



VETERANS
ASSOCIATION

Annual Report

2024

Includes Report and Accounts
for year ended 31 July 2024



VETERANS
MEMBERSHIP CLUB
PRICE LIST

Item	Price
Aspirin	10.00
Coughsyrup	15.00
Sticks	20.00
Gels	25.00
Box of tea	30.00
Box of tea	35.00
Box of tea	40.00
Box of tea	45.00
Box of tea	50.00
Box of tea	55.00
Box of tea	60.00
Box of tea	65.00
Box of tea	70.00
Box of tea	75.00
Box of tea	80.00
Box of tea	85.00
Box of tea	90.00
Box of tea	95.00
Box of tea	100.00

VETERANS
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Box of tea	60.00
Box of tea	65.00
Box of tea	70.00
Box of tea	75.00
Box of tea	80.00
Box of tea	85.00
Box of tea	90.00
Box of tea	95.00
Box of tea	100.00



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Trustee Report

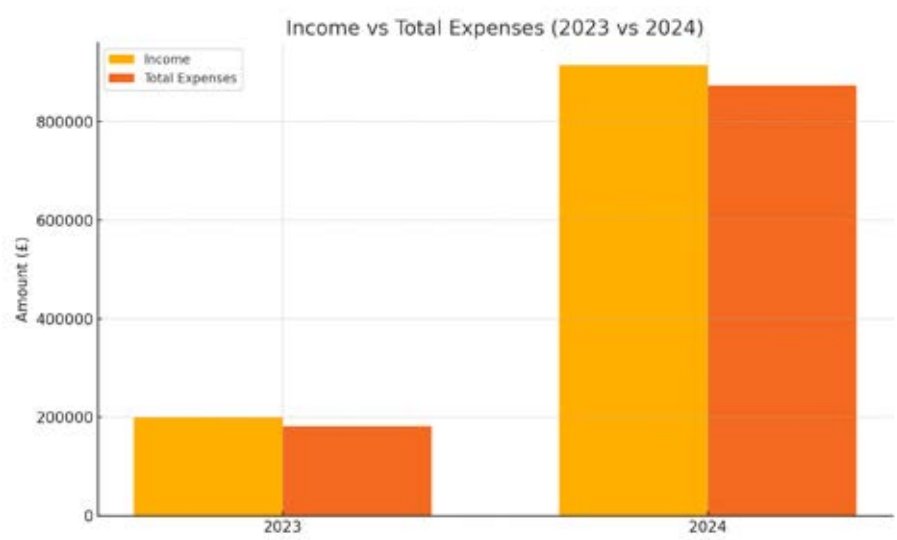
The Trustees of the Veterans Association are pleased to present their annual report for the year ended 31 July 2024. This year has been transformative for our charity, marked by significant growth in income and service delivery.

Achievements and Impact

This year has marked a major milestone in the Veterans Association’s journey. We proudly opened our first Community HUB, a welcoming space dedicated to supporting the wellbeing of local veterans. The HUB now offers in-house counselling services, providing vital mental health support in a safe and familiar environment. In addition, it serves as a vital point of contact for signposting and advice on issues such as employment, homelessness, and any other challenges that a veteran or their family member might face. We also launched our weekly coffee mornings, which have quickly become a cornerstone of our community outreach. Through these gatherings, veterans are able to enjoy free membership and complimentary coffee, fostering a sense of belonging and camaraderie. These initiatives reflect our growing capacity to deliver meaningful, person-centred support and build a stronger, more connected veteran community.

Fundraising and Financial Growth

Thanks to the extraordinary efforts of our fundraisers and the generosity of our donors, our income increased by 359% compared to the previous year. This success enabled us to scale up both our operations and support services. We are deeply grateful to everyone. Our fundraisers, staff, volunteers, and supporters, who contributed to making this such a successful year.

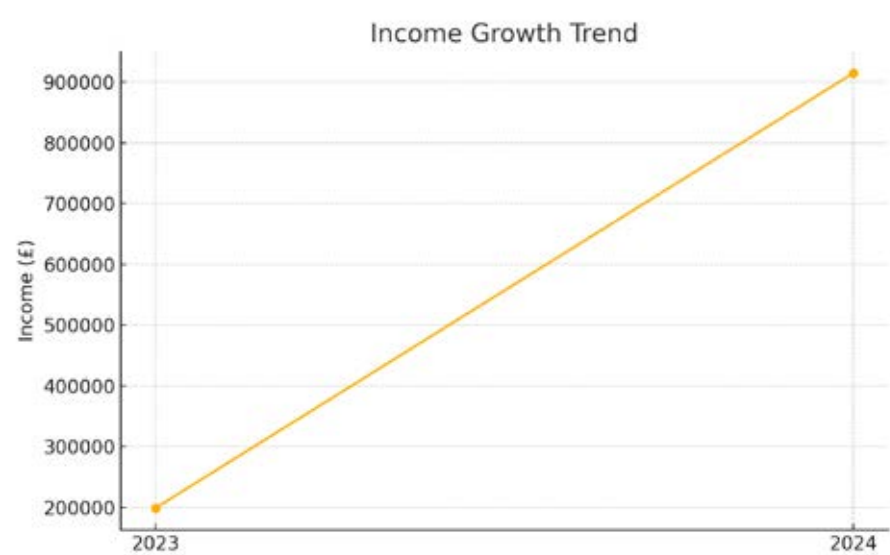


Looking Ahead

Looking to the future, we have ambitious plans to expand our impact and reach even more veterans across the UK. In the coming year, we aim to launch Emergency Grants to provide critical financial support to veterans in urgent need. We are also planning to open an accessible sensory garden, creating a therapeutic outdoor space that promotes wellbeing. As part of our national outreach, we will begin working directly in more communities, extending our support beyond the local area.

To sustain this growth, we intend to expand our online and regular giving programmes, and will be actively working to grow our team, which currently includes just two full-time staff members alongside our incredible volunteers, contractors, and trustees. Importantly, we recognise that the majority of this year’s income came from one-off donations. This makes it essential that we renew our fundraising efforts to match or exceed this year’s financial success.

We are therefore committed to developing more sustainable, long-term income streams to secure the future of our services and allow for responsible growth. In support of these aims, we intend to engage extensively in fundraising, marketing, and advertising over the next five years to raise awareness of our mission and generate essential funds for our work. By investing in our people and infrastructure, we aim to offer greater, more consistent support to those who have served.



Financial Report

The financial results for the year ended 31 July 2024 reflect a period of exceptional growth and expanding activity for the Veterans Association. Total income reached £920,113, a substantial increase from £199,232 in the previous year. This rise was driven by a successful combination of fundraising initiatives and increased public awareness.

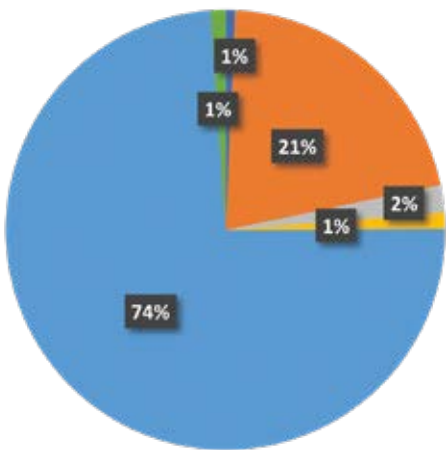
Income Breakdown

Income was sourced from a diverse range of streams, including:

- Face-to-Face Donations: £677,226
- Cash Donations: £196,902
- Café and Shop Sales: £6,134
- Legacies and Donations: £18,590
- Online Donations: £11,261
- Grant Income: £10,000

While this diversity has strengthened the charity’s financial foundation, it is important to note that a significant portion of income this year—particularly face-to-face and cash donations—was one-off in nature. These generous but irregular contributions helped achieve a record-breaking year, yet they also underscore the need for more sustainable and recurring revenue streams.

Going forward, the Veterans Association will prioritise developing consistent sources of funding—such as regular giving programmes, grant partnerships, and digital fundraising—to build financial resilience and long-term impact.



Income Breakdown

- Café
- Cash Donations
- Legacies and Donations
- Online
- Face to Face Donations
- Grants





Expenditure Overview

Total expenditure for the year was £873,600, comprising:

- Charitable and Support Services: £395,200
- Fundraising and Marketing: £345,176
- Administrative Expenses: £133,224

While expenditure increased in line with income, it reflects the charity's strategic investment in frontline service delivery and infrastructure to support long-term sustainability.

Financial Position

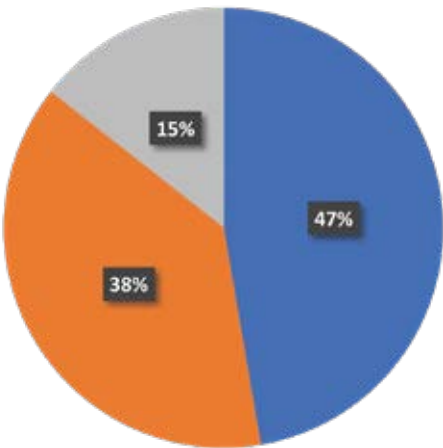
The charity ended the year with a net surplus of £46,513, a significant improvement on the £17,326 surplus recorded in 2023. As of 31 July 2024, the Veterans Association held total reserves of £63,839, up from £17,326 the previous year, with no outstanding liabilities.

This surplus and growth in reserves demonstrate prudent financial management and position the charity strongly for the year ahead.

Conclusion

The Trustees are satisfied with the charity's financial performance in 2024. Income growth has been matched by the scaling of activities and strategic investment in services, all while maintaining a solid reserve base. The Veterans Association will continue to monitor expenditure closely and work to grow regular and online donations, ensuring long-term operational stability and increased impact.

Looking ahead, the Trustees will also explore financial risk management strategies and remain committed to transparent reporting to stakeholders in order to maintain public confidence and trust.



Expense Breakdown

- Charitable and Support Services
- Fundraising, Marketing and Advertising
- Administrative Expenses

VETERANS ASSOCIATION

Independent Examiner's Report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 July 2024.

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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

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

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

WCK Accountancy
17 Edison Road
Eastbourne
BN23 6PT

12 March 2025

VETERANS ASSOCIATION

Receipt & Payment Account

for the year from 1 August 2023 to 31 July 2024

	2023 £	2022 £
Receipts	920,113	199,232
Direct costs	(740,376)	(141,143)
Gross excess of receipts over payments	<hr/> 174,598	<hr/> 58,089
Administrative expenses	(133,224)	(40,763)
Excess of payments over receipts	<hr/> <hr/> 46,513	<hr/> <hr/> 17,326

VETERANS ASSOCIATION

Balance Sheet as at 31 July 2024

	2023 £	2022 £
Assets		
Fixed Assets	-	-
Current Assets	63,839	17,326
	<u>63,839</u>	<u>17,326</u>
Capital, Reserves and Liabilities		
Excess of receipts over payments	63,839	17,326
Creditors amounts falling due within one year	-	-
Creditors amounts falling due after one year	-	-
	<u>63,839</u>	<u>17,326</u>

The financial statements were approved and authorised for issue by the Trustees' on 12 March 2025, and are signed on its behalf by:

Kris Williams
Trustee

VETERANS ASSOCIATION

Notes to the Accounts

Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

Turnover

Turnover represents the value, net of value added tax and discounts, of goods provided to customers and work carried out in respect of services provided to customers.

Foreign currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the profit and loss account.

Leasing and hire purchase commitments

Assets held under finance leases and hire purchase contracts, which are those where substantially all the risks and rewards of ownership of the asset have passed to the company, are capitalised in the balance sheet and depreciated over their useful lives. The corresponding lease or hire purchase obligation is treated in the balance sheet as a liability.

The interest element of the rental obligations is charged to the profit and loss account over the period of the lease and represents a constant proportion of the balance of capital repayments outstanding.

Rentals paid under operating leases are charged to income on a straight line basis over the lease term.

Pensions

The company operates a defined contribution pension scheme. Contributions are charged to the profit and loss account as they become payable in accordance with the rules of the scheme.

VETERANS ASSOCIATION

Detailed Receipts and Payments Account for the year from 1 August 2023 to 31 July 2024

	2024 £	2023 £
Turnover		
Café and Shop	6,134	-
Cash Donations	196,902	-
Face to Face Donations	677,226	199,232
Legacies and Donations	18,590	-
Online Donations	11,261	-
Grant Income	10,000	-
	<hr/> 920,113	-
Direct Costs		
Fundraising and Marketing	345,176	141,143
Charitable and Support Services	395,200	
	<hr/> 740,376	141,143
Administrative expenses		
Office Salaries	29,498	-
Rent and Rates	26,856	15,933
Printing and Stationery	8,939	6,781
Travel and Subsistence	20,531	2,080
Repairs and Maintenance	5,479	7,503
IT Software and Consumables	2,063	2,095
Accountancy	2,460	2,005
Advertising and Marketing	2,989	107
Bank Charges	1,102	84
Running Costs	29,031	4,175
Legal Fees	4,276	-
	<hr/> 133,224	40,763
Excess of receipts over payments		
Excess / (Deficit)	<hr/> 46,513	17,326



“

I happened to stumble across the Veterans Association, it took a lot for me to walk in as I wouldn't normally consider doing this.

I'm so glad I did as I was immediately welcomed. They listened, they empathised and they understood where I was coming from. They have done nothing but help me, as they would for any Veteran and I appreciate their support immensely.



The Veterans Association

www.theveteransassociation.org

Veterans Association: 0800 3 101044



CHARITY COMMISSION
FOR ENGLAND AND WALES



FUNDRAISING
REGULATOR

Registered Charity No. 1199584