

# THE MASLOW FOUNDATION

England & Wales - Charity number 1197354

## Details

---

**Status** Registered

**Legal form** CIO

**Registered** 2022-01-05

**Register** [View on the Charity Commission register](#)

## Contact

---

**Address** c/o ENSORS  
Connexions  
159 Princes Street  
Ipswich

**Phone** 07596858655

**Email** [ness@themaslow.foundation](mailto:ness@themaslow.foundation)

## Activities

---

**Objects:** THE OBJECTS OF THE CIO ARE TO PROMOTE SOCIAL INCLUSION FOR THE PUBLIC BENEFIT BY PREVENTING PEOPLE FROM BECOMING SOCIALLY EXCLUDED, RELIEVING THE NEEDS OF THOSE PEOPLE WHO ARE SOCIALLY EXCLUDED AND ASSISTING THEM TO INTEGRATE INTO SOCIETY.FOR THE PURPOSE OF THIS CLAUSE 'SOCIALLY EXCLUDED' MEANS BEING EXCLUDED FROM SOCIETY, OR PARTS OF SOCIETY, AS A RESULT OF ONE OF MORE OF THE FOLLOWING FACTORS: UNEMPLOYMENT; FINANCIAL HARDSHIP; YOUTH OR OLD AGE; ILL HEALTH (PHYSICAL OR MENTAL); SUBSTANCE ABUSE OR DEPENDENCY INCLUDING ALCOHOL AND DRUGS; DISCRIMINATION ON THE GROUNDS OF SEX, RACE, DISABILITY, ETHNIC ORIGIN, RELIGION, BELIEF, CREED, SEXUAL ORIENTATION OR GENDER RE-ASSIGNMENT; POOR EDUCATIONAL OR SKILLS ATTAINMENT; RELATIONSHIP AND FAMILY BREAKDOWN; POOR HOUSING (THAT IS HOUSING THAT DOES NOT MEET BASIC HABITABLE STANDARDS; CRIME (EITHER AS A VICTIM OF CRIME OR AS AN OFFENDER REHABILITATING INTO SOCIETY).

**Activities:** The objects of The Maslow Foundation are to promote social inclusion, addressing housing, education, employability alongside therapeutic activities to meet the ambitions of those with disadvantage by harnessing the power of lived experience creating joy, hope and meaning.

## Classification

---

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives, Disability, The Prevention Or Relief Of Poverty, Accommodation/housing, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, Other Defined Groups

## Geography

---

- Throughout England And Wales

## Finances

---

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£338,714	£391,715	-	-
2023-12-31	£365,861	£329,946	-	-
2022-12-31	£400,000	£277,899	-	-

## Trustees

---

Name	Role	Appointed
<b>Dr Vanessa Jane Webb</b>	Chair	2021-12-01
Emma Claire Webb		2021-12-01
Gary Green		2023-08-29
Graham Hanson		2024-12-01
Jack Christopher Webb		2022-02-03

**THE MASLOW FOUNDATION**

England & Wales - Charity number 1197354

---

# Accounts

---

Charity registration number 1197354 (England and Wales)

**THE MASLOW FOUNDATION**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2024**

# THE MASLOW FOUNDATION

## LEGAL AND ADMINISTRATIVE INFORMATION

---

### Trustees

Ms V Webb  
Ms E C Webb  
Mr J C Webb  
Mr G Green  
Mr G Hanson

(Appointed 1 December 2024)

### Senior management team

Chief Executive Officer      Mr J Westwood  
Operations Director          Mr J Whiteley

### Charity number

1197354

### Registered office

Connexions  
159 Princes Street  
Ipswich  
IP1 1QJ

### Independent examiner

Helen Rumsey  
Ensors  
Connexions  
159 Princes Street  
Ipswich  
IP1 1QJ

### Bankers

Metro Bank  
One Southampton Row  
London  
WC1B 5HA

### Solicitors

Birketts LLP  
Providence House  
141-145 Princes Street  
Ipswich  
IP1 1QJ

---

# THE MASLOW FOUNDATION

## CONTENTS

---

	<b>Page</b>
Trustees' report	1 - 4
Independent examiner's report	5
Statement of financial activities	6
Balance sheet	7
Notes to the financial statements	8 - 18

---

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT

### FOR THE YEAR ENDED 31 DECEMBER 2024

---

The Trustees present their annual report and financial statements for the year ended 31 December 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the CIO's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

#### **Objectives and activities**

The CIO aims to foster social inclusion for the public benefit by preventing social exclusion, addressing the needs of those who are socially excluded, and assisting them in integrating into society. "Socially excluded" refers to individuals who are excluded from society or parts of it due to factors such as:

- Unemployment
- Financial hardship
- Youth or old age
- Physical or mental ill health
- Substance abuse or dependency (including alcohol and drugs)
- Discrimination based on sex, race, disability, ethnic origin, religion, belief, creed, sexual orientation or gender reassignment
- Poor educational or skills attainment
- Relationship and family breakdown
- Poor housing (not meeting basic habitable standards)
- Crime (either as a victim or as an offender rehabilitating into society)

#### **Reflection on the year**

As we present the third set of annual accounts for The Maslow Foundation, the Trustees are both humbled and inspired by the progress achieved in such a short time. Over the past year, we have further developed our services across regions and sectors, ensuring our work continues to make a tangible difference in the lives of those facing marginalisation and barriers to inclusion.

Our services have not only flourished but also expanded to reach new communities. Collaboration has been central to this growth: by working with both local and national agencies, we have shared our learning, strengthened partnerships, and ensured alignment with evolving government priorities.

We have placed particular emphasis on research and evaluation, ensuring that our innovative approaches remain aligned with our vision and values. This evidence-based approach enables us to demonstrate impact and refine our services to meet emerging needs.

Positive feedback from both service users and partner organisations affirms the value and impact of our efforts and inspires us to continue building on this strong foundation.

#### **Looking ahead**

Although only three years into our journey, the future is filled with promise and potential. We are committed to developing deeper partnerships that will allow us to enhance existing services and establish new initiatives. Our unwavering focus remains on advancing social inclusion, empowering individuals, and contributing to a more compassionate and equitable society.

We are deeply grateful for the support of all those who have walked alongside us on this journey. Together, we look forward to building on these foundations and delivering even greater impact in the years ahead.

#### *Public benefit*

The Trustees have paid due regard to public benefit guidance issued by the Charity Commission in deciding what activities the CIO should undertake.

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2024**

---

### **Achievements and performance**

*Significant activities and achievements against objectives*

#### **Hope for Change**

Over the past year, we have worked diligently to expand and strengthen the Hope for Change service, delivered in partnership with Surrey County Council. Now firmly established within Surrey, the service has attracted national interest for its innovative approach to supporting those affected by domestic abuse and for promoting safer, more supportive communities.

The service provision has grown from one property to two, with a second house launched in November 2024 and plans for a third to be operational in early 2025.

Our housing initiative is designed to create a more equitable support system for families in Surrey. It provides temporary accommodation for men with histories of involvement within the Criminal Justice System and have multiple vulnerabilities and support needs, as well as being homeless or at risk of homelessness. By offering intensive housing management and support, the programme reduces the risk of reoffending while enabling partners and children to remain safely in their homes, maintaining vital specialised support in their community.

Key features of Hope for Change include:

- Innovative victim support services
- Enhanced safeguarding provisions
- Intensive housing management
- Collaborative multi-agency work with secure, real-time information sharing
- A strong commitment to research and evidence-based practice

This approach promotes sustainable change for perpetrators, supports victims, and fosters safer communities across Surrey.

#### **Family Connections Project**

Now in its second year, the Family Connections Project—a partnership with Probation and Sussex Prisoners' Families—focuses on supporting women at risk of imprisonment and their children.

This initiative seeks to understand and address the profound impact a custodial sentence has on children. Using the Child Impact Assessment Toolkit (Prison Reform Trust, November 2022), we capture the voices, concerns, and experiences of both mothers and their children. The standardised assessment identifies potential carers if the mother is imprisoned, while also highlighting wider support needs.

The findings are shared with probation officers preparing pre-sentence reports, ensuring that magistrates and judges have a clear picture of the implications for families when making sentencing decisions. In addition, we provide families with information about relevant services, with wider support coordinated through Sussex Prisoners' Families.

We are also working with Keele University to research and evaluate the project. This collaboration not only evidences the importance of the initiative but also supports our goal of securing sustainable funding for this vital service.

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2024**

---

### **Financial review**

Throughout the financial period the trustees reviewed the financial statements and ensured that sufficient cash remained available due to the unpredictable nature of the charity's operations. The significant costs to the charity are the staff costs. This is expected to remain the same although other costs are expected to increase as the charity's activities increase.

We would be remiss if we did not acknowledge the invaluable financial support that allows us to carry out our mission. Our primary funding source continues to be the generous funding from philanthropists who believe in and endorse our cause. Their unwavering support has been the lifeline of our foundation, nurturing our growth and enabling us to deliver on our promise to the community.

However, as the scope of our work has broadened, we've decided to diversify our funding streams. In recent times, we have been fortunate to secure additional backing in the form of grant funding and project-specific funding. These resources have played a critical role in supplementing our budget, allowing us to scale our impact, initiate new programs, and ensure that we meet the evolving needs of those we serve.

We remain deeply grateful for the ongoing support of our donors and the confidence shown by those who have resourced our services. Their trust fuels our determination to make a lasting and meaningful difference in the communities we serve.

It is the policy of the CIO that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the CIO's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the period.

### **Structure, governance and management**

The Maslow Foundation was established by its Constitution, and was registered as a CIO with the Charities Commission on 5 January 2022, charity registration number 1197354.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Ms V Webb

Ms E C Webb

Ms C S Morrisey

(Resigned 1 September 2024)

Mr J C Webb

Mr G Green

Mr G Hanson

(Appointed 1 December 2024)

### **Recruitment and appointment of trustees**

The CIO recruits new trustees as and when vacancies have arisen due to resignations or certain skills are considered required in order to maintain a balanced and effective trustee board and a well governed and effective charity. The skills required are reviewed by the trustees and applicants are considered, and discussed before being appointed for a fixed term by way of resolution passed at a properly convened meeting of the charity trustees.

The main donor of the CIO is a Trustee.

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

*FOR THE YEAR ENDED 31 DECEMBER 2024*

---

The Trustees' Report was approved by the Board of Trustees.

.....  
Ms V Webb

**Trustee**

Date: 17/10/2025.....

# THE MASLOW FOUNDATION

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF THE MASLOW FOUNDATION

---

I report to the Trustees on my examination of the financial statements of The Maslow Foundation (the CIO) for the year ended 31 December 2024.

#### **Responsibilities and basis of report**

As the Trustees of the CIO you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011.

I report in respect of my examination of the CIO's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

#### **Independent examiner's statement**

Since the CIO's gross income exceeded £250,000, the independent examiner must be a member of a body listed in section 145 of the Charities Act 2011. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

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 CIO as required by section 130 of the Charities Act 2011.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of financial statements set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination.

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 in order to enable a proper understanding of the financial statements to be reached.

Helen Rumsey, FCA  
Ensors

#### **Connexions**

159 Princes Street  
Ipswich  
IP1 1QJ

Dated: 17 October 2025

# THE MASLOW FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 DECEMBER 2024**

		Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
	Notes						
<b>Income and endowments from:</b>							
Donations and legacies	3	150,016	-	150,016	300,000	-	300,000
Charitable activities	4	55,446	132,470	187,916	-	65,753	65,753
Investments	5	782	-	782	108	-	108
<b>Total income</b>		<u>206,244</u>	<u>132,470</u>	<u>338,714</u>	<u>300,108</u>	<u>65,753</u>	<u>365,861</u>
<b>Expenditure on:</b>							
Charitable activities	6	165,645	226,070	391,715	249,679	80,267	329,946
<b>Total charitable expenditure</b>		<u>165,645</u>	<u>226,070</u>	<u>391,715</u>	<u>249,679</u>	<u>80,267</u>	<u>329,946</u>
<b>Net income/(expenditure)</b>		40,599	(93,600)	(53,001)	50,429	(14,514)	35,915
Transfers between funds		(108,114)	108,114	-	-	-	-
<b>Net movement in funds</b>	8	(67,515)	14,514	(53,001)	50,429	(14,514)	35,915
<b>Reconciliation of funds:</b>							
Fund balances at 1 January 2024		172,530	(14,514)	158,016	122,101	-	122,101
<b>Fund balances at 31 December 2024</b>		<u>105,015</u>	<u>-</u>	<u>105,015</u>	<u>172,530</u>	<u>(14,514)</u>	<u>158,016</u>

All income and expenditure derive from continuing activities.

# THE MASLOW FOUNDATION

## BALANCE SHEET

AS AT 31 DECEMBER 2024

---

		2024		2023	
	Notes	£	£	£	£
<b>Fixed assets</b>					
Tangible assets	12		1,618		2,723
<b>Current assets</b>					
Debtors	13	80,028		86,645	
Cash at bank and in hand		107,895		175,672	
		<u>187,923</u>		<u>262,317</u>	
<b>Creditors: amounts falling due within one year</b>	15	<u>(84,526)</u>		<u>(107,024)</u>	
<b>Net current assets</b>			103,397		155,293
<b>Total assets less current liabilities</b>			<u>105,015</u>		<u>158,016</u>
<b>The funds of the CIO</b>					
Restricted income funds	18		-		(14,514)
Unrestricted funds	19		105,015		172,530
			<u>105,015</u>		<u>158,016</u>

The financial statements were approved by the Trustees on 17/10/2025.....

.....  
Ms V Webb  
Trustee

.....  
Ms E C Webb  
Trustee

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

---

### 1 Accounting policies

#### Charity information

The Maslow Foundation is a charitable incorporated organisation, registered with the Charity Commission in England and Wales. The CIO's registered office is Third Floor, Connexions, 159 Princes Street, Ipswich, IP1 1QJ.

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the CIO's constitution, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The CIO is a Public Benefit Entity as defined by FRS 102.

The CIO has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the CIO. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

#### 1.4 Income

Income is recognised when the CIO is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that the income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the CIO has been notified of the donation. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Grants are recognised when receivable, unless performance conditions require deferral of part of the grant awarded.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

---

#### 1 Accounting policies

(Continued)

##### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

##### 1.6 Tangible fixed assets

Tangible fixed assets are measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

Computers	33.33% of cost
-----------	----------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

##### 1.7 Impairment of fixed assets

At each reporting end date, the CIO reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

##### 1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### 1.9 Financial instruments

The CIO only has basic financial instruments, so has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments

Financial instruments are recognised in the CIO's balance sheet when the CIO becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method. Financial assets classified as receivable within one year are not amortised.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

---

#### 1 Accounting policies

(Continued)

##### **Basic financial liabilities**

Basic financial liabilities, including creditors and loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

##### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the CIO's contractual obligations expire or are discharged or cancelled.

#### 1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

#### 1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

#### 1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

#### 2 Critical accounting estimates and judgements

In the application of the CIO'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.

#### 3 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	150,016	300,000

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 4 Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Performance related grants	-	132,470	132,470	-	65,753	65,753
Housing benefit	55,446	-	55,446	-	-	-
	<u>55,446</u>	<u>132,470</u>	<u>187,916</u>	<u>-</u>	<u>65,753</u>	<u>65,753</u>

### Performance related grants analysis

	Charitable Activities 2024 £	Charitable Activities 2023 £
Surrey County Council - provision of supported housing	108,041	33,182
Thames Valley Police - provision of post custody interventions	24,429	32,571
	<u>132,470</u>	<u>65,753</u>

### 5 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest income	<u>782</u>	<u>108</u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 6 Expenditure on charitable activities

	<b>Charitable Activities 2024 £</b>	<b>Charitable Activities 2023 £</b>
<b>Direct costs</b>		
Staff costs	256,864	263,672
Depreciation and impairment	2,080	1,571
HR costs	223	-
Phones & IT	8,765	-
Housing costs	6,447	-
Legal fees	-	900
Insurance	4,489	-
Rent	71,312	21,352
Maintenance	-	1,662
Furniture	-	2,517
Case management system	2,588	4,313
	<u>352,768</u>	<u>295,987</u>
<b>Share of support and governance costs (see note 7)</b>		
Support	33,374	29,399
Governance	5,573	4,560
	<u>391,715</u>	<u>329,946</u>
<b>Analysis by fund</b>		
Unrestricted funds	165,645	249,679
Restricted funds	226,070	80,267
	<u>391,715</u>	<u>329,946</u>

Further details of the charitable activities are shown in Note 18.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

---

<b>7</b>	<b>Support costs allocated to activities</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	Staff costs	-	400
	HR costs	223	338
	Bank charges	360	385
	Phones & IT	8,765	11,509
	Accounting	3,581	2,667
	General	6,448	925
	Insurance	4,489	5,453
	Hotel, food & travel	3,813	2,886
	University research	5,695	4,836
	Governance costs	5,573	4,560
		<u>38,947</u>	<u>33,959</u>
		<u><u>38,947</u></u>	<u><u>33,959</u></u>
	<b>Analysed between:</b>		
	Charitable Activities	38,947	33,959
		<u><u>38,947</u></u>	<u><u>33,959</u></u>
		<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	<b>Governance costs comprise:</b>		
	Accountancy	5,573	4,560
		<u>5,573</u>	<u>4,560</u>
		<u><u>5,573</u></u>	<u><u>4,560</u></u>
<b>8</b>	<b>Net movement in funds</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	The net movement in funds is stated after charging/(crediting):		
	Fees payable for the independent examination of the charity's financial statements	4,180	3,420
	Depreciation of owned tangible fixed assets	2,080	1,571
		<u>4,180</u>	<u>3,420</u>
		<u><u>2,080</u></u>	<u><u>1,571</u></u>

### 9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year, but one of them was reimbursed a total of £26,257 (2023: £28,096) for wages and salaries, legal expenses, insurance and administration costs that they paid on behalf of the CIO. At the year end £19,168 (2023: £10,088) was owed to this Trustee.

Other than £16, all the donations during the year were from a Trustee (2023: All donations from a trustee).

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

---

### 10 Employees

The average monthly number of employees during the year was:

	2024 Number	2023 Number
	7	7
	<u>7</u>	<u>7</u>

### Employment costs

	2024 £	2023 £
Wages and salaries	234,844	240,256
Social security costs	17,059	18,869
Other pension costs	4,961	4,947
	<u>256,864</u>	<u>264,072</u>

There were no employees whose annual remuneration was more than £60,000.

### 11 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

### 12 Tangible fixed assets

	Computers £
<b>Cost</b>	
At 1 January 2024	5,544
Additions	975
	<u>6,519</u>
At 31 December 2024	6,519
<b>Depreciation and impairment</b>	
At 1 January 2024	2,821
Depreciation charged in the year	2,080
	<u>4,901</u>
At 31 December 2024	4,901
<b>Carrying amount</b>	
At 31 December 2024	<u>1,618</u>
At 31 December 2023	<u>2,723</u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

### 13 Debtors

	2024	2023
	£	£
Amounts falling due within one year:		
Other debtors	30,000	46,950
Prepayments and accrued income	50,028	39,695
	<u>80,028</u>	<u>86,645</u>

### 14 Loans and overdrafts

	2024	2023
	£	£
Loans from related parties	19,168	10,088
	<u>19,168</u>	<u>10,088</u>
Payable within one year	19,168	10,088
	<u>19,168</u>	<u>10,088</u>

Loans are interest free and repayable on demand.

### 15 Creditors: amounts falling due within one year

	2024	2023
	£	£
Borrowings	19,168	10,088
Deferred income	58,069	90,793
Other creditors	776	1,069
Accruals	6,513	5,074
	<u>84,526</u>	<u>107,024</u>

### 16 Deferred income

	2024	2023
	£	£
Other deferred income	58,069	90,793
	<u>58,069</u>	<u>90,793</u>

Deferred income is included in the financial statements as follows:

	2024	2023
	£	£
Deferred income is included within:		
Current liabilities	58,069	90,793
	<u>58,069</u>	<u>90,793</u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

#### 16 Deferred income (Continued)

Movements in the year:

Deferred income at 1 January 2024	90,793	-
Released from previous periods	(90,793)	-
Resources deferred in the year	58,069	90,793
	<u>58,069</u>	<u>90,793</u>
Deferred income at 31 December 2024	<u>58,069</u>	<u>90,793</u>

At the balance sheet date the CIO was holding funds received in advance, £58,069 relating to Surrey County Council (2023: £66,364) and £Nil relating to Thames Valley Police (2023: £24,429). These are in respect of the proportion of the grant which relates to 2025.

#### 17 Retirement benefit schemes

	2024	2023
	£	£
<b>Defined contribution schemes</b>		
Charge to profit or loss in respect of defined contribution schemes	4,961	4,947
	<u>4,961</u>	<u>4,947</u>

The CIO operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the CIO in an independently administered fund.

#### 18 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2024	Incoming resources	Resources expended	Transfers	At 31 December 2024
	£	£	£	£	£
Surrey County Council	(13,412)	108,041	(202,743)	108,114	-
Thames Valley Police	(1,102)	24,429	(23,327)	-	-
	<u>(14,514)</u>	<u>132,470</u>	<u>(226,070)</u>	<u>108,114</u>	<u>-</u>
<b>Previous year:</b>	<b>At 1 January 2023</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>At 31 December 2023</b>
	£	£	£	£	£
Surrey County Council	-	33,182	(46,594)	-	(13,412)
Thames Valley Police	-	32,571	(33,673)	-	(1,102)
	<u>-</u>	<u>65,753</u>	<u>(80,267)</u>	<u>-</u>	<u>(14,514)</u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2024

#### 18 Restricted funds

(Continued)

The Surrey County Council restricted fund is a Hope for Change project to provide supported housing for those who abuse others. The Thames Valley Police restricted fund is to provide post custody interventions for women who have been arrested by Thames Valley Police.

#### 19 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used.

	At 1 January 2024	Incoming resources	Resources expended	Transfers	At 31 December 2024
	£	£	£	£	£
General funds	172,530	206,244	(165,645)	(108,114)	105,015
	<u>172,530</u>	<u>206,244</u>	<u>(165,645)</u>	<u>(108,114)</u>	<u>105,015</u>
<b>Previous year:</b>	<b>At 1 January 2023</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Transfers</b>	<b>At 31 December 2023</b>
	£	£	£	£	£
General funds	122,101	300,108	(249,679)	-	172,530
	<u>122,101</u>	<u>300,108</u>	<u>(249,679)</u>	<u>-</u>	<u>172,530</u>

#### 20 Analysis of net assets between funds

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
<b>At 31 December 2024:</b>			
Tangible assets	1,618	-	1,618
Current assets/(liabilities)	103,397	-	103,397
	<u>105,015</u>	<u>-</u>	<u>105,015</u>
	<u>105,015</u>	<u>-</u>	<u>105,015</u>
	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>At 31 December 2023:</b>			
Tangible assets	2,723	-	2,723
Current assets/(liabilities)	169,807	(14,514)	155,293
	<u>172,530</u>	<u>(14,514)</u>	<u>158,016</u>
	<u>172,530</u>	<u>(14,514)</u>	<u>158,016</u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

---

### 21 Operating lease commitments

#### Lessee

At the reporting end date the CIO had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	<b>2024</b>	<b>2023</b>
	£	£
Within one year	25,200	31,200
	<u>25,200</u>	<u>31,200</u>

### 22 Related party transactions

#### Transactions with related parties

During the year the CIO entered into the following transactions with related parties:

	<b>2024</b>	<b>2023</b>
	£	£
Key management personnel	119,699	124,173
	<u>119,699</u>	<u>124,173</u>

There are two members of key management personnel, the Chief Executive Officer and the Operations Director.

During the year, the charity made payments totaling £3,973 (2023: £Nil) to Urban Nest Housing Solutions CIC for housing-related consultancy services, including sourcing accommodation and advising on housing legislation. These payments are disclosed as related party transactions due to a trustee of The Maslow Foundation also being a director of Urban Nest Housing Solutions CIC.

**THE MASLOW FOUNDATION**

England & Wales - Charity number 1197354

---

# Accounts

---

Charity registration number 1197354

**THE MASLOW FOUNDATION**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2023**

# THE MASLOW FOUNDATION

## LEGAL AND ADMINISTRATIVE INFORMATION

---

### Trustees

Ms V Webb  
Ms E C Webb  
Ms C S Morrisey  
Mr J C Webb  
Mr G Green

(Appointed 29 August 2023)

### Senior management team

Chief Executive Officer      Mr J Westwood  
Operations Director          Mr K Hennings

### Charity number

1197354

### Registered office

Connexions  
159 Princes Street  
Ipswich  
IP1 1QJ

### Independent examiner

Helen Rumsey  
Ensors Accountants LLP  
Connexions  
159 Princes Street  
Ipswich  
IP1 1QJ

### Bankers

Metro Bank  
One Southampton Row  
London  
WC1B 5HA

### Solicitors

Birketts LLP  
Providence House  
141-145 Princes Street  
Ipswich  
IP1 1QJ

---

# THE MASLOW FOUNDATION

## CONTENTS

---

	<b>Page</b>
Trustees' report	1 - 4
Independent examiner's report	5
Statement of financial activities	6
Balance sheet	7
Notes to the financial statements	8 - 18

---

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT

### FOR THE YEAR ENDED 31 DECEMBER 2023

---

The Trustees present their annual report and financial statements for the year ended 31 December 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the CIO's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

#### **Objectives and activities**

The CIO aims to foster social inclusion for the public benefit by preventing social exclusion, addressing the needs of those who are socially excluded, and assisting them in integrating into society. "Socially excluded" refers to individuals who are excluded from society or parts of it due to factors such as:

- Unemployment
- Financial hardship
- Youth or old age
- Physical or mental ill health
- Substance abuse or dependency (including alcohol and drugs)
- Discrimination based on sex, race, disability, ethnic origin, religion, belief, creed, sexual orientation or gender reassignment
- Poor educational or skills attainment
- Relationship and family breakdown
- Poor housing (not meeting basic habitable standards)
- Crime (either as a victim or as an offender rehabilitating into society)

#### **Reflection on the year**

As we review the second end-of-year accounts for The Maslow Foundation, we are both humbled and inspired by the progress we have made as a team in such a short time. Over the past year, we have successfully designed, mobilized, and run innovative services across various sectors in different parts of the country. We have conducted valuable research and evaluations on these services to ensure alignment with our vision and values, making a meaningful difference in the lives of those marginalized and facing barriers to inclusion. We are proud to say that we are well on our way to fulfilling our mission.

Throughout the past year, we have learned a great deal as an organization, exploring new areas and communities. These opportunities have been incredibly rewarding, as evidenced by the amazing feedback we have received from our service users

#### **Looking ahead**

We are only two years into our journey, and we feel that the road ahead is filled with promise and potential. Together, we will continue to strive towards greater social inclusion, empowering lives, and building a more compassionate and inclusive society. We want to express our gratitude to everyone who has been part of this remarkable journey. We look forward to the next chapter and making an even greater impact in the years to come.

#### *Public benefit*

The Trustees have paid due regard to public benefit guidance issued by the Charity Commission in deciding what activities the CIO should undertake.

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2023**

---

### **Achievements and performance**

*Significant activities and achievements against objectives*

#### **Hope for Change**

The Maslow Foundation, in partnership with Surrey County Council, has introduced Hope for Change (H4C), a new service providing temporary housing solutions for individuals involved in domestic abuse. This service offers intensive housing management for men with multiple vulnerabilities who are homeless or at risk of homelessness.

By accommodating the male, their partners and families can safely remain in their homes, maintaining crucial connections to support networks and specialized community services. Addressing the vulnerabilities and support needs of the males reduces the likelihood of reoffending and fosters sustainable change for them, the victims, and their children. H4C aims to support victims of domestic abuse and promote a safer community across Surrey. Key features of H4C include:

- Innovative victim support services
- Enhanced safeguarding provisions
- Intensive housing management
- Collaborative multi-agency work with secure, real-time information sharing
- Community value through the Innovation and Sustainability fund
- Commitment to evidence-based decision-making and research for effective service delivery

We believe H4C will set a precedent beyond Surrey, creating a safer and more supportive environment for all affected by domestic abuse. This innovative housing initiative aims to balance the scales of justice and promote a more equitable support system for Surrey's families.

#### **Virtual Referral Hub**

In September, Thames Valley Police and the Maslow Foundation initiated a pilot program in Oxfordshire to empower women through a strengths-based referral service. This program bridges the gap between custody and community services, ensuring women can access support from their first contact with the Criminal Justice System. It aims to foster their ability to thrive with a seamless, evidence-driven safeguarding model.

The program seeks to reduce the delay between a woman's referral while in custody and her introduction to an agency, partner, charity, or responsible person. It supports women affected by the criminal justice system by providing meaningful assistance to meet their needs and build aspirations.

A seamless approach is ensured by connecting community services across the Thames Valley area through a single point of contact, creating a comprehensive support system. The program aims to identify the needs of women offenders at their first contact with the CJS and provide holistic and appropriate support.

Safeguarding for women is improved by implementing a new system that enhances communication and engagement across third sector organizations. The program guarantees a relevant and effective service through a commitment to evidence-based decision-making, research, and evaluation.

#### **Family Connections Project**

We have partnered with Sussex Prisoners' Families to launch a pilot project aimed at supporting women at risk of imprisonment and their families. This initiative focuses on understanding and addressing the impacts of potential custodial sentences. It is dedicated to capturing the voices and concerns of both the women and their children, using the Child Impact Assessment Toolkit to inform judicial decisions and provide comprehensive family support.

The project uses a standardised assessment toolkit to identify who could care for the children if the mother goes to prison and to determine the support needs of the woman and her family. By employing the Child Impact Assessment Toolkit (Prison Reform Trust, published November 2022), we gather children's feelings, wishes, and concerns.

We provide information about relevant support and services, with family support offered by Sussex Prisoners' Families. This information is shared with PSR authors to ensure that magistrates and judges understand the impact, enabling them to make well-informed decisions.

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2023**

---

### **Financial review**

Throughout the financial period the trustees reviewed the financial statements and ensured that sufficient cash remained available due to the unpredictable nature of the charity's operations. The significant costs to the charity are the staff costs. This is expected to remain the same although other costs are expected to increase as the charity's activities increase.

We would be remiss if we did not acknowledge the invaluable financial support that allows us to carry out our mission. Our primary funding source continues to be the generous funding from philanthropists who believe in and endorse our cause. Their unwavering support has been the lifeline of our foundation, nurturing our growth and enabling us to deliver on our promise to the community.

However, as the scope of our work has broadened, we've decided to diversify our funding streams. In recent times, we have been fortunate to secure additional backing in the form of grant funding and project-specific funding. These resources have played a critical role in supplementing our budget, allowing us to scale our impact, initiate new programs, and ensure that we meet the evolving needs of those we serve.

We remain deeply grateful for the ongoing support of our donors and the confidence shown by those who have resourced our services. Their trust fuels our determination to make a lasting and meaningful difference in the communities we serve.

It is the policy of the CIO that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the CIO's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the period.

### **Structure, governance and management**

The Maslow Foundation was established by its Constitution, and was registered as a CIO with the Charities Commission on 5 January 2022, charity registration number 1197354.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Ms V Webb

Ms E C Webb

Ms C S Morrissey

Mr C G Sellers

(Resigned 24 July 2023)

Mr J C Webb

Mr G Green

(Appointed 29 August 2023)

### **Recruitment and appointment of trustees**

The CIO recruits new trustees as and when vacancies have arisen due to resignations or certain skills are considered required in order to maintain a balanced and effective trustee board and a well governed and effective charity. The skills required are reviewed by the trustees and applicants are considered, and discussed before being appointed for a fixed term by way of resolution passed at a properly convened meeting of the charity trustees.

The main donor of the CIO is a Trustee.

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

**FOR THE YEAR ENDED 31 DECEMBER 2023**

---

The Trustees' Report was approved by the Board of Trustees.

*Vanessa Webb*

.....  
Ms V Webb

**Trustee**

Date: 21/9/2024 .....

# THE MASLOW FOUNDATION

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE MASLOW FOUNDATION

---

I report to the Trustees on my examination of the financial statements of The Maslow Foundation (the CIO) for the year ended 31 December 2023.

### **Responsibilities and basis of report**

As the Trustees of the CIO you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the CIO's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

### **Independent examiner's statement**

Since the CIO's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICEAW, which is one of the listed bodies.

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 CIO as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of 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 no concerns and 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 financial statements to be reached.

Helen Rumsey, FCA  
Ensors Accountants LLP

### **Connexions**

159 Princes Street  
Ipswich  
IP1 1QJ

Dated: .....

# THE MASLOW FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 DECEMBER 2023**

---

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £
<b>Income and endowments from:</b>					
Donations and legacies	3	300,000	-	300,000	400,000
Charitable activities	4	-	65,753	65,753	-
Other income	5	108	-	108	-
<b>Total income</b>		<u>300,108</u>	<u>65,753</u>	<u>365,861</u>	<u>400,000</u>
<b>Expenditure on:</b>					
Charitable activities	6	249,679	80,267	329,946	277,899
<b>Total charitable expenditure</b>		<u>249,679</u>	<u>80,267</u>	<u>329,946</u>	<u>277,899</u>
<b>Net income/(expenditure) and movement in funds</b>		50,429	(14,514)	35,915	122,101
<b>Reconciliation of funds:</b>					
Fund balances at 1 January 2023		122,101	-	122,101	-
<b>Fund balances at 31 December 2023</b>		<u>172,530</u>	<u>(14,514)</u>	<u>158,016</u>	<u>122,101</u>

All income and expenditure derive from continuing activities.

# THE MASLOW FOUNDATION

## BALANCE SHEET

AS AT 31 DECEMBER 2023

	Notes	2023 £	£	2022 £	£
<b>Fixed assets</b>					
Tangible assets	11		2,723		2,500
<b>Current assets</b>					
Debtors	12	86,645		12,500	
Cash at bank and in hand		175,672		120,496	
		<u>262,317</u>		<u>132,996</u>	
<b>Creditors: amounts falling due within one year</b>	14	107,024		13,395	
Net current assets			155,293		119,601
<b>Total assets less current liabilities</b>			<u>158,016</u>		<u>122,101</u>
<b>The funds of the CIO</b>					
Restricted income funds	17	(14,514)		-	
Unrestricted funds		172,530		122,101	
		<u>158,016</u>		<u>122,101</u>	

The financial statements were approved by the Trustees on .....

*Vanessa Webb*

.....  
Ms V Webb  
Trustee

*Emma Webb*  
.....  
Ms E C Webb  
Trustee

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

---

### 1 Accounting policies

#### Charity information

The Maslow Foundation is a charitable incorporated organisation, registered with the Charity Commission in England and Wales. The CIO's registered office is Connections, 159 Princes Street, Ipswich, IP1 1QJ.

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the CIO's constitution, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The CIO is a Public Benefit Entity as defined by FRS 102.

The CIO has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the CIO. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

#### 1.4 Income

Income is recognised when the CIO is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that the income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the CIO has been notified of the donation. Income tax recoverable in relation to donations received under Gift Aid is recognised at the time of the donation.

Grants are recognised when received, unless performance conditions require deferral of part of the grant awarded.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

---

### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

#### 1.6 Tangible fixed assets

Tangible fixed assets are measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

Computers	33.33% of cost
-----------	----------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

#### 1.7 Impairment of fixed assets

At each reporting end date, the CIO reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

#### 1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### 1.9 Financial instruments

The CIO only has basic financial instruments, so has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments

Financial instruments are recognised in the CIO's balance sheet when the CIO becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method. Financial assets classified as receivable within one year are not amortised.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

---

### 1 Accounting policies

(Continued)

#### **Basic financial liabilities**

Basic financial liabilities, including creditors and loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the CIO's contractual obligations expire or are discharged or cancelled.

#### 1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

#### 1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

#### 1.12 Leases

Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

### 2 Critical accounting estimates and judgements

In the application of the CIO'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.

### 3 Income from donations and legacies

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Donations and gifts	300,000	400,000

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

---

### 4 Income from charitable activities

	<b>Restricted funds 2023 £</b>	<b>Restricted funds 2022 £</b>
Performance related grants	65,753	-

#### Performance related grants analysis

	<b>Charitable Activities 2023 £</b>
Surrey County Council - provision of supported housing	33,182
Thames Valley Police - provision of post custody interventions	32,571
	<u>65,753</u>

### 5 Other income

	<b>Unrestricted funds 2023 £</b>	<b>Unrestricted funds 2022 £</b>
Interest income	108	-

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

### 6 Expenditure on charitable activities

	<b>Charitable Activities 2023 £</b>	<b>Charitable Activities 2022 £</b>
<b>Direct costs</b>		
Staff costs	263,672	225,427
Depreciation and impairment	1,571	1,250
App development costs	-	5,400
Legal fees	900	-
Rent	21,352	-
Maintenance	1,662	-
Furniture	2,517	-
Case management system	4,313	-
	<u>295,987</u>	<u>232,077</u>
<b>Share of support and governance costs (see note 7)</b>		
Support	29,399	37,175
Governance	4,560	8,647
	<u>329,946</u>	<u>277,899</u>
<b>Analysis by fund</b>		
Unrestricted funds	249,679	277,899
Restricted funds	80,267	-
	<u>329,946</u>	<u>277,899</u>

Further details of the charitable activities are shown in note 17.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

### 7 Support costs allocated to activities

	<b>2023</b>	<b>2022</b>
	£	£
Staff costs	400	850
HR costs	338	218
Bank charges	385	320
Phones & IT	11,509	10,555
Accounting	2,667	3,192
General	925	3,221
Legal fees	-	11,596
Marketing	-	2,400
Insurance	5,453	4,823
Hotel & food	2,886	-
University research	4,836	-
Governance costs	4,560	8,647
	<u>33,959</u>	<u>45,822</u>
	<u><u>33,959</u></u>	<u><u>45,822</u></u>
<b>Analysed between:</b>		
Charitable Activities	33,959	45,822
	<u><u>33,959</u></u>	<u><u>45,822</u></u>
	<b>2023</b>	<b>2022</b>
	£	£
<b>Governance costs comprise:</b>		
Accountancy	4,560	3,840
Legal and professional	-	4,807
	<u>4,560</u>	<u>8,647</u>
	<u><u>4,560</u></u>	<u><u>8,647</u></u>

### 8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the year, but one of them was reimbursed a total of £28,096 (2022: £109,043) for wages and salaries, legal expenses, insurance and administration cost that they paid on behalf of the CIO. At the year end £10,088 (2022: £7,750) was owed to this Trustee.

All the donations during the year were from a Trustee.

### 9 Employees

The average monthly number of employees during the year was:

	<b>2023</b>	<b>2022</b>
	Number	Number
	7	5
	<u><u>7</u></u>	<u><u>5</u></u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

---

<b>9 Employees</b>	<b>(Continued)</b>	
<b>Employment costs</b>	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Wages and salaries	240,256	208,241
Social security costs	18,869	14,396
Other pension costs	4,947	3,640
	<u>264,072</u>	<u>226,277</u>

The number of employees whose remuneration was more than £60,000 in the period is as follows:

	<b>2023</b>	<b>2022</b>
	<b>Number</b>	<b>Number</b>
£60,001 to £70,000	-	1
	<u>-</u>	<u>1</u>

### 10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

### 11 Tangible fixed assets

	<b>Computers</b>
	<b>£</b>
<b>Cost</b>	
At 1 January 2023	3,750
Additions	1,794
	<u>5,544</u>
At 31 December 2023	5,544
<b>Depreciation and impairment</b>	
At 1 January 2023	1,250
Depreciation charged in the year	1,571
	<u>2,821</u>
At 31 December 2023	2,821
<b>Carrying amount</b>	
At 31 December 2023	<u>2,723</u>
At 31 December 2022	<u>2,500</u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

### 12 Debtors

	2023	2022
	£	£
Amounts falling due within one year:		
Other debtors	46,950	10,000
Prepayments and accrued income	39,695	2,500
	<u>86,645</u>	<u>12,500</u>

### 13 Loans and overdrafts

	2023	2022
	£	£
Loans from related parties	10,088	7,750
	<u>10,088</u>	<u>7,750</u>
Payable within one year	10,088	7,750
	<u>10,088</u>	<u>7,750</u>

Loans are interest free and repayable on demand.

### 14 Creditors: amounts falling due within one year

	Notes	2023	2022
		£	£
Borrowings		10,088	7,750
Deferred income	15	90,793	-
Other creditors		1,069	857
Accruals and deferred income		5,074	4,788
		<u>107,024</u>	<u>13,395</u>

### 15 Deferred income

	2023	2022
	£	£
Other deferred income	90,793	-
	<u>90,793</u>	<u>-</u>

Deferred income is included in the financial statements as follows:

	2023	2022
	£	£
Deferred income is included within:		
Current liabilities	90,793	-
	<u>90,793</u>	<u>-</u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2023

#### 15 Deferred income (Continued)

Movements in the year:

Deferred income at 1 January 2023	-	-
Resources deferred in the year	90,793	-
	<u>          </u>	<u>          </u>
Deferred income at 31 December 2023	90,793	-
	<u>          </u>	<u>          </u>

At the balance sheet date the CIO was holding funds received in advance, £66,364 relating to Surrey County Council and £24,429 relating to Thames Valley Police. These are in respect of the proportion of the grant which relates to 2024.

#### 16 Retirement benefit schemes

##### Defined contribution schemes

The CIO operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the CIO in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £4,947 (2022 - £3,640).

#### 17 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
	£	£	£	£
Surrey County Council	-	33,182	(46,594)	(13,412)
Thames Valley Police	-	32,571	(33,673)	(1,102)
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
	-	65,753	(80,267)	(14,514)
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

The deficits on the restricted funds are due to there being more costs at the beginning of the grant period and therefore these deficits are expected to reverse in 2024.

The Suffolk County Council restricted fund is a hope for change project to provide supported housing for those who abuse others. The Thames Valley Police restricted fund is to provide post custody interventions for women who have been arrested by Thames Valley Police.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 DECEMBER 2023

#### 18 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used.

	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
	£	£	£	£
General funds	122,101	300,108	(249,679)	172,530
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<b>Previous period:</b>	<b>At 1 January 2022</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>At 31 December 2022</b>
	£	£	£	£
General funds	-	400,000	(277,899)	122,101
	<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>

#### 19 Analysis of net assets between funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
<b>Fund balances at 31 December 2023 are represented by:</b>			
Tangible assets	2,723	-	2,723
Current assets/(liabilities)	169,807	(14,514)	155,293
	<u>          </u>	<u>          </u>	<u>          </u>
	172,530	(14,514)	158,016
	<u>          </u>	<u>          </u>	<u>          </u>
	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
<b>Fund balances at 31 December 2022 are represented by:</b>			
Tangible assets	2,500	-	2,500
Current assets/(liabilities)	119,601	-	119,601
	<u>          </u>	<u>          </u>	<u>          </u>
	122,101	-	122,101
	<u>          </u>	<u>          </u>	<u>          </u>

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

---

### 20 Operating lease commitments

#### Lessee

At the reporting end date the CIO had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2023 £	2022 £
Within one year	31,200	-
	<u>31,200</u>	<u>-</u>

### 21 Related party transactions

#### Transactions with related parties

During the year the CIO entered into the following transactions with related parties:

	2023 £	2022 £
Key management personnel	124,173	130,276
	<u>124,173</u>	<u>130,276</u>

There are two key management personnel, the Chief Executive Officer and the Operations Director.






# Final accounts 2023

Final Audit Report

2024-09-23

Created:	2024-09-21
By:	Vanessa Webb (Ness@themaslow.foundation)
Status:	Signed
Transaction ID:	CBJCHBCAABAAMQyvGGsv7saQI0GN3IEXtVczvA99tR2F

## "Final accounts 2023" History

-  Document created by Vanessa Webb (Ness@themaslow.foundation)  
2024-09-21 - 3:06:21 PM GMT
-  Document emailed to Emma Webb (emma@themaslow.foundation) for signature  
2024-09-21 - 3:06:26 PM GMT
-  Email viewed by Emma Webb (emma@themaslow.foundation)  
2024-09-23 - 7:22:44 PM GMT
-  Document e-signed by Emma Webb (emma@themaslow.foundation)  
Signature Date: 2024-09-23 - 7:23:24 PM GMT - Time Source: server
-  Agreement completed.  
2024-09-23 - 7:23:24 PM GMT

**THE MASLOW FOUNDATION**

England & Wales - Charity number 1197354

---

# Accounts

---

Charity registration number 1197354

**THE MASLOW FOUNDATION**  
**ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS**  
**FOR THE PERIOD ENDED 31 DECEMBER 2022**

# THE MASLOW FOUNDATION

## LEGAL AND ADMINISTRATIVE INFORMATION

---

<b>Trustees</b>	Ms V Webb Ms E C Webb Ms C S Morrisey Mr J C Webb	(Appointed 5 January 2022) (Appointed 5 January 2022) (Appointed 5 January 2022) (Appointed 3 February 2022)
-----------------	--	---

### Senior management team

Chief Executive Officer	Mr J Westwood
Operations Director	Mr K Hennings

<b>Charity number</b>	1197354
-----------------------	---------

<b>Registered office</b>	Connexions 159 Princes Street Ipswich IP1 1QJ
--------------------------	--

<b>Independent examiner</b>	Helen Rumsey Ensors Accountants LLP Connexions 159 Princes Street Ipswich IP1 1QJ
-----------------------------	--

<b>Bankers</b>	Metro Bank One Southampton Row London WC1B 5HA
----------------	---

<b>Solicitors</b>	Birketts LLP Providence House 141-145 Princes Street Ipswich IP1 1QJ
-------------------	--

---

# THE MASLOW FOUNDATION

## CONTENTS

---

	<b>Page</b>
Trustees' report	1 - 2
Independent examiner's report	3
Statement of financial activities	4
Balance sheet	5
Notes to the financial statements	6 - 12

---

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT

### *FOR THE PERIOD ENDED 31 DECEMBER 2022*

---

The Trustees present their annual report and financial statements for the period ended 31 December 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the CIO's constitution, the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019).

#### **Objectives and activities**

The objectives of the CIO are to promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are socially excluded and assisting them to integrate into society. For the purpose of this clause 'socially excluded' means being excluded from society, or parts of society, as a result of one or more of the following factors: unemployment; financial hardship; youth or old age; ill health (physical or mental); substance abuse or dependency including alcohol and drugs; discrimination on the grounds of sex, race, disability, ethnic origin, religion, belief, creed, sexual orientation or gender re-assignment; poor educational or skills attainment; relationship and family breakdown; poor housing (that is housing that does not meet basic habitable standards; crime (either as a victim of crime or as an offender rehabilitating into society).

As we reflect on the first end-of-year accounts for The Maslow Foundation, we are both humbled and inspired by the progress we have achieved as a team in such a short period. Our journey began with a vision and clear values, we are to make a meaningful difference in the lives of those marginalised and facing barriers to inclusion, and proud to say that we are well on our way to fulfilling that mission. We have learnt a huge amount in the last year as an organisation, exploring areas and communities that we have not worked with previously, but have found these opportunities to be incredibly rewarding.

In conclusion, this journey has only just begun, and the road ahead is filled with promise and potential. Together, we will continue to strive towards greater social inclusion, empowering lives, and building a more compassionate and inclusive society. Thank you to everyone who has played a part in this remarkable journey, and we look forward to the next chapter as we make an even greater impact in the years to come.

The Trustees have paid due regard to public benefit guidance issued by the Charity Commission in deciding what activities the CIO should undertake.

#### **Achievements and performance**

In this first financial period we have developed existing relationships and networks and forged great new ones, which are now starting to come to fruition with numerous exciting opportunities for this coming.

# THE MASLOW FOUNDATION

## TRUSTEES' REPORT (CONTINUED)

**FOR THE PERIOD ENDED 31 DECEMBER 2022**

---

### **Financial review**

Throughout the financial period, the trustees reviewed the financial statements and ensured that sufficient cash remained available due to the unpredictable nature of the first year of the charity's incorporation. The significant costs to the charity are the staff costs, this is expected to remain the same although other costs are expected to increase as the charity's activities increase.

We would be remiss if we did not acknowledge the invaluable financial support that allows us to carry out our mission. Our primary funding source continues to be the generous funding from philanthropists who believe in and endorse our cause. Their unwavering support has been the lifeline of our foundation, nurturing our growth and enabling us to deliver on our promise to the community.

However, as the scope of our work has broadened, we've decided to diversify our funding streams. In recent times, we have been fortunate to secure additional backing in the form of grant funding and project-specific funding. These resources have played a critical role in supplementing our budget, allowing us to scale our impact, initiate new programs, and ensure that we meet the evolving needs of those we serve.

We remain deeply grateful for the ongoing support of our donors and the confidence shown by those who have resourced our services. Their trust fuels our determination to make a lasting and meaningful difference in the communities we serve.

It is the policy of the CIO that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the CIO's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the period.

### **Structure, governance and management**

The Maslow Foundation was established by its Constitution, and was registered as a CIO with the Charities Commission on 5 January 2022, charity registration number 1197354.

The Trustees who served during the period and up to the date of signature of the financial statements were:

Ms V Webb	(Appointed 5 January 2022)
Ms E C Webb	(Appointed 5 January 2022)
Ms C S Morrissey	(Appointed 5 January 2022)
Mr C G Sellers	(Appointed 5 January 2022 and resigned 24 July 2023)
Mr J C Webb	(Appointed 3 February 2022)

The CIO recruits new trustees as and when vacancies have arisen due to resignations or certain skills are considered required in order to maintain a balanced and effective trustee board and a well governed and effective charity. The skills required are reviewed by the trustees and applicants are considered, and discussed before being appointed for a fixed term by way of resolution passed at a properly convened meeting of the charity trustees.

The main donor of the CIO is a Trustee.

The Trustees' Report was approved by the Board of Trustees.

*Vanessa Webb*

Ms V Webb  
**Trustee**

25 September 2023

# THE MASLOW FOUNDATION

## INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE MASLOW FOUNDATION

---

I report to the Trustees on my examination of the financial statements of The Maslow Foundation (the CIO) for the period ended 31 December 2022.

### **Responsibilities and basis of report**

As the Trustees of the CIO you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the CIO's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

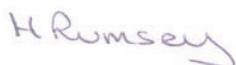
### **Independent examiner's statement**

Since the CIO's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICEAW, which is one of the listed bodies.

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 CIO as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of 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 no concerns and 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 financial statements to be reached.



Helen Rumsey, FCA  
Ensors Accountants LLP

### **Connexions**

159 Princes Street  
Ipswich  
IP1 1QJ

Dated: 28 September 2023

# THE MASLOW FOUNDATION

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE PERIOD ENDED 31 DECEMBER 2022

---

	Notes	Unrestricted funds 2022 £
<b><u>Income from:</u></b>		
Donations	3	400,000
		<hr/>
<b><u>Expenditure on:</u></b>		
Charitable activities	4	277,899
		<hr/>
<b>Net income for the period/ Net movement in funds</b>		122,101
Fund balances at 5 January 2022		-
		<hr/>
<b>Fund balances at 31 December 2022</b>		122,101
		<hr/> <hr/>

The statement of financial activities includes all gains and losses recognised in the period.

All income and expenditure derive from continuing activities.

# THE MASLOW FOUNDATION

## BALANCE SHEET

AS AT 31 DECEMBER 2022

---

	Notes	2022 £	£
<b>Fixed assets</b>			
Tangible assets	8		2,500
<b>Current assets</b>			
Debtors	9	12,500	
Cash at bank and in hand		120,496	
		<u>132,996</u>	
<b>Creditors: amounts falling due within one year</b>	11	<u>(13,395)</u>	
Net current assets			<u>119,601</u>
<b>Total assets less current liabilities</b>			<u>122,101</u>
<b>Income funds</b>			
Unrestricted funds			<u>122,101</u>
			<u>122,101</u>

The financial statements were approved by the Trustees on 25 September 2023

*Vanessa Webb*

Ms V Webb  
Trustee

*Emma Webb*

Ms E C Webb  
Trustee

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 DECEMBER 2022

---

### 1 Accounting policies

#### Charity information

The Maslow Foundation is a charitable incorporated organisation, registered with the Charity Commission in England and Wales. The CIO's registered office is Connections, 159 Princes Street, Ipswich, IP1 1QJ.

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the CIO's constitution, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). These financial statements for the period ended 31 December 2022 are the first financial statements of The Maslow Foundation prepared in accordance with FRS 102. The CIO is a Public Benefit Entity as defined by FRS 102.

The CIO has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the CIO. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

#### 1.4 Income

Income is recognised when the CIO is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the CIO has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE PERIOD ENDED 31 DECEMBER 2022

---

#### 1 Accounting policies

(Continued)

##### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

##### 1.6 Tangible fixed assets

Tangible fixed assets are measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

Computers	33.33% of cost
-----------	----------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

##### 1.7 Impairment of fixed assets

At each reporting end date, the CIO reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

##### 1.8 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### 1.9 Financial instruments

The CIO only has basic financial instruments, so has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments

Financial instruments are recognised in the CIO's balance sheet when the CIO becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method. Financial assets classified as receivable within one year are not amortised.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2022

---

### 1 Accounting policies

(Continued)

#### **Basic financial liabilities**

Basic financial liabilities, including creditors and loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the CIO's contractual obligations expire or are discharged or cancelled.

#### 1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

#### 1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

### 2 Critical accounting estimates and judgements

In the application of the CIO'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.

### 3 Donations

	Unrestricted funds
	2022 £
Donations and gifts	400,000

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 DECEMBER 2022

### 4 Charitable activities

	<b>2022</b>
	<b>£</b>
Staff costs	225,427
Depreciation and impairment	1,250
App development costs	5,400
	<u>232,077</u>
Share of support costs (see note 5)	37,175
Share of governance costs (see note 5)	8,647
	<u>277,899</u>

### 5 Support costs

	<b>Support costs</b>	<b>Governance costs</b>	<b>2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Staff costs	850	-	850
HR Costs	218	-	218
Bank Charges	320	-	320
Phones and IT	10,555	-	10,555
Accounting and Payroll	3,192	-	3,192
General	3,221	-	3,221
Legal Fees	11,596	-	11,596
Marketing	2,400	-	2,400
Insurance	4,823	-	4,823
Accountancy	-	3,840	3,840
Legal and professional	-	4,807	4,807
	<u>37,175</u>	<u>8,647</u>	<u>45,822</u>
Analysed between			
Charitable activities	<u>37,175</u>	<u>8,647</u>	<u>45,822</u>

Governance costs includes £2,000 in relation to independent examination fees.

### 6 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period, but one of them was reimbursed a total of £109,043 for wages and salaries, legal expenses, insurance and administration cost that they paid on behalf of the CIO. At the year end £7,750 was owed to this Trustee.

All the donations during the year were from a Trustee.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 DECEMBER 2022

---

### 7 Employees

The average monthly number of employees during the period was:

**2022**  
**Number**  
  
5  

---

---

#### Employment costs

**2022**  
**£**

Wages and salaries	208,241
Social security costs	14,396
Other pension costs	3,640
	<hr/>
	226,277
	<hr/> <hr/>

The number of employees whose remuneration was more than £60,000 in the period is as follows:

**2022**  
**Number**  
  
1  

---

---

£60,001 to £70,000

### 8 Tangible fixed assets

**Computers**  
**£**

#### Cost

Additions 3,750

At 31 December 2022 

---

3,750

#### Depreciation and impairment

Depreciation charged in the period 1,250

At 31 December 2022 

---

1,250

#### Carrying amount

At 31 December 2022 

---

2,500

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE PERIOD ENDED 31 DECEMBER 2022

---

### 9 Debtors

	<b>2022</b>
	<b>£</b>
<b>Amounts falling due within one year:</b>	
Other debtors	10,000
Prepayments and accrued income	2,500
	<u>12,500</u>

### 10 Loans and overdrafts

	<b>2022</b>
	<b>£</b>
Loans from related parties	7,750
	<u>7,750</u>
Payable within one year	7,750
	<u>7,750</u>

Loans are interest free and repayable on demand.

### 11 Creditors: amounts falling due within one year

	<b>2022</b>
	<b>£</b>
Borrowings	7,750
Other creditors	857
Accruals and deferred income	4,788
	<u>13,395</u>

### 12 Retirement benefit schemes

#### Defined contribution schemes

The CIO operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the CIO in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £3,640.

# THE MASLOW FOUNDATION

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE PERIOD ENDED 31 DECEMBER 2022

---

### 13 Related party transactions

#### Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	<b>2022</b>
	<b>£</b>
Aggregate compensation	130,276

There are two key management personnel, the Chief Executive Officer and the Operations Director.