

SEND the Right Message Registered Charity

Trustees' Report and Accounts

For the Year Ended 28 February 2023

Reference and Administrative Information

Charity Name:

SEND the Right Message

Charity registration number: 1193572

Independent Auditor:

Community 360

LEGAL AND ADMINISTRATIVE INFORMATION TRUSTEES

The Trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the audited financial statements of the charity for the year ended 28th February 2023. The financial statements comply with the Charities Act 2011 the Memorandum and Articles of Association, and Accounting and Reporting by Charities.

This report was approved by the Trustees on 28/02/23

It has been signed on their behalf by Vicki Lamb Chair of Trustees

SEND the Right Message Registered Charity

Trustees Legal and Administrative Information

TRUSTEES

Mrs Vicki Lamb
Miss Lisa Prince
Mrs Rachel King

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Charity Purpose

SEND The Right Message was established to support parents while they learn and hold them up when life gets hard.



Raising disabled and/or neurodivergent children is not for the faint-hearted.

Even the best of us will need somewhere safe to go and ask for help when we hit those bumps in the road.



As a 'by parents, for parents' charity based in the community, SEND The Right Message is uniquely positioned to support families who often feel unheard and unseen by mainstream services. The evidence is clear; helping a child to thrive by ensuring they have access to positive childhood experiences will enable them to grow into confident and self-assured adults. The World Health Organisation publication edited by Wilkinson and Marmot show us how the social determinants of health cause social inequalities. Unsurprisingly, stress, adverse childhood experiences, social exclusion, poor access to education, inadequate social support and many others are critical indicators which can determine a child's life trajectory. At SEND The Right Message, we know that many of our families are not receiving the support they need to help their children to thrive, and we are here to redress that balance with innovative alternatives.

The term 'neurodiversity' appears in the news with great frequency. Inevitably, it is either shared via an uninformed, sensationalist piece about how autism and ADHD are over-diagnosed these days - spoiler alert; they are not! Or, a celebrity has shared a recent diagnosis received as an adult. In recent years, we have welcomed the diagnoses of many people, including Wentworth Miller, Will Smith, Johnny Vegas, Chris Packham, Sue Perkins, Trevor Noah, Melanie Sykes, and even Prince Harry. I have no doubt that there are many others, but we value the sharing of those experiences because it normalises our experiences and those of our children.

Aims & Objectives

We are a 'by parents for parents' registered charity that provide support services and training for families living in Southend, Castle Point and Rochford districts where a child has been identified or suspected of having specific educational needs and/or disabilities.

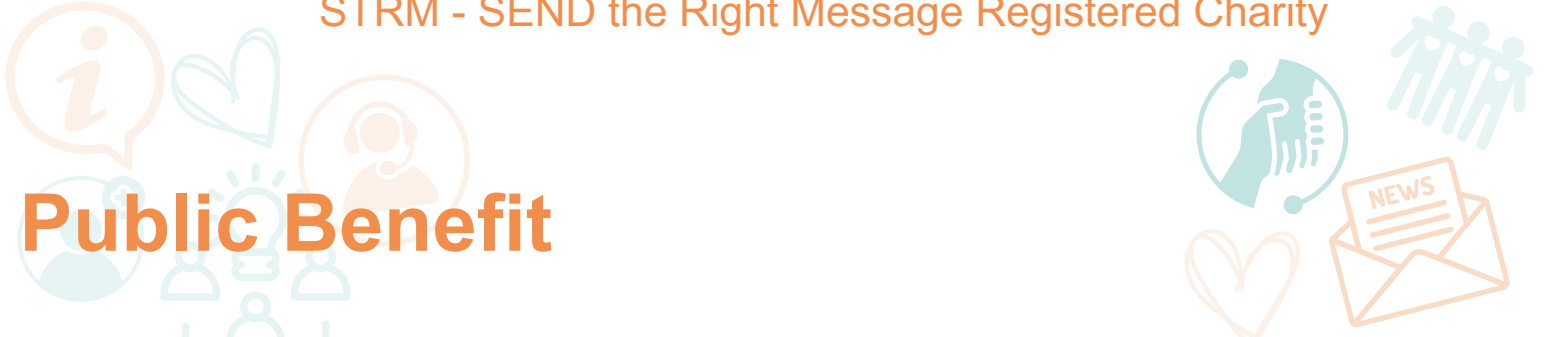
Our approach seeks to validate families and create a space for them to be seen and heard.

By validating their experiences, we show that we genuinely understand our families' feelings and points of view as we have often been there ourselves.

At SEND the Right Message, we provide services that promote personal independence and learning while offering practical support. We provide emotional support and empower families to make informed choices which considers their child's or young person's best interests.

The Trustees have paid due regard to the charity commissioners' guidance on public benefit in deciding what activities are undertaken to further the charity's charitable purposes for the public benefit.





Public Benefit

As required by law, the Trustees pay due regard to The Charity Commission's guidance on public benefit.

Providing educational, practical, and emotional support to SEND families in Castle Point, Southend, and Rochford districts directly benefits the children and the broader public. We believe it strengthens relationships, reduces crime, and creates responsible citizens who engage their communities.

No unreasonable restrictions would prevent families in Castle Point, Southend, and Rochford districts from benefitting from STRM's services, and the charity does not charge children or their parents/carers for assistance and support offered. Still, we sometimes charge a small amount if funding is constrained.

SEND the Right Message is committed to delivering services that strengthen communities and empower families. As an organisation seeking to create equity within our community, we continue to gain evidence demonstrating our social impact. We can provide evidence of how our services work to improve our SEND community's economic, social, and environmental well-being. Our services can contribute to cost-savings in social care, health, and broader benefits. However, although we recognise the need to support providers in developing cost-effective budget plans, our focus is, and forever will be, producing improved outcomes for our families.

We want our community members to feel seen and their knowledge respected and valued by the professionals tasked with their child's care. Evidence has repeatedly shown that there are increased costs when either a parent or child is disabled. Furthermore, this financial burden is disproportionately higher than those of families without disabled family members.

Operational activities

We are a 'by parents for parents' registered charity that provide support services and training for families living in Southend, Castle Point and Rochford districts where a child has been identified or suspected of having specific educational needs and/or disabilities.

General core services of STRM are:

Online Support



- Parent Support Sessions



- Online Parent Support Forum



- Membership Zone



- Online Guides & Information



- Newsletters



- Templates letters



- Children Activities

Face to Face Support



- Parent Support Sessions



- Disability Benefits Service



- Cost-of-Living Support



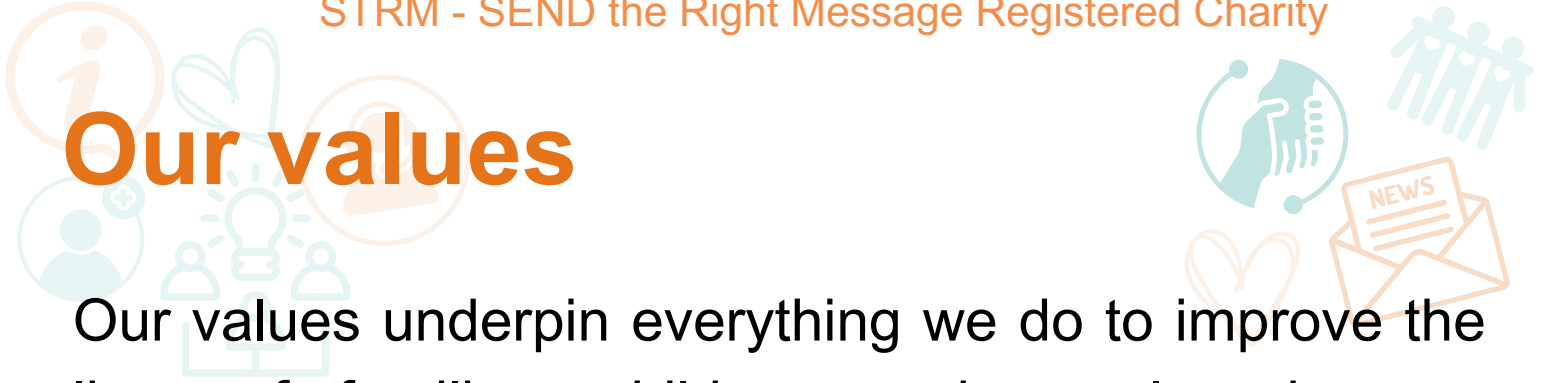
- Family Remedy Service



- Specialist Talks & Training



- Labyrinth House & Community Events



Our values

Our values underpin everything we do to improve the lives of families, children, and people who are neurodivergent and/or have disabilities.

These values focus on the following:

Inclusiveness: We foster a sense of belonging and connectedness and recognise people's unique experiences as carers/parents. Our families are at the heart of what we do.

Community: Listening, learning, and responding with empathy and understanding, being responsive to our family's changing needs, and learning from experience to improve what we offer.

Empowerment: We develop a culture of building self-confidence and self-esteem while working cooperatively and collaboratively together.

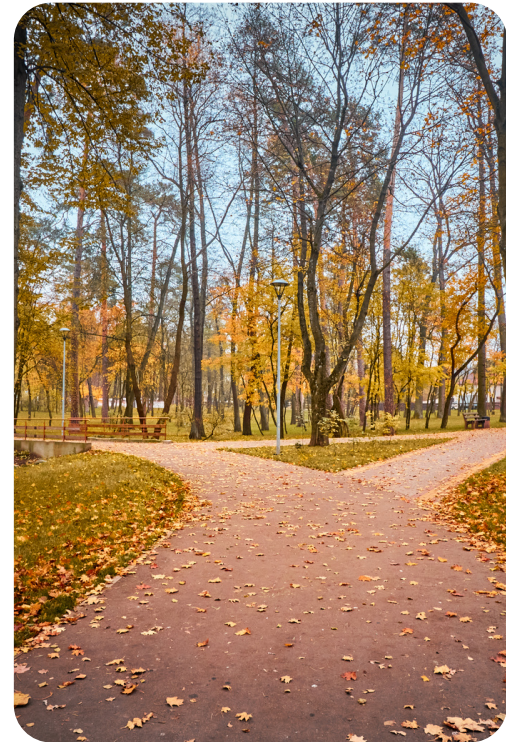
Integrity: We are trustworthy, authentic, and transparent.

The Chair of Trustees and the CEO reflect on the astonishing year

A Changing Landscape

It is incredible how much can change in just one year.

As a blossoming charity, SEND The Right Message has gone from strength to strength, and its growth has exceeded all our expectations. Like many other community-based charities, our resources have been stretched beyond capacity, and financial stability often feels like a dream that is far from achievable in the current climate. However, we have proven that we are nothing if not resourceful and the continued generosity of our funders has allowed us to offer support to families and access to a like-minded community.



As I write this report, we are coming to the end of our EmWave pilot project, aimed at empowering neurodivergent children to feel in control when managing overwhelming anxiety and distress. Our STRM Bouldering Club provided free climbing lessons to over 50 neurodivergent children in the past year. We also took the opportunity to think about our branding, and you will see that we have an exciting new logo and colour scheme, which was launched around the same time that we were settling into our new offices at Labyrinth House - a fantastic family hub located in the heart of Westcliff-on-Sea.

The Chair of Trustees and the CEO reflect on the astonishing year

Cost of Living Crisis

Having a permanent base of operations could not have come at a more fortuitous time, because the cost-of-living crisis hit not long after we got our feet under the table. Many of our families suffered greatly under the weight of increased fuel, food, and utility costs, and having an office space meant that people could come to us so that we could provide a warm space while distributing vouchers, Christmas presents, and heated blankets, amongst many other essential items. I would be remiss if I didn't mention and highlight the incredible work of Claire Harper, our benefits manager. Claire has been able to support so many of our families to access the benefits they are entitled to and, in doing so, prevented many from falling into financial difficulty.



The research on disability and poverty is extensive, and we know that being disabled or caring for someone who is disabled can increase the financial demands placed upon a family, which is why services such as this are vital.



The Chair of Trustees and the CEO reflect on the astonishing year

Public Recognition



We take our community responsibilities seriously as trustees, but please do not think we are all work and no play. Towards the end of 2022, we were delighted to see our CEO Maggie Cleary win Southend's prestigious Gold Citizen of the Year award. In a line-up of many deserving candidates, we were proud to see Maggie publicly recognised for her outstanding contributions and tireless efforts toward improving local experiences and opportunities for neurodivergent children and their families. Accepting the award with her typical grace and humour, Maggie's story made a few folk cry, and it inspired other winners to donate their prize money to our ongoing work and for that, we were both grateful and humbled.

The Chair of Trustees and the CEO reflect on the astonishing year

Stakeholder Engagement

At the end of my last report, I spoke about our intention to work with our professional stakeholders in a more formal capacity, and I am pleased to say that one year later, we have done exactly as promised. Neurodivergent communities are often marginalised and misunderstood, and we have worked hard to engage with multiple professional stakeholder groups so that the needs and experiences of our families are heard. SEND The Right Message is regularly invited to engage with representatives of the local authority, the NHS, and partners within the voluntary sector. We have presented and contributed at various stakeholder events and continue to volunteer our expertise when co-production opportunities arise.



Challenges and Opportunities

The list of challenges we find ourselves facing goes on... So, we will go on, continuing to support families who need us.



We are also optimistic; so much has changed in the short time we have been around, and we believe this upward trajectory will continue.

Only recently, I was invited to be a guest on one of the discussion panels for Neurodiversity Celebration Week. It was invigorating to share the online space with other neurodivergent adults who also believed that with the proper support, neurodivergent and disabled children would thrive.

This was validated in the comments; hundreds of families from all over the country sharing their stories and realising that they are not alone.

The Chair of Trustees and the CEO reflect on the astonishing year

What next?

Looking forward to the new financial year, we are going to be putting down deeper roots and trying to embed more flexible support options that will fit around the needs of our families.

Our first course of action is to ensure our online presence is accessible to all families. We will update and renovate our website, including membership zones, so that parents can easily access all our electronic resources and sign up for bookable events before they are advertised more widely.

We are already planning a program of workshops that will cover the topics most discussed on our online forums, as well as ensuring that family well-being is prioritised and catered for.



Vicki Lamb Chair of Trustees

Our new home

Access to support for children who have specific educational needs and/or disabilities and their families has never felt more vital than it is now. As is always the case, there is still so much more that we need to do.

Over the last twelve months, we were delighted to move into our new premises at Labyrinth House, which gave us a central base of operations, and we could supply more targeted support.

The Chair of Trustees and the CEO reflect on the astonishing year

Partnering with Labyrinth House & Sunshine Baby Bank is has been an incredible opportunity for STRM and a real asset to our local community.

Labyrinth House aims to offer one front door for families who are seeking support. The aim is to focus on families supporting children with special educational needs and disabilities; children and young people who have experienced developmental trauma; children and young people on the edge of care, in care and care-experienced.

The family hub where we are now based will offer a range of workshops, courses, mental health-focused social and cultural events, drop-ins, family, group, and one-to-one therapeutic sessions, parent groups, specialist therapeutic yoga, and printed materials on various topics related to emotional health and wellbeing.

SEND the Right Message has been based here since September 2022, promoting our core goals of early intervention, early identification and providing bespoke services for SEND families.



Our staff & volunteers have been amazingly resilient, supporting the charity as we finalised the arrangements around our new working environment and adapting to our new surroundings.

The Chair of Trustees and the CEO reflect on the astonishing year

Co-Production and Raising Awareness

When writing it all down, we realise how much we have achieved over the past year.

We are proud to have sat on several strategy meetings, working groups and forums aligned with our aims and objectives. Below are some highlights; please note that the list is not exhaustive. We apologise if we have worked together and you are not listed below; we are limited by available space.



- Tackling Poverty Strategy Southend
- Eating Disorder, Nutrition and Mental Health Forum
- Insight work regarding lived experiences of disabled families
- Children's Mental Health Coalition Working Group
- Attended Southend's Neurodiversity Conference
- Attended Southend Needs Assessment Analysis
- Attended meetings regarding Children's Therapies for Southend, Essex, & Thurrock
- Presented on the compounded effect of poverty on mental health at The Mental Health Forum
- Presented to the Health & Wellbeing Panel
- Raised awareness of neurodiversity during Neurodiversity Celebration Week March 2022. STRM were then invited to share the experiences as a panel guest during Neurodiversity Celebration Week March 2023
- Partnered with One Love Soup Kitchen, St Vincent's, and SECH Hub during drop-in sessions

The Chair of Trustees and the CEO reflect on the astonishing year

Thanks to all our staff and volunteers.



Fundraising efforts

Our team has shown themselves to be innovative and creative in their fundraising efforts, helping us engage with families who have found themselves struggling through a brutal economic downturn resulting in a cost-of-living crisis.

Our astonishing staff have on a daily basis, inspired us with their commitment and purpose. They have ensured that our families are supported and treated as individuals, with differing requirements and needs. Our volunteers and staff have continually demonstrated their ability and commitment beyond our expectations.



The Chair of Trustees and the CEO reflect on the astonishing year



We recognise that by growing, diversifying, and working in partnership, we are best positioned to deliver more across other core areas; well-being, care, and empowerment.

None of these projects would be possible without the fantastic support of our donors and partners.

It has been an exciting year, and we have started to develop the charity's new year strategy in collaboration with our local & national partners.

Our strategy focuses on ensuring that our work will significantly transform the lives of the children and families we work with.



Maggie Cleary Chief Executive Officer



Becoming a more effective organisation

HR Compliance

Our review highlighted that our organisation needed to review and minimise our HR risks.

- responses to general day-to-day people management queries, e.g., family leave requests
- employee cases, e.g., absence management
- operational HR requirements, e.g., safer recruitment practices
- the planning and activities involved in undertakings with a people management focus, e.g., managing change, restructuring, etc.
- Volunteer recruitment process

We partnered with RiverLeigh HR Consulting for our HR review and implemented Breathe HR, a cloud-based HR software.

IT Compliance

Compliance was a priority for STRM last year.

Essex Community Foundation awarded us with a digital grant to facilitate this. We have used IT-Helpdesk company that has expertise & knowledge in assisting data handling, IT systems & compliance.

The company sponsored our organisation by supplying secure network attached storage for data handling and using our funding to incorporate BCP planning and implementation on the new website.

IT-Helpdesk Company registered STRM with Microsoft secure email two-factor authorisation using our charitable status free of charge.

We are working in partnership with IT-Helpdesk Company and have formed a solid working relationship. IT-Helpdesk company has accelerated our objectives.

Impactful and Innovative

Benefit claim forms can be overwhelming, complicated, and confusing.

We provide help and support to complete the forms, reducing stress and anxiety.

This work ensures that our families are able to access the disability benefits that they are entitled to.

- Child Disability Living Allowance
- Personal Independence Payment
- Carer's Allowance
- Support with Appeals and Tribunals
- Family Fund
- Blue Badge Support
- Benefit Checker
- Foodbank Referrals
- Crisis Support



£191,235

Generated extra income for families



145

individuals supported



301

Families supported with Cost-of-Living Crisis support

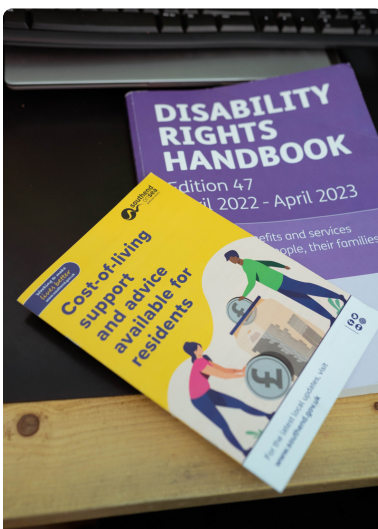
"It bought a feeling of immense relief... We are also struggling to pay for fuel. So having money towards our weekly food shop was a big weight off our shoulders; knowing we could provide nutritious and filling meals for our family."

"Summer holidays are tough especially when you are a neurodiverse family... We needed food shopping so this food voucher came at a time when we really needed it!"

"Claire doing the forms takes the pressure off me and frees me up to care for the family."

"I am extremely grateful for the help and support and that all my girls are on the right number of benefits at last..."

"I kept putting off applying because the forms were overwhelming, and worried about getting something wrong. With Claire's help, they were completed in no time, and the Disability Living Allowance was awarded!"



"I do not think I will ever find the right words to thank you..."

Impactful and Innovative

The physical and mental benefits of bouldering

Teaming up with IndiRock, we provided a series of bouldering sessions for children and young people who are neurodivergent and or have disabilities.

So, what is it?

Bouldering is like rock climbing but close to the ground, performed on artificial rock walls without ropes or harnesses. While bouldering can be done without any equipment, climbers use climbing shoes to help secure footholds, chalk to keep their hands dry and to provide a firmer grip, and there is a giant foam crash pad to keep you safe.

Where is it? 362 Chartwell Square Unit F16-20, First Floor, Victoria Shopping Centre, Southend SS2 5QL

<https://indirock.co.uk/contact-directions/>

Children and young people who are Autistic or/and are ADHD (amongst other neurodevelopmental conditions) have difficulty with social and emotional communication. They may also need support with self-regulation and developing their executive functions.

- difficulty managing frustration
- sporadic impulse control
- emotionally reactive behaviours
- struggling with problem-solving



54

Children and young people supported

How it has helped?

- Boosts coordination
- Builds core strength
- Improves balance
- Strengthen muscles (perfect for those with hypermobility)
- Develops motor processing
- Enhances self-confidence and self-esteem
- Strengthens sequential thinking
- Builds trust
- Promotes decision making
- Gain the confidence to take responsibility to make their own choices
- Develops autonomy
- Encourages independence

Impactful and Innovative



The physical and mental benefits of bouldering

Families that attended the club answered a survey where we asked the following questions at the start and at the end of the course.

- Is your child optimistic about their future?

96% of responses reported an improvement in optimism after completing the course.

- Does your child regularly play with their friends?

91% of responses reported an improvement in social communication after completing the course.

- Is your child easy-going/relaxed?

94% of responses reported an improvement in positive emotional regulation after completing the course.

- Is your child able to independently find solutions to problems?

96% of responses reported an improvement in executive functioning after completing the course.

"Thank you for organising this. Our children loved it and they found it very confidence building."

"Thank you so much for organising these courses. My son (ASD/ADHD) struggles with attention, focus and attacks everything at 100 miles an hour. Through the first 4 sessions he has learned to calm and plan his moves and is learning that not everything has to be done fast!"



"My child actually slept after the session!"

- Is your child able to identify and understand their emotions?

97% of responses reported an improvement in social, emotional and mental health after completing the course.

- Does your child positively engage with their family?

97% of responses reported an improvement in communication and interaction after completing the course.

- Does your child positively engage with their school?

98% of responses reported an improvement in cognition and learning after completing the course.

- Does your child regularly make good, safe, and healthy choices?

96.5% of responses reported an improvement in health and diet after completing the course.

"It really helped R with his confidence and fear of heights."

Impactful and Innovative

One of our achievements last year was publishing our 'Supporting your Neurodiverse Child' book.

STRM regularly raises awareness of neurodiversity and disability within our community. We are incredibly proud to have co-written with Myotas Charity the 'Supporting Your Neurodiverse Child' book supported by Essex Family Forum. Over 6,000 copies have been distributed to parents across Southend, Essex & Thurrock, plus many downloaded from the web. Funded by Essex County Council & NHS.

Families from across Essex, Southend, and Thurrock told the charities that they are desperate for guidance and often don't know where to start to find the information they need.

We have received excellent feedback from families and service providers has below.

"I have been parent for 12 years, have read hundreds of books on neurodiversity and have never seen anything of the depth and quality of this resource".

"Got my book today - I actually cried flicking through it. Thank you."



7,800

Hard copies of the Neurodiverse Guide printed.



6,012

Neurodiverse Guide received by families



560

Schools received Neurodiverse Guide across Essex

"I want everyone to read this so they can understand my son better."

The information book has had an overwhelming response and has now been given to the below national areas, where they will adapt to include their local services.

- Greater Manchester, Cambridgeshire, Peterborough Integrated Care Partnership
- Bedfordshire, Luton, Milton Keynes Integrated Care Board
- Hertfordshire County Council
- Suffolk Integrated Care Board

If your local authority would like to commission the 'Supporting Your Neurodiverse Child' resource, please contact for more information: hello@essexfamilyforum.org

Impactful and Innovative

Support Sessions, Online Forum, Training and News

We provide SEND Support sessions for families, which has greatly benefited our community.

We provide a safe place where you can get practical, constructive, and helpful information. The benefit is encouragement and validation while learning through shared lived experiences. Hearing from other parent carers facing similar challenges can also make families feel less alone.

"This charity is a huge support to us."

"I also find great help and solace from the Facebook group, where I can connect with other parent carers."

"An invaluable organisation."

"The charity truly cares about SEND families. The support they have provided for our family has been amazing..."

"Without the support from STRM, myself and my family would not be where we are today. They gave me the strength to keep going in the right direction."

"I do not think I will ever find the right words to thank you..."

"It is and overwhelming, draining and at times lonely process but I felt welcomed and part of a community, where the team and other parents understood."



234

attendees



595

Individuals
receive
newsletters



1470

Members in
online forum



150

Attended our
Sensory
Regulation
Training Event



311

Members since
launching
registration
in Jan 22

Impactful and Innovative

Our Social Media Campaigns

1. DLA Myths & Misconceptions
2. School Transitioning
3. In class tests, formal exams, requesting reasonable adjustments and reasonable arrangements
4. Masking
5. Anxiety & Polyvagal Theory

Annual Survey Feedback

84% of people who responded to the survey agreed that they felt more financially stable since registering with STRM

96% of people who responded to the survey said that they agreed that they felt like people cared about them since registering with STRM

75% of people who responded to the survey agreed that they had gained more confidence since registering with STRM

65% of people who responded to the survey agreed that they had become more independent since registering with STRM

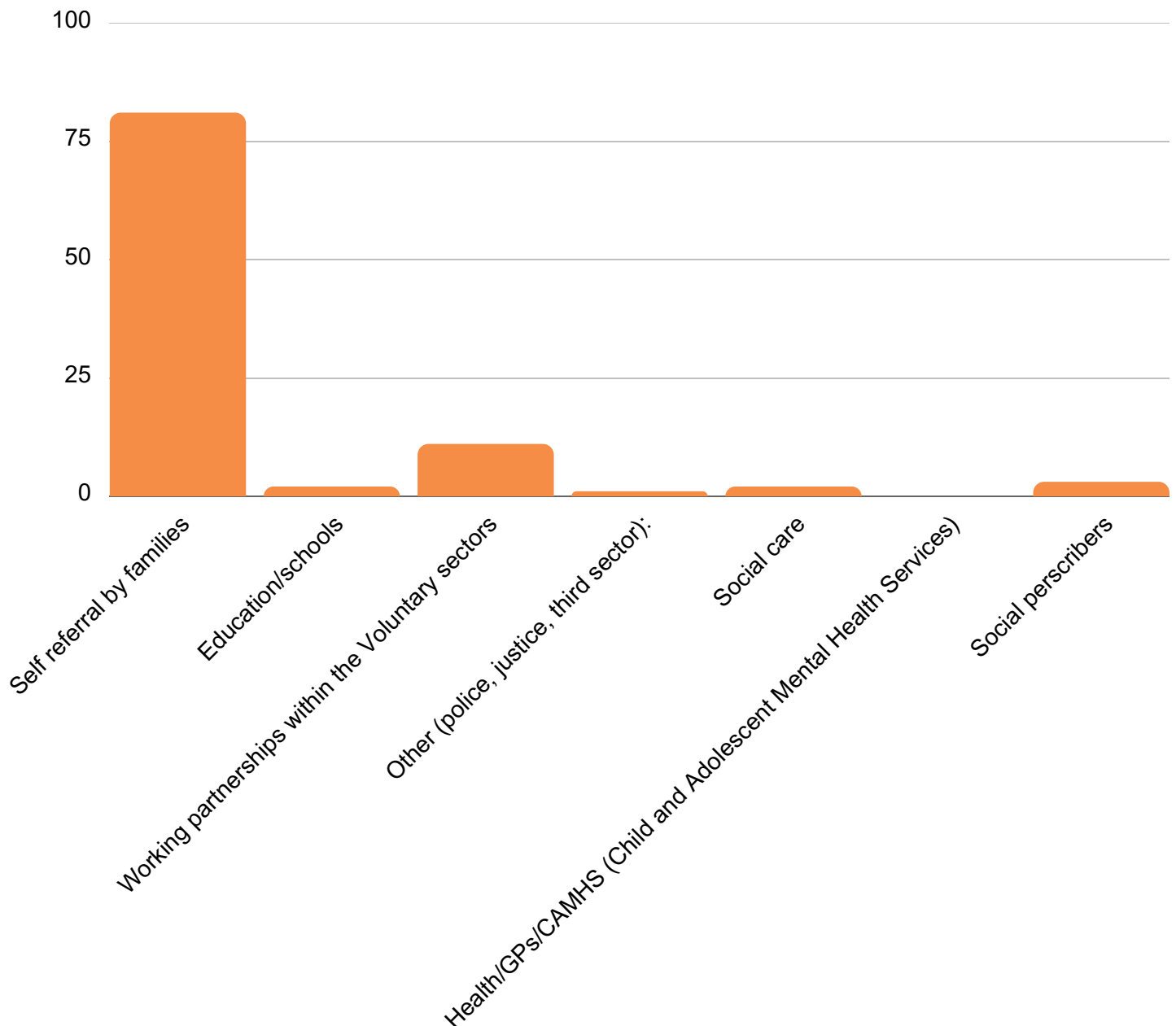
Referrals

Demand continues to increase.

Most of our referrals come directly from families.

Our outreach and community engagement activities continue to build and we maintain trusted relationships in the community.

We have also simplified our website referral process.



Activities: How funds are raised and spent

Fowler Smith & Jones Charitable Trust Core Costs

Southend Emergency Fund - Cost-of-Living Project March 2022

Southend Emergency Fund – Cost-of-Living Project Summer 2022

Southend Emergency Fund - Cost-of-Living Project Winter 2022

Awards for All Disability Benefit Service

Sports England Indirock Bouldering Club

The National Lottery - Cost-of-Living Project

Essex Community Foundation CF - Digital Grant

Essex Community Foundation CF – Core Costs & Rent

Community Investment Board - Core Costs

Essex Active – Indirock Bouldering Club ROSCA Trust – Core Costs

EALC Micro Grant - Cost-of-Living Project

A Better Start Southend – Bedwetting & Cost-of-Living Project Project

South East Essex Alliance - Emwave Anxiety Pilot Project

Charles S French Charitable Trust Core Costs

CAF Indirock Bouldering Club

Rosca Trust Expansion Cost-of-Living Project to CPR

Leigh Lions Christmas Project

Essex Community Foundation Uplift Ladbrokes Trust Core Costs

Local Giving Magic Grants Indirock Bouldering Club

Southend Active Indirock Bouldering Club



Activities:

How funds are raised and spent

Review of Financial Position

In 2022-23, the charity's income continued to grow in line with our expansion.

Grant funding for activities and projects increased by £26,754 from £32,076 to £58,830— 220% growth.

Expenditure increased by 567 % to £63,214 .

STRM employs two members of staff. We also have a large team of volunteers who generously give up their time and skills to support the charities aims and objectives. Key staff members being provided with a small salary in line with voluntary sector pay scales along with additional premises costs.

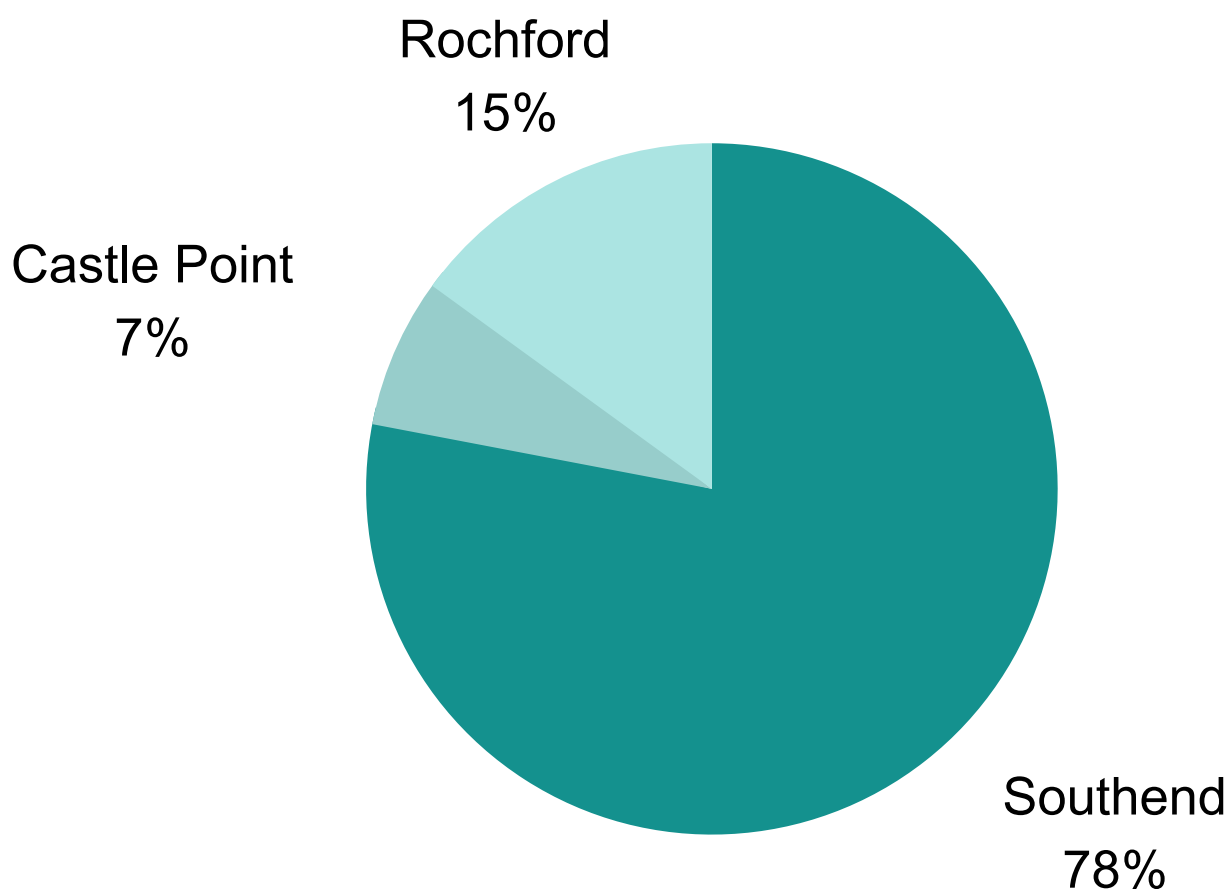
Net income decreased to £2,917 from £20,934 the previous year.

68% of all income in 2022-23 was restricted to support a specific support service or activities.

Geography

Demand continues to increase.

STRM is growing in line with our vision and mission, while maintaining an established presence across our three main key areas for our service users:



In January 2023 we expanded our core services to Castle Point & Rochford, this is still in development.

EDI Equality Impact Statement

As a charity, SEND The Right Message value diversity and are whole-heartedly committed to embedding equitable and inclusive practices into all aspects of our work. We will deliberately use the term equity now instead of equality because we have seen first-hand how equal treatment often puts our neurodivergent children and colleagues at a substantial disadvantage, doing very little to foster meaningful inclusivity. We believe that in championing equity, we are saying that to meet people's needs, they may need to be treated differently, which is ok.

We should be able to see human diversity and value those differences; true inclusivity evolves from acceptance of difference, not solely awareness of it.

This is our first step towards ensuring that the trustees of SEND The Right Message can work towards more sustainable EDI practices that evidence our belief in the value of meaningful representation. As a small team, we all acknowledge that there is still work to be done in attracting diverse talent to the board, and we will be taking steps towards redressing that imbalance by publicising our opportunities more widely rather than simply relying on word of mouth. We regularly review our policies and procedures and welcome feedback from our stakeholders if they notice that we may be unintentionally creating a barrier.

Our commitment to equity, diversity, and inclusion will be an ongoing piece of work, and for transparency, we will review our work annually within this report.

Constitution and Governance

The Board of Trustees continues to assess the charity's governance against the Charity Governance Code. They have identified target areas of improvement and meet quarterly as a team to review progress.

SEND the Right Message was registered as a charity on 17th February 2021 and acted entirely as a non-profit-making organisation.

Currently, the Board of Trustees has three members from various professional backgrounds relevant to the charity's work and meets regularly.

All trustees are provided with a role profile and code of conduct which sets out their duties and responsibilities; they are asked to sign and return confirming that they have received, read, and understood these.

The charity actively seeks to recruit Trustees from a diverse community, the principal criteria being that they support the aims and objectives of STRM. Those interested in becoming trustees are encouraged to take the opportunity to discuss the role and the work of the charity with other trustees.

In the coming years, we will be on an active recruitment drive for additional trustees recruit trustees from diverse personal and professional backgrounds, strengthening our board of trustees.

Operational

Loss of key staff has been identified as a critical risk to the charity.

Financial

Budgeting is always crucial to mitigating financial risk.

A fundraising strategy has been implemented, and the Trustees regularly monitor progress.

After two years of operation, we have used our funds for projects, core, and minimal support costs.

Our volunteers give their time freely, and most have been unpaid. Employees can also volunteer their time outside of contracted hours.

We aim to generate as much core funding as possible from grants, donations/fundraising activities.

The trustees will continue to monitor the level of funding generated to ensure sufficient funds to continue operating the service at its current level.

We will identify funding sources to allow SEND the Right Message to expand its services next year.



Thank you!

We have been overwhelmed by the generosity of current supporters and new ones who have contributed financially or through gifts directly to the charity.

The current economic environment in which we are now operating brings us new challenges but also unique opportunities; we shall continue to work as creatively, effectively, and efficiently as we can to maximize our support for families and improve the lives of disabled children and their families in Castle Point, Rochford & Southend.

The team have developed the following in order to raised funds sustainably:

- Foundation & Trusts Grants
- Fundraising events
- Smaller online campaigns & events.
- Monthly giving
- GoFundMe or other crowdfunding sites
- Cash 4 Coins
- Adventure Island ticket Sales
- Christmas Raffle
- Summer Raffle

We would like to give our thanks for the continued support from organisations and community members, who have helped us source funds via:

- Personal donations
- Summer Event
- Christmas Event
- Donations for Neurodiverse Information Pack
- British Airways Crowdfund
- National Lottery
- Community Investment Board
- Sport England
- Essex Community Foundation

THANK YOU

TO OUR FUNDERS & PARTNERS

WHO HELP US TO CONTINUE OUR SUPPORT SERVICES.



IT-Helpdesk

IT-HelpDesk.Co



SEND THE RIGHT MESSAGE

Charity number 1193572

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 28th FEBRUARY 2023**



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LEGAL AND ADMINISTRATIVE INFORMATION FOR THE YEAR ENDED 28 FEBRUARY 2023

Charity number	1193572
Address	73 Leigh Cliff Road Leigh-on-Sea Essex, SS9 1DN
Trustees	V Lamb L Prince R King
Accountants	Community360 Winsley's House High Street Colchester Essex, CO1 1UG
Bankers	Natwest

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INDEPENDENT EXAMINER'S REPORT FOR THE YEAR ENDED 28 FEBRUARY 2023

I report on the accounts of SEND The Right Message for the year ended 28 February 2023 which are set out on pages 3 to 9.

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 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (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 Statement

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 considerations 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 I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In the course of my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair' view which is not a matter considered as part of an independent examination.

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

Shelley-Marie Rudling FMAAT AATQB for and on behalf of:

Community360
Winsley's House, High Street, Colchester, Essex



Date 13th September 2023

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STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 28 FEBRUARY 2023

	Notes	Unrestricted funds £	Restricted funds £	2023 Total £
<u>Incoming resources</u>				
Incoming resources from generating funds:				
Donations and legacies	2	7,283	18	7,301
Income from Charitable activities	3	13,913	44,918	58,830
Total income and endowments		<u>21,195</u>	<u>44,936</u>	<u>66,131</u>
<u>Expenditure on charitable activities</u>				
Charitable activities	5	<u>16,835</u>	<u>46,379</u>	<u>63,214</u>
Total resources expended		<u>16,835</u>	<u>46,379</u>	<u>63,214</u>
Net income/(expenditure)		<u>4,360</u>	<u>(1,443)</u>	<u>2,917</u>
Total funds brought forward		1,239	19,695	20,934
Total funds carried forward		<u><u>5,599</u></u>	<u><u>18,252</u></u>	<u><u>23,851</u></u>

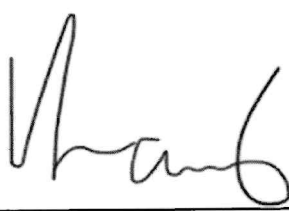
The notes on pages 5 - 9 form an integral part of these financial statements.

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BALANCE SHEET FOR THE YEAR ENDED 28 FEBRUARY 2023

	Notes	2023 £
Fixed assets		
Tangible assets	6	2,006
Current assets		
Cash at bank and in hand		40,450
		<u>40,450</u>
Creditors:		
amounts falling due within one year	8	18,605
		<u>18,605</u>
Net current assets		21,845
Net assets		<u><u>23,851</u></u>
Funds		
Restricted funds	9	18,252
Unrestricted funds	10	5,599
		<u><u>23,851</u></u>

The trustees approved these accounts and are signed on behalf of all:

Signed  Date 07/09/2023
V Lamb

The notes on pages 5-9 form an integral part of these financial statements.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2023

1 Accounting policies

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year. Previously the accounts were prepared on a receipts and payments basis, however this was not the most suitable accounting method for the charity. Therefore, there are no comparatives for 2022 included in these accounts.

1.1 Basis of accounting

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement on Recommended Practice applicable to charities preparing their accounts in (FRS 102) accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (effective 1 January 2019). (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

1.2 Cash flow statement

The trustees have taken advantage of the exemption in Financial Reporting Standard 1 (revised) from including a cash flow statement in the financial statements on the grounds that the company is small.

1.3 Incoming resources

All incoming resources are included in the statement of financial activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

Voluntary income is received either by way of grants, donations and gifts or as contractual income in payment for services and is included in full in the statement of financial activities when receivable. Grants where entitlement is not conditional on the delivery of a specific performance by the charity, are recognised when the charity becomes unconditionally entitled to the grant.

Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included.

1.4 Resources expended

Expenditure is recognised on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates

Costs of generating funds comprise the costs associated with attracting voluntary income and the costs of trading for fundraising purposes including the charity's shop.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs are those costs incurred directly in support of expenditure on the objects of the charity and include project management.

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2023

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less accumulated depreciation. Depreciation is provided at rates calculated to write off the cost less residual value of each asset over its expected life. As follows:

Computer equipment	-	20% straight line
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1.6 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for at least the next twelve months. There are no material uncertainties, thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.7 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

There are no critical accounting estimates or judgements in the financial statements.

2 Donations and legacies

	Unrestricted funds £	Restricted funds £	2023 Total £
Donations	7,283	18	7,301
	<u>7,283</u>	<u>18</u>	<u>7,301</u>

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2023

3 Income from charitable activities

	Unrestricted funds	Restricted funds	2023 Total
	£	£	£
Grants	9,097	44,418	53,514
Services	4,750	-	4,750
Sale of stock	66	-	66
Miscellaneous income	-	500	500
	13,913	44,918	58,830

4 Resources expended on charitable activities

	Unrestricted funds	Restricted funds	2023 Total
	£	£	£
Wages - self employed contractors	4,407	15,884	20,291
Training	251	949	1,200
Volunteer expenses	-	69	69
Other staff costs	12	24	36
Office/general administrative expenses	2,966	657	3,623
Ground rent	-	2,400	2,400
Insurance	468	16	484
Legal & professional	2,590	-	2,590
Subscriptions	260	888	1,148
Marketing/promotional	801	496	1,297
Telephone, postage and stationery	468	361	829
Hall hire	420	240	660
Activities	1,535	21,555	23,090
Depreciation	182	67	249
Computer costs	744	451	1,195
Website costs	758	2,270	3,028
Sundry	974	52	1,026
	16,835	46,379	63,214

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2023

5 Staff costs

In 2023, the charity did not have any employees. Payments were made for invoices for self employed individuals for general administration, marketing support and project support as needed. These are the amounts shown as wages on note 4.

6 Tangible fixed assets

	Computer Equipment £	Restricted Computer Equipment £	Total £
Cost			
As at 1 April 2021	-	-	-
Additions	1,455	800	2,255
As at 31 March 2022	1,455	800	2,255
Depreciation			
As at 1 April 2021	-	-	-
Charge for the year	182	67	249
At 31 March 2022	182	67	249
Net book values			
At 28 February 2023	1,273	733	2,006
At 28 February 2022	-	-	-

8 Creditors: amounts falling due within one year

	2023 Total £
Accruals	310
Deferred income	18,280
Other creditors	15
	18,605

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2023

<u>MOVEMENT IN FUNDS</u>	At 01/03/22 £	Incoming resources £	Outgoing resources £	At 28/02/23 £
9 Restricted funds				
Fowler Smith & Jones Charitable Trust	(173)	2,000	1,822	5
Southend Emergency Fund	4,810	9,983	13,809	984
Awards for All	9,836	-	9,221	616
Sports England	-	8,965	7,668	1,297
The National Lottery - Cost of living	-	832	25	807
ECF	-	10,216	5,178	5,038
Community Investment Board	-	2,500	1,678	822
Southend Active - Indirock	-	960	-	960
Essex Active - Indirock	-	2,380	-	2,380
ROSCA Trust	-	3,600	-	3,600
EALC Micro Grant	-	500	-	500
A Better Start Southend	-	1,500	385	1,115
South East Essex Alliance	-	1,500	1,372	128
Brought forward	5,222	-	5,222	-
	19,695	44,935	46,379	18,251

ECF - Digital Grant - two laptops have been purchased via this grant fund. These are included as fixed assets, therefore they will be depreciated each year, and the charge will be allocated to this fund. The cost of the laptops were £799.94.

<u>MOVEMENT IN FUNDS</u>	At 01/04/21 £	Incoming resources £	Outgoing resources £	At 31/03/22 £
10 Unrestricted funds	1,239	21,195	16,835	5,599
Restricted	19,695	44,936	46,379	18,252
Total	20,934	66,131	63,214	23,851

The restricted funds as reported, are those funds that the trustees may only spend on particular purposes of the charity.

12 Key staff

No key staff were employed during the year.

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Charity number 1193572

**FINANCIAL STATEMENTS
FOR THE YEAR ENDED 28th FEBRUARY 2023**



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LEGAL AND ADMINISTRATIVE INFORMATION FOR THE YEAR ENDED 28 FEBRUARY 2023

Charity number	1193572
Address	73 Leigh Cliff Road Leigh-on-Sea Essex, SS9 1DN
Trustees	V Lamb L Prince R King
Accountants	Community360 Winsley's House High Street Colchester Essex, CO1 1UG
Bankers	Natwest

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I report on the accounts of SEND The Right Message for the year ended 28 February 2023 which are set out on pages 3 to 9.

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 (2) of the Charities Act 2011 (The Act) but that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- To follow the procedures laid down in the General Directions given by the Charity Commissioners (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 Statement

My examination was carried out in accordance with the General Directions given by the Charity Commissioners. 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 considerations 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 I do not express an audit opinion on the view given by the accounts.

Independent examiner's statement

In the course of my examination, no material matters have come to my attention which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of the accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair' view which is not a matter considered as part of an independent examination.

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

Shelley-Marie Rudling FMAAT AATQB for and on behalf of:

Community360
Winsley's House, High Street, Colchester, Essex



Date 13th September 2023

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STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 28 FEBRUARY 2023

	Notes	Unrestricted funds £	Restricted funds £	2023 Total £
<u>Incoming resources</u>				
Incoming resources from generating funds:				
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Total resources expended		<u>16,835</u>	<u>46,379</u>	<u>63,214</u>
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 Total funds brought forward		 1,239	 19,695	 20,934
 Total funds carried forward		 <u><u>5,599</u></u>	 <u><u>18,252</u></u>	 <u><u>23,851</u></u>

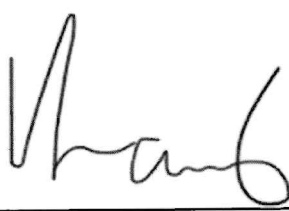
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BALANCE SHEET FOR THE YEAR ENDED 28 FEBRUARY 2023

	Notes	2023 £
Fixed assets		
Tangible assets	6	2,006
Current assets		
Cash at bank and in hand		40,450
		<u>40,450</u>
Creditors:		
amounts falling due within one year	8	18,605
		<u>18,605</u>
Net current assets		21,845
Net assets		<u><u>23,851</u></u>
Funds		
Restricted funds	9	18,252
Unrestricted funds	10	5,599
		<u><u>23,851</u></u>

The trustees approved these accounts and are signed on behalf of all:

Signed  Date 07/09/2023
V Lamb

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2023

1 Accounting policies

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NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 28 FEBRUARY 2023

1.5 Tangible fixed assets and depreciation

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Total	20,934	66,131	63,214	23,851

The restricted funds as reported, are those funds that the trustees may only spend on particular purposes of the charity.

12 Key staff

No key staff were employed during the year.