



creating
memories

Trustees Annual Report 2024-2025

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Who We Are

Creating Memories is a Bedford-based charity who are dedicated to create treasured and unique memories for adults and children living with life limiting or terminal illnesses, across Bedfordshire, Hertfordshire and Buckinghamshire. Working closely with the hospices across our regions, we have been creating memories since 2018 and became a registered charity in 2020.

Our Mission

We help create memories to treasure for each child or adult. Working through hospices, we are passionate about working alongside local businesses, communities, and individuals. 'Making it Happen', is our mission statement, and this, alongside our values, drives our progress and growth.

Our Values

The core values behind Creating Memories are vital to ensuring that everyone involved with the charity is working with integrity and purpose.

Action

Working with passion and commitment to make wishes happen. Creating positive moments that have lasting impact.

Creativity

Allow contributors to participate creatively in the coordination of each individual wish.

Listening

Understanding the needs of every child or adult. Taking the time and care to make a wish unique and specially tailored to each individual child.

Flexibility

Creating a dynamic, adaptable environment that can respond to the needs of the child or adult and their family and/or carers involved.

Nurturing

Keeping the focus on the concept of 'giving,' to bring joy to local children/families/carers and build a caring local community.

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Our Approach

The people we create memories for may wish for things that we might take for granted, but these unique requests mean the world to them.

For each and every request that comes to us, aside from raising funds, our work includes; research, making use of our connections, seeking sponsorship and support, reaching out to local communities, planning, organising and tailoring – we try to make sure that everyone feels cared for and each moment is as special as it can possibly be.

We want our individuals and their families to enjoy the memory as fully as possible without having to worry about the details.

Having treasured memories to look back on lifts spirits, relieves stress and improves the mental health of individuals, their families and those who support them.

We Create Memories designed to be treasured forever



*'Shay enjoying
a day making
amazing
chocolates with
Aneesh Popat
'The
Chocolatier' "*

*Shay has Pearsons Syndrome, which has caused 3rd Stage Kidney failure, heart issues, deafness
and is now progressing to sight loss.*

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Our Strategic Aims

- Build a supportive local community that can help to make a positive difference to local lives. Working closely with local Hospices and Businesses to deliver lasting memories.
- Create special moments for local children & Adults/families/carers to treasure forever.
- Provide a sense that anything is possible and that wishes do come true.
- Create partnerships and build opportunities where local businesses can get involved and help as part of their corporate social responsibility.
- Create opportunities for individuals to give back to the local community, whether that be time, services, products and/or through volunteering or donations.

Our Achievements and Performance

The period April 2024 to March 2025 our target was 12 Memories, we achieved 10, turning them into reality and creating memories that will be treasured forever.

This was partly due to a number of wishes taking longer to achieve than average, but with some big achievements delivered, partly due to resource, which will be covered later, and being dependent on the Hospice's we work with coming forward with recommendations. "Local supporting local" is an integral part of the way our charity builds a local community circle of giving and support.

We are passionate about making each wish as special as possible, each is tailored for every recipient, and we endeavor to remove as much "Process" as we can, so our beneficiaries can simply enjoy the moment, removing all the stress of seeing their moment come true. Creating a memory that is as unique as the recipient.

Building a supportive local community can help make a positive difference to local lives.

Creating Memories prides itself on the local network of support we have built up over the years with local businesses, communities, and individuals.

This year the following businesses and hospices supported us to create memories through goods or services kindly donated, helping create memories to be treasured forever:

Aneesh Popat, Beeston-Clarke Accountants, Bonfire Creative, British Racing Driving Club, Bubble Planet, Card Factory, Cineworld, Fujifilm, Glo & Blo Salon, Grove Theatre, Jean Christophe-Novelli, Jellycats, John Hulance Accountants, Keech Hospice Care, Little Legs, Sensory Toyshop, Mercedes, Middle Woodbatch Farm, Mortimer Arms, National Farmers Union, O2, P Louise, Paultons Park (Peppa Pig World), PW Gates, Rob Johns Photography, Scribbler, Silverstone, Taylormania, Travelodge, Wolf Watch UK

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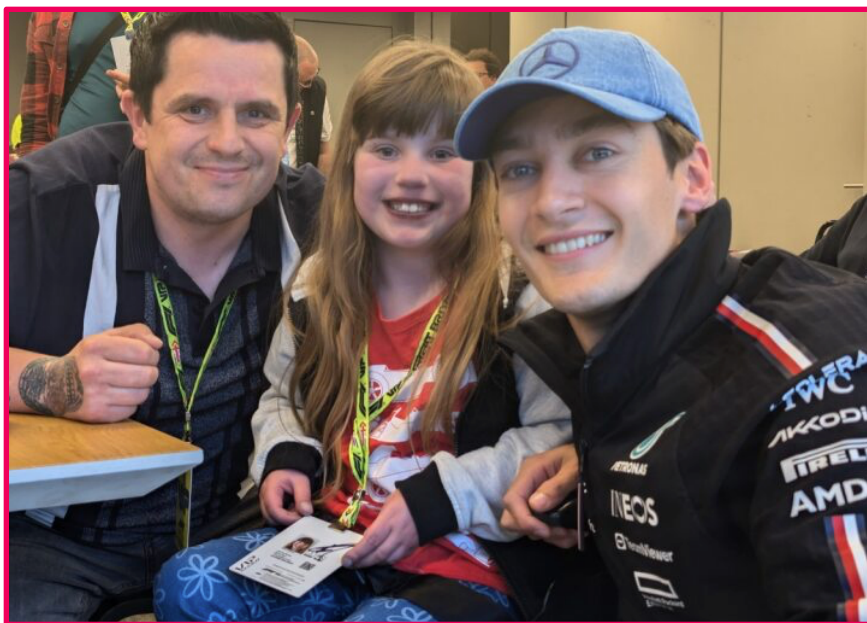
Creating Memories for local children/Adults and their families/carers to treasure forever.

Following are some of the highlights from this year's 10 amazing memories created. Including feedback from the families and people who helped create them. Memories that will be treasured forever by all involved and bring that well needed reminder of joy on those tough days for the recipient and the family:

Olivia with hydro plastic left heart syndrome. Olivia only has half a heart and loves F1. Her dream was to be able to watch the Silverston Grand Prix live and meet her racing hero George Russell.

This wish was made a reality with the support of British Racing Driving Club, Silverstone and Mercedes. She was blown away as she was able to spent the whole weekend at Silverstone for the Grand Prix and not only met George Russell but Lewis Hamilton and Toto Wolf.

"Thank you so much for giving Olivia the opportunity to go and watch the Formula 1 at Silverstone and meet her heroes, George Russell and Lewis Hamilton. It was something that, as a family, we would never have been able to do for her and to see the joy on her face is a memory that we will cherish. The hard work and effort that you put in was amazing and we still don't know how you pulled it off. We can't thank you enough for the incredible experience you created for Olivia. From Olivia's Family"



Jasmine with Myotonic Dystrophy, causing Jasmine's brain signals to not connect properly with her muscles. Her dream was to meet her idol Taylor Swift. This was a huge wish for us, whilst unfortunately, despite all our efforts being unable to connect to Taylor, we worked closely with her family, and the final memory worked out even better for Jasmine! She had a one to one make up session in a salon, where she learnt to do her makeup and got glammed up, then had had a photo session with different Taylor Swift outfits, then on to watch the Taylor Swift tribute act. The whole family could take part, totally loving it. This wish was made a reality with the support of Poppy the makeup artist, Glo Beauty Salon and The Grove Theatre.

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"We were delighted to be contacted by Pritti and Creating Memories to bring Jasmine's dream to life by giving her the opportunity to come to the Taylormania show at the Grove Theatre. It was a privilege to be a part of being this surprise, together for Jasmine to meet Katy who plays Taylor Swift, before her show, and how excited the show were to be a part of this experience for Jasmine."

The Taylormania show were also kind enough to gift Jasmine and her family with a gift bag of merch from the show.

"We were so happy to hear that Jasmine had an amazing time at the show and how much she loved the experience and it was a delight to our staff seeing how special this whole experience was for Jasmine and her family. Grove Theatre, Dunstable"



Jake Jasmines brother, also suffers with Myotonic Dystrophy, dreamed of meeting wolves up close and personal. Jake knows everything there is to know about wolves, he had just never seen one in real life, until this wish was made a reality with the support of Wolf Watch UK where Jake was given a guided tour of the wolf sanctuary and got to see and interact with the wolves.

Ella-Mae with Cerebral Palsy wished to have a bubble wall light in her bedroom so as to help calm and bring her joy. This wish was made a reality with the support of Sensory Toyshop and Little Legs.

Einar with cancer wished to meet his favourite children's character Peppa Pig and visit the theme park. This wish was made a reality with the support of Paulton's Park and Mortimer Arms.

"We are incredibly grateful to you for the unforgettable weekend at Paulton's Park that you arranged for our family. This experience especially the private meet and greet, brought immense joy to my little Einar, who was in treatment for cancer. Seeing his eyes light up as he met Peppa and George was a moment we will cherish forever. Your kindness and generosity have created beautiful memories for our family especially Einar. Thank you from the bottom of our hearts for making this possible through tough times and for your support."
From Einar's Family



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Hunter with Interstitial lung disease wished to spend time at Bubble Planet as he loves playing with colourful and sound making sensory toys. This wish was made a reality with the support of Little Legs.

Amelie with Leukaemia wished to spend time at P Louise to learn make up skills as she loves make up and this brand. his wish was made a reality with the support of P Louise and they went over and above to give Amlie a day she will never forget as she had a full day of learning make up skills and even applying make-up on a model, VIP lunch, meet and greet with Tik Tok influencers and spending money to buy products.

"We just wanted to say thank you all so very much for making Amelie's wish come true! You went above and beyond to make this happen and I want you to know how much we appreciate all of the time and effort you put into making these dreams come true! Amelie had the most incredible experience at the P Louise Empire. Everyone we met went above and beyond to make Amelie feel so special and welcome; from the security on the door, the staff on reception and on the shop floor and the incredible makeup artists we met..."

...Creating memories you have given us memories we will cherish forever; these are memories money can't buy and we will be forever grateful to you for that. From the bottom of our very warm hearts, thank you all so much! Xxxxxx" From Amelie's Family



Amelie practicing her "Training" on a P Louise model

Shay has Pearsons Syndrome, causing third stage kidney failure, heart issues, deafness with ear implants and now is on the journey of losing his vision. Shay wished to have a cooking session with a chef. We went big on this wish as we are lucky to have two amazing well known celebrities live locally. So Shay had the pleasure of making a 2 course meal from scratch with celebrity chef *Christophe Novelli* and Chocolatier in his cooking academy and also making chocolate creations with *The Chocolatier Aneesh Popat*.

"We want to thank Pritti and all the Trustee's at Creating Memories for making such an amazing memory for Shay.

This day was an amazing surprise for Shay, to meet Aneesh Popat the famous Chocolatier, the fun he had with Aneesh and also learn how to make such tasty chocolate. To see Shay with a massive smile on his face was a big treat for me, not only the smile on his face but to see Shay have fun with Aneesh and build an amazing bond with him was something special.



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The look on Shay's face when Chef Jean Christophe Novelli walked out was a picture, it was something that I will never forget. Aneesh and Chef Novelli made him feel so special. Yet again Shay created a beautiful bond with Chef Novelli, you achieved something special by creating this day that no one else could have created. Shay now compares all the food made with Chef Novelli's food, he grades the presentation. Shay did not have a care in the world during this amazing day, again I thank you so much for letting Shay have fun with things he adores". From Shay's Family

*"Pritti reached out to us before Christmas regarding Shay's heartfelt wish, I knew immediately that we could make a meaningful impact. Shay, accompanied by his wonderful dad Alan, visited my cookery school, and we were lucky to have my good friend Anesh, a phenomenal chocolatier, join us to ensure Shay received the experience he truly deserved. The day spent with Shay and Alan was unforgettable; Shay, despite facing numerous challenges, possesses an incredible sense of humor and remarkable determination. Pritti's dedicated work at Creative Memories truly stands out—the organising is executed with such care and professional expertise. I wholeheartedly encourage others to get involved and help Pritti fulfill a wish for a deserving child. Your support can make a real difference". **Jean-Christophe Novelli***

*"It was a busy time with Christmas looming, but when Pritti called and told me about Shay's wish, I just wanted to take part and I am so grateful that I was given this opportunity. Shay was hilarious and such a bright star - I fell in love with chocolate all over again as I watched how attentive and mesmerised Shay was with chocolate. He gave me so much in that chocolate making session and it has touched me and will stay with me forever. If you get the honour to devote your skill to a child through Creating Memories, count yourself blessed". **Aneesh Popat***

Leyton with Bone Marrow failure who is obsessed with Hot Wheels Monster Trucks, wished to go and see the Hot Wheels Monster Truck show live. This wish was made a reality with the support of The O2.

"Thank you so much to Creating Memories for arranging a day out to see monster trucks live in London! Leyton's had the best day out creating the best memories for the whole family to treasure! X "
From Leyton's Family

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Work in partnership to create opportunities where businesses can get involved and help as part of their corporate social responsibility.

We are grateful for the ongoing support and partnership with Fujifilm, who through providing photo books for the memories created allow the families to have a beautiful memento they can look at whenever they want, helping them relive and bring back to life the memories created, helping them remember it really happened and anything is possible. Especially during those difficult days when the recipient needs a mood boost.

Scribbler continued to support us by making Creating Memories one of the two charities they raise money and awareness of through their Christmas card campaign.

Looking Forward

Looking forward to 2025-2026 the Charity will continue to create memories, maintaining a target of 12 wishes to be completed in the year. However we have realised that where a request becomes labour intensive, it can make an impact due to our current resources.

The Board will continue to review the most effective way to deliver our mission as a Charity, with a focus moving forward for 2024 – 2025 on fundraising and other financial support, along with opportunities to bring onboard volunteers to help and support our continued growth plans. With focus on raising sufficient funds to allow the Charity to build on our existing team, allowing us to engage with more Hospices to create more memories.

Our aim is always to support the creation of more memories for children and adults across Bedfordshire, Hertfordshire, and Buckinghamshire, delivering lasting memories for our beneficiaries, their families and carers. One amazing memory can have a lasting impact on a large group of people, our aim is to increase our resources in line with these plans.

Trustees Annual Report 2023 - 2024

Financial Review 2024-25

During the financial year Creating Memories raised a total of £33,915 in donations and grants, expending £16,267 on administrative expenses and the day-to-day management of the charity and £9,280 on charitable activities.

Creating Memories needs to hold funds in reserve to manage volatility in its cashflows and to ensure that it has sufficient funds to pay salaries and bills as they fall due. It is essential that Creating Memories is financially resilient and able to fulfil its contractual commitments.

On 31 March 2025 Creating Memories held £29,462 in reserves, of which all are unrestricted for funding creation of memories. The charity continues to have limited running costs although in the latter part of 2024-2025 we engaged additional external resources to help deliver the Charities forward plans, and as such the Trustees consider the charity to be in good financial health.



Shay watching our Founder Pritti Saggi tasting his creation in the kitchen of Chef Jean-Christophe Novelli

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Our Structure and Management

Creating Memories is a Charitable Incorporated Organisation (CIO).

The only voting members are its charity trustees. The charity trustees are documented in the Charity's Constitution.

New trustees must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees will have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

The Constitution requires a minimum of three Trustees and a maximum of twelve trustees.

In the financial year 2024-2025, one new Trustee was appointed, Clare Dunkinson, who joins the charity with a strong background across brand development and social media, Clare will help support the charity with its Website and Social media accounts, developing a more consistent look and feel for Creating Memories.

New trustees:

Clare Dunkinson 13/05/2024

Declarations

The trustees declare that they have approved the annual report above.

Signature

Full Name *Andrew Clark*

Position Chair of Trustees

Date. 1st December 2025

Signed on behalf of the charity's trustees



Trustees Annual Report 2023 - 2024

Appendix A

Creating Memories Statement of Financial Activities for the year ended 31st March 2025

| | 2024-25 £ | 2023-24 £ |
|-------------------------------|----------------------|----------------------|
| INCOME: | | |
| Donations - Corporate | 8,247 |) |
| Donations/ Grants - Charities | 7,255 | 26,631) |
| Donations - Personal | 4,141 |) |
| Donations - Wishes in kind | 8,402 | 4,918 |
| Donations - Hampers | 5,870 | 5,870 |
| Income Total | <u>33,915</u> | <u>37,419</u> |
| EXPENDITURE: | | |
| Salaries | 14,037 | 12,862 |
| Charitable Activities | 1,600 |) |
| Governance | 450 | 492) |
| Other Exp | 1,810 |) |
| Expenditure - Wishes in kind | 8,402 | 4,918 |
| Expenditure - Hampers | 5,870 | 5,870 |
| Expenditure Total | <u>32,169</u> | <u>24,142</u> |
| Net Surplus | 1,745 | 13,276 |
| Total Funds b/f | <u>27,717</u> | <u>14,476</u> |
| Total Funds c/f | <u><u>29,462</u></u> | <u><u>27,752</u></u> |

Trustees Annual Report 2023 - 2024

Appendix B

Creating Memories Balance Sheet as at 31st March 2025

| | 31/03/2025 £ | 31/03/2024 £ |
|--------------------------|-----------------|-----------------|
| ASSETS | | |
| Cash at bank and in hand | 29,462 | 27,752 |
| Total current assets | 29,462 | 27,752 |
| Liabilities - Accruals | 0 | 0 |
| | 29,462 | 27,752 |
| FUNDS | | |
| Unrestricted Funds | 29,462 | 27,752 |
| TOTAL FUNDS | 29,462 | 27,752 |



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www.creatingmemories.org.uk

Charity Registration Number: 1189423



creating
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Charity Registration Number. 1189423

STATEMENT OF FINANCIAL ACTIVITIES

&

BALANCE SHEET

YEAR ENDED 31ST MARCH 2025

Creating Memories
Statement of Financial Activities
for the year ended 31st March 2025

| | 2024-25 | 2023-24 |
|-------------------------------|----------------|----------------|
| | £ | £ |
| INCOME: | | |
| Donations - Corporate | 8,247 |) |
| Donations/ Grants - Charities | 7,255 | 26,631) |
| Donations - Personal | 4,141 |) |
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| | <hr/> | <hr/> |
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| Charitable Activities | 1,600 |) |
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| Other Exp | 1,810 |) |
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| | <hr/> | <hr/> |
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Creating Memories
Balance Sheet as at 31st March 2025

| | 31/03/2025 | 31/03/2024 |
|--------------------------|----------------------|----------------------|
| | £ | £ |
| ASSETS | | |
| Cash at bank and in hand | 29,462 | 27,752 |
| Total current assets | <u>29,462</u> | <u>27,752</u> |
| Liabilities - Accruals | 0 | 0 |
| | <u>29,462</u> | <u>27,752</u> |
| FUNDS | | |
| Unrestricted Funds | 29,462 | 27,752 |
| TOTAL FUNDS | <u>29,462</u> | <u>27,752</u> |

CREATING MEMORIES

FINANCIAL STATEMENTS

YEAR ENDED 31ST MARCH 2025

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**Creating Memories
Trustees' annual report
for the year ending 31st March 2025**

The Trustees present the financial statements of Creating Memories for the year ended 31st March 2025. These have been prepared in the format required by the Statement of Recommended Practice for Accounting and Reporting by Charities issued by the Charity Commission in 2005.

Full name: Creating Memories

Registered charity number: 1189423

Principal Address: 34 Beatrice Street, Kempston, Bedford MK42 8AE

Trustees: Andrew Clark
Jo Williams
Steven Welsh
Clare Dunkinson
Neera Regmi

Bankers:
NatWest, 81 High St, Bedford MK

Independent Examiner:
Rob Baxter, IPFA (retired life member)
20 Cartmel Priory, Bedford, MK41 0WD

Statement of Trustees' Responsibilities:

The Charity Trustees are responsible for preparing financial statements for each financial year which give a true and fair view of the organisation and of the surplus or deficit of the organisation for that period. In preparing the financial statements the Charity is required to:

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

Governing Document:

The Charity is governed by its Constitution adopted on 11th May 2020.

Public Benefit: To help relieve the suffering of children and adults living in Bedfordshire, Hertfordshire and Buckinghamshire, who are affected by a life-limiting or terminal illness by granting feasible wishes that are important to them and their families/carers and which will create memories to treasure forever.

Independent examiner's report to the Trustees of Creating Memories for the year ended 31 March 2025

I report on the accounts of the charity, which are set out on pages 6 and 7

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charity Act
- To follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b)) of the Charities Act; and
- To state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination, in a voluntary capacity, was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention:


(1) which gives me reasonable cause to believe that in any material respect, the requirements:

- to keep accounting records in accordance with section 130 of the Charities Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act

have not been met; or

(2) to which, in my opinion, attention should be drawn to enable a proper understanding of the accounts to be reached.

Signed:



Date: 30th November 2025

Rob Baxter,
Retired Life Member, Chartered Institute of Public Finance and Accountancy

Creating Memories
Statement of Financial Activities
for the year ended 31st March 2025

| | 2024-25 | 2023-24 |
|-------------------------------|------------------|------------------|
| | £ | £ |
| INCOME: | | |
| Donations - Corporate | 8,246.81 |) |
| Donations/ Grants - Charities | 7,254.50 | 26,631.10) |
| Donations - Personal | 4,141.20 |) |
| Donations - Wishes in kind | 8,402.50 | 4,918.00 |
| Donations - Hampers | 5,870.00 | 5,870.00 |
| | <hr/> | <hr/> |
| Income Total | 33,915.01 | 37,419.10 |
| EXPENDITURE: | | |
| Salaries | 14,037.30 | 12,862.47 |
| Charitable Activities | 1,600.32 |) |
| Governance | 450.18 | 492.46) |
| Other Exp | 1,809.50 |) |
| Expenditure - Wishes in kind | 8,402.50 | 4,918.00 |
| Expenditure - Hampers | 5,870.00 | 5,870.00 |
| | <hr/> | <hr/> |
| Expenditure Total | 32,169.80 | 24,142.93 |
| Net Surplus | 1,745.21 | 13,276.17 |
| Total Funds b/f | 27,717.00 | 14,475.87 |
| | <hr/> | <hr/> |
| Total Funds c/f | <u>29,462.21</u> | <u>27,752.04</u> |

Creating Memories
Balance Sheet as at 31st March 2025

| | 31/03/2025 | 31/03/2024 |
|--------------------------|------------------|------------------|
| | £ | £ |
| ASSETS | | |
| Cash at bank and in hand | 29,462.25 | 27,752.04 |
| Total current assets | 29,462.25 | 27,752.04 |
| Liabilities - Accruals | 0.00 | 0.00 |
| | 29,462.25 | 27,752.04 |
| FUNDS | | |
| Unrestricted Funds | 29,462.25 | 27,752.04 |
| TOTAL FUNDS | 29,462.25 | 27,752.04 |

Creating Memories

Accounting Policies

The financial statements have been prepared on the Receipts and Payments cost basis in accordance with relevant standards and the provisions of the Statement of Recommended Practice, Accounting by Charities issued by the Charity Commissioners. The principal accounting policies adopted in the preparation of the financial statements are as follows:

Grants receivable, donations and subscriptions: Grants receivable, donations and subscriptions are recognised in the period to which the income relates.

Funds: Unrestricted funds are incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general fund. Designated funds are unrestricted funds earmarked by the trustees for a particular purpose. At the decision of the trustees, previously designated funds may be transferred back to unrestricted general funds without further specified purpose.

Interest Receivable: Interest is included when received by the charity.

Fund Accounting: The charity's unrestricted funds consist of funds which the Charity may use for its purpose at its discretion. The charity's restricted funds may only be applied to purposes specified by donors

Taxation: Creating Memories is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charity for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part II Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Signed on behalf of the charity's trustees:

Signed



Date 1st December 2025

Name: Andrew Clark

Position: Chair of Trustees

Creating Memories

Notes to the Accounts

1. No employees have total benefits over £60k.
2. It has been deemed by the charity that there are no restricted funds at present.