

ANNUAL REPORT⁹

2021 - 2022



Removing & preventing the causes of harm to people's physical, emotional, financial and social health & wellbeing so they can live their best life

www.wellbeinginaction.co.uk
01626 638069

Wellbeing
In Action



**If we CAN
We DO!**



Annual Report for period to 30 September 2022

Charitable Incorporated Organisation – Registration No. 1192217

Country of Registration: England & Wales

Registered Office: 12A School Road, Newton Abbot, TQ12 2JU

Trustee Board for reported period:

Barry Wadlan – Chair, John Leins, Donna Ridout and Linda Puryer

Chief Executive – Lindie Whitfield Director of Resources – Emma Warren

Bank: Lloyds Bank PLC

Financial Statement and Accounts prepared by: Sam Rigg ACS, Charity Accountant, and submitted appended to this report in accordance with Charity Commission requirements for small charities.

INTRODUCTION

Wellbeing in Action exist to remove and prevent the causes of harm to people's physical, mental, financial, social and community health and wellbeing.

Our ethos is 'if we can, we do' and we use the power of practical social action to draw the community into a collaborative force to immediately bring relief to individuals and families whose wellbeing is suffering.

All that we do is conducted in recognition that all people have times they need a little help, and all people have opportunities to extend a hand to others. It is not necessary for a person to be perfectly 'fixed' to be valued for their skills and experience. We call this The Good Karma Club, and it is this transaction of equitable human kindness that restores balance, pride, joy, motivation and enables individuals to live their best lives on their own terms.



AID DISTRIBUTION

Our **Good Karma Store** distributes £150k of essential clothing and household items to people in crisis - fleeing violence, living in poverty, suffering bereavement or illness. Our specialist **BlushBaby project** gives the tiniest humans the very best start. Not only delivering donated goods, but building relationships to find the cause of the difficulties and taking action, including providing grants to remove these for the future. **Contact: Emma - wellbeinginactionemma@gmail.com**

SUPPORT SERVICES

Therapy, counselling, mentoring & befriending in the community and at our Wellbeing Centre. From trauma therapy for a veteran to a makeover for a woman living with cancer, or pop-in vaccination and baby weighing clinics. We offer individual and group support with a specialist **Meno SOS Club** for women experiencing hormonal ill-health. **Contact: Lindie - wellbeinginaction@gmail.com**



SOCIAL ACTION

Enabling people to feel good through paying it forwards. Our **Good Karma Club** volunteer events beat loneliness and isolation and help the whole community find solutions while enjoying fun, friendship and making each day brighter. **Contact: Lindie - wellbeinginaction@gmail.com**

Wellbeing in Action is a Charity Registered in England & Wales: No. 1192217
12A School Road, Newton Abbot, TQ12 2JU - 01626 638069



We set out to achieve our mission through three clear approaches to total wellbeing:

1. Aid Distribution: Responding to crisis – swift resolution of immediate trauma by getting food in tummies, clothes on bodies, medical needs met and a reasonable home to be safe and have chance to regroup and heal.
2. Support Services: After human needs are restored, having the assistance to move forwards – self exploration, therapy, friendship and a community that wraps around to protect and grow.
3. Social Action: Creating experiences that bring people together with common purpose – busting loneliness, distraction from sadness, joyful moments, chance to learn new and share existing skills and maintaining pride by offering chance to pay kindness forwards to others (being valued and valuable even when our own life may still not be perfect).

Structure, governance & management

The organisation is a charitable incorporated organisation operating across communities in South Devon. All Trustees give their time voluntarily and receive no benefits from the charity.

The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of our work for the year ending 30 September 2022. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help as a way to both celebrate our work and check we have not drifted from our intended purpose.

Trustees usually serve for a term of three years and may be re-appointed for a second term. At the conclusion of our second operating year, all original trustees remain and the Board have been developed with the input from several expert Associate Board Advisors as we continue to develop our trustee membership and skills. Efforts have been made to analyse and identify the needs of the growing charity and target specific skill sets within individuals, with presentations to a number of local networks, business and Rotary Club presentations. We have continued to reduce risk during this early growth year by building strong working relationships with external professionals to provide guidance in matters such as HR, policy creation, legal advice and external clinical supervision for the Chief Executive who is, herself, a volunteer but with long standing experience in the voluntary sector. Better linking with voluntary bodies such as the Community Voluntary Service in Teignbridge have aided our task greatly. This second year has presented a huge increase in frontline delivery and as the social and financial crisis deepens in our community, so has the awareness of the charity and the relief it brings, which has escalated frontline delivery enormously, at a time when we need to continue to evolve steadily and solidly in our infrastructure and in managing our capacity so we do not 'overheat' beyond our abilities and capacity.

OUR ACHIEVEMENTS BY OBJECTIVE AND SERVICE AREA:

Wellbeing in Action set a three year plan, acknowledging our fledgling status as a registered charity, and the requirement to strengthen our infrastructure and quality of operations as well as deliver great work in the community. The plan contains clear statement of intent about:

- a) Our intended beneficiaries and the needs they present in our community
- b) The key service areas under which we intend to operate in order to bring relief
- c) The personality, style and principles by which we intend to deliver this offer
- d) The specific activities and their intended positive impact on individual and community wellbeing
- e) How we intend to manage risks to ensure protection of beneficiaries, staff and volunteers and the charity's reputation and security.
- f) How we will financially manage to deliver our intentions
- g) How we will review and know when we are being successful
- h) How we will celebrate and value these successes
- i) How we will learn and grow from our experiences.

The trustees have reviewed the plan against outcomes achieved this year and congratulate the operational team on delivering highly relevant, entirely needs driven activities that are entirely aligned with the objectives and ethos set in the initial mission statement. To achieve such tight adherence to the plan, within such a creative and responsive programme and to have done so against the voracity of the social crisis unfolding in our communities, and in a very slimly resourced year, is a credit to the leadership, volunteers and community of donors and supporters, as well as the many clients who have so positively engaged and provided their feedback to influence our work.

The following is our submission of key achievements and future priorities in line with our overall mission for 2021/22:

1. Strategic Development:

- a) As a very small, locally delivering charity, with very small income streams, the charity has continued to aim high in its objectives and has been bold in forging strong collaborations with cross-sector partners across the South Devon area. Courage in leadership and collaboration have been key themes, not only in advocating and representing Wellbeing in Action, but also in placing ourselves (sometimes uncomfortably) in strategic arenas where we both assist the growth of less experienced small CIC's and charities and also represent the small VCSE sector at County level. Showcasing our professionalism, experience and wisdom, even in the face of limited financial resources has earned respect and loyal partnerships. The team have achieved this in every day actions, from volunteers demonstrating this professionalism in the frontline services to our Chief Officer taking a back-filled position to assist development of the Countywide VCSE Devon Assembly – a challenging role in such a busy evolutionary year for the charity.
- b) We have had the benefit of the voluntary support of Mr C Wills to assist with navigating day to day legal issues – from mentoring over HR matters to legal guidance around building leases and as a muse for our CEO. This has been invaluable and led us to understand the importance of securing a legal expert to both the charity, and we have engaged Mr Phillip Debdin in early dialogue about supporting the charity, and our beneficiaries around their legal concerns, and the Chief Officer has been hugely grateful for the mentoring relating to leadership from Ms Simone Thompson from TTVS.
- c) We have continued to evolve our financial accounting systems, using a more complex recording of income and expenditure to give more data around sources and timing of income, and more precise intelligence about how we spend our funding. We have set a course to implement an accountancy package called Xero and we now have a settled accountant who is getting to know the charity from it's early development which will help us to consistently evolve our financial health awareness.

- d) The Chief Officer and Director of Services roles continue to be fulfilled on a voluntary basis and we acknowledge the huge investment of personal time we have been so fortunate to receive from the post holders. As the organisation has grown in stature, this has increased the demand for us to sit at the table with other strategic players, commissioners and to contribute to complex dialogue about local and national strategic priorities. This requires core funding to enable this role to be properly fulfilled without having to rely on very time pressured situations for the post holders and we are prioritising this in the year ahead, particularly at a time when many grants are becoming very issue focused in their restrictive requirements, rather than paying for infrastructural security or core costs.
- e) Post-pandemic Devon is proving extremely challenging and this must be taken account of in strategic direction for the year ahead. The impact on volunteer availability, loss of public giving due to the cost of living crisis and the lack of donated goods after the glut of 'tidying out' during lockdowns, is having an impact on every area and method of our delivery. We aim to join national campaigns to incentivise volunteering and find ways to make this easier to access and appealing to local volunteers. We will seek some consultancy support of the local CVS organisation to drive this matter forward.

2. AID DISTRIBUTION

PRIMARY OBJECTIVE:

To reduce harm to wellbeing caused by lack of essential human requirements of food, warmth, clothing and a decent home to be safe and function within.

Stemming the impact of adverse life effects such as poverty, financial crisis due to illness, redundancy, bereavement or incidents like flood or fire damage or fleeing violence and leaving possessions behind, by providing practical relief that enables individuals to have breathing space to re-balance and move forward into less vulnerable situations where they can absorb additional support effectively.

OUR ACHIEVEMENTS:

- There has been no let-up since lockdowns in the number of crisis calls and referrals – quite the opposite. This second year has seen referrals from social prescribers, GP's, midwives, Action for Children, IDVA's in domestic violence programmes, housing services and the criminal justice system. These referrals, along with the existing self-referral route have been amplified by the opening of The Good Karma Store and we have received 794 crisis requests, resulting in double the volume of aid distributed to £297k in the form of household goods, clothing and essential items such as hygiene and cleaning products to be distributed by our volunteers across South Devon, including Exeter, Teignbridge, Torbay and South Hams.
- Partnering with Acts435 has been a game changer in relation to purchasing new items that are not possible to source through pre-loved donations. The ability to use the small personal grants for items such as new cot mattresses (that are not recommended by the Lullaby Trust to be provided pre-owned) has enabled us to fulfill a wide range of needs previously beyond our scope. Our reputation for turning small personal grants around super fast, without unnecessary admin or inhibiting barriers has opened the floodgates and we have serviced crisis calls right across the County. We continue to be challenged by lack of transport and drivers to collect donations and distribute easily but the hard work of existing volunteers has achieved the apparently impossible!
- 125 Blushbaby boxes containing essential nappies, baby food and milk, female pregnancy items such as maternity/incontinence pads, nipple shields and creams, nursery equipment such as cots, bottle sterilizers and bedding, prams and buggies, books, toys and educational materials to families with children aged 0-5 facing poverty or crisis.

- We intervened in 132 social media conversations on local community pages, stepping in to offer support in locating and onward delivery of essential items – taking the risks away from vulnerable people displaying their vulnerability to potential predators through our handling the communication for them.
- We have developed The Good Karma Store – giving access to the community to donated goods and items in a safe space, all testing to high health and safety and hygiene standards and maintaining people's routines in getting out of the home to have more personal selection of crisis items, keeping their pride as they 'shop' alongside other people but using their Good Karma Club membership to have a 'zero' balance at the till to pay. We have divided the store into departments to create a unique 'shopping' experience with a nursery section, women's, men's and children's clothing, homewares and even a bridal boutique for those facing conditions such as end of life care who need to bring a wedding forward urgently but cannot afford without receiving free goods and services.
- We are already recognised as one of South Devon's primary charities for getting aid swiftly, safely to families in need, and we go the extra mile to add thoughtful bespoke personalisation to boost pride and wellbeing throughout, providing treats and personal hygiene products to people in in-patient mental health hospitals, new young mums and women fleeing violence.
- We have collaborated with all the primary agencies and charities including the local housing teams, job centres, citizens advice, domestic abuse services, drug and alcohol services, peri and neo natal teams, health visitors and social prescribers from GP surgeries.

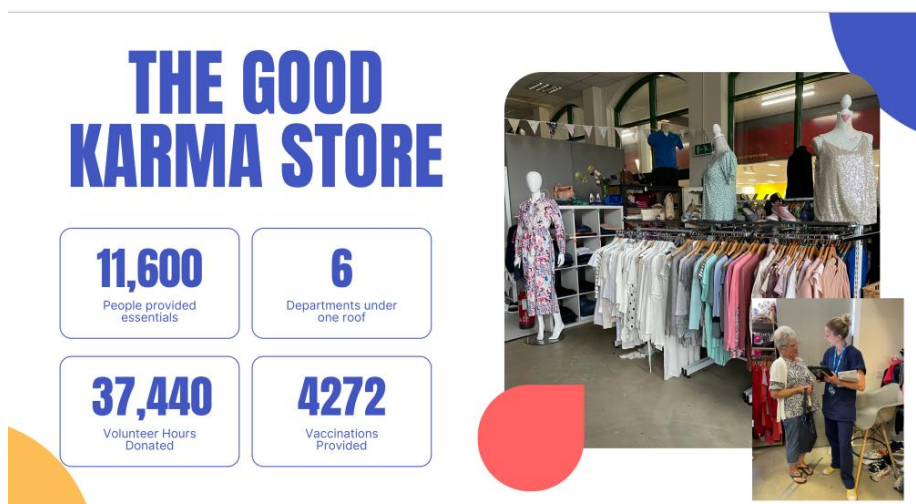


Ongoing work requiring development:

- The Good Karma Store continues to be well loved and used by the community but our worry about losing the building, in a central community location, has been compounded by lack of knowledge about the specifics of an impending development of the site which has been pushed back in timeline several times by the council. We continue to exist on a month by month license to hire and it is difficult to predict the right time and gambles to take in forward travel.
- Volunteering has been a continual pressure – with attitude to risk during covid having a big impact,

and general shift in patterns of giving, along with financial pressure for people to work longer hours, or be working from home so not as in touch with services in the community. We aim to secure funding for two consistent staff members to support volunteers in the next twelve months.

- A funded post to assist with referral administration, social media interactions and assessment of needs is considered essential for the next year to maintain the growth of the GKS
- A funded post to ensure effective recruitment and management of volunteers on the frontline of the GKS is required and efforts to secure this are a priority.
- The premises holds uncertainty due to the future development of the market area and effort to consider a suitable relocation at the heart of the community will be challenging and need some dedicated project management time.



*Outcomes achieved since the Good Karma Store was created (over a 19 month period)

3. SUPPORT SERVICES

SUPPORT SERVICES

SAFE



Our Wellbeing Centre is a harbour in a rough sea for people who have no compass to guide them. Therapy, counselling, practical advice, guidance and facilities. Chance to feel human and a glimmer of belonging and hope.

NOT ALONE



Befriending for the journey. Being alongside rather than just signposting. Taking care to find the person beyond the problem. Having someone with stamina to keep going when you are on your knees.

GROW



Peer support - being able to contribute when you feel you have nothing valuable to give. All for one and one for all - finding YOUR people. Exploring the impossibilities and growing together.

Primary Objective:

To enable people who are struggling to rebalance their lives to access emotional and practical support to begin the process of healing, rebuilding, balancing and re-designing their lives on their own terms.

Preventing unnecessary harm to wellbeing caused by being denied access to therapeutic input due to lack of finance, long waiting lists or postcode lotteries.

Draw together experts in mental health and wellbeing to get support faster to the community

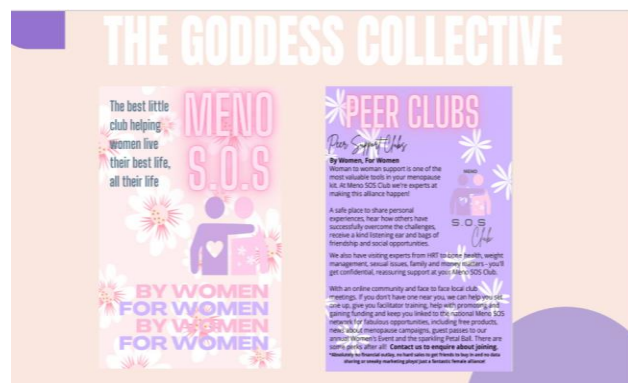
Develop the opportunities for peer support to empower people to be part of the solution for themselves and others.

What we have achieved:

- We provided long term mentoring to 7 individuals which included home visits and emergency crisis visits throughout lockdowns, calling for special arrangements for public health protection. These included assisting people with emergency hospital visits due to severe mental health episodes and suicide intentions and assisting individuals to inpatient mental health care for safety. It has been challenging at a time when services continue to be difficult to access, with bottle necks in primary health care and long queues for essential services. The housing crisis has been had the most pernicious impact, seeing individuals seeking help who would rarely have considered themselves vulnerable until receiving a section 21 notice due to landlords selling properties to beat legal changes on the horizon and due to uncertainty in the property market during the cost of living crisis. Stemming the tide of distress over homelessness has been a preoccupation that has exhausted the team this year but there is no investment by the local authorities for the work we are achieving in supporting the housing teams at this most crucial time.
- We have focused our resources into developing the building to evolve the Wellness Centre and now offer well-appointed, stylish but homely one to one rooms, a large training and group meeting space, kitchen facilities and an activity room. We struggled with a cold winter without adequate heating and are still fundraising for this as costs were an issue. We are also fundraising for a stairlift to improve accessibility and a shower unit to enable people homeless on the streets to maintain their hygiene and comfort.
- Homelessness cases have increased with a significant number of referrals both from agencies like the Salvation Army and word of mouth drawing people into the Good Karma Store. We have distributed essential sleeping bags, tents, roll mats, wet weather clothing, replacement socks and underwear, jumpers, toiletries and medicines. We have assisted people who have been attacked on the streets, had their possessions stolen or removed by the authorities and helped them into medical treatment such as resolving a tooth abscess.
- We have also assisted non-street homeless individuals and families where there has been an escalation in people sofa surfing or living from emergency accommodation room to room. Providing essential housing items, baby clothing and nursery equipment, food parcel referrals and adult clothing has been possible by the fantastic partnership with

Acts435 for whom we remain an active and trusted South West partner. This scheme has enabled us to put the real action into our aspirations to assist people and the anonymous donors who make this possible have literally saved lives. We have distributed £7,250 in grant aided items to people in crisis and misery, making lives instantly better.

- We have focused on developing collaborative partnerships to create stronger outcomes for people in need. This has been a slow process to find the right blend of practitioners and understanding about our unique methods but patience has born fruit and we are now proud to facilitate Jacqui Baker, independent counsellor, Debbie Jeffery, Outpour – written therapeutic workshops, Caroline Ommanney, physical therapist and reflexologist and Claire Lear, Phoenix Rising Project for female survivors of abuse and women wishing to build resilience.
- We continue to collaborate with the Community Support Team, offering facilities for young people to achieve their education outside mainstream school environments and the mentors have used cooking, lego, art and crafts to develop their skills and imagination as they learn within our centre.
- We have provided access to fast track therapy for 87 individuals through our in-house pro bono therapy services and, in particular, have added to our Court Angels programme with a qualified solicitor, to ensure more parity in justice for those who are not able to be represented through legal aid. Our reputation for this has incurred referrals from out of county for specialist work around domestic abuse with travelling families. We have also inducted a benefits expert specialist to offer assistance with welfare rights, PIP and disability entitlements and we have created a weekly drop in advice session within the wellbeing centre.
- We have increased our presence at key strategic meetings relating to issues such as food poverty, health inequalities, children in care, housing and homelessness, cost of living crisis and networked through the Devon VCSE Assembly. This has led to conversations with health commissioners from One Devon (NHS and Devon County Council) in shaping the future of accessible health provision that reduces the difficulties we have encountered such as lack of diagnosis for severe illness due to poor accessibility to GP services. We will continue to prioritise liaison with the female health commissioner to look at women's health hubs into next year.
- We have provided online support to 375 women around hormonal health issues relating to menopause, particularly difficult during lockdowns due to lack of GP appointments and changed family routines, with women suffering anxiety and mood swings unable to get relief by leaving the family home.
- The Meno SOS Clubs have continued to expand, with groups happening in Teignbridge, Torbay, Exeter and Plymouth and training for 6 organisations including other charities and the local authority. This has led to 54 1:1 consultations



with women suffering greatly, to assist them find self-care strategies and approach their medical providers with concise personal plans to enable better communication with their GP. This work remains unfunded and we must concentrate effort to secure income for the year ahead if we are to ensure women without financial means can still get the parity with women who can afford to attend a private clinic. Funding has been difficult with many funders ring-fencing women's funding for organisations with a specific women-only constitution, which precludes Wellbeing in Action, despite our majority female facing interventions

- We delivered 4,700 covid vaccinations and support sessions to vulnerable people and those facing health inequality by creating a pop-up clinic in partnership with the NHS, which enabled people to call in without appointment to receive their vaccination whilst also having access to chatting about their other health and social needs. We created a film in partnership with Devon Public Health and Ocean Media highlighting the example the vaccination project has created for other preventative and accessible health interventions that can be built upon for our aspirational community health hub.

4. SOCIAL ACTION:

SOCIAL ACTION



Primary Objectives:

- To remove and prevent the causes of harm to groups of people in the community, responding to their common concerns and social issues
- To create opportunities for joy and elevate optimism amongst people
- To provide opportunity for people to contribute through volunteering - offering their own time, skills and passion into improving the wellbeing of others, even when their own lives are still feeling less than perfect.
- Maintaining pride of people who have received kindness, by enabling them to contribute to social action activities that maintain their sense of value and bring people from all social circumstance together in equitable common purpose.

What we achieved

- 8 volunteers achieved their full 100 hour Petal Awards during this year, with four having now achieved over 1000 hours each! This dedication and long term 'family' is a testament to the approach we have imprinted from the outset where individuals are seen as lifelong members rather than either beneficiaries or helpers. The team are looking for a celebration ball in the coming months.
- Sadly we experienced two significant bereavements within our 'family' with the sad passing of a pivotal trustee and a young volunteer who had made significant contribution to opening the Good Karma Store in it's early days. This has had impact on our team both in terms of our capacity to undertake more celebratory community projects, and also in the prevailing mood and timing to do so.
- Nevertheless, we achieved the following particular highligh events this year that struck the heart and imagination of the community:
 - **Elderly People's Vintage Tea Party:** As part of our End Loneliness Campaign, we provided a second inter-generational tea-party for 59 older citizens and their carers. Supported by local councillor, Jan Bradford, the afternoon brought jive dancing, scones and friendship to a spectacular decorated setting and it was heartening to see people arrive in wheelchairs but refuse to leave on anything but foot as they were transported to being 17 again! The event has been demanded as a repeat occurrence by elderly guests and young volunteers alike and we will continue to feature this whilst it is demonstrating such great outcomes and demand.
 - **Elf Express 2022:** This is always our busiest call to action of the year and we faciliated the collecting of donated gifts, food and clothing whilst running a referral scheme to gather information so we could create entirely bespoke gift bags for people facing crisis, illness, poverty and trauma through things like living in temporary housing after fleeing violence. We created for all age groups, including bags containing art and therapy materials for people trapped in isolation due to their mental health, to gardening implements for elderly people, warm socks and coats

for homeless people and large sacks of toys for babies and children – alleviating the burden from parents struggling financially and emotionally. We went the extra mile to engage with the community by forming teams of volunteers, dressed in elf costume, to visit doorsteps. A total of 237 individuals received gift packs worth an average value of £85 each. Many of the gifts were brand new, donated through a community post box we created within the Good Karma Store and the public added messages of hope on cards which were included in the parcels.

- **Polar Express Family Days:** We were honoured to work with the official Polar Express steam engine project which enabled 120 children and parents to travel on the steam engine from Buckfastleigh to Totnes, with the characters from the original film for company and entertainment. The cost of these tickets far exceeded the opportunity of all the families selected and our team had to work overnight to make the arrangements but the stars in the eyes of the little ones was a justifiable reward.
- **Live Drag Fundraising Evening:** A family day of Peppa Pig and Paw Patrol took to the streets in Newton Abbot, providing free entertainment and treats for children in the daytime, and rolled into an adult evening hosted by local celebrity Arina Fox, complete with an array of awareness raising activities dealing with LGBTQ issues and health promotion.
- **Marathon Run:** Dedicated volunteers, Derek Weeks and Andy xxx ran non-stop from Exeter to Plymouth in a 12 hour period, raising awareness of mental health difficulties, the value of self-care through activity and raising vital funds for the charity. Their efforts were incredible and the pain and commitment were labours of absolute empathy from both volunteers who have both suffered themselves.
- **Exeter Law Faculty:** Students from Exeter University nominated Wellbeing in Action as their charity of the year and undertook a wonderful array of volunteering activities to not only raise funds but also develop their awareness of the issues they will encounter in working in an array of public facing legal roles and through the Exeter Law Clinic as they evolve their careers. We are truly grateful for their youthful contribution to our work.

SOCIAL ACTION



OUR FINANCIAL POSITION

We continue to be very proud of the level of impact Wellbeing in Action has had by comparison to the very limited resources available. The Chief Officer and the Director of Resources – both volunteers, are dedicated and relentless in their creative ability to deliver outputs that mimic a mature charity whilst still battling to go through the growing pains of a fledgling organisation.

Increasing strategic engagement, putting time into networking and contributing to public sector engagement, along with dedicating time to meeting partners at business gatherings such as the Chamber of Commerce, Rotary Club, Women's Institute and the Devon Women's Business Network have taken personal commitment but have brought great awareness of our aspirations and achievements. They have also generated an increase in referrals and cries for help. We recognise the need for appropriate paid resources to enable this volume and intensity of work to continue if we are to continue to live up to our already mighty reputation.

The charity still operates on a very 'hand to mouth' basis and, whilst prudently delivered so as to ensure the charity has very little obligations financially, and operates to the most streamlined of models, we know we could be more focused in our actions to secure much needed support posts and this still remains an as yet elusive goal. We have created a targeted grant sourcing plan for the next year to redress this now that we are crossing the threshold to a third year. We aim that the addition of some grant funding should be kept at a level that it supports professional delivery of services but does not take our eye off the ball in evolving our self-sustaining model for core costs. We want to make life more comfortable for the dedicated delivery team but not to forget our humble origins and become sucked into a more common grant dependency model where services are simply axed when financial streams dry up. Whilst we don't advocate 'floating on thin air', much has been learned about how we can explore the impossibilities to do amazing things and we want this to continue. We expect to increase the number of enterprising individuals onto the trustee board to help us in this imaginative approach.

Nevertheless, securing a small funding cushion may be relative to our small income but we aspire to work towards this as a baseline expectation so we meet our targets of 10% of total income or £5000, whichever is the greater, as a start to practising financial resilience next year.

We continue to use an online fundraising platform with People's Fundraising (formerly Golden Giving) which has enabled us to use appropriate accounting systems for all manner of income, including donations, appeals, raffles and ticket sales. This is not as widely known as Just Giving, but yields more income with low fees and is user friendly as we develop our skills in this area.

We aim to introduce Xero as an accounting model next year to make our book keeping systems more sophisticated and give us greater analysis of our priorities and spending.

This year's income has been unsophisticated in source, being from public donations, community fundraising and two small grants from the public health team at Devon County. We still require to make better use of schemes such as Gift Aid and have secured strategic support from an accountant to set this up.

We are proud of our delivery outcomes in relation to the small grants given by Devon County Council public health team and the NHS this year and aim to develop ongoing great relationships with commissioners to understand our value and worth.

We would benefit from a small capital grant to complete the Wellbeing Centre, particularly for heating, kitchen items, a shower and stair lift. We continue to work with local enterprises to help us develop these.

Our appended accounts indicate our financial exit situation as we move into our third operating year. Whilst this is not a princely sum, it is a huge testament to the delivery team when considering the small income streams, hugely difficult operating year against a context of massive delivery increase during the ongoing cost of living crisis and financial impact of the war in Ukraine, and managing these frontline increased costs whilst still continuing to successfully evolve the building bases and human resource investment. The trustees wish to thank all the contributors, supporters, donators and to the incredibly dedicated team of volunteers who have performed small miracles so economically.

Principal risks and uncertainties

Financial sustainability and the charity's financial model remains a key risk, given its dependency on trust and foundation income. Deepening demand on provision due to the cost of living crisis and the pernicious impact of escalating homelessness means we must chart a brave course with an eye on the long term future whilst fire fighting at the frontline. We could be at risk of being consumed with the current needs and not innovating or using our wisdom to chart a clear path to future aspirations. We must also be nimble to see opportunity unfolding in the community and maintain strong networking to be in a position to respond swiftly. We are fortunate to have a very diverse skill and experience set within the leadership of the team, and very dedicated volunteers to enable this. However, this leads to our primary area of weakness in that we have been drawn deeply into beneficiary response at the expense of identifying essential core funding to engage our first paid staff to bring solidity and a core team to assist the Chief Officer who, whilst her skills and shoulders are broad, should not have the weight of the entire organisation upon them. As volunteering and public financial donation hits an all time low, it is even more pressing to be able to fund a professional, robust and reliable operating team and this includes administration to prevent the excellent work being at risk of not being adequately captured and used to strengthen our credibility with future investors. It remains essential to that we model our costing structures on an 'acting as if' basis – costing our projects at full cost recovery with an aspirational view to retaining a paid and skilled core workforce as soon as permissible. The following elements continue to be our strategy for building towards this goal:

- a) Minimising responsibilities for properties and operational overheads, building in break clauses and not entering into long term contracts for services and utilities.
- b) Carefully controlling the level of commitment to long term clients and building strong external alliances so we can seamlessly transition project work without detriment to beneficiaries if we needed to stop activity for any reason.
- c) Agreeing a strategy to securing paid operational staff. Building capacity and strength to train, develop and look after volunteers will help us achieve our funding objectives faster by freeing the Chief Officer to use her skill set without distraction. We aim, in time, to increase our percentage of grants and income to start a small salary for leadership staff such as the Chief Officer, Director of Resources and administration.
- d) Developing the great alliances created this year, and identifying other similar organisations to partner, ensuring there is cohesion on our aims, methods and personality so, if the worst were to occur, our activity could pass to another reputable body without detriment to the community.
- e) Regular meetings to identify the ongoing pressure points and provide support to the Chief Officer in finding solutions and embracing external contributions of advice and support from other professionals on a pro bono basis.
- f) Increasing our board members not only in number but also in skill sets to assist the Chief Officer chart a sturdy course.
- g) We predict that in our third operating year we will unlikely experience a high level of reserves as we will still be operating in a climate of securing project delivery money and increasing our abilities in delivery of services. We agree as a Board, however, to attempt to secure reserves of £5k by the end of year 3 of operating as this would cover our only significant commitment of one year's rental income, although this will, of course, be reviewed frequently in the event of any additional commitments such as staff salaries or other contracts.
- h) We recognise that we have some weakness in our good fortune. We have a peppercorn rent on the Good Karma Store which has enabled us to build and fully pilot a phenomenal and innovative model. However, this building is scheduled for modification by the council, meaning it will not be an operational base for the long term. Whilst we will still retain our administrative space, we need to speculate for an alternative to keep the core community distribution centre and public health provision that occurs there going. We need to pilot the Good Karma Store in a suitable footfall location to identify the potential and risk strategy for this essential community resource beyond our current tenure.

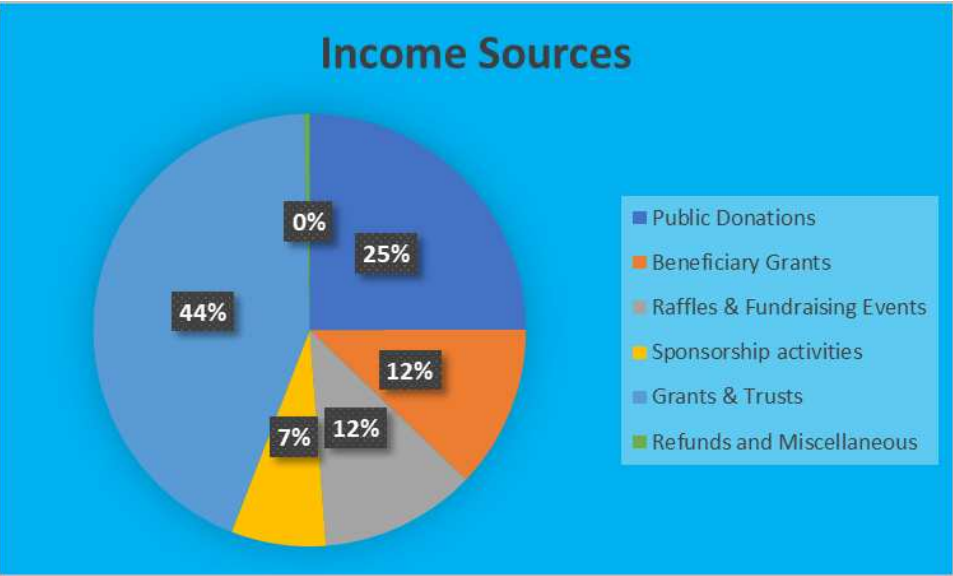
OUR ACCOUNTS

As the charity trustees, we take responsibility for the preparation of the accounts in accordance with the requirements of the Charities Act 2011, in accordance with guidelines for small charities.

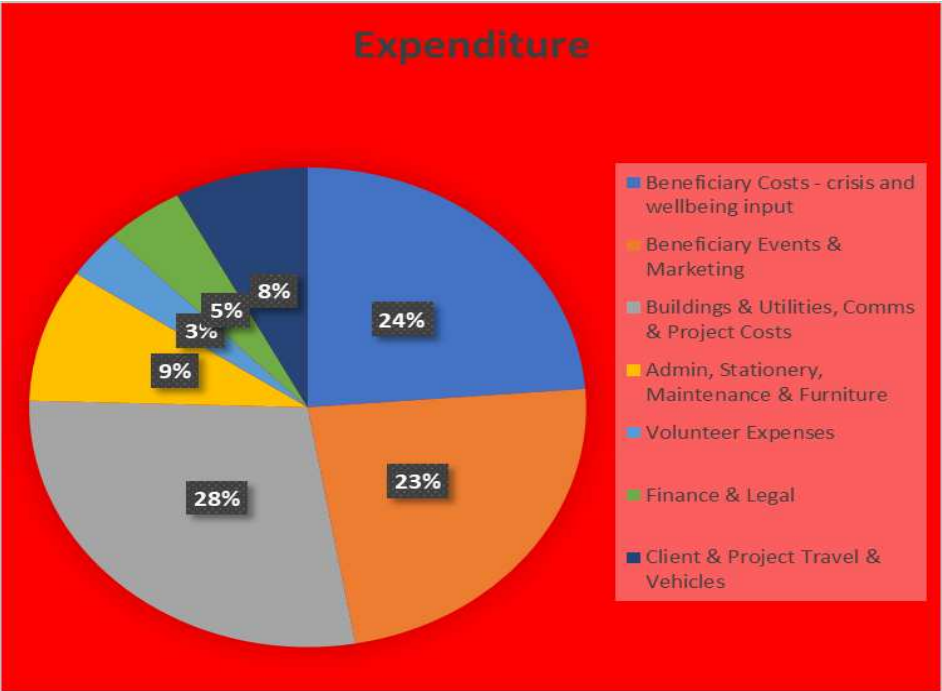
The complete signed accounts prepared by Samuel Rigg ACA are appended to this annual report as a separate document, with the original signed copy retained for inspection at our registered office address as shown.

The following summary provides an overview of our primary income and expenditure streams:

Income – We have increased grant funding this year to 44% though public donations, sponsorship and fundraising continue to be our primary income stream, added to by the personal beneficiary grant funding through schemes such as ACTS435 who are transformational in social impact through our partnership. We anticipate some growth in public donations in the next financial year with the development of the Good Karma Store as an accessible portal to our work. However, we expect the growth to be limited due to the cost of living crisis and time taken into crisis response work decreases our potential from public event fundraising in the community.



Expenditure is still in line with our core objectives with spending directly on our beneficiaries through crisis aid, social action events, travel and provision of project activity resources and spaces utilising all but 14% of total. In reality, the percentage of core costs will run at less than 14%, envisaged to be as low as 6% in consideration of the large amount of set-up cost expenditure for establishing the Good Karma Store and separate Wellbeing Centre buildings in this year. We anticipate beneficiary crisis costs will exceed 24%, possibly doubling next year as the cost of living crisis bites.



Thanks & Gratitude



Thank you for joining us today.

The effort to mobilise a credible, needs-responsive, instantly valuable service in a community of high needs and at a time of the most bewildering social circumstances as the pandemic has been nothing short of a breathtaking effort by the most dedicated people who have entirely lived and breathed their motto of 'if we can, we do'. The volume and quality of contribution to public good through the eradication of harm to people's wellbeing has raised the bar for frontline service providers in our locality, and Wellbeing in Action has instantly become known as an organisation who move swiftly, with compassion and deliver volume whilst going the extra mile without dropping the ball in relation to a highly personal service to the most vulnerable individuals and families.

As our work continues to grow, the trustees pause to acknowledge those who have generously contributed to our early success in this very embryonic and fragile first year. Without the support, generosity, goodwill and experience of many partners who have embraced our concept and enabled us to seek opportunities in unlikely places we would not have been able to achieve all that we have. We must particularly thank the following organisations for their support through resources, mentoring, guidance, encouragement and kind words:

Neil & Sharon Vaughan - Community Support Team
Ms Simone Thompson – CEO TTVS
Rachel Shephard, Thrive Paignton
Wollens Solicitors
Mr Chris Wills
Councillor Jan Bradford
Rotary Club Newton Abbot
Women's Institute Newton Abbot
Mr Keith & Mrs Carol Early – Lavendar House Hotel
Sally Henley – Newton Abbot Town Council
Forde Hall Social Club
Administrators of Spotted Newton Abbot and Torbay
Ms Aggie Szpinda – Devon NHS
Kingscare and Do it for Deaks
HITS Food Bank and THAT Food Bank
Nick, Cheeky Cherry Café
Mr Steve Holdup – Torbay Display
The Anchorage Hotel

Mr Chris Smith Teignbridge District Council
Bernadette McCauley – Mental Health Alliance
Teignbridge Indoor Market Manager and Traders
Scott Richards Solicitors
Newton Abbot Rugby Club
Mr Paul White, e-Culture Solutions
Young Devon
Thrive Project, Paignton
ACTS435
Ms Claire Lear – Phoenix Rising Project
Mr Quentin O'Gormon – Q Ball Media
Sue Wroe, Elaine Musgrave and team at Teinbridge CVS
Richard Noyce, Louise Downes, Hollie Kidby & the Vaccination Team
Charlotte King – The Pebble Ridge Practise
Salvation Army Newton Abbot
Mercy, Tiger Noodle Bar
The Vicars Relief Fund
Tony and the team at Clearwaste South West

And to our incredible operational leaders, volunteers, community donators, referrers and supporters.

With deep gratitude and sadness in our loss of Mr John Leins and Ms Chloe Jenkinson whose footprint is part of our absolute foundation and whose memory cause us to keep our compass pointing true.

Most significantly, heartfelt thanks to the people who have been brave enough to reach out for help and who, when they can, have so proudly contributed back in the smallest ways that have changed, and even saved lives. We continue the hard work relentlessly for and because of you. You matter and you are valued.

Charity Number 1192217

**WELLBEING IN ACTION
REPORT AND FINANCIAL STATEMENTS
YEAR ENDED 30 SEPTEMBER 2022**

Samuel Rigg ACA

WELLBEING IN ACTION REPORT OF THE TRUSTEES

These accounts are appended to the annual report compiled by the Trustees and Chief Officer in relation to charity activity for the year ended 30th September 2022.

Reference and administrative details

Registered Charity Number: 1192217

Status: Charitable Incorporated Organisation (Registered 06/11/2020)

Trustees: Mr B Wadlan (Chair), Mrs D Y Ridout & Mrs L Puryer (Mr J Leins, deceased having been in office during this administrative year but sadly having passed prior to completion of the report).

The power of appointment of new trustees is vested in the trustees. A new trustee would receive the training deemed appropriate to enable them to fulfil their role as trustee of the charity.

Treasurer: Ms E Warren (interim)

Principal Office: 12A School Road
Newton Abbot
Devon
TQ12 2JU

Objectives and activities

The object of the charity as given in the Constitution is to relieve financial hardship amongst people whose financial circumstances are having a serious detriment on their physical, emotional and mental health.

The objectives of the charity are met by making charitable grants and donations and through the provision of services.

WELLBEING IN ACTION

STATEMENT OF TRUSTEES' RESPONSIBILITIES

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations.

Charity 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 as at the end of the year and of its financial activities during the year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards). In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- follow applicable UK Accounting Standards and the Charities SORP, disclosing and explaining any departures in the accounts;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The trustees are responsible for ensuring that adequate accounting records are maintained that are sufficient to show and explain the charity transactions and disclose with reasonable accuracy at any time the financial position of the charity, and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and ensuring their proper application in accordance with charity law, and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

WELLBEING IN ACTION
STATEMENT OF FINANCIAL ACTIVITIES
YEAR ENDED 30 SEPTEMBER 2022

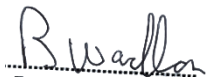
INCOME AND EXPENDITURE	2022 Unrestricted £	2021 Unrestricted £
Incoming resources:		
Public Donations	9,232	3,012
Fundraising Events	4,310	1,480
Loans and Deposit refunds	-	2,100
Beneficiary grants	4,505	1,448
Grants	16,165	1,220
Sponsorship Activities	2,618	-
Refunds and Miscellaneous	152	-
Pre-registration net income	-	12,665
Total incoming resources	<u>36,982</u>	<u>21,925</u>
Resources expended:		
Charitable activities:		
Beneficiary aid and Services	9,492	3,375
Beneficiary Social Action Events and Marketing	9,370	4,047
Establishment renovation and Equipment Costs	-	6,755
Volunteers' Expenses	1,308	468
Marketing	-	423
Sundry Expenses	-	217
Transport	3,094	894
Equipment	-	1,761
Legal and Financial Fees	1,825	422
Office and Administration	3,578	188
Building Rental, insurance & Utilities	11,252	
Total resources expended	<u>39,919</u>	<u>18,550</u>
Net movement in funds for the year	(2,937)	3,375
Reconciliation of funds:		
Fund balances brought forward at 1 October 2021	<u>3,375</u>	-
Fund balances carried forward at 30 September 2022	<u>438</u>	<u>3,375</u>

**WELLBEING IN ACTION
STATEMENT OF FINANCIAL POSITION
30 SEPTEMBER 2022**

	2022 £	2021 £
CURRENT ASSETS		
Cash at bank	438	3,375
Accrued Income	8,000	-
TOTAL ASSETS	<u>8,438</u>	<u>3,375</u>
CURRENT LIABILITIES		
Accountancy	≡	<u>240</u>

The Trustees confirm, in accordance with the Charitable Incorporated Organisation (General) Regulations 2012, that at the year end the CIO did not have any outstanding guarantees to third parties nor any debts secured on the assets of the CIO.

Approved by the Trustees on 8th June 2023



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Mr B Wadlan – Chair of Board

(original signed accounts available for inspection at Registered Office as shown)

WELLBEING IN ACTION
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 30 SEPTEMBER 2022

1. ACCOUNTING POLICIES

1.1 BASIS OF PREPARATION OF THE FINANCIAL STATEMENTS

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland (FRS102) issued on 16 July 2014 (the FRS102 SORP) and the Financial Reporting Standard applicable in the United Kingdom and the Republic of Ireland (FRS102) and the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements have been prepared to give a "true and fair" view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to give a "true and fair view". This departure has involved following the FRS102 SORP rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

1.2 LEGAL STATUS OF THE CHARITY

The Charity is registered in England and Wales and the registered office is 12A School Road, Newton Abbot, Devon, TQ12 2JU. The registered charity number is 1192217. The charity has no share capital. Its principal activities are to provide services and relieve financial hardship amongst people whose financial circumstances are having serious detriment on their physical, emotional and mental health.

1.3 INCOMING RESOURCES

All incoming resources are included in the statement of financial activities when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. Income is measured at the fair value of the consideration received or receivable, net of discounts and value added tax. Major sources of income are recognised as follows:

Donations and gifts

Donations and gifts are recognised when the Charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1.4 RESOURCES EXPENDED

Donations and grants are accounted for on an accruals basis. Liabilities are recognised where there is a legal or constructive obligation committing the Charity to the expenditure. Other expenses are recognised in the same way.
