

Big
Green
Heart

FOR GIVING LIFE



Annual Report 24

Including independently examined accounts
for financial year ending December 2024

Registered Charity No. 1197237



Big Green Heart provides advice and assistance to young people and adults through the provision of educational programmes, training and pastoral care.





Contents

4	Words from our Founder & Interim Chair of Trustees
6	Aims & objectives
9	Achievements & performance
18	Operational report
20	Looking to the future
21	Governance & legal information
22	Financial review
25	Trustees' responsibilities & declarations
26	Receipts & payments accounts
27	Independent examiner's report



Big
Green
Heart

FOR GIVING LIFE

Words from our Founder & Interim Chair of Trustees

It is a joy to introduce our annual report for 2024.

The growth and development of Big Green Heart has been nothing short of a privilege. I am constantly amazed at what people share with me, the ease with which they grasp the concept that underpins Big Green Heart and the impact of the methodology on an individual whether through a personal session or with a group.

Such was the ready acceptance of our teaching and practice, we began a journey of scrutiny and evaluation of our ideas in different professional contexts.



We have had nothing but approval and encouragement from these assessors as well as some helpful suggestions to enhance our presentation. This has strengthened our self belief and empowered us to explore how we can stretch our reach.

Never has the need for an accessible mental health tool been more obvious. As I write this I have a double page spread newspaper article lying on our kitchen table describing an adult journey through the mental health service of our overstretched NHS. Throughout this year my experience has been that the simple truth around forgiving brings profound healing and peace to long held emotional wounds. Many clients have contacted me to speak of the transformative power of the Big Green Heart in their lives.

We are so grateful to those who have trusted us with their story and walked this journey with Big Green Heart. We have built a confident pattern of practice that will enable many more people to be trained as practitioners and facilitators so that we can make a significant contribution to the mental health of our nation. Whether through building resilience and positive patterns of behaviour in young people or bringing peace and freedom to adults who have struggled as a result of trauma throughout their lives, Big Green Heart brings hope.

We have been championed and supported by many this year, not least the Cinnamon Incubator Programme to whom we are immensely grateful. Our committed and talented board of trustees have worked hard and as chair I am immensely grateful to them and our gifted and growing team.

A handwritten signature in black ink, appearing to read 'Priscilla'.

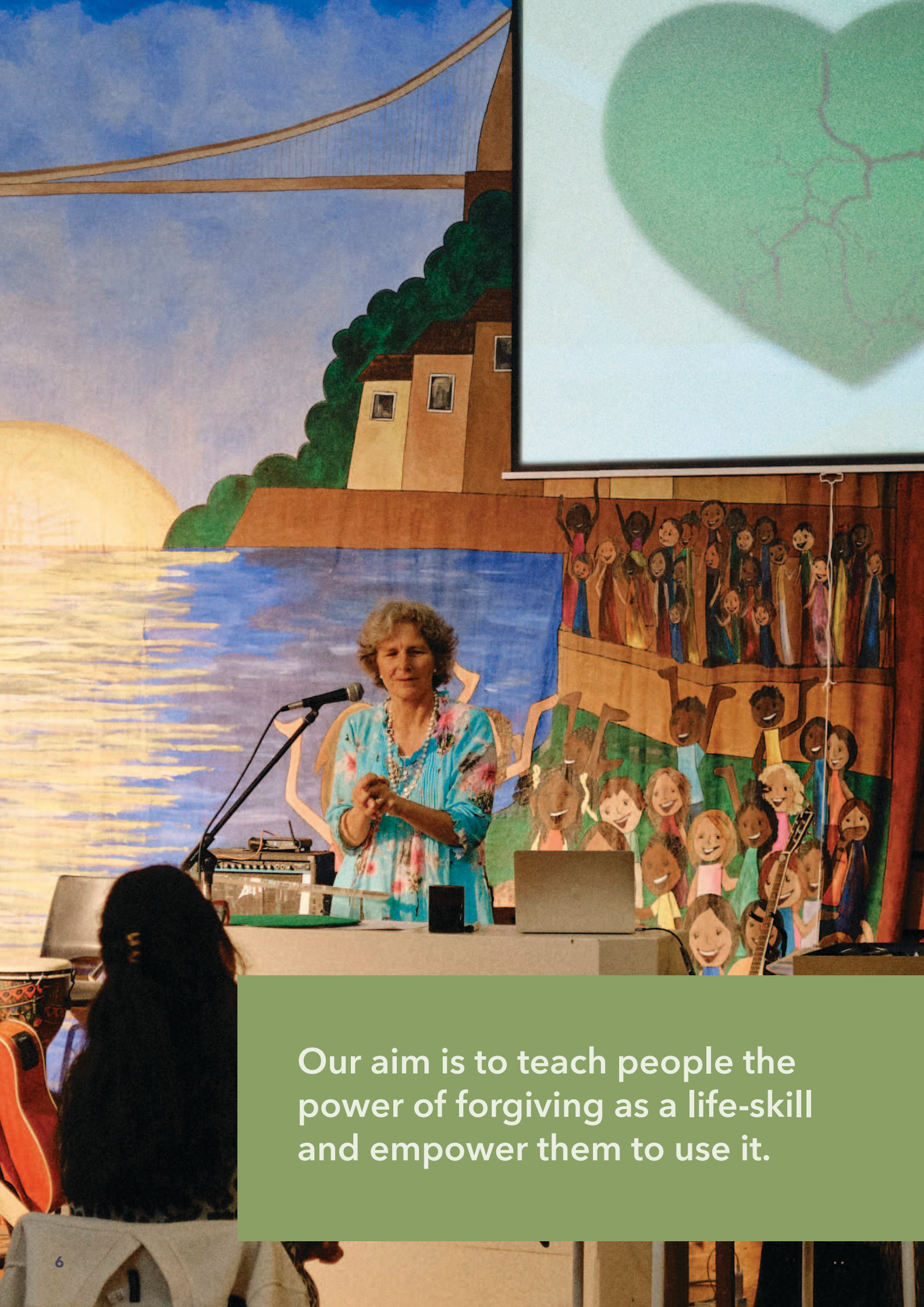
Priscilla Smith

Founder of Big Green Heart & Interim Chair of Trustees



"It revealed so much more than I was expecting. A chance to 'reset' spiritually. I feel at peace, released, joyful and more insightful as regards 'emotional responses.'"

Client feedback



Our aim is to teach people the power of forgiving as a life-skill and empower them to use it.

How do we achieve our aim?

We provide pastoral care, training, and educational programmes that bring understanding and practical ways to navigate forgiving. By debunking myths around what forgiving is and is not, and providing support, we help people work through situations and feelings in a gentle, empowering way using our Big Green Heart tools.

These inclusive tools and our teaching models have been developed through professional experience rooted in current psychological and scientific research. Initially created with young people in mind, Big Green Heart is a very simple process that is visual, tactile, and accessible to many ages, abilities, and backgrounds.

Forgiving, distinct from absolution or reconciliation, is a psychological skill that enables individuals to release resentment and negative emotions associated with harm. Studies link forgiving with lower blood pressure, better sleep, and reduced stress, as well as stronger mental well-being through decreases in depression, anxiety, and rumination.

It has also been shown to increase resilience, empathy, and healthier connections with others. Importantly, forgiving is something that can be taught, practised and strengthened over time, making it a life-skill that helps us navigate challenges more positively. This is where our tools facilitate that process in a memorable, applicable and insightful way. Ultimately, forgiving is less about the other person and more about caring for ourselves – with far-reaching rewards for mind, body, and relationships.

In 2024 Big Green Heart has been used in schools, youth clubs, churches, and addiction recovery groups. Through our Experience and Training days alone, **57 people** representing **22 organisations** across the country engaged with Big Green Heart teaching for the first time.

Forgiving is a foundational biblical principle and we believe it has the power to transform not just individual hearts and minds, but to also create a vital shift in the culture of today.

“Big Green Heart could be incorporated into a lot of daily practises for people and organisations...”

When you are caught in a storm at sea, forgiving gives you the opportunity to build a boat, and then change the relational dynamics of the whole situation.”

Doctoral Researcher in Trauma Informed Practice

What do we offer?

Pastoral care

Individual forgiving sessions with practitioners from within our network. Different to counselling this is a focussed session, delivered in person or online, to therapeutically process how the heart feels and work through issues, anxieties and past trauma.

Practitioners can also deliver sessions as a programme over six weeks with small groups.

Training

We operate a safer recruitment training pathway to join Big Green Heart as a practitioner. We teach how to use the tools to lead individuals or groups through Big Green Heart sessions in their setting, provide mentoring and ongoing support as they join our network. Applicants have to evidence safely using the tools and comply with safeguarding procedures in order to become accredited.

Educational programmes

We host Experience days to introduce our concepts and tools to groups in almost any setting. We provide speakers for events and offer bespoke wellbeing days and activities.

Our Schools offer is growing and we have experience in delivery from KS1 to KS4 as we promote the benefit of forgiving offering:

- One to one sessions for pupils
- Six week course for small groups
- Assemblies
- Taster sessions
- School wellbeing days
- Staff facilitator training

We are currently developing our accreditation for schools.

We believe that the often overlooked foundational skill of forgiving has the power to transform not just individual hearts and minds, but will also create a vital shift in the culture of today.

"I feel as though I have taken a ten ton rucksack off my back, put it down, and do not have to take it up again. This is powerful, I feel so light and free. Everyone needs to have access to this..."

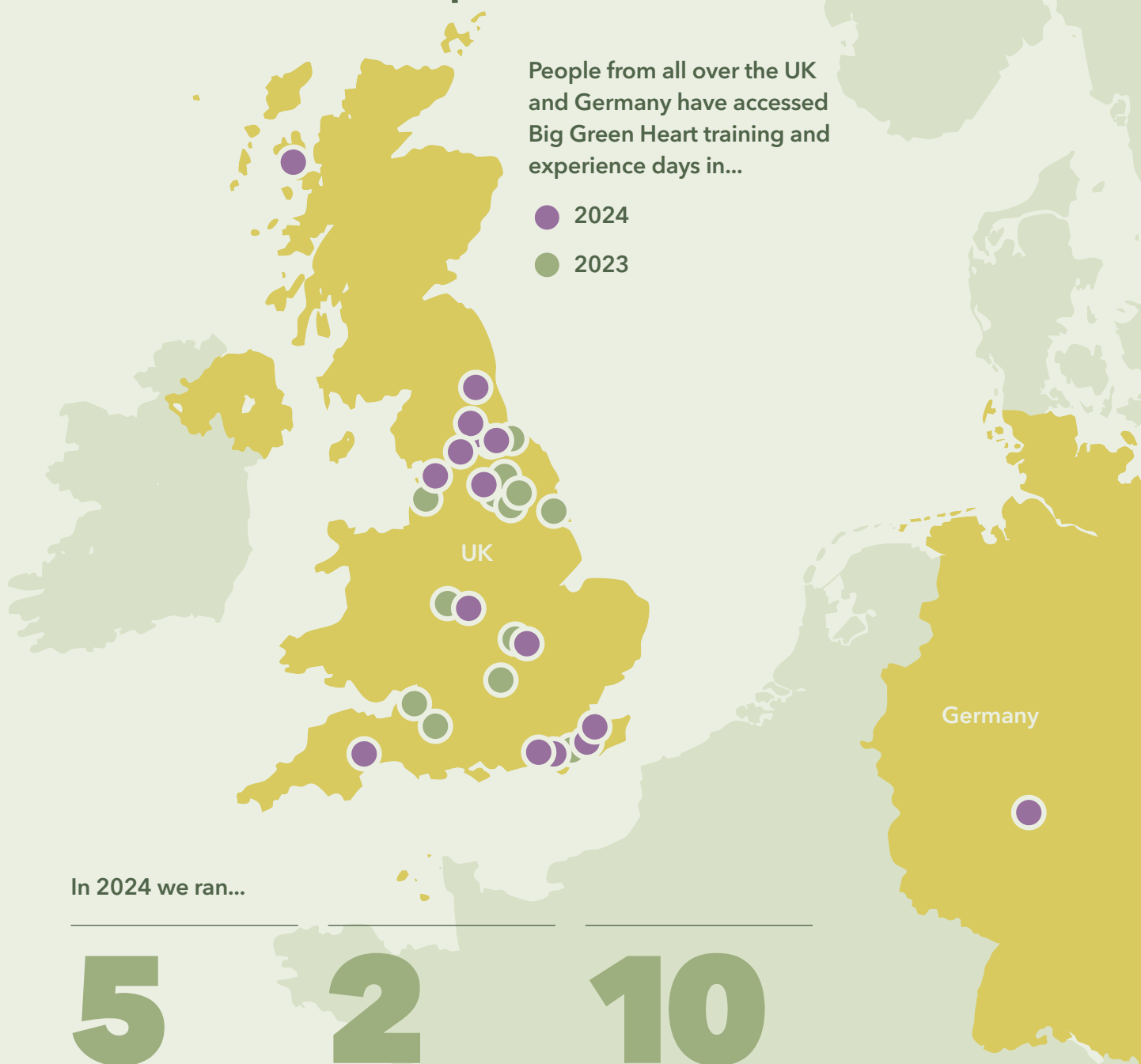
Feedback from a Neurodivergent person. They found the visual nature of the tools deeply impactful and accessible.

Achievements & performance

People from all over the UK and Germany have accessed Big Green Heart training and experience days in...

● 2024

● 2023



In 2024 we ran...

5

experience days
for 41 people



2

training days
for 9 people



10

mentoring days
for 44 people



Our 2024 Cinnamon Impact data shows we facilitated...



4

replicated projects with...



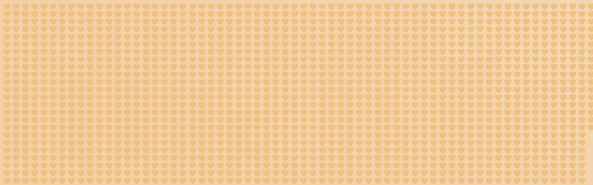
11

active practitioners delivering...



80

hours of teaching that impacted...



1529

pupils, staff and individuals



Achievements & performance

The Cinnamon effect

We launched into 2024 with three days of residential coaching with Cinnamon Network following our national recognition in 2023 as one of five charities across the UK chosen to be part of their two year incubator programme.

The team of coaches have great expertise in all things charitable and governance and they both gave us valuable input and ideas and also made us think through our identity, our structure, our funding models and streams. Bi-monthly coaching sessions with Amanda Bindon, who has many years of experience in marketing and franchise models, have boosted us far beyond what we would have been able to do on our own. Big Green Heart has grown and we have replicated our project. We are extremely grateful for their support and input both with the business modelling and with finance.

“Big Green Heart are a brilliant, social action project that help communities meet very real needs. We recognise the value, significance and impact their work can make in everyday lives.”

Amanda Bindon
The Cinnamon Network



Achievements & performance

Our training

Training

Much of our training this year has been in partnership with The KEYS Project (Keys) with whom we have beautiful synergy. Priscilla has led a three-day training in Hailsham, drawing a dozen people connected with a number of groups and churches; three days in Kighley, where she first addressed their group at Grubs Up; and on the Isle of Skye where she spent two days working with a newly established Keys team. In every situation the power of the model brings freedom.

Working with The KEYS Project, we have developed the use of online visuals to do remote individual sessions which continue to constitute the main bulk of the pastoral work.

We are grateful to Jonny Shepherd at Wingit Creatives for his excellent and prompt work with the graphics to enable this and also our presentations.

Outside of The KEYS Project and in addition to the two taster events, Priscilla also led a day's training in Exeter in January. In August, as Samson's initial training experience and as a pilot study, we trialled two days of training in Bristol with a specific focus on youth. Both were encouragingly received and have highlighted areas of focus for us in consolidation and team building after the initial imparting of information.

Practitioners

Most of the practitioners have been trained as part of The KEYS Project. They continue to do valuable work with increasing confidence. Priscilla has mentored individuals with this work.

In 2024 through our training pathway we interacted with...

22

different groups

57

individuals

"I now feel well-informed and have developed insight into my own behavior, as well as the behavior of others through my participation in the Big Green Heart course."

Trainee feedback



The KEYS Project

...are a charity that provide a holistic, community-based programme to help people escape the nightmare of addiction. Their three keys approach of community, spiritual plus medical support helps those who want to be free from drug or alcohol addiction and know they can't do it alone. All nine of The KEYS Project centres across the UK use Big Green Heart as part of their recovery programme.

"All my craving for alcohol completely disappeared."

Addiction recovery group client
after using Big Green Heart

"I feel very positively challenged and encouraged to put into practice what we have learnt."

Trainee feedback



Achievements & performance

Our mentoring

Case study:

Silas Crawley of Hope Chapel, Bristol

"Through the very simple, but deeply profound questions, you are given the key tools to be able to sustain your own recovery, and good mental health in the future. I speak as someone who had mental health challenges for some 40 years.

I decided to get trained because I knew that Big Green Heart was gold dust, and I believed that its power was in its simplicity. And in forgiving there is such power. So I wanted others to access this.

We are a small team at Hope Chapel who have embraced the training and the feedback has always been so positive.

Priscilla initially shared the vision and inspiring stories with us at a Taster day and then the people that were interested in learning more attended a couple of days training from Big Green Heart a few months later.

We then began to practice amongst ourselves following the guidelines and using all the step-by-step material. Big Green Heart sent us assessment sheets so we could continue to diligently monitor our own sessions.

In July 2024, Priscilla returned to mentor us and then those who were deemed to have been 'confident to practice' were released to do so under the safeguarding and oversight of Hope Chapel."

"I am such a fan of Big Green Heart as it enabled me to finally get to the bottom of issues that had fairly regularly been highlighted in my life."



In 2024 we hosted...

10

targeted mentoring days

We work with many different organisations and groups from across different sectors. Through our training pathway to become a Practitioner we offer mentoring and support as trainees develop confidence with the tools and grow their teams. Last year **41 people** accessed our mentoring sessions.

Achievements & performance

Work in schools

Our work was pioneered and originally developed in a secondary setting and we have seen how the culture of the whole school has benefitted from embedding a culture of forgiving.

Primary school work

We were increasingly aware of the potential to develop work in primary schools and a previous local head teacher, Liz Clow, was contracted into our team at the start of 2024 to investigate this potential and explore what work in schools, other than ASA, could look like.

With the support of Revd Anne Richards, Liz's brief was to develop a body of work that would communicate the essence of Big Green Heart. A School Offer was developed, whilst exploring assemblies and interventions to enhance pupil mental health and wellbeing, facilitating and informing discussion and reporting for Ofsted and SIAMs. Liz was then tasked with publicising, piloting and evaluating this work within a school setting.

From the initial schools contacted the uptake and evaluation has been very positive and encouraging with projects to build on in 2025.

Impact statements from our pilot primary school work:

- School felt that a safe space had been provided by Big Green Heart .
- During class time the pupil had started to integrate themselves more with other children.
- The individual time provided was important for the pupil due to the difficulties experienced both in school and at home.
- Big Green Heart has given the pupil some strategies to use when they experience difficulties both at home and in school.
- The pupil was able to identify emotions and provide some words for these feelings.



"Big Green Heart is such an exciting tool to use with children of any age and ability. It encourages them to understand what they feel, why they feel the way they do and what is in their control to do about their feelings, so that they can learn more about living at peace with themselves and others. The impact is immediate in children, as they start telling their story and learning about forgiving."

Liz Clow

School Link Advisor

60%

**conversion rate in 2024
with schools approached**

¹ Index of Multiple Deprivation (IMD) data.

"I felt relieved and better for coming to the reflection space."

Secondary school student



Case study: Hull Secondary school

Revd Anne Richards uses Big Green Heart material through her role as school chaplain. In 2024 a series of assemblies on forgiving were delivered to 1,200 students across all year groups using the teaching of Big Green Heart as a basis. A Reflection Space focussed around forgiving was developed alongside sessions specifically for year 7. Many of them said they felt 'calm, relieved and free' at the end of the session. The desire is to gradually change the whole school culture, underpinned by individual pastoral sessions as required. We have hope that the impact of Big Green Heart will ripple out and effect long lasting change in one of the UK's most deprived communities¹.

Operational report

Following our residential and mentoring with the Cinnamon Incubator team we developed a strategic plan to evaluate our methods and model with a variety of professional people for validation and to seek as a trustee body what we next needed to do to grow the charity.

Testing the model

We gathered two taster groups of professionals, one in Yorkshire and one in Oxford to present our concept to. From the taster in Yorkshire we welcomed very positive feedback from representatives from sectors including education, corporate leadership, business psychology, HR and Trauma Informed Practice. The Oxford group opened up the possibility of social prescribing for the NHS and work in the children's care sector.

We have built on all our feedback to explore potential connections and partnerships, plus refining our communications and model. Further discussion with two individuals first confirmed the appropriateness of our imagery and help us develop it further to illustrate the direct link between emotional and mental health; the heart and the mind.

Vision day

Priscilla presented our feedback and led 24 hours of discussion with our board of trustees to expand on our strategic vision.

Rebranding

A decision from our trustees was to look at our brand identity as it became clear that we needed to futureproof and trademark our brand. After many hours of consideration and work we came to a decision that we are really pleased with...

Big Green Heart - For Giving Life

Our freelance graphic designer Karen Fowler worked hard to develop the graphics and will implement them over time.

"This is powerful... yet so simple!"

Business Psychologist





Expanding the team

The trustees vision day resulted in the decision to employ an operations manager to strengthen our systems and to help us build a robust digital recording system using a programme called Knack.

In August, the team was joined by Samson Kiemo who has experience in online teaching. His first commission is to build the Knack platform for data storage. We are grateful to the support and guidance offered by Laura and her daughter from The KEYS Project who have helped Samson throughout the process.

Karen, Samson and Priscilla have spent time building TEAM (Together Everyone Achieves More) and establishing routines that work for each of us.

Funding

We were particularly grateful for an unexpected donation of £20K which came as a result of connections of the Bristol team. Thank you to the Oak Foundation for their support. We continue to be in a strong position financially thanks to some generous grant funding and some smaller individual giving alongside sales of products and costs of training.

It has been a good year of growth and strengthening.

Governance and Board of Reference

We are thankful for our dedicated team of trustees that bring a wealth of professional wisdom and experience from sectors including education, law, and charity legislation.

In 2024 Priscilla continued the role of interim Chair of Trustees whilst the trustee body continued to actively seek a permanent appointment.

After some months of waiting for him to be free we are thrilled that Robert Lankester will be appointed in January 2025 as Chair. We are immensely grateful for him accepting this role and look forward to benefiting from his wisdom.

Tony Holmes resigned from the trustee body in January 2024 and we are thankful for his support in establishing our safeguarding policies. At the same time we gratefully welcomed Rob Mansel Lewis onto the trustee body.

In 2024, we were thankful to be supported by an experienced Board of Reference made up of Caroline Dollard and Revd Tandy Ruoff.

Summary

The concentration of the work of Big Green Heart in 2024 has been in building strong foundations and establishing processes and support to build on for the future. We are grateful for all the encouragement that we have received from those with whom we work.

Looking to the future

We feel we are in a strong position looking forward to 2025, not least financially but also underpinned with firm foundations and a secure team from which to grow.

We are excited about the potential impact Big Green Heart can make and we can foresee a challenge will be to ensure that we go at a sustainable pace.

We will continue to build our system of data collection and develop more robust and strategic methods of collating feedback to inform our growth and integrity.

We are looking forward to another three day residential in early February and six months of mentoring with Amanda Bindon and the Cinnamon Network Incubator.

We will be focussing on developing our schools work and training models whilst continuing our programme of regular trainings and experiences around the country.

We are very much looking forward to working with our new Chair of Trustees and for the increasing opportunities to share our work.

Big Green Heart - For Giving Life.

Thank you

We are so grateful to those that support our work. If you would like to make a donation or become a regular giver please head to www.biggreenheart.org



Governance & legal information

CHARITY NAME	Big Green Heart
CHARITY NUMBER	1197237
DATE OF REGISTRATION	21st December 2021
START OF FINANCIAL YEAR	1st January 2024
END OF FINANCIAL YEAR	31st December 2024
TRUSTEES AT 31ST DECEMBER 2024	Mrs Priscilla Smith Interim Chair Mrs Serena Crawley Secretary Miss Amy Scott Treasurer Miss Leah Brown Revd Anne Richards Mr Robert Mansel Lewis Appointed 31 January 2024 Mr Anthony Holmes Resigned 31 January 2024
LEGAL STATUS	Charitable Incorporated Organisation
GOVERNING INSTRUMENT	CIO - Association Registered 21st December 2021
OBJECTS	The relief of the physical and mental sickness of persons in need by reason of age or vulnerability in particular by the provision of counselling and support as an informed expression of the Christian faith.
PRINCIPLE ADDRESS	Healaugh Old Hall, Tadcaster, North Yorkshire, LS24 8DA
PRIMARY BANKERS	Lloyds Bank Plc, 25 Gresham Street, London EC2V 7HN
INDEPENDENT EXAMINERS	SPX Oxford, 19 Paradise St, Oxford OX1 1LD

Financial review

Income

The overall income for this financial period was £27,530 (2023 £35,428). This includes one-off donations, grant funding, regular giving and products and services.

To the nearest £	
One off income (one-off donations & grant funding)	23,835
Regular giving	500
Other (products & services)	3,195
TOTAL	27,530

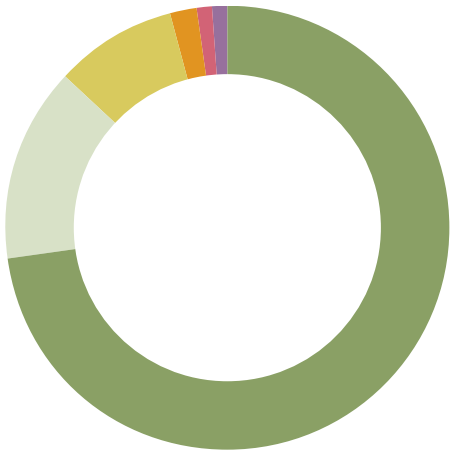
Our income decreased by 22% from the previous year.



less income in 2024
than in 2023

Income breakdown %

- 73% Grants
- 14% One-off donations
- 9% Practitioner Training Courses
- 2% Regular Donations
- 1% Mentoring & Individual sessions
- 1% Individual tools, Small box sales & Miscellaneous





**increase in expenses
in 2024 versus 2023**

Expenditure

Total expenditure for this financial year was £15,018 (2023 £7,024).

Expenditure increased by 114% from the previous year.

Expenses breakdown %

- 32% Personnel & Staff costs
- 26% Admin & overheads
- 12% Team training & development
- 8% Professional fees
- 6% Box purchases
- 6% Website
- 5% Governance & Trustee costs
- 2% Safeguarding
- 2% Travel expenses
- 1% Printing



The growth in expenditure mirrors the growth in the organisation and is primarily driven by the following:

i) Staffing

Over the period Big Green Heart employed the services of a web developer, freelance graphic designer, digital graphics developer, School Link advisor on a sessional basis.

From August 2024 we employed an Operations Manager.

ii) Operational Costs

This includes product costs, subscription fees and admin costs.

Cost for overheads remain very low because of the services provided by the exceptional support from Mr & Mrs O Smith who generously allow use of their premises.

The Trustees would like to record their gratitude for this support which cannot be quantified and therefore is not included in these accounts.

Net income

Net income for this financial period was £12,513.

Reserves

At the end of the year reserves stood at £44,552 (2023 £32,039) of which none were restricted.

Bank Account at 31st December 2024 was £44,550.75. Difference between accounts and bank account was £1.25. The difference is due to rounding.



Reserves policy

Our minimum reserves level is set to cover 3 months of core operating costs, which includes salaries, essential overheads, and ongoing commitments to key projects.

The maximum reserve level is set to ensure that funds are used to support our charitable objectives rather than being held back without purpose. Our maximum reserves level is set at 12 months of operating costs. Funds beyond this level will be earmarked for furthering our charitable aims, including investment in new projects, expanding services, or enhancing long-term sustainability.

This practice helps us maintain financial stability and ensures we can continue our work even during challenging times.

Structure, governance & management

Governing document

The organisation is a Charitable Incorporated Organisation (CIO) charity number 1197237, registered on the 21st December 2021. The charity is governed by a Constitution and its only voting members are its charity Trustees.

Recruitment and appointment of trustees and director

As of 31st December 2024 Big Green Heart had 6 unpaid Trustees.

All Trustees give their time voluntarily and receive no benefits from the charity.

Organisational structure & management

The Trustees meet regularly, up to four times a year. They are responsible for the strategic direction and policies of the charity. At present the Trustees have members from a variety of professional backgrounds relevant to the work of the charity. New recruits to the board are selected and appointed by Trustees.

Related Parties

The Trustees confirm that there are no related party relationships at present, and that no related party relationships or transactions occurred during the year.

There are no funds held as custodian trustees on behalf of others.

Trustees' responsibilities & declarations

The trustees of the Big Green heart are aware of the guidance of the Charity Commission to ensure that the activities that we do are of public benefit.

The Charities Act 2011 requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the CIO and of the surplus of the CIO for that period.

In preparing those financial statements the trustees are required to:

- Select suitable accounting policies and apply them consistently
- Make judgements and estimates that are reasonable and prudent
- Prepare financial statements on the going concern basis unless it is inappropriate to presume that the CIO will continue in existence.

The trustees are responsible for keeping proper accounting records, which disclose with reasonable accuracy at any time the financial position of the CIO. They are also responsible for safeguarding the assets of the CIO and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

SERENA CRAWLEY

Position

Secretary

Date

29.09.25



Big Green Heart

Receipts & Payments accounts

for the period from 1st January 2024 to 31st December 2024

Categories	Details	Unrestricted funds to the nearest £	Restricted funds to the nearest £
Receipts	Grants & Donations	24,335	-
	Earned income	3,079	-
	Other income	116	-
	Total	27,530	-
Payments	Training & Mentoring costs	2,811	-
	Personnel & Staff costs	4,788	-
	Governance & Trustee costs	1,009	-
	Travel & Logistics	316	-
	Admin & Overheads	3,934	-
	Professional Fees	2,160	-
	Total	15,018	-
Net total of Receipts & Payments		12,512	-
Cash funds at last year's end		32,039	-
Current cash funds		44,552	-

Signature(s)



Full name(s)

SERENA CRAWLEY

Date

29.09.25

Independent examiner's report on the accounts

Report to the trustees/members of Big Green Heart.
On accounts for the year ended 31st December 2024
Charity no (if any) 1197237
Set out on page 26 of Receipts & Payments accounts

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 of the Charities Act 2011 (the Charities Act) and 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 Commission (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 general Directions given by the Charity Commission. 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 consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no material matters have come to my attention (other than that disclosed below *) which gives me cause to believe that in, any material respect:

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

Date: 29th September 2025

Name: Sheila Parry

Address: Peace House,
Paradise Street,
Oxford OX1 1LD

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



Big
Green
Heart

FOR GIVING LIFE

www.biggreenheart.org info@biggreenheart.org