

**THE CHARITY EXCELLENCE FRAMEWORK**  
**Annual Report and Financial Statements**  
**Year ended 31 October 2023**

Registered Charity 1195568

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## Administrative details

Name of charity                      The Charity Excellence Framework

Registered charity number        1195568

Trustees                              Mr Jonathan Badger (Chair)  
   Mrs Josephine Mann  
   Ms Marie Davies  
   Ms Sarah Swaysland

Registered office                    14 Blackmore Gate  
   Buckland  
   Bucks HP22 5JT

Bankers                                Barclays Bank

## Trustees Report for the year ended 31 October 2023

### Aims & Activities

The charity provides a comprehensive on-line platform that enables UK charities and not-for-profit organisations to find the funding, resources, help and data they need to deliver services to their beneficiaries and to improve their governance and financial stewardship

### Scope & Purpose

At the year end, Charity Excellence had 40,000 members, growing at a rate of over 2,000 a month, making it the largest and fastest growing UK charity community. Over the year, monthly website traffic grew from 35,000 to 52,000. Together, the charity members of Charity Excellence support more than 10 million beneficiaries.

In 2022/23, Charity Excellence began to position itself as a leader in the application of Artificial Intelligence (AI) in the charity sector. In previous years, Charity Excellence has provided comprehensive support for charities in response to the Cost-of-Living crisis and tools to address the funding deficit during the Covid-19 and post-Covid-19 years. It continues to respond to changes in policy and to issues and developments in the charity sector.

### Governance & Trustee Board

We are a registered charity governed by a board of independent trustees who collectively bring significant senior charity and commercial sector expertise and from various professional disciplines. At the year end, we had four trustees:

- [Jonathan Badger](#) (Chair)
- [Josephine Mann](#)
- [Marie Davies](#)
- [Sarah Swaysland](#)

A fifth trustee, Dries de Coster, stood down during the year. The Board and Chief Executive wish to record their gratitude to him for the outstanding support he provided whilst a trustee.

### Funding & Resources

In the year, we were provided with pro-bono support by [Biomni](#) and [Liquid Palladium](#), donations from [Redbrain](#) and the [GSR Foundation](#), funding from our commercial partner [Access UK](#) and several other donations. Income is used to remunerate our founder/chief executive with a modest salary, and to pay for development resources to work alongside him. We wish to thank all our funding organisations which have enabled us to continue to provide our platform free of charge to members. And we want to thank our Chief Executive for the long hours worked and unerring focus on the needs of Charity Excellence members.

We enter Financial Year 2023/24 with a higher level of guaranteed funding than in previous years, offering the stability needed to operate the platform and providing the basis for building our existing income streams and bringing new funding onboard.

### Reserves

Charity held the bank reserves of £64,308 at the end of the period, 31 October 2023.

The Trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

### Major Achievements 2022/23

The past year has been a period of significant achievements:

- **"AI Bunnies" and AI Tools:** Launched on Christmas Day 2022, our new Artificial Intelligence (AI) enquiry facility - AI Bunnies - can manage up to 120 queries a minute and takes users to significant parts of the knowledge banks that are not fully utilised. In March 2023 we launched an AI tool for bid writing and in June 2023 we introduced a ChatGPT interface. We expect to continue to develop AI tools during the next two years, including an AI concierge service. Our plan to be a sector leader in the use of AI in the charity sector is delivering significant benefits to charities.
- **Charity Sector Data Store:** The framework's Charity Data Store grew throughout the year. By October 2023, the system's lifetime scored questionnaires total was 18,677, providing a significant store of data with an estimated number of data points of 485,000.
- **Sector-Wide Funding Cuts:** In September 2023, we produced a report on the reduction in funding to the charity sector using, information from the Charity Sector Data Store (see above) and survey data.

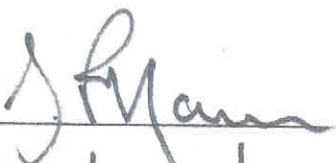
### Future Plans

Our plans for system development in 2023/24 include:

- **Widespread AI Adoption:** The harnessing of AI in the charity sector is at the centre of our plans for the future. We will continue to develop and roll out AI tools, providing access to our own AI services, allowing others to deliver e-services, and potentially spinning off or co-creating with others.
- **UK Wide Charity Data Network:** We are currently building a far more powerful principal dashboard for deployment in 2024. This will enable us to exploit the master data set far more effectively, and will also give principal systems to large charities, grant makers, groups of charities and more.
- **AI Concierge Service:** We plan gradually to bring other providers into the system, using AI to grow our reach and to migrate our remaining systems to AI to create our AI Concierge Service. This will help to create a single gateway to the sector for anyone wanting to use charity services.

Trustees  
Charity Excellence Framework

Trustee 1



Name:

Josephine Mann

Trustee 2



Name:

Sarah Swaysland



**Independent Examiner's Report to the Trustees  
For the year ended 31 October 2023**

I report to the Trustees on my examination of the accounts of the charitable company for the year ended 31 October 2023.

**Responsibilities and basis of report**

The charity Trustees, who are also Directors for the purposes of company law, are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

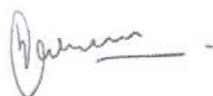
**Independent examiners statement**

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the requirements of section 396 of the 2006 Act 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; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

Approved on: 19-02-2025



**Haroon Ashfaq, FCCA**

**Statement of Financial Activities (Including Summary of Income & Expenditure Account)**  
**Year Ended 31 October 2023**

		<b>Unrestricted Funds</b>	<b>Restricted Funds</b>	<b>Total Funds</b>	<b>Prior Year Funds</b>
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>Income from:</b>					
Donations	3	63,267	-	63,267	18,665
Other	3	6,622	-	6,622	2,587
		<b>69,889</b>	<b>-</b>	<b>69,889</b>	<b>21,252</b>
<b>Expenditures on:</b>					
Raising Funds	4	-	-	-	-
Charitable Activities	4	13,567	-	13,567	16,866
Others	4	-	-	-	-
		<b>13,567</b>	<b>-</b>	<b>13,567</b>	<b>16,866</b>
<b>Net Income / (Expenditure)</b>		<b>56,322</b>	<b>-</b>	<b>56,322</b>	<b>4,386</b>
<b>Reconciliation of Funds:</b>					
Total Funds Brought Forward		4,386	-	4,386	-
Total Funds Carried Forward	6	<b>60,708</b>	<b>-</b>	<b>60,708</b>	<b>4,386</b>



The Charity Excellence Framework  
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31 October 2023

**Balance Sheet**  
**As at 31 October 2023**

		31-Oct 2023	31-Oct 2022
		£	£
Cash at Bank		64,308	4,386
Current Liabilities & Accruals	5	3,600	-
Total Net Assets		<u>60,708</u>	<u>4,386</u>
Restricted Funds	6	-	-
Unrestricted Funds	6	60,708	4,386
		<u>60,708</u>	<u>4,386</u>

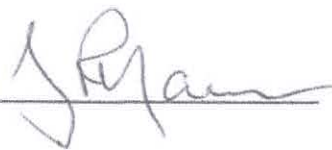
The charity was entitled to exemption from audit under Charities Act 2011 and trustees have not required the charity to obtain an audit in accordance with Charities Act 2011.

The trustees acknowledge their responsibilities for complying with the requirements of the Charity Act with respect to accounting records and the preparation of accounts.

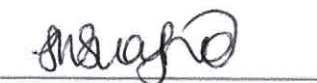
These accounts have been prepared in accordance with the provisions applicable to Charities.

The accounts were approved by the Trustees on 27 March 2025 and signed on their behalf by:-

Trustee 1



Trustee 2



## Notes to the financial statements

### 1 Basis of preparation

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note to these accounts.

The accounts 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 UK and Republic of Ireland (FRS 102) issued on 16 July 2014 (the Charities SORP); and
- the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102);
- The Charities Act 2011.

The Trustees consider that there are no material uncertainties related to events or conditions that cast significant doubt on the charity's ability to continue as a going concern.

No material prior year error has been identified in the reporting period.

### 2 Accounting policies

#### *Income*

Income is included in the Statement of Financial Activities when the charity becomes entitled to the resources, it is more likely than not that the trustees will receive the resources and the monetary value can be measured with sufficient reliability. Performance related grants are recognised to the extent that the charity has provided the specified goods or services.

It is not practical to value the monetary value of donated time.

#### *Expenditure and liabilities*

Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

**3 Income Resources**

	Incoming Resources
Unrestricted funds;	£
Charities Trust	30,000
The GSR Foundation	25,000
Other Donations	8,267
Advertisement Income	6,622
	<hr/>
	69,889
Restricted Funds	-
	<hr/>
Total Funds	<b>69,889</b>

**4 Expenditures**

	Unrestricted	Restricted
	£	£
Charitable Activities;		
IT and Software	7,967	-
Independent Examiner	600	-
Accountancy (2022 & 2023)	3,000	-
Professional (Alumna Ltd)	2,000	-
	<hr/>	<hr/>
	<b>13,567</b>	-

**5 Current Liabilities: Creditors falling due within one year**

	2023	2022
	£	£
Loan & Overdraft	-	-
Other Creditors & accruals	3,600	-
	<hr/>	<hr/>
	<b>3,600</b>	-

<b>6</b>	<b>Net Movement in Funds</b>	<b>Balance at Start £</b>	<b>Income £</b>	<b>Outgoings £</b>	<b>Balance as at 31 Oct 2023</b>
	Unrestricted Funds	4,386	69,889	(13,567)	<b>60,708</b>
	Restricted Funds	-	-	-	-
		<b>4,386</b>	<b>69,889</b>	<b>(13,567)</b>	<b>60,708</b>

- The charity has no employees and, therefore, no employee earning in excess of £30,000 per annum.
  - None of the trustees have been paid any remuneration or received any other benefits from employment with this charity or a related entity.
  - No trustee expenses have been incurred.