



Stories with  
Symbols

# Stories with Symbols

# Trustees' Annual Report

For the year ended 31<sup>st</sup> December 2024

30<sup>th</sup> October 2025

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# Administrative details

<b>Registered charity name:</b>	Stories with Symbols
<b>Registered charity number:</b>	1193393 (England & Wales)
<b>Principal address:</b>	14 Hartwell Road, Ashton, Northampton, NN7 2JR, UK
<b>Trustees:</b>	Alex Rowe; Katie Kennedy; Samantha Rowe

## Structure, governance and management

Stories with Symbols is a Charitable Incorporated Organisation (CIO) whose only voting members are its charity trustees. The charity trustees manage the affairs of the CIO and operate according to the Governing Document adopted on 3<sup>rd</sup> February 2021.

## Objectives and activities

The objective of Stories with Symbols is to advance the education of individuals, in particular (but not exclusively), children with speech, language and communication needs (SLCN), through the provision of specialist videos, created by the charity.

The videos are free-to-access and are designed from the outset for children with additional needs, to stimulate their interest in books and shared reading, while supporting the development of core communication, language and literacy skills.

## Achievements and impact

As expected, the focus this year has been on quality over quantity.

- In 2024, Stories with Symbols centred its activity on two worthwhile collaborations that kept the mission visible while output slowed. Early in the year, the charity released *'That's not my dog'*, in a clear restatement of purpose: free, symbol-supported videos that help children with additional needs enjoy books and grow core language.

*That's not my dog* was produced with Support Dogs in Sheffield. The video pairs shared reading with real-world footage, helping children connect vocabulary to meaningful scenes from everyday life.

- The second video was our largest scale production to date, filmed in collaboration with Northamptonshire Fire and Rescue Service, based on *'That's not my fire engine'*. Filming took place on site at Mereway Fire Station in Northamptonshire, where presenter Katie explored a fire engine – inside and out. A 999 call was simulated, and the video followed the sequence of events from call handling at the operations centre to a full crew demonstrating an emergency call out. Functional Gestalt language phrases were included throughout the video and the feedback from NFRS was overwhelmingly positive.

- Overall volume was lower than in previous years, as reflected in the trustees' filing, but the year's two collaborations showed the charity's strengths: quality over quantity, purposeful partnerships, and content designed from the outset for children with speech, language and communication needs. The model remains simple and effective – pair an accessible book with symbol support and motivating real-world experiences.
- Meanwhile, The Stories with Symbols YouTube channel grew by almost 100,000 views to around 225,000 during 2024. The average daily number of views increased from around 150 in 2023 to around 270 in 2024. The number of subscribers grew by 400 to over 1,000.
- The charity continues to create large impact from virtually no budget. Due to the difficulty raising income in the current fundraising climate, as well as the personal and professional demands on trustees Katie and Alex – who both have full time jobs and young families – Stories with Symbols has no plans to make further videos during 2025.

## Financial review

### 1. Position at the end of the period

- (1) Total income for 2024 was £19 and total expenditure was £233 representing an in-year deficit of £214.

### 2. Reserves

- (1) Stories with Symbols has no employees or ongoing financial commitments. Reserves of £200 are deemed sufficient to meet the charity's needs.

### 3. Income and expenditure account for year ended 31.12.2024

	Notes	2024 (£)	2023 (£)
<b>Income:</b>			
Loans	1	-	1,000
Donations		19	-
Sale of assets		-	202
Grants		-	-
<b>Total Income</b>		<b>19</b>	<b>1,202</b>
<b>Capital Expenditure:</b>			
Equipment		-	1,179
Props		-	-
<b>Total Capital Expenditure</b>		<b>-</b>	<b>1,179</b>
<b>Non-Capital Expenditure:</b>			
Software		137	104
Consumables		-	150
Presenter fees		-	-
Insurance		96	96
Marketing		-	-
Professional fees		-	-
Expenses		-	-
<b>Total Non-Capital Expenditure</b>		<b>233</b>	<b>500</b>
<b>Total Expenditure</b>		<b>233</b>	<b>1,529</b>
<b>Surplus/(deficit)</b>		<b>(214)</b>	<b>(327)</b>
<b>Brought forward</b>		<b>698</b>	<b>1,026</b>
<b>Balance C/Fwd</b>		<b>484</b>	<b>698</b>

Notes

1. Trustee's loan from A. Rowe

## 4. Balance sheet as at 31.12.2024

	Notes	2024 (£)	2023 (£)
<b>FIXED ASSETS</b>			
Tangible assets	1	942	1,662
<b>CURRENT ASSETS</b>			
Balance in current account		484	698
<b>LIABILITIES</b>			
Loans		(2,000)	(2,000)
<b>TOTAL NET ASSETS</b>		<b>(574)</b>	<b>361</b>

Notes

- 1 25% per year amortisation of the following items:

Asset	Date purchased	Purchase Price (£)	Value 2024 (£)
RØDE Wireless Pro microphones	19/11/2023	394.99	197.50
Aputure Amaran 200X S lighting	18/04/2023	372.00	186.00
Smallrig RA-D85 lighting softbox	17/04/2023	114.66	57.33
Pixapro C-stand	07/04/2023	139.98	69.99
Neewer X12 Teleprompter	27/02/2023	157.59	78.80
EF-RF Lens adapter	30/03/2022	104.00	26.00
EOS R Camera	30/03/2022	1,308.99	327.25
<b>TOTAL:</b>			<b>942.87</b>