



Trustees' Annual Report for the period

From 01/01/2024

Period start date To 31/12/ 2024

Period end date

Charity name:

Hidden Help

Charity registration number:

1193305

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	1. To relieve those in need, especially (but not exclusively) those rehoused after seeking refuge from domestic violence, asylum seekers, the long term unemployed, the homeless, those with chronic illness or disability, ex-offenders & veterans from the armed forces by providing such practical assistance or support as the trustees deem fit. 2. To advance education by proving training and training resources to increase the employment opportunities and potential of (but not limited to) those reintegrating into society, re-locating or in long term unemployment. 3. To relieve financial hardship by such means as the trustees deem fit.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Helping those in urgent need in Cornwall to make a new home and a fresh start with recycled household items from the local community. We help those referred to us by Social Services and other statutory bodies. We run two warehouses to store donated items, as well as a van to collect and distribute items. We also have a shop to sell vintage items to raise funds. We engage the community through our contacts, our website and social media.

		We employ a part time admin person to help us with these activities and processes.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We are aware of the guidance and run the charity for the sole purpose of benefiting our clients (those in need) and to do it in a sustainable manner which repurposes items from the local community and avoids waste to landfill. No trustee or volunteer benefits financially from the charity operations other than recompense for expenses. We are not aware of any harms resulting from our charity.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	We have not offered any grants.
Policy on social investment including program related investment	Para 1.38	We have no social investments.
Contribution made by volunteers	Para 1.38	In order for the charity to function at low cost, and to provide household items to clients for free, the charity relies on volunteers to support its work. For example, someone to do stock checks, to drive the van, to carry furniture and household items into client homes, (and of course, the trustees are all unpaid volunteers).
Other		

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Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	2024 was a significantly positive year for the charity. 571 client referrals were received which we delivered furniture, helping on average about 2.4 people per delivery made. Having taken on two additional warehouses, to make four in total, and needing a bigger taller van, we did a Crowdfunder which raised over £50,000 towards the financial security of the charity, its expansion and to purchase a second charity van. We also received sponsorship for one of our vans, named "Hey Jude", and for one of our warehouses, named "Hayley". At the same time, we had a new team running the vintage shop, who have been doing exceptionally well to help raise funds for the charity, raising over £29K including the plant sale, and building our shop new Instagram account to over 1,100 followers. Our social media following on Facebook increased 19% to 6.9K. We have had to let our container at Truro HWRC go for furniture donations and from March we no longer have a source of end of line carpet tiles (from Amtico), so we are no longer supplying carpets to clients. In September we had to stop providing cookers, washing machines and tumble dryers. We signpost elsewhere for get those.

		Towards the end of 2024 we started a process to improve how we collect and process data from referrers and improve what information we get, such as the number of adults and children we support versus just deliveries made. Year to date 2025 indicates that we are helping about 2.4 times more people than the number of deliveries. These families have been given items, a home, dignity and hope for the future. Given the greater workload from our expansion, and our Founder increasingly needing support, we received direct sponsorship from an individual towards employing an additional part-time person to support the founder and help with charity continuity long term, who now has the title "Office Manager". Our volunteers report the difference it makes to their own lives to know they are doing their bit to help people make a fresh start. In addition, almost 100% of the furnishings are donated second hand rather than going to landfill, thus having a positive impact on the environment. Our clients themselves are very thankful for the support they receive which helps them with basic necessities to live a more decent life and to then focus on other things.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against	Para 1.41	We do not set targets for the number of clients we support other than to meet the needs of those clients referred to us, (which
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objectives set		generally speaking is increasing). Financially, our main objective is to remain financially sustainable, ideally with greater income than expenditure or with enough funds in the bank for the near future (6-9 months).
Performance of fundraising activities against objectives set	Para 1.41	We raised over £50,000 through our Crowdfunder. This exceeded our objectives significantly, which were closer to £10,000.
Investment performance against objectives	Para 1.41	We make no investments other than savings account interest in order to try to preserve our funds against inflation.
Other		

Financial Review

Please find below form CC16a which details the accounts for 2024. Also attached are the treasurer's report and financial statements, followed by the independent examiner's report on the accounts.

 CHARITY COMMISSION FOR ENGLAND AND WALES	Charity Name Hidden Help		No (if any) 1193305		CC16a
	Receipts and payments accounts				
For the period from		Period start date 01/01/2024		To Period end date 31/12/2024	

Section A Receipts and payments					
	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	25,938	-	-	25,938	12,343
Receipts	53,252	-	-	53,252	16,382
Charitable shop sales	28,978	-	-	28,978	9,409
Grants	5,000	9,768	-	14,768	5,850
Gift aid refund	722	-	-	722	2,916
Interest	1,300	-	-	1,300	139
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	115,190	9,768	-	124,958	47,039
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	115,190	9,768	-	124,958	47,039
A3 Payments					
Donated goods storage expenses	31,836	-	-	31,836	18,065
Premises repairs	-	-	-	-	342
Direct purchases for clients	1,146	4,747	-	5,893	11,546
Salaries	8,342	661	-	9,003	7,464
Bank and card fees	492	-	-	492	338
Insurance	-	-	-	-	557
Repairs and admin sundries	2,241	-	-	2,241	931
Utilities	1,197	-	-	1,197	704
Vehicle running costs	4,243	1,413	-	5,656	5,486
Sub total	49,497	6,821	-	56,318	45,433
A4 Asset and investment purchases, (see table)					
Van	16,920	-	-	16,920	-
	-	-	-	-	-
Sub total	16,920	-	-	16,920	-
Total payments	66,417	6,821	-	73,238	45,433
Net of receipts/(payments)	48,773	2,947	-	51,720	1,606
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	44,352	1,738	-	46,090	-
Cash funds this year end	93,125	4,685	-	97,810	1,606

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank accounts	93,125	4,685	-
		-	-	-
		-	-	-
	Total cash funds	93,125	4,685	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	

HH Treasurer's report – 2024

Current account balances as at 31.12.2024 (year end 2023)

Metro	£5,827	(£4,957)
Metro deposit	£26,358	(£15,139)
United Trust Bank	£61,080	(£20,000)
SumUp	£4,531	(£5,981)
Paypal	£5	(£5)
Cash	£7	(£7)
Total	£97,810	(£46,089)

Unrestricted funds	£93,125
Restricted funds	£4,685

This report is for the financial year 2024 by the trustees following independent examination. The cash basis of accounting has been used in the preparation of these accounts.

The charity helps those in urgent need in Cornwall to make a new home and a fresh start with recycled household items from the local community. The charity derives most of its income from monetary donations by individuals and corporate bodies, grants from local government and other trusts, the sale of donated items at its weekly shop and targeted fundraising events.

The charity has seen an increased demand for its services, helping 571 families in 2024.

Income

The total income for the charity was £124,958 compared with £47,039 in 2023, an increase of 166%. The increased income was seen across a number of streams: a crowdfunding event in the summer raised £51,866; a switch from twice-yearly vintage sales to a year-round weekly vintage shop sale yielded £28,621, interest earned £1,300; new sponsorship of one of our warehouses by regular giving has seen a new income of £7,605 before gift aid; some sizeable grants were also received.

Expenditure

Total expenditure by the charity in 2024 was £73,238 compared with £45,433 in 2023. This was mostly due to the purchase of a second newer van at £16,920 to assist in the greater number of deliveries the charity is performing due to higher demand. The charity has also increased warehouse space by taking on new leases to cope with the additional storage needs. Much of the increased warehouse costs were met by individual benefactors sponsoring a warehouse by regular donations. The charity no longer purchases floor tiles for clients as this became unaffordable, but the charity still spent £5,893 on household essentials like microwaves, clothes rails and curtain poles that are necessary for new movers but not usually donated. Many of these purchases were made from restricted grants received from Cornwall councillors. The charity also has to pay for increased costs of fuel for deliveries and vehicle repairs and higher wage costs due to increased workloads. A new staff member was engaged to assist the founder for which a restricted grant was received to cover the cost.

Net income / deficit for the charity

The charity has had an increase of income over expenditure of £51,720.

Restricted funds

The charity holds £4,685 in restricted funds compared to £1,738 in 2023, mostly a donation from the Tanner Phoenix trust to cover new employee costs.

Financial outlook

The charity has reached the end of its fourth year post-transition to a charitable incorporated organisation and its income and expenditure are both increasing but with a good reserve, made possible by a highly successful crowdfunder drive and increased shop sales. The purchase of a newer van has reduced the charity's exposure to a single point of failure in its missional activities. The increased demand on the charity's services in 2024 is likely to continue into 2025 and the charity has positioned itself well by taking on additional storage facilities and by engaging additional part time help to assist in logistics. Unless there are any unforeseen material changes, the charity is in a well funded position for 2025.

HH-Selected Accounts

Net Worth Report As of 31/12/24 (in Pounds)

22/01/25

Page 1

Acct	31/12/24 Balance
ASSETS	
Cash and Bank Accounts	
Cash Account	7.08
Metro	5,827.49
Metro Deposit	26,358.87
Paypal	5.00
SumUp	4,531.00
United Trust Bank	61,080.66
TOTAL Cash and Bank Accounts	97,810.10
TOTAL ASSETS	97,810.10
LIABILITIES	0.00
OVERALL TOTAL	97,810.10

Comparison Report
01/01/23 Through 31/12/24 (in Pounds)

Page 1

Category Description	01/01/23- 31/12/23	01/01/24- 31/12/24	Amount Difference
INFLOWS			
01 Planned regular giving: Gift aided	0.00	7,605.00	7,605.00
TOTAL 01 Planned regular giving	0.00	7,605.00	7,605.00
03 Misc Cash Gifts:			
Delivery Fee	2,035.00	2,130.00	95.00
Gift Aided	3,262.00	2,396.00	-866.00
Not Gift Aided	7,025.53	13,807.18	6,781.65
TOTAL 03 Misc Cash Gifts	12,342.53	18,333.18	5,990.65
04 Fund raising:			
Christmas Gift Catalogue	0.00	851.27	851.27
Crowdfunding	10,217.38	51,855.73	41,648.34
Plant Sale	0.00	535.00	535.00
Vintage Fayre	6,164.55	0.00	-6,164.55
TOTAL 04 Fund raising	10,381.94	53,252.00	36,870.00
05 Shop sales:			
Lays Auction	1,090.82	204.88	-885.94
Primrose	8,318.09	28,621.40	20,303.31
Scrap	0.00	151.50	151.50
TOTAL 05 Shop sales	9,408.91	28,977.78	19,568.87
06 Restricted grants	2,100.00	9,769.00	7,669.00
07 Unrestricted Grants	3,750.00	5,000.00	1,250.00
09 Gift Aid Refund	2,918.36	722.43	-2,195.93
10 Interest Income	139.35	1,300.18	1,160.83
TOTAL INFLOWS	47,036.91	124,958.57	77,921.66
OUTFLOWS			
10 Warehouse expenses:			
Business Rates	262.10	224.48	37.62
Fire Extinguishers	0.00	1,188.36	-1,188.36
Insurance	0.00	1,125.30	-1,125.30
Rent	17,470.00	29,050.00	-11,580.00
Skips	0.00	207.92	-207.92
Storage Purchases	332.65	39.58	293.07
TOTAL 10 Warehouse expenses	18,064.75	31,835.64	-13,770.89
11 Shop expenses (non utility):			
Refurbishment	122.46	0.00	122.46
Vintage Fayre	220.00	0.00	220.00
TOTAL 11 Shop expenses (non utility)	342.46	0.00	342.46
13 Purchases for clients:			
Carpet Tiles	7,669.76	0.00	7,669.76
Clothes rails	1,306.50	1,097.00	209.50
Microwaves	1,023.50	3,195.25	-2,171.75
Poles	1,300.90	1,481.20	-180.30
slats	89.00	120.00	-31.00
Table Legs	155.90	0.00	155.90
TOTAL 13 Purchases for clients	11,545.56	5,893.45	5,652.11
14 Charity Administration costs:			
Accountancy	0.00	240.00	-240.00
Advertising	0.00	737.78	-737.78
Bank Fees	60.00	0.00	60.00
Card Fees	277.96	491.80	-213.84
DBS	54.00	36.00	18.00
Entertainment	53.61	46.20	7.41
Eye wear	0.00	50.00	-50.00
Inspection	120.00	0.00	120.00
Insurance	556.97	0.00	556.97

Comparison Report
01/01/23 Through 31/12/24 (in Pounds)

Page 2

Category Description	01/01/23- 31/12/23	01/01/24- 31/12/24	Amount Difference
Laptop	150.00	0.00	150.00
Memberships	0.00	55.00	-55.00
Other	24.74	97.25	-72.51
Phones	48.00	0.00	48.00
Postage	8.74	0.00	8.74
Professional Fees	0.00	686.76	-686.76
Repairs	213.56	0.00	213.56
Salaries	7,484.24	9,003.43	-1,519.19
Software	190.08	108.00	82.08
Stationery	28.20	204.48	-176.28
Website And Email	39.80	0.00	39.80
TOTAL 14 Charity Administration costs	9,289.90	11,735.70	-2,445.80
15 Utility Bills:			
Electricity	120.00	638.71	-518.71
Internet	289.82	0.00	289.82
Phone	294.68	558.35	-253.57
TOTAL 15 Utility Bills	704.50	1,197.06	-492.56
16 Vehicle costs:			
Accessories	0.00	15.53	-15.53
Breakdown Cover	271.00	147.46	123.54
Fuel	3,189.50	2,440.17	729.33
Insurance	408.20	1,458.95	-1,050.75
Maintenance	1,315.92	1,258.63	57.29
Tax	320.00	335.00	-15.00
Van Purchase	0.00	16,919.54	-16,919.54
TOTAL 16 Vehicle costs	5,485.62	22,576.28	-17,090.66
TOTAL OUTFLOWS	45,433.09	73,238.13	-27,805.04
OVERALL TOTAL	1,605.82	51,720.44	50,114.62



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's
report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name

HIDDEN HELP

On accounts for the year
ended

31/12/2024

Charity no
(if any)

1193305

Set out on pages

1 and 2

(remember to include the pages in total of additional sheets)

I report to the trustees on my examination of the accounts of the above
charity ("the Trust") for the year ended DD/MM/YYYY.

Responsibilities and
basis of report

As the charity trustees of the Trust, you are responsible for the preparation
of the accounts in accordance with the requirements of the Charities Act
2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out
under section 145 of the 2011 Act and in carrying out my examination, I
have followed the applicable Directions given by the Charity Commission
under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have
come to my attention (~~other than that disclosed below~~) in connection with
the examination which gives me cause to believe that in, any material
respect:

- accounting records were not kept in accordance with section 130 of
the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection
with the examination to which attention should be drawn in order to enable a
proper understanding of the accounts to be reached.

* Please delete the words in the brackets if they do not apply.

Signed:

CL Morgan

Date:

30/06/25

Name:

CL MORGAN

Relevant professional
qualification(s) or body
(if any):

FMAAT

Address:

East Lynne Mithian Downs
St Agnes TR50PY

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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Review of the charity's financial position at the end of the period	Para 1.21	Please see above.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The trustees believe that it is necessary to hold reserves of about 9-12 months of running costs in order to support the continuity of the charity and cover crucial key costs such as the warehouses, salaries, admin, van and insurance etc.
Amount of reserves held	Para 1.22	At 31.12.2024 the charity held £93,125 in unrestricted funds. This was more than the reserves policy due to an overly successful crowdfund campaign in 2024.
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	None

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Crowdfunding Shop sales Donations Grants Gift aid
Investment policy and		The charity does not make investments. Reserves are held on bank deposit of up to 40 days. The charity aims to spend all that it earns or receives on its charitable activities, notwithstanding the expenses in so providing

objectives including any social investment policy adopted	Para 1.46	such activities.
A description of the principal risks facing the charity	Para 1.46	The founder retiring / continuity plan Safeguarding issue / reputational risk Fire Lack of volunteers
Other		

Structure, Governance and Management

Description of charity's trusts:		N/A
Type of governing document (trust deed, royal charter)	Para 1.25	Written constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Appointment of charity trustees (1) Apart from the first charity trustees, every trustee must be appointed by a resolution passed at a properly convened meeting of the charity trustees. (2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	Day to day the charity is run by: Admin (part time employee) The Founder Volunteers Office Manager (part time employee)

		Operations Manager (part time volunteer) The charity currently has four trustees, including a Chair, as well as treasurer (volunteer) and the above-mentioned people. We received referrals from 93 different organisations in Cornwall, including housing associations and Cornwall Council.
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Hidden Help
Other name the charity uses	Hidden Help Cornwall
Registered charity number	1193305
Charity's principal address	Primrose workshop Bissoe TR4 8RJ

Names of the charity trustees who manage the charity

		Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
	1	Judith Backus	Founder		
	2	Sinead Hanks	Trustee		
	3	Merissa Macinnes	Trustee		
	4	Jake Backus	Chair		
	5	Luke Cuthbert	Trustee		
	6				
	7				
	8				
	9				
	10				
	11				
	12				
	13				
	14				
	15				
	16				
	17				
	18				
	19				
	20				

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

	Type of adviser	Name	Address
	Name of chief executive or names of senior staff members (Optional information)		

Exemptions from disclosure

Reason for non-disclosure of key personnel details

Other optional information



Declarations

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

Signed on behalf of the charity's trustees

	Signature(s)		
	Full name(s)	JAKE JAMES ROBERT BACKUS	
	Position (eg Secretary, Chair, etc)	CHAIR	TREASURER
	Date	28/08/2025	