



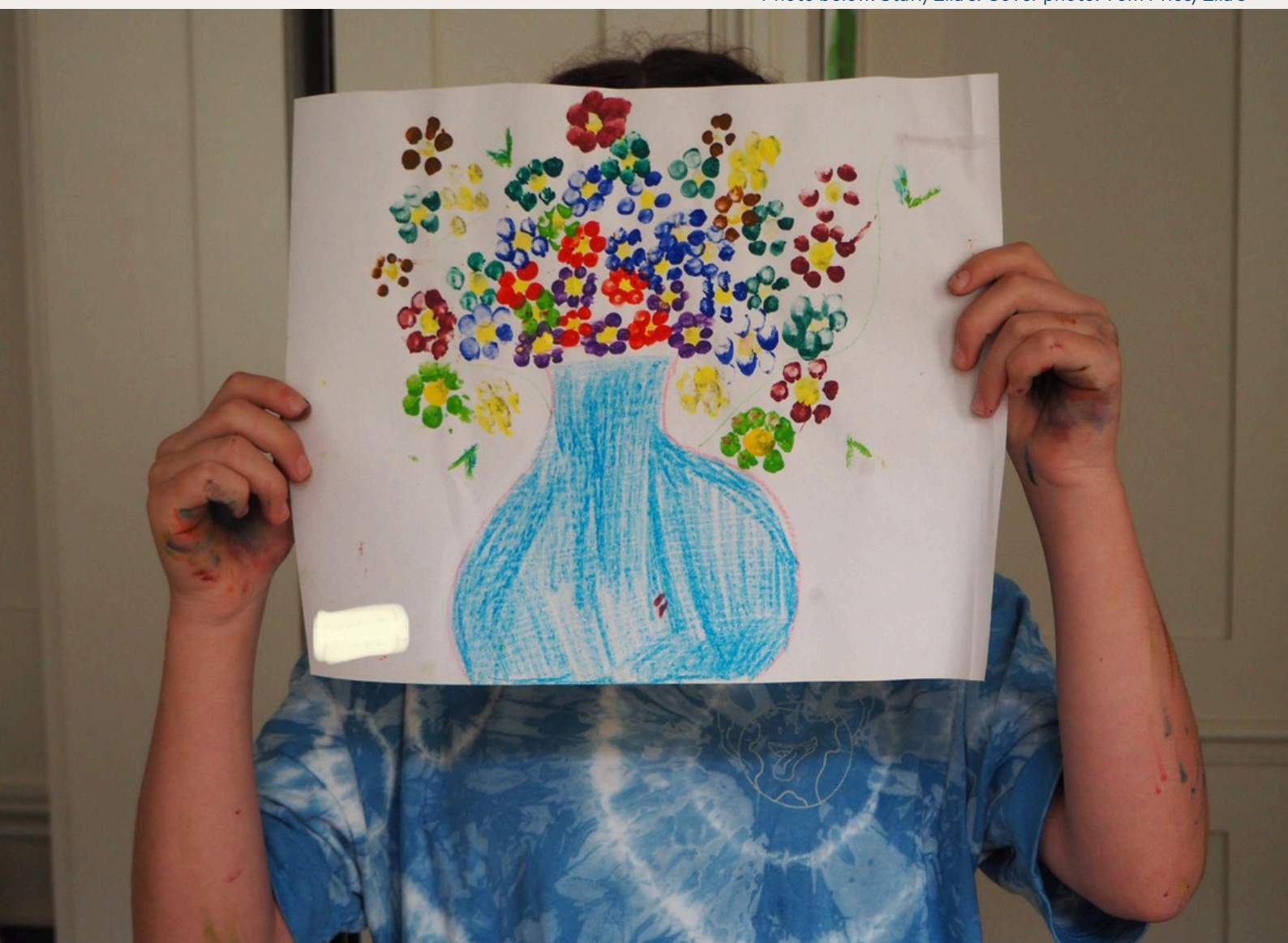
Trustees' Report and Unaudited Financial Statements

SEPTEMBER 2023 – AUGUST 2024

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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 Minories
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.

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.

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.

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
Adjustments for:		
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	(118,621)	5,761
Cash flows from investing activities:		
Purchase of tangible fixed assets	(300,000)	(1,179)
Net cash used in investing activities	(300,000)	(1,179)
Cash flows from financing activities:		
Repayment of borrowings	(1,381)	-
Cash inflows from new borrowings	250,000	-
Net cash provided used in financing activities	248,619	-
Increase in cash and cash equivalents in the year	(170,002)	4,582
Cash and cash equivalents at the beginning of the year	236,774	232,192
Cash and cash equivalents at the end of the year	66,772	236,774

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:			
AB Trust	-	22,000	22,000
Albert Hunt - Homeless Link	19,664	-	19,664
Charles Hayward	18,800	-	18,800
Enterprise Development Fund	13,000	-	13,000
Lloyds Bank Foundation	-	27,250	27,250
Mopac outreach	42,150	-	42,150
National Lottery Community Fund	50,738	-	50,738
Rosa Fund	24,924	-	24,924
The London Community Foundation	25,000	-	25,000
The Swire Charitable Trust	-	30,000	30,000
Tribe Freedom Foundation	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*	<u>-</u>	<u>-</u>	<u>300,000</u>	<u>300,000</u>
At 31 August 2024	<u>1,999</u>	<u>2,596</u>	<u>300,000</u>	<u>304,595</u>
Depreciation				
At 1 September 2023	728	2,348	-	3,076
Charge for the year	<u>399</u>	<u>248</u>	<u>1,500</u>	<u>2,147</u>
At 31 August 2024	<u>1,127</u>	<u>2,596</u>	<u>1,500</u>	<u>5,223</u>
Net book value				
At 31 August 2024	<u>872</u>	<u>-</u>	<u>298,500</u>	<u>299,372</u>
At 31 August 2023	<u>1,271</u>	<u>248</u>	<u>-</u>	<u>1,519</u>

12. Debtors

	2024 £	2023 £
Trade debtors	84,525	7,890
Prepayments	15,238	13,440
Other debtors	<u>9,895</u>	<u>3,131</u>
	<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	<u>4,911</u>	<u>-</u>
	<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	89,371	369,986	(362,329)	97,028
Total unrestricted funds	131,310	354,785	(341,754)	144,341
Total funds	220,681	724,771	(704,083)	241,369

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	236,774	(170,002)	-	-	66,772
Mortgage liabilities falling due within 1 year	-	4,750	(6,300)	(3,361)	(4,911)
Mortgage liabilities falling due after 1 year	-	-	(243,700)	(8)	(243,708)
Total	236,774	(165,252)	(250,000)	(3,369)	(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.



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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.

