAILS | 2 |
| INTRODUCTION | 3 |
| PILLAR 1: Providing expert care in London | 4 |
| OUR COMMUNITY OF SURVIVORS | 5 |
| PILLAR 2: Growing influence | 6 |
| PILLAR 3: Running an excellent organisation | 7 |
| GOVERNANCE REPORT | 8 – 28 |
| THANK YOU | 29 |

Photo on this page: Lloyd's Bank Foundation/Ella's. Photo on cover: Tom Price/Ella's



Reference and administrative details for the year ended 31 August 2023

Ella's Home (known as Ella's)

Company number: 12178531

Charity number: 1187529

Registered office and operational address:

Ella's, Pennine Way
30-33 Minories
London
EC3N 1DD

Trustees:

R. Claydon (Chair)
W. Leyland (Treasurer)
A Gregora (left Oct 22)
H. Pring (Left Aug 23)
G. Newbold (Left Aug 23)
E. Imeraj (Joined Sep 22)
E. Shoultz (Joined Jan 23)
C. Davis (Joined Jun 23)
N. Jaffer (Joined Oct 23)

Bankers:

The Co-operative
P.O. Box 250
Skelmersdale
WN8 6WT

Independent examiners:

Godfrey Wilson Limited
Chartered accountants and
statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Co-Directors:

Emily Chalke
Minke van Til



'My dark past and my scars are shadows that will never be erased from my memory... But today I am a new person who has found the light and freedom of my dignity.'

ANA

Introduction

Our mission at Ella's is to do everything we can to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

To help us achieve our mission, we launched a three-year strategy in September 2020.

This strategy was focused on strengthening our organisation to provide a sustainable foundation for our work and to maximise the impact of our work among survivors.

Our strategic goals and plans fell into three pillars of work:

- 1. Provide expert care in London**
- 2. Grow influence**
- 3. Run an excellent organisation**

This Impact Report covers September 2022 to August 2023, and marks the end of this three-year strategy.

It contains stories, highlights and numbers from the year, and a summary of our direction for the next five years.

THE YEAR IN NUMBERS

| | |
|----|--|
| 56 | women reached |
| 46 | children benefiting |
| 41 | women in education/training/work |
| 6 | new bed spaces |
| 1 | new community building |
| 58 | sessions including health, art and day trips |

'When you are at Ella's, you see life. What life is and can be. I will always be thankful. I will tell the story of Ella's to my children... in 105 years, I will still be talking about Ella's.'

Pillar 1: Provide expert care in London

ABOUT THIS PILLAR

We are a proud and passionate frontline organisation, providing the high quality, tailored care that is crucial to the recovery and long-term safety of survivors of trafficking, exploitation and other forms of violence.

This pillar is focused on providing the best support for as many women as we can.

THE HEADLINES

1. It was a joy to open our new, third safe house this year. This six-bed property in the Tower Hamlets borough of London increased our safe house capacity to 14 women at any one time.
2. A new outreach caseworker was recruited to support survivors affected by sexual violence and their children in neighbourhoods across London. This increased the capacity of our outreach team to 24 women at any one time.
3. Our new community space got up and running and has already been put to great use. We've been able to offer 58 sessions for survivors this year, run by Ella's as well as in collaboration with partners including Bettercups, The Beauty Crop and Talitha Arts. We also hosted specialist mental health workshops for survivors struggling to access adequate support elsewhere.
4. The number of people benefiting from our work rose again this year. Fifty-six women and 46 children benefited, a 34 per cent increase on last year.

THE YEAR AHEAD

We were able to reach more people than ever last year, but the need for our work is growing and there is so much more we want and need to do. We will continue to develop our delivery model next year based on our learning as well as input from our Survivor Advisory Board. This will include further expansion of our safe house accommodation and outreach work, more emphasis and resources for survivor employability and resettlement, and a new children and families support worker to benefit the growing numbers of mums and children at Ella's.



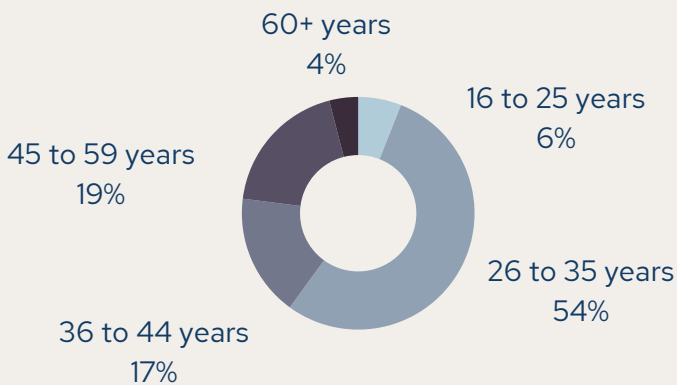
Our community of survivors

2022/23

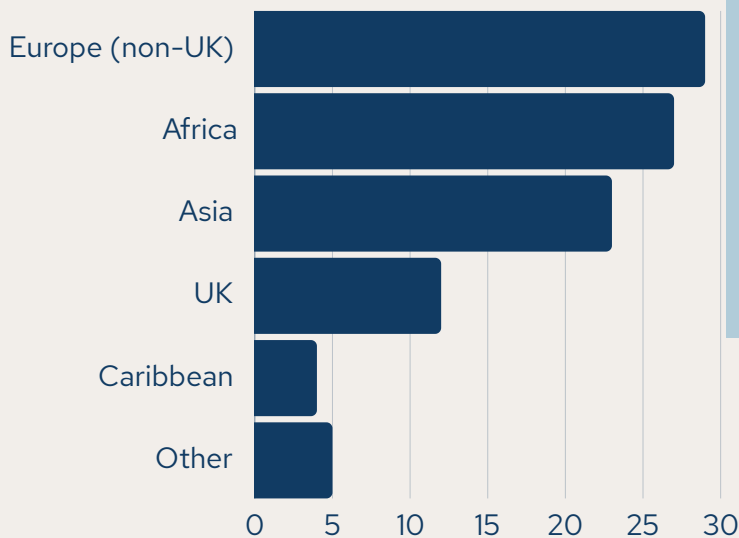
The women we work with are amazing. Here's some information on who they are and what they've been through.



Age



Place of birth (%)



Trauma

Each of the women we work with have survived multiple kinds of trauma. Of the women at Ella's last year:

73%

have experienced sexual exploitation

65%

have experienced trafficking

37%

have experienced domestic servitude

60%

have experienced other forms of abuse including honour-based violence, FGM (Female Genital Mutilation) and domestic violence

In addition, 44 per cent were asylum seekers or had insecure immigration status and 77 per cent had a mental health condition. Six per cent were lesbian. Forty per cent were white, 31 per cent were of Black African and Caribbean descent, and 25 per cent were Asian or Asian British. Just over 44 per cent of women said they were Muslim, 36 per cent Christian and the rest were Buddhist, unknown or of no religion. One hundred per cent of the women at Ella's blew us away this year with their strength and determination to pursue freedom and joy, and we could not be more in awe of them.

Pillar 2: Influencing Change

ABOUT THIS PILLAR

This pillar is about raising awareness and making connections to influence change. Not only does this further and enhance our work with survivors, it helps stop trafficking and raise awareness of the issues facing the women we work with.

THE HEADLINES

1. We continued to work with Stop the Traffik, the Free for Good and ERAW coalitions, and the Coalition to Stop Slavery to promote survivor needs, raise awareness of issues affecting them and work towards a fairer world.
2. Together with our partners and allies across the sector including ATLEU, Hope for Justice and WRC, we have supported campaigning and policy work on a number of issues including the Illegal Migration Act.
3. It's been a joy to continue to share about the amazing women we work with across our growing digital channels. To mark International Women's Day, we worked with poet Shaniqua Benjamin to create and film a spoken word poem written by the women at Ella's, called The World is a Woman.

'Thank you for being there for my Mum when she was feeling sad, and turning her sadness into happiness.'

CHILD OF SURVIVOR

Photo: Tom Price/Ella's

THE YEAR AHEAD

We will continue to build public awareness and engagement and will pursue new partnerships with ambassadors and corporate partners.

We will also continue to increase our engagement with campaigning and policy change, amplifying the views and experiences of survivors wherever and whenever we can. And we will invest more resource into the staff capacity needed to do more in these areas.



Pillar 3: Running an excellent organisation

ABOUT THIS PILLAR

A well run and resourced organisation, and a staff team that is supported and fulfilled, are crucial to our frontline work. Furthermore, we are person-centred and passionate about excellence, and so these things are important to us in their own right.

THE HEADLINES

1. We held our first ever gala dinner (pictured) to raise funds and awareness, and expand our network of support. One hundred guests attended, nearly £18,000 was raised, existing connections were strengthened and new ones were built. Huge thanks to the Fir Tree Trust for their support with the event.
2. With funding from Rosa, we on-boarded a new trustee with lived experience of trafficking and exploitation. We also established a new Survivor Advisory Board to guide our decision making and strategic development.
3. Thanks to support from TRIBE, Quaker Housing Trust and Impact Alchemy we progressed plans to purchase our first Ella's-owned property to strengthen our asset base and provide more safe house accommodation, and expect this to complete early next year.



THE YEAR AHEAD

We will finalise and act on an external review of our governance that we commissioned this year, which will include adding to our board. We will also continue to strengthen our Survivor Advisory Board and put them at the forefront of our development. We will complete the purchase of our first Ella's-owned property, and work towards building a portfolio. Our fundraising strategy will be refreshed to support our new Five-Year Strategy, with an emphasis on taking better care of our existing donors while increasing our supporter base.



Governance report

The objects of the charity are for the public benefit. They are listed with the Charity Commission as follows:

1) to provide relief for women and other victims affected by human trafficking and sexual exploitation including, but not limited to, the provision of safe and restorative accommodation, counselling, medical care, financial assistance, education and other services to support long-term aftercare and recovery; and

2) to advance public awareness and understanding of issues surrounding sexual exploitation and human trafficking throughout the United Kingdom and elsewhere.

Our support

Our support for women is tailored to every individual, including help with:

- Medical care/therapies
- Emotional support
- Education/skills training
- Employment opportunities
- Reuniting with family
- Finding and moving into new homes
- Immigration and legal support
- Bringing abusers to justice
- Emergency money and essentials
- Budgeting/managing money
- Confidence/life skills
- Community integration
- Attending appointments
- Moving countries if wanted

'I would describe Ella's as a second heaven! The majority of us at Ella's have come from different countries and have been victims of some terrible things. Our worlds are different to that of other people who have not experienced these things... But we know that, with Ella's, there are people who care about us.'

HAPPY



STRUCTURE, GOVERNANCE AND MANAGEMENT

Reference and administrative information set out on page two forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Ella's is overseen by a board of six trustees, up from five last year and with increased diversity including lived experience of trafficking. The board meets quarterly.

Day to day management is conducted by two Co-Directors and their management team. Ella's has 14 staff and receives the support of volunteers. In the year to 31 August 2023, Ella's engaged 69 volunteers.

We have also been fortunate to receive pro bono support from Collect Eco, Anversa Home, Forza, Project Imagine, Beygood Foundation, The Beauty Crop, Sam Cottman Foundation, Travers Smith, Jane King, Land Aid, Lloyds Bank Foundation, Romildamor and Bettercup.

RISK MANAGEMENT

At Ella's we are acutely aware of the vulnerability of those that we work with, and our staff and volunteer team. Our policies are designed to manage and mitigate against such risks as well as those challenges that could hinder the organisation's own short and long term sustainability.

All such risks are captured in our risk register.

In recognition of our growth and the increased demand for our services, we review the risk register every quarter and key risks are reviewed by the trustees at each board meeting.

FINANCIAL REVIEW

Ella's' focus over the year was to increase stability by maintaining a strong reserve and to lay a foundation for future growth. Income grew to £724,771, 63 per cent of which came from trusts and foundations, 17 per cent from charitable activities and 20 per cent from public donations.

Of our income, 22 per cent went to raising funds and 78 per cent to charitable activities, which is in line with our expectations based on our size and nature of work.

RESERVES POLICY

At the end of the period, Ella's retained £241,369 including an unrestricted reserve of £142,681. Our reserve policy is to maintain an unrestricted reserve of three months running costs to protect against any unforeseen loss of income.

At 31 August 2023, the reserve required was £157,913. A small portion of our reserve was used to open our third house and will be replenished in the coming year.

Declarations

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose

with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the period and have expressed their willingness to continue in that capacity.

Approved by the trustees on 13 March 2024 and signed on their behalf by



Rebecca Claydon - Chair

Independent Examiner's Report

To the trustees of:

Ella's Home

I report to the trustees on my examination of the accounts of Ella's Home (the charitable company) for the year ended 31 August 2023, which are set out on pages 13 to 28.

Responsibilities and basis of report

As the trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charitable company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since the charitable company'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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 charitable company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).



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 accounts to be reached.

Rob Wilson

14 March 2024

Rob Wilson FCA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD



'Without this kind of support, I don't think women could survive after going through such difficult times. This organisation is good, I would recommend anyone to it. It couldn't be better unless it's in heaven.'

ANNETTE

ELLA'S HOME:

Statement of financial activities (incorporating an income and expenditure account)

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 August 2023

| | Note | Restricted £ | Unrestricted £ | 2023 Total £ | 2022 Total £ |
|---|------|-----------------|-------------------|--------------------|--------------------|
| Income from: | | | | | |
| Donations and legacies | 3. | 369,986 | 217,254 | 587,240 | 451,319 |
| Charitable activities | 4. | | 120,003 | 120,003 | 133,278 |
| Other trading activities | 5. | - | 17,528 | 17,528 | - |
| Total income | | <u>369,986</u> | <u>354,785</u> | 724,771 | 584,597 |
| Expenditure on: | | | | | |
| Raising funds | | 5,622 | 149,680 | 155,302 | 86,290 |
| Charitable activities | | <u>355,047</u> | <u>193,734</u> | 548,781 | 441,621 |
| Total expenditure | 7. | <u>360,669</u> | <u>343,414</u> | 704,083 | 527,911 |
| Net income and movement in funds | 8. | 9,317 | 11,371 | 20,688 | 56,686 |
| Reconciliation of funds: | | | | | |
| Total funds brought forward | | <u>89,371</u> | <u>131,310</u> | 220,681 | 163,995 |
| Total funds carried forward | | <u>98,688</u> | <u>142,681</u> | 241,369 | 220,681 |

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 15 to the accounts.



ELLA'S HOME

| Balance sheet | | | | |
|--|------|----------------|----------------|----------------|
| As at 31 August 2023 | | | | |
| | Note | £ | 2023 £ | 2022 £ |
| Fixed assets | | | | |
| Tangible assets | 11. | | <u>1,519</u> | <u>1,605</u> |
| Current assets | | | | |
| Debtors | 12. | 24,461 | | 10,785 |
| Cash at bank and in hand | | <u>236,774</u> | | <u>232,192</u> |
| | | 261,235 | | 242,977 |
| Liabilities | | | | |
| Creditors: amounts falling due within 1 year | 13. | <u>21,385</u> | | <u>23,901</u> |
| Net current assets | | | <u>239,850</u> | <u>219,076</u> |
| Net assets | 14. | | <u>241,369</u> | <u>220,681</u> |
| Funds | | | | |
| Restricted funds | 15. | | 98,688 | 89,371 |
| Unrestricted funds | | | <u>142,681</u> | <u>131,310</u> |
| Total charity funds | | | <u>241,369</u> | <u>220,681</u> |

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

(i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and

(ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

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

Approved by the trustees on 13 March 2024 and signed on their behalf by



Rebecca Claydon - Chair

ELLA'S HOME: Statement of cash flows

Ella's Home

Statement of cash flows

For the year ended 31 August 2023

| | 2023 £ | 2022 £ |
|--|-----------------------|-----------------|
| Cash used in operating activities: | | |
| Net movement in funds | 20,688 | 56,686 |
| <i>Adjustments for:</i> | | |
| Depreciation charges | 1,265 | 1,029 |
| Decrease / (increase) in debtors | (13,676) | 15,738 |
| Increase / (decrease) in creditors | <u>(2,516)</u> | <u>(18,460)</u> |
| Net cash provided by operating activities | <u>5,761</u> | <u>54,993</u> |
| Cash flows from investing activities: | | |
| Purchase of tangible fixed assets | <u>(1,179)</u> | <u>(742)</u> |
| Net cash used in investing activities | <u>(1,179)</u> | <u>(742)</u> |
| Increase in cash and cash equivalents in the year | 4,582 | 54,251 |
| Cash and cash equivalents at the beginning of the year | <u>232,192</u> | <u>177,941</u> |
| Cash and cash equivalents at the end of the year | <u>236,774</u> | <u>232,192</u> |

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.



ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2023.

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ella's Home meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from housing benefit is recognised when entitlement to claim is met.

d) Donated services and facilities

Donated professional services and donated facilities 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities 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 period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities.

These costs have been allocated between cost of raising funds and expenditure on

charitable activities based on the proportion of staff costs, as follows:

| | 2023 | 2022 |
|-----------------------|------|------|
| Raising funds | 22% | 15% |
| Charitable activities | 78% | 85% |

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Household goods 5 years straight line basis.

Office equipment 3 years straight line basis.

Items are capitalised where the purchase price exceeds £500.

j) Debtors

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

k) Cash at bank and in hand

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

1. Accounting policies (continued)

l) Creditors

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

m) Financial instruments

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

n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation of fixed assets as described in note (i) above.



2. Prior period comparatives: statement of financial activities

| | Restricted £ | Unrestricted £ | 2022 Total £ |
|---|-----------------|-------------------|--------------------|
| Income from: | | | |
| Donations and legacies | 296,115 | 155,204 | 451,319 |
| Charitable activities | - | 133,278 | 133,278 |
| Total income | 296,115 | 288,482 | 584,597 |
| Expenditure on: | | | |
| Raising funds | - | 86,290 | 86,290 |
| Charitable activities | 239,709 | 201,912 | 441,621 |
| Total expenditure | 239,709 | 288,202 | 527,911 |
| Net income and net movement in funds | 56,406 | 280 | 56,686 |

3. Income from donations and legacies

| | Restricted £ | Unrestricted £ | 2023 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| <i>AB Charitable Trust</i> | - | 22,000 | 22,000 |
| <i>Albert Hunt - Homeless Link</i> | 19,664 | - | 19,664 |
| <i>Charles Hayward</i> | 18,800 | - | 18,800 |
| <i>Enterprise Development Fund</i> | 13,000 | - | 13,000 |
| <i>Lloyds Bank Foundation</i> | - | 27,250 | 27,250 |
| <i>Mopac outreach</i> | 42,150 | - | 42,150 |
| <i>National Lottery Community Fund</i> | 50,738 | - | 50,738 |
| <i>Rosa Fund</i> | 24,924 | - | 24,924 |
| <i>The London Community Fund</i> | 25,000 | - | 25,000 |
| <i>The Swire Charitable Trust</i> | - | 30,000 | 30,000 |
| <i>Tribe Freedom Foundation</i> | 125,000 | - | 125,000 |
| Grants <= £10,000 | 43,375 | 14,500 | 57,875 |
| Other donations | 7,335 | 95,244 | 102,579 |
| Gifts in kind* | - | 28,260 | 28,260 |
| Total income from donations and legacies | 369,986 | 217,254 | 587,240 |

3. Income from donations and legacies (continued): Prior period comparatives

| | Restricted £ | Unrestricted £ | 2022 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| AS Charitable Trust | - | 20,000 | 20,000 |
| Charles Hayward | 12,200 | - | 12,200 |
| City of London - City Bridge Trust | 25,000 | - | 25,000 |
| Enterprise Development Fund | 13,000 | - | 13,000 |
| National Lottery Community Fund | 39,939 | - | 39,939 |
| The London Community Fund | 50,000 | - | 50,000 |
| The Swire Charitable Trust | - | 23,871 | 23,871 |
| Tribe Freedom Foundation | 70,000 | - | 70,000 |
| Grants <= £10,000 | 58,785 | 14,250 | 73,035 |
| Other donations | 27,191 | 93,183 | 120,374 |
| Gifts in kind* | - | 3,900 | 3,900 |
| Total income from donations and legacies | 296,115 | 155,204 | 451,319 |

*Gifts in kind include legal advice, room hire, fundraising and other consultancy services donated to the charity.

4. Income from charitable activities

| | 2023 Total £ | 2022 Total £ |
|--|--------------------|--------------------|
| Housing benefit | 120,003 | 129,824 |
| Other services | - | 3,454 |
| Total income from charitable activities | 120,003 | 133,278 |

All income in the current and prior period was unrestricted.

5. Income from other trading activities

| | 2023 Total £ | 2022 Total £ |
|-------------------------|--------------------|--------------------|
| Gala fundraising dinner | 17,528 | - |

All income in the current period was unrestricted.

6. Government grants

The charitable company receives government grants, defined as funding from MOPAC and The National Lottery Community Fund to fund charitable activities. The total value of such grants in the period ending 31 August 2023 was £92,888 (2022: £48,654). There are no unfulfilled conditions or contingencies attaching to these grants in 2022/23.

7. Total expenditure

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2023 Total £ |
|--|--------------------|----------------------------|-----------------------------------|-----------------|
| Staff costs (note 9) | 81,396 | 286,377 | 41,576 | 409,349 |
| Rent | - | 73,043 | - | 73,043 |
| Housing costs | - | 51,017 | - | 51,017 |
| Client support* | - | 39,978 | - | 39,978 |
| Freelancer fees | 23,628 | - | - | 23,628 |
| Fundraising | 27,661 | - | - | 27,661 |
| Other staff costs | - | 3,363 | 5,182 | 8,545 |
| Training* | 60 | 2,466 | 2,618 | 5,144 |
| Professional fees* | - | 1,815 | 10,330 | 12,145 |
| Monitoring and evaluation | - | 5,636 | - | 5,636 |
| Advocacy and campaigning | - | 500 | - | 500 |
| Office costs* | 106 | 977 | 30,389 | 31,472 |
| Accountancy | - | - | 4,414 | 4,414 |
| Insurance | - | 1,942 | 1,942 | 3,884 |
| Recruitment | - | - | 3,953 | 3,953 |
| Travel | 19 | 2,044 | 84 | 2,147 |
| Depreciation | - | 400 | 865 | 1,265 |
| Volunteers | - | 302 | - | 302 |
| Sub-total | 132,870 | 469,860 | 101,353 | 704,083 |
| Allocation of support and governance costs | 22,432 | 78,921 | (101,353) | - |
| Total expenditure | 155,302 | 548,781 | - | 704,083 |

*Costs include professional services, housing costs, client support and office costs donated to the charity as gifts in kind.

Total governance costs were £3,300 (2022: £3,000).



7. Total expenditure (continued): prior period comparatives

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2022 Total £ |
|--|--------------------|----------------------------|-----------------------------------|-----------------|
| Staff costs (note 9) | 48,510 | 268,131 | 46,154 | 362,795 |
| Rent | - | 61,783 | - | 61,783 |
| Housing costs | - | 18,172 | - | 18,172 |
| Client support | - | 23,946 | - | 23,946 |
| Freelancer fees | 17,200 | - | - | 17,200 |
| Fundraising* | 10,281 | - | - | 10,281 |
| Other staff costs | - | 1,965 | 1,826 | 3,791 |
| Training* | - | 6,781 | 3,271 | 10,052 |
| Professional fees* | - | 1,200 | 240 | 1,440 |
| Office costs | - | - | 7,106 | 7,106 |
| Accountancy | - | - | 4,228 | 4,228 |
| Insurance | - | 1,142 | 1,142 | 2,284 |
| Recruitment | - | - | 2,393 | 2,393 |
| Travel | - | 1,029 | - | 1,029 |
| Depreciation | - | 164 | 865 | 1,029 |
| Volunteers | - | 382 | - | 382 |
| Sub-total | 75,991 | 384,695 | 67,225 | 527,911 |
| Allocation of support and governance costs | 10,299 | 56,926 | (67,225) | - |
| Total expenditure | 86,290 | 441,621 | - | 527,911 |

*Costs include professional services, training and development, and fundraising support donated to the charity as gifts in kind.

8. Net movement in funds

| This is stated after charging: | 2023 £ | 2022 £ |
|---|-----------|-----------|
| Depreciation | 1,265 | 1,029 |
| Trustee remuneration | Nil | Nil |
| Trustees' reimbursed expenses | Nil | Nil |
| Independent examiner's remuneration (excluding VAT) | 2,750 | 2,500 |

9. Staff costs

Staff costs were as follows:

| | 2023 | 2022 |
|-----------------------|-----------------------|----------------|
| | £ | £ |
| Salaries and wages | 368,847 | 330,692 |
| Social security costs | 32,835 | 25,063 |
| Pension costs | 7,667 | 7,040 |
| | <u>409,349</u> | <u>362,795</u> |
| Freelance staff | <u>23,628</u> | <u>17,200</u> |
| | <u>432,977</u> | <u>379,995</u> |

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, the Co-Directors, and the Management Team. The total employee benefits of the key management personnel were £223,511 (2022: £198,830).

| | 2023 | 2022 |
|--------------------|------------------|-----------|
| | No. | No. |
| Average head count | <u>12</u> | <u>13</u> |

10. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.



11. Tangible fixed assets

| | Household goods £ | Office equipment £ | Total £ |
|--------------------------|-------------------------|--------------------------|---------------------|
| Cost | | | |
| At 1 September 2022 | 820 | 2,596 | 3,416 |
| Additions in year | <u>1,179</u> | <u>-</u> | <u>1,179</u> |
| At 31 August 2023 | <u>1,999</u> | <u>2,596</u> | <u>4,595</u> |
| Depreciation | | | |
| At 1 September 2022 | 328 | 1,483 | 1,811 |
| Charge for the year | <u>400</u> | <u>865</u> | <u>1,265</u> |
| At 31 August 2023 | <u>728</u> | <u>2,348</u> | <u>3,076</u> |
| Net book value | | | |
| At 31 August 2023 | <u>1,271</u> | <u>248</u> | <u>1,519</u> |
| At 31 August 2022 | <u>492</u> | <u>1,113</u> | <u>1,605</u> |

12. Debtors

| | 2023 £ | 2022 £ |
|---------------|----------------------|---------------|
| Trade debtors | 7,890 | 4,482 |
| Prepayments | 13,440 | 2,000 |
| Other debtors | <u>3,131</u> | <u>4,303</u> |
| | <u>24,461</u> | <u>10,785</u> |

13. Creditors: amounts due within 1 year

| | 2023 £ | 2022 £ |
|---------------------|----------------------|---------------|
| Trade creditors | 277 | 78 |
| Accruals | 9,210 | 9,629 |
| Payroll liabilities | <u>11,898</u> | <u>14,194</u> |
| | <u>21,385</u> | <u>23,901</u> |

14. Analysis of net assets between funds

| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
|-------------------------------------|-----------------------|-------------------------|------------------|
| Tangible fixed assets | - | 1,519 | 1,519 |
| Current assets | 98,688 | 162,547 | 261,235 |
| Current liabilities | - | (21,385) | (21,385) |
| Net assets at 31 August 2023 | 98,688 | 142,681 | 241,369 |
| Prior period comparatives | | | |
| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
| Tangible fixed assets | - | 1,605 | 1,605 |
| Current assets | 89,371 | 153,606 | 242,977 |
| Current liabilities | - | (23,901) | (23,901) |
| Net assets at 31 August 2022 | 89,371 | 131,310 | 220,681 |



15. Movement in funds

| | At 1 September 2022 £ | Income £ | Expenditure £ | At 31 August 2023 £ |
|--|--------------------------------|----------------|------------------|------------------------------|
| Restricted funds | | | | |
| Albert Hunt | - | 19,664 | (3,600) | 16,064 |
| Arnold Clark Automobiles | 1,000 | - | - | 1,000 |
| Aviva | - | 7,335 | (5,566) | 1,769 |
| B&Q | - | 5,000 | (956) | 4,044 |
| BCBN | - | 3,000 | (1,340) | 1,660 |
| Charles Hayward | 5,047 | 18,800 | (16,032) | 7,815 |
| Enterprise Development Fund | 7,695 | 13,000 | (20,695) | - |
| Farthing Trust | 2,507 | 3,000 | (5,507) | - |
| Fir Tree | - | 2,500 | (2,500) | - |
| Hiscox Foundation | - | 3,000 | (3,000) | - |
| Marsh Trust | 400 | - | - | 400 |
| Meeting Needs | 5,000 | - | (5,000) | - |
| Merchant Taylor | - | 5,000 | - | 5,000 |
| MOPAC Outreach | - | 42,150 | (49,499) | (7,349) |
| Mrs Maud Van Norden's Charitable Foundation | 3,000 | - | (1,323) | 1,677 |
| National Lottery Community Fund (1) | 16,106 | 40,738 | (49,809) | 7,035 |
| National Lottery Community Fund (2) | - | 10,000 | (1,127) | 8,873 |
| Percy Bilton | - | 5,315 | (5,315) | - |
| Peter Stebbing | - | 5,000 | - | 5,000 |
| Reach Fund | - | 8,750 | (2,000) | 6,750 |
| ROSA | - | 24,924 | (19,665) | 5,259 |
| Prism the Gift Fund (Matrix) | 5,000 | - | (403) | 4,597 |
| Screwfix Foundation | 5,000 | - | (5,000) | - |
| SMB Trust | - | 1,500 | (1,500) | - |
| The 29th May 1961 Trust | 1,934 | - | (1,934) | - |
| The Big Give | 18,839 | 1,310 | (20,149) | - |
| Tribe | 17,843 | 125,000 | (113,749) | 29,094 |
| The London Community Fund | - | 25,000 | (25,000) | - |
| Total restricted funds | 89,371 | 369,986 | (360,669) | 98,688 |
| Total unrestricted funds | 131,310 | 354,785 | (343,414) | 142,681 |
| Total funds | 220,681 | 724,771 | (704,083) | 241,369 |

Purpose of restricted funds

Albert Hunt - Capacity building to purchase home
 Arnold Clark Automobiles - Renovation of new home
 Aviva - Supporting financial wellbeing of service users
 B&Q - Safehouse home improvements
 BCBN - Supporting service users in crisis
 Charles Hayward - Outreach salaries
 Enterprise Development Fund - Business development
 Farthing Trust - Crisis fund
 Fir Tree - Fundraising
 Hiscox Foundation - Support for social enterprise
 Marsh Trust - New home

15. Movement in funds (continued)

Purpose of restricted funds (continued)

Meeting Needs - New home

Merchant Taylor - New home

MOPAC Outreach - Support for outreach worker

Mrs Maud Van Norden's Charitable Foundation - New home

National Lottery Community Fund (1) - Community resettlement scheme

National Lottery Community Fund (2) - Support for social enterprise

Percy Bilton - New home

Peter Stebbing - Safehouse costs

Reach Fund - Capacity building to purchase home

ROSA - Lived Experience Advisory Board

Prism the Gift Fund (Matrix) - Hackney safehouse

Screwfix Foundation - New home

SMB Trust - Safehouse costs

The 29th May 1961 Trust -Service manager salary

The Big Give - Outreach salaries and digital improvements

Tribe - Ella's core objectives

The London Community Fund - Frontline salaries

Funds in deficit

The MOPAC Outreach fund is in deficit at the year end as this project is ongoing and further funds will be received in 2023/24.



15. Movement in funds (continued)

Prior period comparatives

| | At 1 September 2021 £ | Income £ | Expenditure £ | At 31 August 2022 £ |
|--|--------------------------------|----------------|------------------|------------------------------|
| Restricted funds | | | | |
| Arnold Clark Automobiles | - | 1,000 | - | 1,000 |
| Aviva | - | 5,007 | (5,007) | - |
| Charles Hayward | - | 12,200 | (7,153) | 5,047 |
| City of London - City Bridge Trust | 13,886 | 25,000 | (38,886) | - |
| Enterprise Development Fund | - | 13,000 | (5,305) | 7,695 |
| Farthing Trust | 2,960 | 5,000 | (5,453) | 2,507 |
| Greater London Authority Thrive Fund | - | 10,000 | (10,000) | - |
| Marsh Trust | - | 400 | - | 400 |
| Meeting Needs | - | 5,000 | - | 5,000 |
| Money Saving Expert | 5,641 | 670 | (6,311) | - |
| MOPAC Emergency support | - | 8,715 | (8,715) | - |
| Mrs Maud Van Norden's Charitable Foundation | - | 3,000 | - | 3,000 |
| National Lottery Community Fund (1) | - | 39,939 | (23,833) | 16,106 |
| Prism the Gift Fund (Matrix) | - | 5,000 | - | 5,000 |
| Screwfix Foundation | - | 5,000 | - | 5,000 |
| The 29th May 1961 Trust | - | 10,000 | (8,066) | 1,934 |
| The Big Give | - | 22,184 | (3,345) | 18,839 |
| The Neighbourly Foundation | - | 5,000 | (5,000) | - |
| Tribe | 4,934 | 70,000 | (57,091) | 17,843 |
| The London Community Fund | 5,544 | 50,000 | (55,544) | - |
| Total restricted funds | 32,965 | 296,115 | (239,709) | 89,371 |
| Total unrestricted funds | 131,030 | 288,482 | (288,202) | 131,310 |
| Total funds | 163,995 | 584,597 | (527,911) | 220,681 |

16. Operating lease commitments

The charity had operating leases at the year end with total future minimum lease payments as follows:

| | 2023 £ | 2022 £ |
|---------------------|----------------|---------------|
| Amount falling due: | | |
| Within 1 year | 71,216 | 30,216 |
| Within 1 - 5 years | 189,216 | 60,432 |
| | 260,432 | 90,648 |

17. Related party transactions

There were no related party transactions in the current or prior year.

Thank you

We are a growing organisation, but we'll never become too big to celebrate and truly appreciate every act of support and encouragement that powers our work. Your generosity changes lives. In the words of Nia, 'I want to thank those who help Ella's and are behind the work of Ella's. They don't know how much they help us.'

We are committed to doing more and better. If you would like to support or partner with Ella's in any way, we would love to hear from you. Together, we can help unlock freedom among women who have survived trafficking and exploitation.

'I have run out of words to express my gratitude to my support worker and [the rest of] Ella's. Your presence in our lives means a lot. When we count our blessings, we count you twice.'

YEMI



ELLA'S

PENNINE WAY, 30-33 MINORITIES,
LONDON EC3N 1DD

INFO@ELLAS.ORG.UK

020 3633 6535

WWW.ELLAS.ORG.UK



Ella's is a company limited by guarantee (company number 12178531) with a registered office address (England and Wales). We are also a charity registered in England and Wales, charity registration number 1187529.



ELLA'S HOME

England & Wales - Charity number 1187529

Accounts

Trustees' Report and Unaudited Financial Statements

SEPTEMBER 2021 – AUGUST 2022



Contents

| | |
|--|---------------|
| REFERENCE AND ADMINISTRATIVE DETAILS | 2 |
| INTRODUCTION | 3 |
| PILLAR 1: Providing expert care in London | 4 |
| OUR COMMUNITY OF SURVIVORS | 5 |
| PILLAR 2: Growing influence | 6 |
| PILLAR 3: Running an excellent organisation | 7 |
| GOVERNANCE REPORT | 8 – 28 |
| THANK YOU | 29 |

Photo (this page and cover): Tom Price/Ella's



Reference and administrative details for the year ended 31 August 2022

Ella's Home (known as Ella's)

Company number: 12178531

Charity number: 1187529

Registered office and operational address:

The Arc Club
72 - 76 Digby Road
Homerton
E9 6HX

Trustees:

R. Claydon (Chair)
W. Leyland (Treasurer)
A. Gregora (resigned October 2022)
H. Pring
G. Newbold
E. Imeraj (appointed September 2022)
E. Shoultz (appointed January 2023)

Bankers:

The Co-operative
P.O. Box 250
Skelmersdale
WN8 6WT

Independent examiners:

Godfrey Wilson Limited
Chartered accountants and statutory
auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Co-Directors:

Emily Chalke
Minke van Til

'I am so happy to be starting a new chapter in my life. At Ella's, I've been made to feel like I am special for the first time. And because of that, I have come to know that I am indeed special!'



SHIRENE

Where we use survivor names, please assume these have been changed for the protection of the women we work with.

Introduction

Our mission at Ella's is to do everything we can to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

To help us achieve our mission, we launched a three-year strategy in September 2020. This strategy is focused on strengthening our organisation, to provide a sustainable foundation for our work and to maximise the impact of our work among survivors.

Our strategic goals and plans fall into three pillars of work:

- 1. Providing expert care in London**
- 2. Growing influence**
- 3. Running an excellent organisation**

This report marks the end of the second year of our current three year strategy, September 2021 to August 2022.

THE YEAR IN NUMBERS

47

women benefiting

39

**women in education/
training/work**

29

children benefiting

20

**women supported
through court**

23

frontline partnerships

23

amazing volunteers



'Ella's is unique among women's organisations because it feels like a family.'

AYESHA

Pillar 1: Providing expert care in London

ABOUT THIS PILLAR

The survivors we work with at Ella's have been through trauma and abuse worse than most people could imagine. The need for what we do is urgent and growing.

This pillar is focused on providing excellent care for increasing numbers of women.

THE HEADLINES

1. Building on our revised service model introduced last year, we embedded a third stage of support led by our newly recruited Community and Resettlement Coordinator. As a result, women have more of the social and community support they need to move on from Ella's confidently and step safely into independence. We were also able to open this work out to include women from other support organisations, a first for Ella's and something to celebrate.
2. Our new safe house was due to open in early 2022, but, disappointingly, the purchase fell through at the last minute due to circumstances beyond our control. We continue searching for a replacement property whilst exploring new routes and partnerships to allow us to open at least one new house in 2023.
3. We achieved our goal to increase our reach this year. Forty-seven women and 29 children benefited from our work between September 2021 and August 2022, an 18.5 per cent increase on last year.

THE YEAR AHEAD

As well as expanding our safe house capacity this next year, we have received funding from the Ministry of Justice via MOPAC to recruit an outreach caseworker to support survivors affected by sexual violence and their children across London.

We will also develop our approach to mental health provision for the women we work with, and will source new, safe community spaces to host our expanding programme of sessions for survivors.

WHAT WE DO

For anyone new to Ella's, we are an organisation providing urgent and long-term support for women who have survived trafficking and exploitation.

Our mission is to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

To achieve this, we offer safe house accommodation for women when they are most vulnerable, care to help them recover and move forward, and long-term community-based support to help survivors build safe, independent lives.

For more, visit www.ellas.org.uk

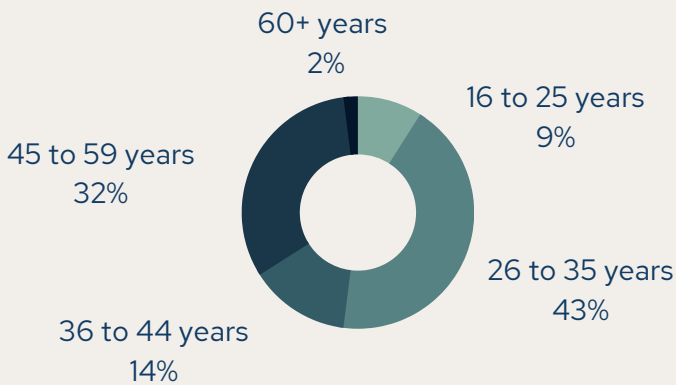


Our community of survivors 2021/22

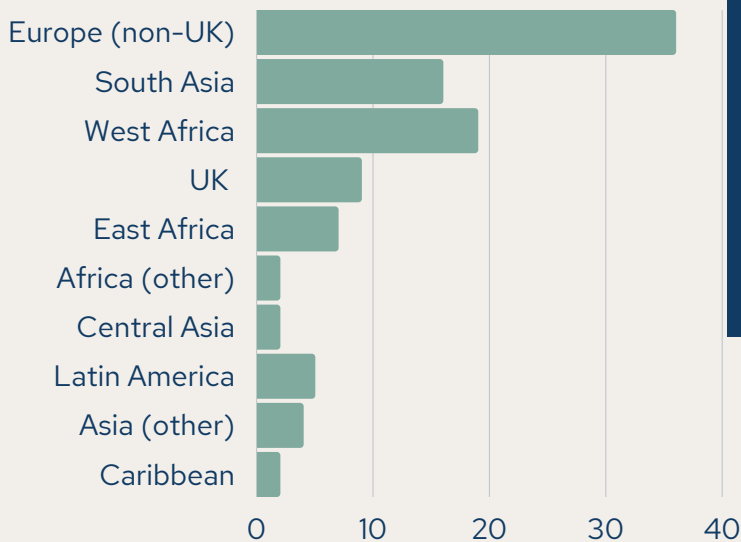


The women we work with are amazing. Here's some information on who they are and what they've been through.

Age



Place of birth



Trauma

The women we work with have survived multiple kinds of abuse. Of the women at Ella's this last year:

61% have experienced trafficking

70% have experienced sexual exploitation

88% have experienced domestic servitude

70% have experienced other forms of abuse including honour-based violence, FGM (Female Genital Mutilation) and domestic violence

In addition, 11% of women had a physical disability and 84% had a mental health condition. Nine per cent were lesbian and one was non-binary. In terms of race and ethnicity, 30% of women were of Black African and Caribbean descent, 20% were Asian and Asian British, and 50% were White. Just over 43% of women said they were Christian, 39% Muslim and the remainder Buddhist or of no religion. One hundred per cent of the women at Ella's are incredible, inspiring, unique individuals and it's a privilege to walk with them during their time with us.



Amazing
100%

Pillar 2: Growing influence

ABOUT THIS PILLAR

To see survivors safe and supported, end trafficking and tackle violence against women and girls, we must all do our part and work together – organisations, individuals, media and those in power.

This pillar is about raising awareness and making connections to influence change.

THE HEADLINES

1. We joined two more coalitions this year: the End Violence Against Women Coalition (EVAW), and the new Coalition to Stop Slavery of which we are a founding and steering group member.
2. We worked closely with StopTheTraffik and others this year to deliver the Power of 10 project, to encourage and facilitate openness across the sector regarding the sharing of data to disrupt trafficking. We continue to be an active member of the resulting Trafficking Analysis Hub.
3. We have seen growth across all of our social media and other communications channels. We also worked with media outlets including the Daily Express and BBC, as well as brands such as TRIBE to raise awareness and amplify survivor stories among the public.

THE YEAR AHEAD

We will grow our coalition and partnership working further to ensure survivor voices and interests are heard, and will invest in our website to increase digital reach and engagement. We will seek new connections with networks and corporate partners, and pursue fresh opportunities to share stories from Ella's on film.



Pillar 3: Running an excellent organisation

ABOUT THIS PILLAR

This pillar covers safe and effective policies and procedures, providing a supportive and enjoyable working environment for our brilliant staff and volunteers, and ensuring the sustainable future growth of Ella's to reach more women.

THE HEADLINES

1. To strengthen and complement our existing monitoring and evaluation framework, we designed an enhanced service user feedback process in order to further track, evidence and improve our work.
2. To ensure survivors are truly at the heart of all we do, we planned and pursued funding to recruit, establish and maintain a Survivor Advisory Panel, as well as a trustee with lived experience.
3. We have been working closely with survivors, as well as consulting with staff and external advisors, to lay the foundation for a social enterprise pilot next year. We have also been taking advice from property specialists to inform our business plan, to include the purchase of our own property for use as safe houses.

THE YEAR AHEAD

We will roll out our expanded service user feedback process and our work to establish a Survivor Advisory Panel, and will ensure a trustee with lived experience is in place

and supported.

We will also pilot at least one social enterprise idea, and continue to explore the purchase of property. In addition, we will hold our first gala dinner event to strengthen and build new relationships with major donors, business and corporate partners.



Governance report

The objects of the charity are for the public benefit. They are listed with the Charity Commission as follows:

1) to provide relief for women and other victims affected by human trafficking and sexual exploitation including, but not limited to, the provision of safe and restorative accommodation, counselling, medical care, financial assistance, education and other services to support long-term aftercare and recovery; and

2) to advance public awareness and understanding of issues surrounding sexual exploitation and human trafficking throughout the United Kingdom and elsewhere.

Our support

Our support for women is tailored to every individual, including help with:

- Medical care/therapies
- Emotional support
- Education/skills training
- Employment opportunities
- Reuniting with family
- Finding and moving into new homes
- Immigration and legal support
- Bringing abusers to justice
- Emergency money and essentials
- Budgeting/managing money
- Confidence/life skills
- Community integration
- Attending appointments
- Moving countries if wanted

Photos throughout: Tom Price/Ella's



STRUCTURE, GOVERNANCE AND MANAGEMENT

Reference and administrative information set out on page 2 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice – Accounting and Reporting by Charities (effective from January 2019).

Ella's is overseen by a board of six trustees, up from five last year and with increased diversity including lived experience of trafficking.

The board meets quarterly. Day to day management is conducted by two Co-Directors and their management team. Ella's has 13 staff members and receives the support of volunteers. On 31 August 2022, Ella's had 22 active volunteers.

We have also been fortunate to receive pro bono support from Romildamor, Texel, Resonance, Emma Scott, Iain Patterson and Dr Reem Shafiq, and continued strategic management advice from Caplor Horizons.

RISK MANAGEMENT

At Ella's we are acutely aware of the vulnerability of those that we work with, and our staff and volunteer team. Our policies are designed to manage and mitigate against such risks as well as those challenges that could hinder the organisation's own short and long term sustainability. All such

risks are captured in our risk register.

In recognition of our growth and the increased demand for our services, we review the risk register every quarter and key risks are reviewed by the trustees at each board meeting.

FINANCIAL REVIEW

Ella's' focus over the year was to increase stability by maintaining a strong reserve and to lay a foundation for future growth. Income grew to £584,000, 57 per cent of which came from trusts and foundations, 22 per cent from charitable activities and 21 per cent from public donations. Of our income, 15 per cent went to raising

funds and 85 per cent to charitable activities, which is in line with our expectations based on our size and nature of work. Ella's has responded to the cost of living crisis by providing occasional extra payments to our staff, as well as fundraising specifically to the women we work with via crisis support.

RESERVES POLICY

At the end of the period, Ella's retained £220,681 including an unrestricted reserve of £131,310. Our reserve policy is to maintain an unrestricted reserve of three months running costs to protect against any unforeseen loss of income.

At 31 August 2022, the reserve required was £127,913. Movement in funds was such that our unrestricted reserve remained stable. This continues to be the appropriate reserve in preparation for future growth.

Declarations

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose

with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the period and have expressed their willingness to continue in that capacity.

Approved by the trustees on 3 May 2023 and signed on their behalf by:

Rebecca Claydon - Chair

Independent Examiner's Report

To the trustees of:

Ella's Home

I report to the trustees on my examination of the accounts of Ella's Home (the charitable company) for the year ended 31 August 2022, which are set out on pages 13 to 28.

Responsibilities and basis of report

As the trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charitable company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since the charitable company'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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

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

accounting records were not kept in respect of the charitable company as required by section

(1) accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or

(2) the accounts do not accord with those records; or

(3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or

(4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).



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 accounts to be reached.

3 May 2023

Laura Richards ACA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD



'I know the help, skills and people I've found at Ella's will benefit me long into the future. Although I won't be living at Ella's, the feeling of safety will stay with me.'

SHARON

ELLA'S HOME:

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 August 2022

| | Note | Restricted £ | Unrestricted £ | 2022 Total £ | 2021 Total £ |
|---|------|-----------------|-------------------|--------------------|--------------------|
| Income from: | | | | | |
| Donations and legacies | 3. | 296,115 | 155,204 | 451,319 | 349,242 |
| Charitable activities | 4. | - | 133,278 | 133,278 | 148,581 |
| Total income | | 296,115 | 288,482 | 584,597 | 497,823 |
| Expenditure on: | | | | | |
| Raising funds | | - | 86,290 | 86,290 | 81,044 |
| Charitable activities | | 239,709 | 201,912 | 441,621 | 369,008 |
| Total expenditure | 6. | 239,709 | 288,202 | 527,911 | 450,052 |
| Net income and movement in funds | 7. | 56,406 | 280 | 56,686 | 47,771 |
| Reconciliation of funds: | | | | | |
| Total funds brought forward | | 32,965 | 131,030 | 163,995 | 116,224 |
| Total funds carried forward | | 89,371 | 131,310 | 220,681 | 163,995 |

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.



ELLA'S HOME: Balance sheet

| As at 31 August 2022 | | | | |
|--|------|----------------|----------------|----------------|
| | Note | £ | 2022 £ | 2021 £ |
| Fixed assets | | | | |
| Tangible assets | 10. | | <u>1,605</u> | <u>1,892</u> |
| Current assets | | | | |
| Debtors | 11. | 10,785 | | 26,523 |
| Cash at bank and in hand | | <u>232,192</u> | | <u>177,941</u> |
| | | 242,977 | | 204,464 |
| Liabilities | | | | |
| Creditors: amounts falling due within 1 year | 12. | <u>23,901</u> | | <u>42,361</u> |
| Net current assets | | | <u>219,076</u> | <u>162,103</u> |
| Net assets | 13. | | <u>220,681</u> | <u>163,995</u> |
| Funds | | | | |
| Restricted funds | 14. | | 89,371 | 32,965 |
| Unrestricted funds | | | | |
| General funds | | | <u>131,310</u> | <u>131,030</u> |
| Total charity funds | | | <u>220,681</u> | <u>163,995</u> |

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

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

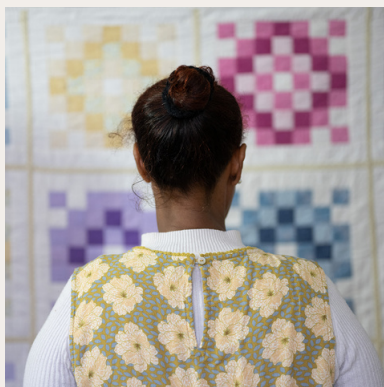
Approved by the trustees on 3 May 2023 and signed on their behalf by

Rebecca Claydon - Chair

ELLA'S HOME: Statement of cash flows

| For the year ended 31 August 2022 | | |
|--|-----------------------|-----------------------|
| | 2022 £ | 2021 £ |
| Cash used in operating activities: | | |
| Net movement in funds | 56,686 | 47,771 |
| <i>Adjustments for:</i> | | |
| Depreciation charges | 1,029 | 782 |
| Decrease / (increase) in debtors | 15,738 | (26,523) |
| Increase / (decrease) in creditors | <u>(18,460)</u> | <u>40,808</u> |
| Net cash provided by operating activities | <u>54,993</u> | <u>62,838</u> |
| Cash flows from investing activities: | | |
| Purchase of tangible fixed assets | <u>(742)</u> | <u>(2,674)</u> |
| Net cash used in investing activities | <u>(742)</u> | <u>(2,674)</u> |
| Increase in cash and cash equivalents in the year | 54,251 | 60,164 |
| Cash and cash equivalents at the beginning of the year | <u>177,941</u> | <u>117,777</u> |
| Cash and cash equivalents at the end of the year | <u><u>232,192</u></u> | <u><u>177,941</u></u> |

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.



ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2022.

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ella's Home meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from housing benefit is recognised when entitlement to claim is met.

d) Donated services and facilities

Donated professional services and donated facilities 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities 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 period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2022.

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities.

These costs have been allocated between cost of raising funds and expenditure on

charitable activities based on the proportion of staff costs as follows:

| | 2022 | 2021 |
|-----------------------|------|------|
| Raising funds | 15% | 18% |
| Charitable activities | 85% | 82% |

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Household goods 5 years straight line basis.

Office equipment 3 years straight line basis.

Items are capitalised where the purchase price exceeds £500.

j) Debtors

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

k) Cash at bank and in hand

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

ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2022.

1. Accounting policies (continued)

l) Creditors

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

the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation of fixed assets as described in note (i) above.

m) Financial instruments

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

n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in



2. Prior period comparatives: statement of financial activities

| | Restricted £ | Unrestricted £ | 2021 Total £ |
|---|-----------------|-------------------|--------------------|
| Income from: | | | |
| Donations and legacies | 252,925 | 96,317 | 349,242 |
| Charitable activities | - | 148,581 | 148,581 |
| Total income | 252,925 | 244,898 | 497,823 |
| Expenditure on: | | | |
| Raising funds | - | 81,044 | 81,044 |
| Charitable activities | 232,844 | 136,164 | 369,008 |
| Total expenditure | 232,844 | 217,208 | 450,052 |
| Net income and net movement in funds | 20,081 | 27,690 | 47,771 |

3. Income from donations and legacies

| | Restricted £ | Unrestricted £ | 2022 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| <i>Tribe Freedom Foundation</i> | 70,000 | - | 70,000 |
| <i>The London Community Fund</i> | 50,000 | - | 50,000 |
| <i>National Lottery</i> | 39,939 | - | 39,939 |
| <i>City of London - City Bridge Trust</i> | 25,000 | - | 25,000 |
| <i>The Swire Charitable Trust</i> | - | 23,871 | 23,871 |
| <i>AS Charitable Trust</i> | - | 20,000 | 20,000 |
| <i>Enterprise Development Fund</i> | 13,000 | - | 13,000 |
| <i>Charles Hayward</i> | 12,200 | - | 12,200 |
| Grants <= £10,000 | 58,785 | 14,250 | 73,035 |
| Other donations | 27,191 | 93,183 | 120,374 |
| Gifts in kind * | - | 3,900 | 3,900 |
| Total income from donations and legacies | 296,115 | 155,204 | 451,319 |

3. Income from donations and legacies (continued): Prior period comparatives

| | Restricted £ | Unrestricted £ | 2021 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| <i>The Barrow Cadbury Trust</i> | 48,690 | - | 48,690 |
| <i>MOPAC</i> | 30,398 | - | 30,398 |
| <i>Tribe Freedom Foundation</i> | 30,000 | - | 30,000 |
| <i>AXA</i> | 15,336 | 11,847 | 27,183 |
| <i>The London Community Fund</i> | 25,000 | - | 25,000 |
| <i>City Bridge Trust</i> | 25,000 | - | 25,000 |
| <i>Smallwood Trust</i> | 24,611 | - | 24,611 |
| Grants < £10,000 | 53,890 | 10,222 | 64,112 |
| Other donations | - | 63,648 | 63,648 |
| Gifts in kind * | - | 10,600 | 10,600 |
| Total income from donations and legacies | 252,925 | 96,317 | 349,242 |

*Gifts in kind include legal advice, room hire, fundraising and other consultancy services donated to the charity.

4. Income from charitable activities

| | 2022 Total £ | 2021 Total £ |
|--|--------------------|--------------------|
| Housing benefit | 129,824 | 143,963 |
| Other services | 3,454 | 4,618 |
| Total income from charitable activities | 133,278 | 148,581 |

All income in the current and prior period was unrestricted.

5. Government grants

The charitable company receives government grants, defined as funding from MOPAC and Greater London Authority (THRIVE) to fund charitable activities. The total value of such grants in the period ending 31 August 2022 was £18,715 (2021: £30,398). There are no unfulfilled conditions or contingencies attaching to these grants in 2021/22.

6. Total expenditure

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2022 Total £ |
|--|--------------------|----------------------------|-----------------------------------|-----------------|
| Staff costs (note 8) | 48,510 | 268,131 | 46,154 | 362,795 |
| Rent | - | 61,783 | - | 61,783 |
| Housing costs | - | 18,172 | - | 18,172 |
| Client support | - | 23,946 | - | 23,946 |
| Freelancer fees | 17,200 | - | - | 17,200 |
| Fundraising* | 10,281 | - | - | 10,281 |
| Other staff costs | - | 1,965 | 1,826 | 3,791 |
| Training* | - | 6,781 | 3,271 | 10,052 |
| Professional fees* | - | 1,200 | 240 | 1,440 |
| Office costs | - | - | 7,106 | 7,106 |
| Accountancy | - | - | 4,228 | 4,228 |
| Insurance | - | 1,142 | 1,142 | 2,284 |
| Recruitment | - | - | 2,393 | 2,393 |
| Travel | - | 1,029 | - | 1,029 |
| Depreciation | - | 164 | 865 | 1,029 |
| Volunteers | - | 382 | - | 382 |
| Sub-total | 75,991 | 384,695 | 67,225 | 527,911 |
| Allocation of support and governance costs | 10,299 | 56,926 | (67,225) | - |
| Total expenditure | 86,290 | 441,621 | - | 527,911 |

* Costs include professional services, training and development, and fundraising support donated to the charity as gifts in kind. Total governance costs were £3,000 (2021: £2,280).



6. Total expenditure (continued): prior period comparatives

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2021 Total £ |
|--|--------------------|----------------------------|-----------------------------------|-----------------|
| Staff costs (note 8) | 36,141 | 161,295 | 78,971 | 276,407 |
| Rent | - | 60,048 | - | 60,048 |
| Housing costs | - | 31,861 | - | 31,861 |
| Client support | - | 13,401 | - | 13,401 |
| Freelancer fees | 12,600 | - | - | 12,600 |
| Fundraising* | 11,762 | - | - | 11,762 |
| Other staff costs | - | - | 11,557 | 11,557 |
| Training | - | 8,869 | 1,183 | 10,052 |
| Professional fees* | - | - | 8,310 | 8,310 |
| Office costs | - | - | 4,223 | 4,223 |
| Accountancy | - | - | 3,668 | 3,668 |
| Insurance | - | - | 2,276 | 2,276 |
| Recruitment | - | - | 1,407 | 1,407 |
| Travel | - | 1,315 | - | 1,315 |
| Depreciation | - | 164 | 618 | 782 |
| Volunteers | - | 383 | - | 383 |
| Sub-total | 60,503 | 277,336 | 112,213 | 450,052 |
| Allocation of support and governance costs | 20,541 | 91,672 | (112,213) | - |
| Total expenditure | 81,044 | 369,008 | - | 450,052 |

Costs include professional services and fundraising support donated to the charity as gifts in kind.

7. Net movement in funds

This is stated after charging:

| | 2022 £ | 2021 £ |
|---|--------------|--------------|
| Trustee remuneration | Nil | Nil |
| Trustees' reimbursed expenses | Nil | Nil |
| Independent examiner's remuneration (including VAT) | 3,000 | 2,280 |

8. Staff costs

| Staff costs were as follows: | 2022 £ | 2021 £ |
|------------------------------|----------------|----------------|
| Salaries and wages | 330,692 | 245,939 |
| Social security costs | 25,063 | 24,799 |
| Pension costs | 7,040 | 5,669 |
| | <u>362,795</u> | <u>276,407</u> |
| Freelance staff | <u>17,200</u> | <u>12,600</u> |
| | <u>379,995</u> | <u>289,007</u> |

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, the Co-Directors, and the Management Team. The total employee benefits of the key management personnel were £198,830 (2021: £173,268).

| | 2022 No. | 2021 No. |
|--------------------|-------------|-------------|
| Average head count | <u>13</u> | <u>10</u> |

9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. Tangible fixed assets

| | Household goods £ | Office equipment £ | Total £ |
|---|-------------------------|--------------------------|---------------------|
| Cost | | | |
| At 1 September 2021 | 820 | 1,854 | 2,674 |
| Additions in year | - | 742 | 742 |
| At 31 August 2022 | <u>820</u> | <u>2,596</u> | <u>3,416</u> |
| Depreciation | | | |
| At 1 September 2021 | 164 | 618 | 782 |
| Charge for the year | <u>164</u> | <u>865</u> | <u>1,029</u> |
| At 31 August 2022 | <u>328</u> | <u>1,483</u> | <u>1,811</u> |
| Net book value At 31 August 2022 | <u>492</u> | <u>1,113</u> | <u>1,605</u> |
| At 31 August 2021 | <u>656</u> | <u>1,236</u> | <u>1,892</u> |

11. Debtors

| | 2022 £ | 2021 £ |
|---------------|----------------------|---------------|
| Trade debtors | 4,482 | 22,406 |
| Prepayments | 2,000 | - |
| Other debtors | 4,303 | 4,117 |
| | <u>10,785</u> | <u>26,523</u> |

12. Creditors: amounts due within 1 year

| | 2022 £ | 2021 £ |
|---------------------|----------------------|---------------|
| Trade creditors | 78 | 262 |
| Accruals | 9,629 | 10,215 |
| Payroll liabilities | 14,194 | 31,884 |
| | <u>23,901</u> | <u>42,361</u> |

13. Analysis of net assets between funds

| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
|-------------------------------------|-----------------------|-------------------------|------------------|
| Tangible fixed assets | - | 1,605 | 1,605 |
| Current assets | 89,371 | 153,606 | 242,977 |
| Current liabilities | - | (23,901) | (23,901) |
| Net assets at 31 August 2022 | 89,371 | 131,310 | 220,681 |
| Prior period comparatives | | | |
| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
| Tangible fixed assets | - | 1,892 | 1,892 |
| Current assets | 32,965 | 171,499 | 204,464 |
| Current liabilities | - | (42,361) | (42,361) |
| Net assets at 31 August 2021 | 32,965 | 131,030 | 163,995 |



14. Movement in funds

| | At 1 September 2021 £ | Income £ | Expenditure £ | At 31 August 2022 £ |
|---|--------------------------------|-----------------------|-------------------------|------------------------------|
| Restricted funds | | | | |
| Arnold Clark Automobiles | - | 1,000 | - | 1,000 |
| Aviva | - | 5,007 | (5,007) | - |
| Charles Hayward | - | 12,200 | (7,153) | 5,047 |
| City of London - City Bridge Trust | 13,886 | 25,000 | (38,886) | - |
| Enterprise Dev Fund | - | 13,000 | (5,305) | 7,695 |
| Farthing Trust | 2,960 | 5,000 | (5,453) | 2,507 |
| Greater London Authority Thrive Fund | - | 10,000 | (10,000) | - |
| Marsh Trust | - | 400 | - | 400 |
| Meeting Needs | - | 5,000 | - | 5,000 |
| Money Saving Expert | 5,641 | 670 | (6,311) | - |
| MOPAC Emergency support | - | 8,715 | (8,715) | - |
| Mrs Maud Van Norden's Charitable Foundation | - | 3,000 | - | 3,000 |
| National Lottery | - | 39,939 | (23,833) | 16,106 |
| Prism the Gift Fund (Matrix) | - | 5,000 | - | 5,000 |
| Screwfix Foundation | - | 5,000 | - | 5,000 |
| The 29th May 1961 Trust | - | 10,000 | (8,066) | 1,934 |
| The Big Give | - | 22,184 | (3,345) | 18,839 |
| The Neighbourly Foundation - B&Q Foundation | - | 5,000 | (5,000) | - |
| Tribe | 4,934 | 70,000 | (57,091) | 17,843 |
| VAWG The London Community Fund | 5,544 | 50,000 | (55,544) | - |
| Total restricted funds | <u>32,965</u> | <u>296,115</u> | <u>(239,709)</u> | <u>89,371</u> |
| Unrestricted funds | | | | |
| General funds | <u>131,030</u> | <u>288,482</u> | <u>(288,202)</u> | <u>131,310</u> |
| Total unrestricted funds | <u>131,030</u> | <u>288,482</u> | <u>(288,202)</u> | <u>131,310</u> |
| Total funds | <u><u>163,995</u></u> | <u><u>584,597</u></u> | <u><u>(527,911)</u></u> | <u><u>220,681</u></u> |

Purpose of restricted funds

Arnold Clark Automobiles - Renovation of new home
 Aviva - Supporting financial wellbeing of service users
 Charles Hayward - Outreach salaries
 City of London - City Bridge Trust - Frontline management and outreach salaries
 Enterprise Dev Fund - Business development
 The Farthing Trust - Crisis fund
 Greater London Authority Thrive Fund - Resilience project
 Marsh Trust - New home
 Meeting Needs - New home
 Money Saving Expert - Budgeting support
 MOPAC Emergency support - Frontline salaries
 Mrs Maud Van Norden's Charitable Foundation - New home
 National Lottery - Community resettlement scheme

14. Movement in funds (continued)

Purpose of restricted funds (continued)

Prism the Gift Fund (Matrix) - Hackney safehouse

Screwfix Foundation - New home

The 29th May 1961 Trust - Service manager salary

The Big Give - Outreach salaries and digital improvements

The Neighbourly Foundation - B&Q Foundation - Safehouse home improvements

Tribe - Ella's core objectives

The London Community - Frontline salaries

| Prior period comparatives | At 1 September 2020 £ | Income £ | Expenditure £ | At 31 August 2021 £ |
|---|--------------------------------|-----------------------|-------------------------|---------------------------|
| Restricted funds | | | | |
| Albert Hunt | - | 5,000 | (5,000) | - |
| AXA | - | 15,336 | (15,336) | - |
| B&Q | - | 4,869 | (4,869) | - |
| City Bridge Trust | - | 25,000 | (11,114) | 13,886 |
| Enterprise Development Fund | - | 10,000 | (10,000) | - |
| Farthing Trust | - | 7,000 | (4,040) | 2,960 |
| Fir Tree | - | 3,000 | (3,000) | - |
| Money Saving Expert | - | 6,021 | (380) | 5,641 |
| MOPAC Fund | 12,884 | - | (12,884) | - |
| Mopac Salaries | - | 30,398 | (30,398) | - |
| Peter Stebbing | - | 5,000 | (5,000) | - |
| Quakers | - | 8,000 | (8,000) | - |
| Screwfix | - | 5,000 | (5,000) | - |
| The Smallwood Trust | - | 24,611 | (24,611) | - |
| The Barrow Cadbury Trust - COVID-19 Support Fund | - | 48,690 | (48,690) | - |
| Tribe | - | 30,000 | (25,066) | 4,934 |
| VAWG The London Community Fund | - | 25,000 | (19,456) | 5,544 |
| Total restricted funds | <u>12,884</u> | <u>252,925</u> | <u>(232,844)</u> | <u>32,965</u> |
| Unrestricted funds | | | | |
| General funds | <u>103,340</u> | <u>244,898</u> | <u>(217,208)</u> | <u>131,030</u> |
| Total unrestricted funds | <u>103,340</u> | <u>244,898</u> | <u>(217,208)</u> | <u>131,030</u> |
| Total funds | <u><u>116,224</u></u> | <u><u>497,823</u></u> | <u><u>(450,052)</u></u> | <u><u>163,995</u></u> |

15. Operating lease commitments

The charity had operating leases at the year end with total future minimum lease payments as follows:

| | 2022 £ | 2021 £ |
|---------------------|----------------------|-----------------------|
| Amount falling due: | | |
| Within 1 year | 30,216 | 46,271 |
| Within 1 - 5 years | <u>60,432</u> | <u>81,000</u> |
| | <u><u>90,648</u></u> | <u><u>127,271</u></u> |

16. Related party transactions

There were no related party transactions in the current or prior year.

'When I was at Ella's, I was surrounded by so many good people. And because of that, my life felt good again. You feel like you can live. Women need help to get their lives back on track. Otherwise they will just end up back in the bad situations they were in before.'

MILANA



Photo of Milana: Paul David Drabble/Daily Express

Thank you

Every message of encouragement, every hour of time given, every financial gift and piece of advice has helped us this year.

Ella's is a safe place, but it's also a big community with big ambitions and a huge heart, and we're thankful for every member.

We are committed to continuing to grow in order to have a greater impact among more women. If you would like to support or partner with Ella's, we would love to hear from you.

Together, we can help unlock freedom among women who have survived trafficking and exploitation.

'In the past, I was alone and helpless. But now I know what I need to know about, to live safely. I don't feel helpless anymore.'

MAY



ELLA'S

THE ARC CLUB,

72 - 76 DIGBY ROAD, LONDON E9 6HX

INFO@ELLAS.ORG.UK

020 3633 6535

WWW.ELLAS.ORG.UK



Ella's is a company limited charity (company number 12178531) with a registered office address (England and Wales). We are also a charity registered in England and Wales, charity registration number 1187529.



ELLA'S HOME

England & Wales - Charity number 1187529

Accounts



Trustees' Report and Unaudited Financial Statements

SEPTEMBER 2020 - AUGUST 2021



Contents

| | |
|--|----------------|
| REFERENCE AND ADMINISTRATIVE DETAILS | 2 |
| INTRODUCTION | 3 |
| PILLAR 1: Providing expert care in London | 4 – 5 |
| OUR COMMUNITY OF SURVIVORS | 6 |
| PILLAR 2: Grow influence and develop | 7 |
| PILLAR 3: Running an excellent organisation | 8 – 9 |
| GOVERNANCE REPORT | 10 – 30 |
| JOIN US | 31 |

Photo (this page and cover): Tom Price/Ella's



Reference and administrative details for the year ended 31 August 2021

Ella's Home (known as Ella's)

Company number: 12178531

Charity number: 1187529

Registered office and operational address:

The Arc Club,
72 - 76 Digby Road
Homerton
E9 6HX

Trustees:

R. Claydon (Chair)
A. Gregora
H. Pring
W. Leyland (appointed 18 May 2021)
G. Newbold (appointed 18 May 2021)

Bankers:

The Co-operative
P.O. Box 250
Skelmersdale
WN8 6WT

Independent examiners:

Godfrey Wilson Limited
Chartered accountants and statutory
auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD



*'Thank you team
Ella's for all the
help you gave me. I
breathe life today,
the freedom of a
human being...'*

LUCIA

Introduction

Our mission at Ella's is to do everything we can to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

To help us achieve our mission, we launched a three-year strategy in September 2020. This strategy is focused on strengthening our organisation, to provide a sustainable foundation for our work, and to maximise the impact of our work among survivors.

Our strategic goals and plans fall into three pillars of work:

- 1. Provide expert care in London**
- 2. Grow influence and develop**
- 3. Run an excellent organisation**

This annual report and the accounts included in it mark the end of the first year of our current three-year strategy, September 2020 to August 2021.

THE YEAR IN NUMBERS

36

women supported in total

28

children benefiting from our work

16

women enrolled in skills training

12

women helped through pregnancy and postnatally

9

women assisted with immigration status

2

women supported to testify against their traffickers



'On my first day at Ella's, it felt like being welcomed home. I felt safe. I slept that night for the first time in two weeks.'

SHARON

Pillar 1: Provide expert care in London

ABOUT THIS PILLAR

The need for what we do is urgent, vast and growing. Many more survivors are referred to Ella's than we are able to support. In 2020, we could only offer rooms to 18 per cent of the women referred to our safe houses.

For these reasons, we are committed to ensuring that the support we provide is as excellent as it can be, and that we can grow sustainably to reach more women.

YEAR 1 AIMS

In year one, our focus was on strengthening and improving our current service, guided by feedback from the women we work with as well as our frontline staff.

We also aimed to open a third safe house in the second half of the year, enabling us to provide a greater number of survivors with the supported accommodation crucial to their rehabilitation and long-term safety.



WHAT WE DO

For anyone new to Ella's, we are an organisation providing urgent and long-term support for women who have survived trafficking and exploitation.

Our mission is to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

To achieve this, we offer safe house accommodation for women when they are most vulnerable, care to help them recover and move forward, and long-term community-based support to help survivors build safe, independent lives.

For more, visit www.ellas.org.uk



YEAR 1 ACHIEVEMENTS

Our approach

Based on feedback from the women we work with as well as frontline staff, we have refined our model of support for survivors.

Our new model has a more defined progression for women, from the time they enter Ella's service to the time they are ready to exit.

This provides a crucial roadmap for survivors and staff, leading to survivor empowerment and independence. It also ensures that there are spaces opening up for new women to enter our service, as others become ready to move on safely and independently.

Frontline staff

Our frontline staff are brilliant at what they do, much-loved and appreciated by the women we work with and crucial to their rehabilitation.

To help increase the reach of our frontline staff, outwork our new model and protect wellbeing by ensuring that workloads are manageable, we restructured the team and created two new roles, a Community and Resettlement Coordinator and an Evaluation and Partnerships Manager.

A third safe house

Towards the end of year one, we secured investment to run our third safe house from the Resonance Women in Safe Homes (WISH) fund.

We are now working with WISH to find the right property, and hope to open the new safe house, with three to five bed spaces, in early 2022.

THE YEAR AHEAD

In year 2 of our current strategy, September 2021 to August 2022, we will embed our revised approach to make sure roles and systems are working well.

We will open our third safe house, increase our partnership working in local communities and across the sector, and grow our number of trained volunteers.

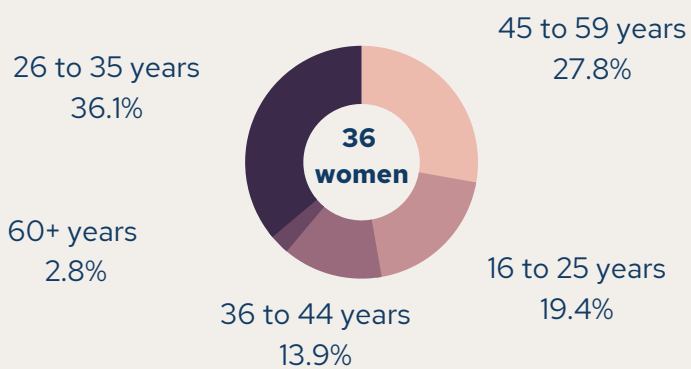
We hope to increase the number of women benefiting from our work from 35 per year to around 45.



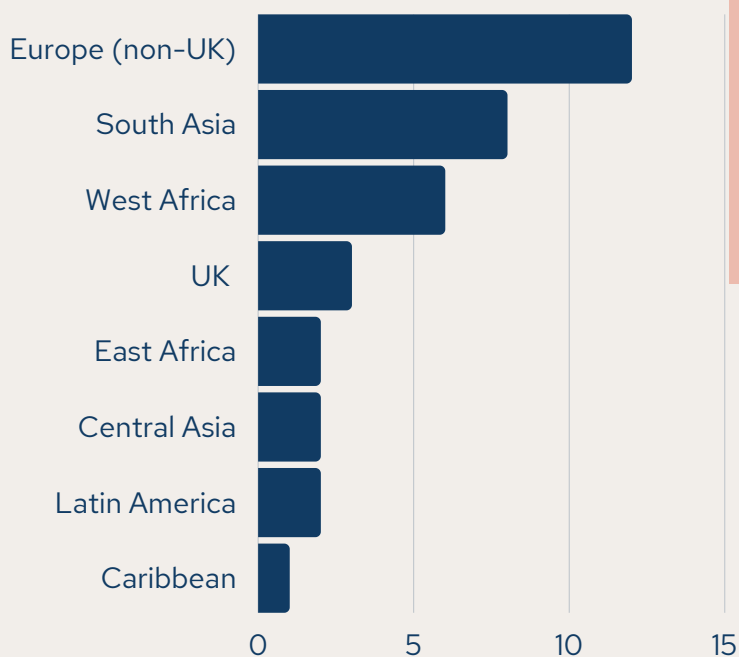
Our community of survivors 2020/21

The women we work with are amazing. Here's some information on who they are and what they've been through.

Age



Place of birth



Trauma

The women at Ella's have survived multiple kinds of abuse and trauma. Of the women at Ella's the last year:

- 69%** have experienced trafficking
- 72%** have experienced sexual exploitation
- 42%** have experienced domestic servitude
- 42%** have experienced sexual assault
- 69%** have experienced other forms of abuse including honour-based violence and domestic abuse



Pillar 2: Grow influence and develop

ABOUT THIS PILLAR

We are committed to raising awareness of the impact of trafficking and the need for long-term aftercare for survivors, among policy makers as well as the general public.

We amplify the voices of the women we work with, sharing stories and learning in order to increase support and help prevent trafficking.

YEAR 1 AIMS

In year one, we set out to refresh our brand and create a new website to help grow our profile as an effective, independent charity and communicate more effectively.

We planned to attend key sector meetings, share stories via digital channels and speaking engagements, and grow our number of supporters.

YEAR 1 ACHIEVEMENTS

Increasing support and engagement

We attended more than 11 key sector meetings and spoke at 15 events. We achieved positive media coverage over the year, national as well as local, saw an increase in audience size and engagement across all of our social media channels, and formed new relationships with business and other partners.

Collaboration across the sector

We continued to be an active member of the Free for Good coalition, calling on the government to provide longer-term support for survivors of modern slavery. We also formed a new partnership with StopTheTraffik, sharing knowledge to help prevent trafficking, and worked with Justice & Care and others to contribute to a number of key policy and research reports.

Brand and communication

Guided by input from the women we work with as well as external audiences, we relaunched the Ella's brand. We also created a new website, and obtained funding to commission some professional photos as well as a multi-purpose film about what we do and why, to help engage people with our work and raise support.

THE YEAR AHEAD

Moving ahead into year two of our current strategy, September 2021 to August 2022, we will change the name of this pillar to Influencing Change.

We will seek to build on and create new partnerships and relationships to bring about positive change for the survivors we work with, and help prevent trafficking and exploitation.

We will continue to grow awareness, audience reach and our supporter base in order to increase our impact among survivors.

Pillar 3: Running an excellent organisation

ABOUT THIS PILLAR

In order to provide the best care for as many survivors as possible, we're committed to making sure that our organisation runs efficiently, that we use our resources wisely, and that we can provide a safe and positive working environment.

YEAR 1 AIMS

Our priorities in year 1 of our strategy were to establish ourselves as an independent and highly functioning charity, following our independence from the umbrella organisation in which we operated for the previous six years.

This included developing and updating our policies and procedures, growing and diversifying funding streams, developing a business plan and embedding monitoring and evaluation across our services.

YEAR 1 ACHIEVEMENTS

Independence

Ella's was founded in 2014 by our Co-Director Emily Chalke, and incubated within an umbrella organisation called Kahaila.

Following six years of growth and impact, we registered as a charity in our own right in September 2020. To lay the foundation for continued growth and excellence, we developed and updated a number of crucial policies and procedures this year.

We also established rigorous financial reporting systems, and have taken a number of measures to invest in staff wellbeing and equality, equity and diversity.

Monitoring and Evaluation

We have refined our theory of change, adjusting our working model accordingly. We have also implemented a new monitoring and evaluation process, incorporating an assessment tool from the IJM (International Justice Mission).

This means we are now better able to critique, improve and evidence our impact. It will also enable us to monitor survivors' progress accurately, and tailor our support accordingly to ensure the best outcomes for them.

Growing funding streams

Our fundraising activities in the last year have exceeded our overall targets, allowing Ella's to strengthen its reserve and begin to grow.

We are grateful for the support of a large number of new trusts and foundations, including the London Community Foundation and Barrow Cadbury, as well as our long-term partners such as TRIBE Freedom Foundation, and every one of our donors and fundraisers.



THE YEAR AHEAD

In year 2 of our current strategy, September 2021 to August 2022, we will continue to strengthen our organisation to support our work with survivors. We have created a new role to ensure the voices and views of survivors help drive more of what we do, and ensure we continue to improve our frontline work. We will also be drawing on input from business development, finance and social investment experts thanks to support recently secured from the Enterprise Development Fund, in order to develop our business plans and funding strategies.

Photo: Tom Price/Ella's



MORE ON OUR INDEPENDENCE

Six years since we were founded in 2014, Ella's registered as an independent charity in 2020. Up until this point, we were operating within an umbrella organisation called Kahaila. By the time we achieved independence, we had gained a staff team of eight and were running two safe houses.

All staff, assets, knowledge, experience and expertise gained during our first six years

of work came with us when we went independent, a solid base for future growth and development. Our work with women has remained both constant and consistent during this time of change, and is set to expand to benefit even more people as a result of our status as an independent charity.

Thank you for being with us on the journey.

'We've been partnering with Ella's for nearly three years, and we are so inspired by their work with survivors. It's been great to support Ella's' growth and development in the last year, as they have refined their model and strengthened their monitoring and evaluation. We know that more lies ahead, and that so many more lives will be changed in the years to come.'

Tom Stancliffe, TRIBE Freedom Foundation



Governance report

The objects of the charity are for the public benefit. They are listed with the Charity Commission as follows:

- 1) to provide relief for women and other victims affected by human trafficking and sexual exploitation including, but not limited to, the provision of safe and restorative accommodation, counselling, medical care, financial assistance, education and other services to support long-term aftercare and recovery; and
- 2) to advance public awareness and understanding of issues surrounding sexual exploitation and human trafficking throughout the United Kingdom and elsewhere.

Photo: Tom Price/Ella's

Our support

Our support for women is tailored to every individual, including help with:

- Medical care/therapies
- Emotional support
- Education/skills training
- Employment opportunities
- Reuniting with family
- Finding and moving into new homes
- Immigration and legal support
- Bringing abusers to justice
- Emergency money and essentials
- Budgeting/managing money
- Confidence/life skills
- Community integration
- Attending appointments
- Moving countries if wanted



IMPACT OF COVID (TO 2019)

Covid-19 has been a challenge for Ella's, as for the charity sector as a whole. The pandemic is frightening for the women Ella's works with, and has restricted access to therapies, legal support, skills training and other activities crucial to their rehabilitation and long-term safety.

We were able to secure laptops and data packages early on in the pandemic to support the women and help them stay connected and engaged. This was critically important for their immediate well-being as well as their long-term recovery and independence.

Our team moved to homeworking wherever possible, and engaged proactively with all public health requirements. We maintain a hybrid means of working.

We have learnt that we need to remain highly adaptable and be conscious of the need to continually invest in our IT infrastructure for both our women and staff teams.

In terms of fundraising, events and corporate gatherings have been affected by COVID restrictions, although we are starting to see a return to both. Going forward, we will be investing in additional capacity to help us develop more corporate partnerships.

Whilst there has been concern for the wellbeing of service users, as well as the impact of the pandemic on staff and income, Ella's has weathered the storm so far and we are on track to emerge stronger than before.

GOVERNANCE AND MANAGEMENT

Reference and administrative information set out on page 2 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Ella's is overseen by a board of five trustees. Day to day management is conducted by two Co-Directors and their management team. In the year to 31 August 2021 we increased from three trustees to five, bringing in new expertise to support Ella's' growth. Ella's has 11 staff members and receives the support of volunteers. On 31 August 2021, Ella's had 25 active volunteers.

We have also been fortunate to receive pro bono support from Bates Wells solicitors, and continued strategic management advice from Caplor Horizons who supported the open recruitment of trustees from three to five.

The Board now meets quarterly. In terms of future development, the Board is extremely appreciative of the need to ensure that diversity and lived experience are reflected throughout all aspects of the organisation's strategic and operational activity, and this is an aspect of our work that we continue to address.



RISK MANAGEMENT

At Ella's we are acutely aware of the vulnerability of those that we work with, and our staff and volunteer team. Our policies are designed to manage and mitigate against such risks as well as those challenges that could hinder the organisation's own short and long term sustainability. All such risks are captured in our risk register.

FINANCIAL REVIEW

Despite the uncertain fundraising landscape and some cancelled plans as a result of the covid-19 pandemic, we have raised enough over the last year to sustain our work with survivors of trafficking and exploitation, and begin to grow.

Ella's' income was just under £500,000 in total, around 30 per cent from charitable activities, 55 per cent from grants and 15 per cent from public donations. It is our aim to continue to diversify our funding in the

In recognition of our growth and the increased demand for our services, we review the risk register every quarter and have also added several key areas for this year, including cyber security and climate change. Key risks are reviewed by the trustees at each board meeting.

coming year to ensure long-term sustainability.

Of our income, 18 per cent went to raising funds and 82 per cent to charitable activities, which is in line with our expectations based on our size and nature of work.

Movement in funds was such that our unrestricted reserve rose by over £27,000. This is necessary to support the growth in monthly expenditure.

RESERVES POLICY

At the end of the period, Ella's retained an unrestricted reserve of £131,030. Our reserve policy is to maintain an unrestricted reserve of three months running costs to protect against any unforeseen loss of income. At 31 August 2021 the reserve required was £122,700.

Ella's receives income from the following sources:

Trading Income (Housing Benefit)
Trusts and Grantmaking bodies
General Public

Our increased reserves have made it possible for Ella's to start the process of opening a third home which is due to open in 2022. To all those who have supported us, thank you.



Declarations

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the

financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent examiners

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the period and have expressed their willingness to continue in that capacity.

Approved by the trustees on 11 March 2022 and signed on their behalf by:



Rebecca Claydon - Chair

Independent Examiner's Report

To the trustees of:

Ella's Home

I report to the trustees on my examination of the accounts of Ella's Home (the charitable company) for the year ended 31 August 2021, which are set out on pages 16 to 30.

Responsibilities and basis of report

As the trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the charitable company's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

Since the charitable company'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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no material 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 charitable company as required by section 386 of the 2006 Act; or
- (2) the accounts do not accord with those records; or
- (3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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; or
- (4) the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).



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 accounts to be reached.

Laura May Richards

Laura Richards ACA

11 March 2022

Laura Richards ACA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD



'Every single step forward I do, you guys [Ella's] are by my side. Thanks for transforming life, bringing colour to it.'

ANA

ELLA'S HOME:

Statement of financial activities (incorporating an income and expenditure account)

| For the year ended 31 August 2021 | | | | | |
|--|------|-----------------|-------------------|-----------------------------|--------------------|
| | Note | Restricted £ | Unrestricted £ | 2021 Total £ | 2020 Total £ |
| Income from: | | | | | |
| Donations and legacies | 3. | 252,925 | 96,317 | 349,242 | 119,242 |
| Charitable activities | 4. | <u>-</u> | <u>148,581</u> | 148,581 | <u>24,586</u> |
| Total income | | <u>252,925</u> | <u>244,898</u> | 497,823 | <u>143,828</u> |
| Expenditure on: | | | | | |
| Raising funds | | - | 81,044 | 81,044 | 1,168 |
| Charitable activities | | <u>232,844</u> | <u>136,164</u> | 369,008 | <u>26,436</u> |
| Total expenditure | 6. | <u>232,844</u> | <u>217,208</u> | 450,052 | <u>27,604</u> |
| Net income | | 20,081 | 27,690 | 47,771 | 116,224 |
| Transfers between funds | | <u>-</u> | <u>-</u> | <u>-</u> | <u>-</u> |
| Net movement in funds | 7. | 20,081 | 27,690 | 47,771 | 116,224 |
| Reconciliation of funds: | | | | | |
| Total funds brought forward | | <u>12,884</u> | <u>103,340</u> | 116,224 | <u>-</u> |
| Total funds carried forward | | <u>32,965</u> | <u>131,030</u> | 163,995 | <u>116,224</u> |

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.

ELLA'S HOME: Balance sheet

| As at 31 August 2021 | | | | |
|--|------|----------------|----------------|----------------|
| | Note | £ | 2021 £ | 2020 £ |
| Fixed assets | | | | |
| Tangible assets | 10. | | <u>1,892</u> | <u>-</u> |
| Current assets | | | | |
| Debtors | 11. | 26,523 | | - |
| Cash at bank and in hand | | <u>177,941</u> | | <u>117,777</u> |
| | | 204,464 | | 117,777 |
| Liabilities | | | | |
| Creditors: amounts falling due within 1 year | 12. | <u>42,361</u> | | <u>1,553</u> |
| Net current assets | | | <u>162,103</u> | 116,224 |
| Net assets | 13. | | <u>163,995</u> | <u>116,224</u> |
| Funds | | | | |
| Restricted funds | 14. | | 32,965 | 12,884 |
| Unrestricted funds | | | | |
| General funds | | | <u>131,030</u> | <u>103,340</u> |
| Total charity funds | | | <u>163,995</u> | <u>116,224</u> |

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

(i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and

(ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime. Approved by the trustees on 11 March 2022 and signed on their behalf by:



Rebecca Claydon - Chair

ELLA'S HOME: Statement of cash flow

| For the year ended 31 August 2021 | | |
|---|-----------------|---------|
| | 2021 | 2020 |
| | £ | £ |
| Cash used in operating activities: | | |
| Net movement in funds | 47,771 | 116,224 |
| <i>Adjustments for:</i> | | |
| Depreciation charges | 782 | - |
| Decrease / (increase) in debtors | (26,523) | - |
| Increase / (decrease) in creditors | 40,808 | 1,553 |
| Net cash provided by / (used in) operating activities | 62,838 | 117,777 |
| Cash flows from investing activities: | | |
| Purchase of tangible fixed assets | (2,674) | - |
| Net cash provided by / (used in) investing activities | (2,674) | - |
| Increase / (decrease) in cash and cash equivalents in the year | 60,164 | 117,777 |
| Cash and cash equivalents at the beginning of the year | 117,777 | - |
| Cash and cash equivalents at the end of the year | 177,941 | 117,777 |

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2021.

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ella's Home meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from housing benefit is recognised when entitlement to claim is met.

d) Donated services and facilities

Donated professional services and donated facilities 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities 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 period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2021.

1. Accounting policies (continued)

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities.

These costs have been allocated between cost of raising funds and expenditure on charitable activities based on the proportion

of staff costs, as follows:

- Raising funds
2021 - 18.0%
2020 - 5.0%
- Charitable activities
2021 - 82.0%
2020 - 95.0%

i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Household goods 5 years straight line basis.

Office equipment 3 years straight line basis.

Items are capitalised where the purchase price exceeds £500.

j) Debtors

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

k) Cash at bank and in hand

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

ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2021.

1. Accounting policies (continued)

l) Creditors

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

the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation of fixed assets as described in note (i) above.

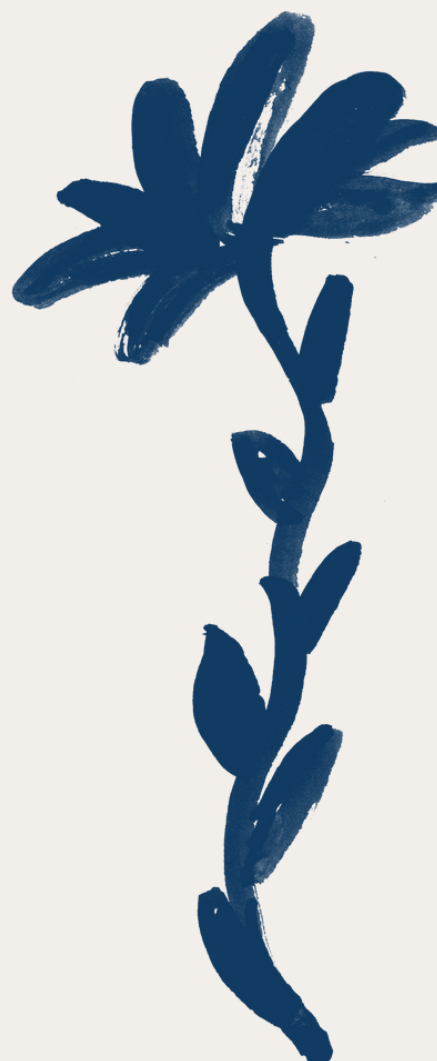
m) Financial instruments

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

n) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in



2. Prior period comparatives: statement of financial activities

| | Restricted £ | Unrestricted £ | 2020 Total £ |
|---|-----------------|-------------------|--------------------|
| Income from: | | | |
| Donations and legacies | 13,524 | 105,718 | 119,242 |
| Charitable activities | - | 24,586 | 24,586 |
| Total income | 13,524 | 130,304 | 143,828 |
| Expenditure on: | | | |
| Raising funds | - | 1,168 | 1,168 |
| Charitable activities | 640 | 25,796 | 26,436 |
| Total expenditure | 640 | 26,964 | 27,604 |
| Net income and net movement in funds | 12,884 | 103,340 | 116,224 |

3. Income from donations and legacies

| | Restricted £ | Unrestricted £ | 2021 Total £ |
|---|-----------------|-------------------|--------------------|
| Grants > £10,000: | | | |
| <i>The Barrow Cadbury Trust</i> | 48,690 | - | 48,690 |
| <i>MOPAC</i> | 30,398 | - | 30,398 |
| <i>Tribe Freedom Foundation</i> | 30,000 | - | 30,000 |
| <i>AXA</i> | 15,336 | 11,847 | 27,183 |
| <i>The London Community Fund</i> | 25,000 | - | 25,000 |
| <i>City Bridge Trust</i> | 25,000 | - | 25,000 |
| <i>Smallwood Trust</i> | 24,611 | - | 24,611 |
| Grants < £10,000 | 53,890 | 10,222 | 64,112 |
| Other donations | - | 63,648 | 63,648 |
| Gifts in kind * | - | 10,600 | 10,600 |
| Total income from donations and legacies | 252,925 | 96,317 | 349,242 |

| Prior period comparatives | | Restricted £ | Unrestricted £ | 2020 Total £ |
|---|---------------|-----------------|-----------------------|-----------------------------|
| Grants > £10,000: | | | | |
| <i>Tribe Freedom Foundation</i> | - | 80,001 | 80,001 | |
| MOPAC | 13,524 | - | 13,524 | |
| Other donations | - | 4,097 | 4,097 | |
| Gifts in kind * | - | 21,620 | 21,620 | |
| Total income from donations and legacies | <u>13,524</u> | <u>105,718</u> | <u>119,242</u> | |

*Gifts in kind include legal advice, fundraising and other consultancy services donated to the charity.

4. Income from charitable activities

| | Restricted £ | Unrestricted £ | 2021 Total £ | 2020 Total £ |
|--|-----------------|-------------------|-----------------------------|--------------------|
| Housing benefit | - | 143,963 | 143,963 | 24,391 |
| Other services | - | 4,618 | 4,618 | 195 |
| Total income from charitable activities | <u>-</u> | <u>148,581</u> | <u>148,581</u> | <u>24,586</u> |

All income in the prior period was unrestricted.

5. Government grants

The charitable company receives government grants, defined as funding from MOPAC to fund charitable activities. The total value of such grants in the period ending 31 August 2021 was £30,398 (2020: £13,524). There are no unfulfilled conditions or contingencies attaching to these grants in 2020/21.

6. Total expenditure

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2021 Total £ |
|--|----------------------|----------------------------|-----------------------------------|-----------------------|
| Staff costs (note 8) | 36,141 | 161,295 | 78,971 | 276,407 |
| Rent | - | 60,048 | - | 60,048 |
| Housing costs | - | 31,861 | - | 31,861 |
| Client support | - | 13,401 | - | 13,401 |
| Freelancer fees | 12,600 | - | - | 12,600 |
| Fundraising* | 11,762 | - | - | 11,762 |
| Other staff costs | - | - | 11,557 | 11,557 |
| Training | - | 8,869 | 1,183 | 10,052 |
| Professional fees* | - | - | 8,310 | 8,310 |
| Office costs | - | - | 4,223 | 4,223 |
| Accountancy | - | - | 3,668 | 3,668 |
| Insurance | - | - | 2,276 | 2,276 |
| Recruitment | - | - | 1,407 | 1,407 |
| Travel | - | 1,315 | - | 1,315 |
| Depreciation | - | 164 | 618 | 782 |
| Volunteers | - | 383 | - | 383 |
| Sub-total | 60,503 | 277,336 | 112,213 | 450,052 |
| Allocation of support and governance costs | <u>20,541</u> | <u>91,672</u> | <u>(112,213)</u> | <u>-</u> |
| Total expenditure | <u>81,044</u> | <u>369,008</u> | <u>-</u> | <u>450,052</u> |

* Costs include professional services and fundraising support donated to the charity as gifts in kind.

Total governance costs were £2,280 (2020: £1,440).

6. Total expenditure (continued): prior period comparatives

| | Raising funds £ | Charitable activities £ | Support and governance costs £ | 2020 Total £ |
|--|--------------------|----------------------------|-----------------------------------|-----------------|
| Training | - | 475 | - | 475 |
| Client support | - | 1,152 | - | 1,152 |
| Rent * | - | 6,416 | - | 6,416 |
| Housing costs | - | 23 | - | 23 |
| Volunteers | - | 24 | - | 24 |
| Fundraising | 203 | - | - | 203 |
| Professional fees * | - | - | 17,600 | 17,600 |
| Accountancy | - | - | 1,440 | 1,440 |
| Office costs | - | - | 33 | 33 |
| Equipment and software | - | - | 238 | 238 |
| Sub-total | 203 | 8,090 | 19,311 | 27,604 |
| Allocation of support and governance costs | 965 | 18,346 | (19,311) | - |
| Total expenditure | 1,168 | 26,436 | - | 27,604 |

* Costs include professional services and office space donated to the charity as gifts in kind.

7. Net movement in funds

| This is stated after charging: | 2021 £ | 2020 £ |
|---|--------------|--------------|
| Trustee remuneration | Nil | Nil |
| Trustees' reimbursed expenses | Nil | Nil |
| Independent examiner's remuneration (including VAT) | <u>2,280</u> | <u>1,440</u> |

8. Staff costs

Staff costs

Staff costs were as follows:

| | 2021 £ | 2020 £ |
|-----------------------|-----------------------|-----------------|
| Salaries and wages | 245,939 | - |
| Social security costs | 24,799 | - |
| Pension costs | <u>5,669</u> | <u>-</u> |
| | <u>276,407</u> | <u>-</u> |
| Freelance staff | <u>12,600</u> | <u>-</u> |
| | <u><u>289,007</u></u> | <u><u>-</u></u> |

Salary costs were covered by Ella's' previous umbrella company in 2020.

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, the Co-Directors, and the Management Team. The total employee benefits of the key management personnel were £173,268 (2020: £nil).

| | 2021 No. | 2020 No. |
|--------------------|------------------|-----------------|
| Average head count | <u><u>10</u></u> | <u><u>-</u></u> |

9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. Tangible fixed assets

| | Household goods £ | Office equipment £ | Total £ |
|--------------------------|-------------------------|--------------------------|----------------------------|
| Cost | | | |
| At 1 September 2020 | - | - | - |
| Additions in year | <u>820</u> | <u>1,854</u> | <u>2,674</u> |
| At 31 August 2021 | <u>820</u> | <u>1,854</u> | <u>2,674</u> |
| Depreciation | | | |
| At 1 September 2020 | - | - | - |
| Charge for the year | <u>164</u> | <u>618</u> | <u>782</u> |
| At 31 August 2021 | <u>164</u> | <u>618</u> | <u>782</u> |
| Net book value | | | |
| At 31 August 2021 | <u><u>656</u></u> | <u><u>1,236</u></u> | <u><u>1,892</u></u> |
| At 31 August 2020 | <u><u>-</u></u> | <u><u>-</u></u> | <u><u>-</u></u> |

11. Debtors

| | 2021 £ | 2020 £ |
|---------------|-----------------------------|-----------------|
| Trade debtors | 22,406 | - |
| Other debtors | <u>4,117</u> | <u>-</u> |
| | <u><u>26,523</u></u> | <u><u>-</u></u> |

12. Creditors: amounts due within 1 year

| | 2021 £ | 2020 £ |
|---------------------|-----------------------------|---------------------|
| Trade creditors | 262 | 113 |
| Accruals | 10,215 | 1,440 |
| Payroll liabilities | <u>31,884</u> | <u>-</u> |
| | <u><u>42,361</u></u> | <u><u>1,553</u></u> |

13. Analysis of net assets between funds

| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
|-------------------------------------|--------------------------|----------------------------|-----------------------|
| Tangible fixed assets | - | 1,892 | 1,892 |
| Current assets | 32,965 | 171,499 | 204,464 |
| Current liabilities | - | (42,361) | (42,361) |
| Net assets at 31 August 2021 | <u>32,965</u> | <u>131,030</u> | <u>163,995</u> |
| Prior period comparatives | | | |
| | Restricted funds £ | Unrestricted funds £ | Total funds £ |
| Current assets | 12,884 | 104,893 | 117,777 |
| Current liabilities | - | (1,553) | (1,553) |
| Net assets at 31 August 2020 | <u>12,884</u> | <u>103,340</u> | <u>116,224</u> |

14. Movement in funds

| | At 1 September 2020 £ | Income £ | Expenditure £ | Transfers between funds £ | At 31 August 2021 £ |
|---|--------------------------------|-----------------------|-------------------------|------------------------------------|------------------------------|
| Restricted funds | | | | | |
| Albert Hunt | - | 5,000 | (5,000) | - | - |
| AXA | - | 15,336 | (15,336) | - | - |
| B&Q | - | 4,869 | (4,869) | - | - |
| City Bridge Trust | - | 25,000 | (11,114) | - | 13,886 |
| Enterprise Development Fund | - | 10,000 | (10,000) | - | - |
| Farthing Trust | - | 7,000 | (4,040) | - | 2,960 |
| Fir Tree | - | 3,000 | (3,000) | - | - |
| Money Saving Expert | - | 6,021 | (380) | - | 5,641 |
| MOPAC Fund | 12,884 | - | (12,884) | - | - |
| Mopac Salaries | - | 30,398 | (30,398) | - | - |
| Peter Stebbing | - | 5,000 | (5,000) | - | - |
| Quakers | - | 8,000 | (8,000) | - | - |
| Screwfix | - | 5,000 | (5,000) | - | - |
| The Smallwood Trust | - | 24,611 | (24,611) | - | - |
| The Barrow Cadbury Trust - COVID-19 Support Fund | - | 48,690 | (48,690) | - | - |
| Tribe | - | 30,000 | (25,066) | - | 4,934 |
| VAWG The London Community Fund | - | 25,000 | (19,456) | - | 5,544 |
| Total restricted funds | <u>12,884</u> | <u>252,925</u> | <u>(232,844)</u> | <u>-</u> | <u>32,965</u> |
| Unrestricted funds | | | | | |
| General funds | <u>103,340</u> | <u>244,898</u> | <u>(217,208)</u> | <u>-</u> | <u>131,030</u> |
| Total unrestricted funds | <u>103,340</u> | <u>244,898</u> | <u>(217,208)</u> | <u>-</u> | <u>131,030</u> |
| Total funds | <u><u>116,224</u></u> | <u><u>497,823</u></u> | <u><u>(450,052)</u></u> | <u><u>-</u></u> | <u><u>163,995</u></u> |

Purpose of restricted funds

Albert Hunt: for South London safehouse

AXA: for outreach work (July 2020 - July 2021)

B&Q: for upgrades to East London safehouse

City Bridge Trust: for salaries and other core costs

Enterprise Development Fund: for work to develop Ella's' sustainability through enterprise

Farthing Trust: for crisis support

Fir Tree: film and photography

Money Saving Expert: for budgeting training for staff and service users

MOPAC fund: represents a grant received to cover additional costs incurred due to the Covid-19 lockdown

14. Movement in funds (continued)

Purpose of restricted funds (continued)

MOPAC salaries: for salaries and other core costs

Peter Stebbing: for safehouse costs

Quakers: for fire safety upgrades and other capital expenditure

Screwfix: for upgrades to safehouses

Smallwood: for salaries

The Barrow Cadbury Trust - COVID-19 Support Fund: for salaries and other core costs

TRIBE: for core costs and M&E work

VAWG The London Community Fund: for salaries

| Prior period comparatives | At 1 September 2019 £ | Income £ | Expenditure £ | Transfers between funds £ | At 31 August 2020 £ |
|----------------------------------|--------------------------------|-------------|------------------|------------------------------------|------------------------------|
| Restricted funds | | | | | |
| MOPAC | - | 13,524 | (640) | - | 12,884 |
| Total restricted funds | - | 13,524 | (640) | - | 12,884 |
| Unrestricted funds | | | | | |
| General funds | - | 130,304 | (26,964) | - | 103,340 |
| Total unrestricted funds | - | 130,304 | (26,964) | - | 103,340 |
| Total funds | - | 143,828 | (27,604) | - | 116,224 |

15. Operating lease commitments

The charity had operating leases at the year end with total future minimum lease payments as follows:

| | 2021 £ | 2020 £ |
|---------------------|----------------|----------------|
| Amount falling due: | | |
| Within 1 year | 46,271 | 46,271 |
| Within 1 - 5 years | 81,000 | 108,000 |
| | 127,271 | 154,271 |

16. Related party transactions

There were no related party transactions in the current or prior year.

Thank you

We've seen some inspiring growth and change over the last year, in Ella's as an organisation as well as in the lives of the women we work with. We have so much to celebrate. However, we are not complacent. Our work is urgent and vital for survivors, and we must continue to strengthen and grow in order to reach more women.

Join us

If you would like to support or partner with Ella's, we would love to hear from you. Together, we can help unlock freedom among women who have survived trafficking and exploitation.

'I have so much to thank Ella's for. I trust that my support worker is always fighting for my rights.'



YETA



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Ella's is a company limited charity (company number 12178531) with a registered office address (England and Wales). We are also a charity registered in England and Wales, charity registration number 1187529.

