

# THE KELLY FOUNDATION

England & Wales · Charity number 1200389

## Details

---

**Other names** 4KELLY

**Status** Registered

**Legal form** CIO

**Registered** 2022-09-15

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

## Contact

---

**Address** Pinetrees Community Centre  
The Circle  
Pinehurst  
Swindon  
Wiltshire  
SN2 1RF

**Phone** 01793 200710

**Email** [info@4Kelly.org](mailto:info@4Kelly.org)

**Website** [www.4kelly.org](http://www.4kelly.org)

## Activities

---

**Objects:** • TO PROMOTE THE ADVANCEMENT OF GOOD MENTAL HEALTH BY PROVIDING SUPPORT SERVICES, FACILITIES, RECREATION AND IN SUCH WAYS AS THE TRUSTEES SEE FIT • TO RELIEVE THE NEEDS OF PEOPLE EXPERIENCING POOR MENTAL HEALTH BY GATHERING AND DISSEMINATING INFORMATION AND WORKING TO RAISE AWARENESS, PROMOTE UNDERSTANDING AND SUPPORT AND TO CHALLENGE STIGMA AND DISCRIMINATION • TO PROMOTE HEALTHY MENTAL WELLBEING BY SIGN-POSTING TO OTHER ORGANISATIONS AND WORKING COLLABORATIVELY WITH LIKE MINDED BODIES AND CARRYING OUT OUR OWN SERVICE DELIVERY • TO PROMOTE SOCIAL INCLUSION FOR THE PUBLIC BENEFIT BY PREVENTING PEOPLE FROM BECOMING SOCIALLY EXCLUDED, RELIEVING THE NEEDS OF THOSE PEOPLE WHO ARE SOCIAL 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 ILL HEALTH (PHYSICAL OR MENTAL).

**Activities:** Promote the advancement of good mental health by providing support services, facilities, recreation. Relieve the needs of people experiencing poor mental health by gathering & disseminating information & working to raise awareness. Promote understanding & support & to challenge stigma &

discrimination, promote social inclusion for public benefit by preventing people from becoming socially excluded

## Classification

---

- **How:** Provides Services
- **What:** Disability
- **Who:** People With Disabilities

## Geography

---

- Swindon
- Wiltshire

## Finances

---

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£163,678	£128,408	-	-
2024-03-31	£117,639	£92,191	-	-
2023-03-31	£27,335	£17,465	-	-

## Trustees

---

Name	Role	Appointed
John Stooke	Chair	2022-04-27
Claire Bentley		2022-04-27
David Southby		2024-11-25
Martyn Carl Woerner		2022-04-27
Robert Abbott		2022-06-22

**THE KELLY FOUNDATION**

England & Wales - Charity number 1200389

---

# Accounts

---



## **The Kelly Foundation**

**Trustees Annual Report and Financial Statement for the year ending 31st of March 2025**

**Registered charity number 1200389**

Pinetrees Centre  
The Circle  
Swindon  
SN21QR

# **The Kelly Foundation**

Financial statements and report for year ended 31st of March 2025

## **Contents:**

Trustees Report

Independent Examiner's statement

Statement of Receipts and Payments

Statement of Assets and Liabilities at the end of the period

## **The Kelly Foundation**

### **Trustees Report**

#### **Charity Objectives and Activities**

The Kelly Foundation constitution sets out the organisational purposes which are for the public benefit and are compatible with the Charities Act 2006. Shaping objectives for the year the Trustees have considered the Charity Commission's guidance on public benefit including the guidance 'public benefit running a charity, PB2'. The Trustees confirm they have complied with the requirements of section 17 of the Charities Act 2011 paying due regard to the public benefit guidance published by the Charity Commission for England and Wales

The specific aims are:

- To promote the advancement of good mental health by providing support services, facilities, recreation and in such ways as the Trustees see fit
- To relieve the needs of people experiencing poor mental health by gathering and disseminating information and working to raise awareness, promote understanding and support and to challenge stigma and discrimination
- To promote healthy mental wellbeing by sign-posting to other organisations and working collaboratively with like-minded bodies and carrying out our own service delivery
- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are social 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 ill health (physical or mental).

#### **Activities**

The charity provides a community mental health and well-being service for the Swindon Urban area.

The charity provides a self-referral support for clients and also accept referrals from community health nurses and other health professionals

The charity offers face-to-face counselling, hypnotherapy and support over the normal working day, five and a half days each week.

The charity also offers what it describes as 'a holistic service' and to this is unique in the Swindon landscape. The charity does not only support individuals with poor mental health, depression and anxiety via emotional support in one-to-ones. It goes further in seeking to uncover the causes of the stresses which contribute to the client's poor health, then together, try to make things better. The charity becomes actively involved in seeking to support clients unravel causes. Illness can arise from severe, prolonged debt and financial pressures, marital or relationship breakdown, loss of job or status in other ways, alcohol or substance abuse, a traumatic event and quite often, previous life experiences. KF involvement can mean, hiring in specific skills and techniques not in the charity, helping find the right benefits, joint visits to Universal Credit, joint GP visits, advocating to housing and to other statutory bodies, liaising with drug and alcohol specialists, help via supported employment back into mainstream work, even sometimes speaking up for clients in court settings. Whatever it takes, the charity does its best to seek good outcomes for clients.

### **The Accounting Period and Highlights, Year 2025**

These accounts cover the twelve months of activities from 1st April 2024 to 31 March 2025

The charity has made satisfactory progress over this period, meeting most of the objectives that were set.

- 1) It had been a target to develop the concept of Pinetrees as a mental health hub for North Swindon in collaboration with other Parish Councils, Swindon Borough Council and other funders. Meetings have been held with all the parties and the dialogue is ongoing with the National Lottery but the original scheme for which we felt qualified has now closed. Discussions are ongoing with the lottery to see whether there are new award schemes being introduced which would fit around and support this objective.
- 2) We have increased the reach of Kells Kitchen and currently generate a very small surplus and within this have largely managed food price inflation to keep meal and drink prices affordable for the local community.
- 3) We held one restaurant takeover and three concerts at Christchurch during the period, which were all financially positive for the Charity at the same time raising our profile locally.
- 4) We have introduced a student counselling program in collaboration with Swindon College and five students have completed their training with us. Four of those continue to work alongside the charity, whereas one has opened an independent business in Oxfordshire.
- 5) Our Walk and Talk Group has been successful, running every Wednesday and Saturday with around 56 members taking advantage of the group. The 'Adult Pain' group continues to meet regularly.

- 6) We successfully delivered a new office arrangement with three consulting rooms, and we have begun the process of marketing these outside of the Charity for similar uses, although these are early days at the moment.
- 7) We had planned to run mental health first aid training courses on a commercial basis having paid for one of our colleagues to obtain a qualification and extend her skill set in this area. Unfortunately, beyond our control, she decided to resign her position with us but did repay the majority of the cost that the charity had incurred in her training.
- 8) Overall our objectives of further embedding the charity in the local mental health landscape has been realised and we now receive referrals from statutory services, from MIND who have now given up one to one therapy and clients of course self-refer. We have lifted the average number of clients being supported any time from 50 to 80 during the year under review.
- 9) The Garfield Weston Foundation provided a grant of £15000 to support ongoing revenue costs of the charity.
- 10) Wiltshire Community Fund provided a grant of £10000 to support the ongoing work of the charity
- 11) Events that were staged during the year raised income of nearly £24700 and the charity plans the upcoming 12 months to contain a new programme of events which would raise at least this sum, hopefully more.

### **The Objectives for 2025 to 2026**

— seek to consolidate the bid related to the Mental Health Hub, addressing National Lottery concerns around sustainability and additionality and identify new programs where we can make a viable proposal within the latest lottery grant categories.

----- identify large bid opportunities, preferably with unrestricted funding, where we can make a real difference to the long-term Charity income and sustainability

-----develop the concept of outreach locations around the town. Early discussions with Haydon Wick Council look promising.

----- continue to monitor Swindon Borough Council portal for packages of work in the mental health field that may come up from time to time and put together viable bids if we are qualified

-----set up and promote a professionally managed friends group who will make regular monthly donations to the charity possibly in partnership with the Charities Aid Foundation

-----examine the potential for extending the friends concept to local business on a monthly pay as you earn deduction basis.

-----put together a fundraising team locally and consider the recruitment of a paid fundraising manager

-----recruit a new cohort of student counsellors in partnership with the Swindon College and continue the successful training program into the next financial year

-----work more closely with PCLS the statutory sector, to achieve better understanding, each to the other, of what role The Kelly Foundation can best play to support good mental health in Swindon

-----seek to expand the Trustee Board with recruitment from the minority or disabled communities in order to promote a broad and comprehensive approach to good mental health across the widest possible community demographic

-----recruit a part time paid administrator to support the Head of Charity in regards to therapeutic and counselling appointments, triage evaluation, and communications

-----refurbish Kells Kitchen with a complete repaint in corporate colours and renew the tables and chairs, ideally with the purchase of nearly new, used furniture

-----undertake more outreach events using the café space as a vehicle for social inclusion and if possible fundraising.

## **Structure Governance and Management**

The charity was established in the summer of 2022 and registered with the Charity Commission on 15th September 2022, charity number 1200389. The governing document is the constitution.

## **Public Benefit**

The Trustees ensure that the charitable activities have due regard to public benefit guidance published by the Charity Commission

## **Risk Management**

The Trustees assess the risks to which the charity is exposed and are satisfied that systems are in position to mitigate those risks to both the charity itself to its employees and the service users.

## **Key Management Personnel Remuneration Control**

The Board of Trustees and the Chief Operating Officer comprise the key management personnel in charge of directing and controlling and operating the charity on a day-to-day basis. The Board of Trustees give their time freely and no Trustee remuneration was paid during the year.

Trustees are required to disclose all relevant interests and register them in accordance with the charities policy and to withdraw from decisions in the event a conflict of interest arises.

## **Quality Management**

The charity has a quality management policy, which governs all of its activities and relies on continuous improvement as a vehicle for further and future development.

### **Managing Organisational Risk**

The key management organisational risk is that of failing to generate enough funding to continue the charities activities. Looking forward, the budget expects to generate £16,000 a year from event income and several thousand pounds from donors but this is not enough to cover the predicted annual spend. Urgent action therefore is in place to seek funding either from BANES-ICA, from the Swindon Borough Council, from the National Lottery or other significant funders, who will value the largely the volunteer effort that the charities team provides. It's especially tough in Swindon because the demand for support is exponential and Second Step seem to receive most of the statutory funding that exists, despite the acknowledged strategy that community mental health services should be as near to the general populace as possible, which in turn requires a modest degree of core funding to make smaller 'value for money' charities such as The Kelly Foundation, sustainable.

### **The Administrative Structure**

The company charity has a Chief Operating Officer, Emma Rees.

The charity has a board of six Trustees who are appointed for three years but can seek reappointment after this time.

The charity has no Financial Manager but the financial affairs are managed by Trustee Martyn Woerner.

The day-to-day management of the charity is delegated to the Chief Operating Officer, Emma Rees

During the year the board was made up as follows

Chairman John Stooke  
Trustees Martyn Woerner  
          Claire Bentley  
          Rob Abbott  
          Dave Southby  
          Steve Carr

Vicky Bellinger, resigned from the board during the year.

New Trustees undertake an induction process and can be nominated/invited by any existing Trustee with the appointment based on face-to-face interview with the Board.

### **Statement of Truth**

The Trustees have considered the financial statements attached and believe they give a true and fair view of the state of affairs of the charity, of its income, of the application of that income, and its expenditure for the financial year in question

### **Financial Review**

The total income for the year was £163,678 and the total outgoings were £128,408 leaving a cash balance at the year-end of £68,503. This position meets the Charity Commission reserves policy insofar as it covers three months of running costs.

No Trustees nor any person connected with them have received any remuneration from the charity during the year

No employee of the charity received emoluments of more than £60,000 during the year none of the Trustees received any emoluments

The Chief Operating Officer and the Financial Managing Trustee and the Chair of Trustees were considered the key management personnel during the year. The total employee benefits attributed to management personnel was £17,740.

### **Charity Bankers**

The charity banks with Metro Bank, Regent Street, Swindon SN1 1JQ

The principal office of the charity is at the Pinetree Centre, The Circle, Swindon SN2 1QR.

The charity does not have appointed solicitors but would seek legal advice on an 'as required' basis.

The independent examiner is Emma Goodwin.

### **Disclosure of Information to the Independent Examiner**

The Trustees confirm that all relevant information has been disclosed to the charities auditor and there is no relevant information that they know of and of which they know the auditor is not aware.

This annual report was approved by the Trustees on 25 September 2025 and signed on its behalf by John Stooke Chair of Trustees.

*John Stooke*



**THE KELLY FOUNDATION**

**REGISTERED CHARITY NO. 1200389**

**ANNUAL ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2025**

**CONTENTS**

	<b>Page(s)</b>
Legal & administrative details	2
Independent Examination Report	3
Receipts & Payments Accounts	5
Statement of Assets & Liabilities at end of period	6

**LEGAL & ADMINISTRATIVE DETAILS**

**The Kelly Foundation**

Registered office	Pinetrees Centre, The Circle Swindon, Wiltshire, SN2 1QR
Charity registration number	1200389 (Registered 15th September 2022)
Trustees	John Stooke David Southby Robert Abbott Claire Bentley Martyn Carl Woerner Vicky Bellinger (Resigned)
Chair	John Stooke
Bankers	Metro Bank Old Southampton Row London, WC1B 5HA
Independent examiners	Asset Accounting (Swindon) Ltd 11-12 Market Place Faringdon Oxfordshire SN7 7HP



**Section A Independent Examiner's Report**

**Report to the trustees/  
members of** The Kelly Foundation

**On accounts for the year ended** 31st March 2025 **Charity no (if any)** 1200389

**Set out on pages** 1 & 2

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2025.

**Responsibilities and basis of report** 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 (other than that disclosed below) in connection with the examination which gives me cause to believe that in, any material respect:

**Independent examiner's statement**

- 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.

**Signed:**  **Date:** 29/07/2025

**Name:** Emma Goodwin FMAAT

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

Fellow Member of the Association of Accounting Technicians

**Address:**

11-12 Market Place, Faringdon, Oxfordshire, SN7 7HP

**Section B Disclosure**

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

The Charity uses Quickbooks accounting software with all paperwork in a folder which was provided.



**Receipts and payments accounts**

For the period from	01/04/2024	To	31/03/2025
---------------------	------------	----	------------

**Section A Receipts and payments**

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Event Income	24,731	-	-	24,731	23,634
Cash Donations	52,594	-	-	52,594	49,118
Lottery income	371	-	-	371	300
Café Income	56,483	-	-	56,483	27,839
Martyn Woemer Donation	-	500	-	500	-
St James's Place Charitable Foundation	-	2,500	-	2,500	-
Coop Midcounties	-	500	-	500	-
Unrestricted Grants	26,000	-	-	26,000	-
Hilliers Donation	-	-	-	-	1,000
Jack Lane Trust Donation	-	-	-	-	1,000
National Lottery Grant	-	-	-	-	9,748
Wiltshire County Council Grant	-	-	-	-	5,000
<b>Sub total (Gross income for AR)</b>	<b>160,178</b>	<b>3,500</b>	<b>-</b>	<b>163,678</b>	<b>117,639</b>
<b>A2 Asset and investment sales, (see table).</b>					
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>160,178</b>	<b>3,500</b>	<b>-</b>	<b>163,678</b>	<b>117,639</b>
<b>A3 Payments</b>					
Bookkeeping, Payroll & Accounts	510	-	-	510	884
Advertising & Promotion	408	500	-	908	1,894
Small Equipment Purchase	2,385	-	-	2,385	3,782
Bank/Card Charges	616	-	-	616	499
Computer Costs	-	-	-	-	25
Pension Contributions	1,054	-	-	1,054	769
Gross Employee Wages (1FT, 1PT)	53,783	-	-	53,783	36,916
Staff Costs	729	-	-	729	3,802
Insurance	450	-	-	450	450
Office Expenses	1,566	-	-	1,566	2,518
Printing, Postage & Stationary	732	-	-	732	275
Expenses for Events, Fundraising & Café	34,830	685	-	35,515	25,163
Rent	10,881	-	-	10,881	6,831
Bought in MH Services	15,439	3,840	-	19,279	8,383
<b>Sub total</b>	<b>123,383</b>	<b>5,025</b>	<b>-</b>	<b>128,408</b>	<b>92,191</b>
<b>A4 Asset and investment purchases. (see table)</b>					
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>123,383</b>	<b>5,025</b>	<b>-</b>	<b>128,408</b>	<b>92,191</b>
<b>Net of receipts/(payments)</b>	<b>36,795</b>	<b>- 1,525</b>	<b>-</b>	<b>35,270</b>	<b>25,448</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>31,708</b>	<b>1,525</b>	<b>-</b>	<b>33,233</b>	<b>-</b>
<b>Cash funds this year end</b>	<b>68,503</b>	<b>-</b>	<b>-</b>	<b>68,503</b>	<b>25,448</b>

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Bank	66,358	-	-
	Paypal	2,145	-	-
		-	-	-
	<b>Total cash funds</b>	<b>68,503</b>	<b>-</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK

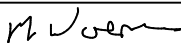
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B2 Other monetary assets</b>		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B3 Investment assets</b>			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
<b>B4 Assets retained for the charity's own use</b>	Apple Mac	Unrestricted	1,200	680
	Printer	Unrestricted	300	170
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

Categories	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
<b>B5 Liabilities</b>	Accounts Preparation	Unrestricted funds	425	15 August 2025
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
	Martyn Woerner	27/09/25

**THE KELLY FOUNDATION**

England & Wales - Charity number 1200389

---

# Accounts

---



## **The Kelly Foundation**

**Trustees Annual Report and Financial Statement for the year ending 31st of March 2024**

**Registered charity number 1200389**

Pinetrees Centre  
The Circle  
Swindon  
SN21QR

# **The Kelly Foundation**

Financial statements and report for year ended 30th of March 2024

## **Contents:**

Trustees Report

Independent Examiner's statement

Statement of Receipts and Payments

Statement of Assets and Liabilities at the end of the period

## **The Kelly Foundation**

### **Trustees Report**

#### **Charity Objectives and Activities**

The Kelly Foundation constitution sets out the organisational purposes which are for the public benefit and are compatible with the Charities Act 2006. Shaping objectives for the year the Trustees have considered the Charity Commission's guidance on public benefit including the guidance 'public benefit running a charity, PB2'. The Trustees confirm they have complied with the requirements of section 17 of the Charities Act 2011 paying due regard to the public benefit guidance published by the Charity Commission for England and Wales

The specific aims are:

- To promote the advancement of good mental health by providing support services, facilities, recreation and in such ways as the Trustees see fit
- To relieve the needs of people experiencing poor mental health by gathering and disseminating information and working to raise awareness, promote understanding and support and to challenge stigma and discrimination
- To promote healthy mental wellbeing by sign-posting to other organisations and working collaboratively with like-minded bodies and carrying out our own service delivery
- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are social 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 ill health (physical or mental).

#### **Activities**

The charity provides a community mental health and well-being service for the Swindon Urban area.

The charity provides a self-referral support for clients and also accept referrals from community health nurses and other health professionals

The charity offers face-to-face counselling and support over the normal working day, five days each week.

The charity also offers what it describes as 'a holistic service' and to this is unique in the Swindon landscape. The charity does not only support individuals with poor mental health, depression and anxiety via emotional support in one-to-ones. It goes further in seeking to uncover the causes of the stresses which contribute to the client's poor health, then together, try to make things better. The charity becomes actively involved in seeking to support clients unravel causes. Illness can arise from severe, prolonged debt and financial pressures, marital or relationship breakdown, loss of job or status in other ways, alcohol or substance abuse, a traumatic event and quite often, previous life experiences. KF involvement can mean, hiring in specific skills and techniques not in the charity, helping find the right benefits, joint visits to Universal Credit, joint GP visits, advocating to housing and to other statutory bodies, liaising with drug and alcohol specialists, help via supported employment back into mainstream work, even sometimes speaking up for clients in court settings. Whatever it takes, the charity does its best.

### **The Accounting Period and Highlights, Year 2024**

These accounts cover the twelve months of activities from 1st April 2023 to 31 March 2024

The charity has made satisfactory progress over this period, meeting most of the objectives that were set.

- 1) We created Kell's Kitchen ... A café and resource designed to be a safe space for individuals recovering from poor mental health enabling them to regain their self confidence and self-esteem. We have roughly 40 Covers and the food is attractively priced to cater for the disadvantaged community in which we located. We operate kids eat free and kids eat for a £ and in the winter anybody turning up without enough money for a hot meal is provided with one free of charge. The café is not just staffed with clients in recovery. We also have in our volunteer team, individuals with learning difficulties and those who are neuro diverse. It already has an excellent local reputation as a well- loved addition to the facilities at the Pinetree Centre
- 2) We have expanded the support we offer for those in distress by identifying additional counsellors and therapists who are prepared to work first at heavily discounted rates and in one case, a volunteer. As a result we can point to many successful outcomes and others making huge progress.
- 3) We have become embedded in the Swindon mental health landscape with membership of bodies such as Swindon Care Forum, Swindon Well-being Steering Group  
Voluntary Action Swindon and we are beginning to work with the statutory services in GP surgeries, in AWP, and with 'Talking therapies'

- 4) We have been successful in attracting personal donations with the accounts identifying £50,000 on this line. This is derived from various sponsored activities from supporters, individuals making regular donations and donations from the trustees. Of special note was the sad passing of Gemma Brown who knew us well but was not quite our client. Before she could be seen, she sadly ended her life, one of the last things she did was transfer the money from her bank account to us. She was very popular and her passing had a profound effect on her colleagues at work, on her family and those others who knew her. As a result of that, with collections and sponsorship in her name and her own donation, I would assess that close to up to £8000 was received by the charity. Gemma suffered from eating disorders and in her memory we have started a regular group meeting to discuss the difficulties that self-harm and eating disorders can vent on both the individuals and especially their families. We continue to support individuals close to Gemma.
- 5) We are pleased to receive income from Wiltshire Community Fund of £5000 from the National Lottery Small Community Awards Scheme of £10,000
- 6) We finalised the plan for increasing the office space that we have and this will soon be put into place giving us three independent consulting rooms
- 7) We have been active with Swindon drug and alcohol services on behalf of clients and also with the Borough Council housing department, where we can point to a number of successful outcomes. One particularly memorable achievement, was the successful housing of a 21 year old client who had been the subject of domestic abuse and had been living in hotel accommodation for 11 months! She was awarded one of the few new builds that Swindon Borough Council managed to create from a very limited social housing budget
- 8) We funded the training of a mental health trainer in the sum of £3000 who is in the process of organising and seeking to populate mental health first aid training courses under the auspices of Mental Health England
- 9) The David Foundation provided a grant to support ongoing revenue costs of the charity.
- 10) The events that were staged during the year raised income of nearly £24000 with expenses circa £9000 and the charity plans the upcoming 12 months to contain a new programme of events which would raise at least this sum, hopefully more.

### **The Objectives for 2024 to 2025**

\_Develop the concept of Pinetrees becoming a mental health Hub for North Swindon, in collaboration with the urban parish councils, Swindon Borough Council and statutory mental health services.

\_Increase the reach and role of the café in the community ideally generating a small surplus whilst, at the same time, keeping meal and drink prices entirely affordable for the local community.

\_Continue to build on the events fundraising program including four concerts and two restaurant takeovers

\_Introduce a student counselling program in collaboration with Swindon Further Education College

\_Assimilate 'You are not alone@ a public interest company and especially develop and encourage the 'Walk and Talk programme to become a regular weekly or biweekly event.

\_Expand relationships and collaboration with like-minded local community charities.

\_Deliver a new office footprint permitting consulting rooms to be separate entities with the possibility of hiring to 3rd parties.

\_Continue with the mental health first aid training programme and developed a modest income from promoting and selling courses to commerce industry and other charities.

### **Structure Governance and Management**

The charity was established in the summer of 2022 and registered with the Charity Commission on 15th September 2022, charity number 1200389. The governing document is the constitution.

### **Public Benefit**

The Trustees ensure that the charitable activities have due regard to public benefit guidance published by the Charity Commission

### **Risk Management**

The Trustees assess the risks to which the charity is exposed and are satisfied that systems are in position to mitigate those risks to both the charity itself to its employees and the service users.

### **Key Management Personnel Remuneration Control**

The Board of Trustees and the Chief Operating Officer comprise the key management personnel in charge of directing and controlling and operating the charity on a day-to-day basis. The Board of Trustees give their time freely and no Trustee remuneration was paid during the year.

Trustees are required to disclose all relevant interests and register them in accordance with the charities policy and to withdraw from decisions in the event a conflict of interest arises.

### **Quality Management**

The charity has a quality management policy, which governs all of its activities and relies on continuous improvement as a vehicle for further and future development.

### **Managing Organisational Risk**

The key management organisational risk is that of failing to generate enough funding to continue the charities activities. Looking forward, the budget expects to generate £16,000 a year from event income and several thousand pounds from donors but this is not enough to cover the predicted annual spend. Urgent action therefore is in place to seek funding either from BANES-ICA, from the Swindon Borough Council, from the National Lottery or other significant funders, who will value the largely the volunteer effort that the charities team provides. It's especially tough in Swindon because the demand for support is exponential and the local Swindon and Gloucestershire MIND seem to receive most of the statutory funding that exists, despite the acknowledged strategy that community mental health services should be as near to the general populace as possible, which in turn requires a modest degree of core funding to make smaller 'value for money' charities such as The Kelly Foundation, sustainable.

### **The Administrative Structure**

The company charity has a Chief Operating Officer, Emma Rees.

The charity has a board of five Trustees who are appointed for three years but can seek reappointment after this time.

The charity has no Financial Manager but the financial affairs are managed by Trustee Martyn Woerner ably assisted by volunteer Andrea Tascini.

The day-to-day management of the charity is delegated to the Chief Operating Officer, Emma Rees

During the year the board was made up as follows

Chairman John Stooke

Trustees Martyn Woener

Claire Bentley

Rob Abbott

Vicky Bellinger

Adam Commons, resigned from the board during the year as he moved to South Wales.

New Trustees undertake an induction process and can be nominated/invited by any existing Trustee with the appointment based on face-to-face interview with the Board.

### **Statement of Truth**

The Trustees have considered the financial statements attached and believe they give a true and fair view of the state of affairs of the charity, of its income, of the application of that income, and its expenditure for the financial year in question

### **Financial Review**

The total income for the year was £117639 and the total outgoings were £92191 leaving a cash balance at the year-end of £25448. This position meets the Charity Commission reserves policy insofar as it covers three months of running costs. Depreciation is based on 33% straight line.

No Trustees nor any person connected with them have received any remuneration from the charity during the year

No employee of the charity received emoluments of more than £60,000 during the year none of the Trustees received any emoluments

The Chief Operating Officer and the Financial Managing Trustee and the Chair of Trustees were considered the key management personnel during the year. The total employee benefits of management personnel was £36916

### **Charity Bankers**

The charity banks with Metro Bank, Regent Street, Swindon SN1 1JQ

The principal office of the charity is at the Pinetree Centre, The Circle, Swindon SN2 1QR.

The charity does not have appointed solicitors but would seek legal advice on an 'as required' basis.

The independent examiner is Emma Goodwin.

### **Disclosure of Information to the Independent Examiner**

The Trustees confirm that all relevant information has been disclosed to the charities auditor and there is no relevant information that they know of and of which they know the auditor is not aware.

This annual report was approved by the Trustees on 7<sup>th</sup> August 2024 and signed on its behalf by John Stooke Chair of Trustees.

John Astorke

**THE KELLY FOUNDATION**

**REGISTERED CHARITY NO. 1200389**

**ANNUAL ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2024**

**CONTENTS**

	<b>Page(s)</b>
Legal & administrative details	2
Independent Examination Report	3
Receipts & Payments Accounts	5
Statement of Assets & Liabilities at end of period	6

**LEGAL & ADMINISTRATIVE DETAILS**

**The Kelly Foundation**

Registered office	Pinetrees Centre, The Circle Swindon, Wiltshire, SN2 1QR
Charity registration number	1200389 (Registered 15th September 2022)
Trustees	John Stooke Adam Commons (Resigned) Robert Abbott Claire Bentley Martyn Carl Woerner Vicky Bellinger
Chair	John Stooke
Bankers	Metro Bank Old Southampton Row London, WC1B 5HA
Independent examiners	Asset Accounting (Swindon) Ltd 11-12 Market Place Faringdon Oxfordshire SN7 7HP



**Section A Independent Examiner's Report**

**Report to the trustees/  
members of**

**The Kelly Foundation**

**On accounts for the year ended**

**31st March 2024**

**Charity no (if any)**

**1200389**

**Set out on pages**

**1 & 2**

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/03/2024.

**Responsibilities and basis of report**

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").

**Independent examiner's statement**

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 (other than that disclosed below) in connection with the examination which gives me cause to believe that in, any material

- 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.

**Signed:**

**Date:**

**15/07/2024**

**Name:**

**Emma Goodwin FMAAT**

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

Fellow Member of the Association of Accounting Technicians

**Address:**

11-12 Market Place, Faringdon, Oxfordshire, SN7 7HP

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

The Charity uses Quickbooks accounting software with all paperwork in a folder which was provided.



**Receipts and payments accounts**

CC16a

For the period  
from

01/04/2023

To

31/03/2024

**Section A Receipts and payments**

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Event Income	23,634	-	-	23,634	8,932
Cash Donations	49,118	-	-	49,118	14,795
Lottery income	300	-	-	300	110
Café Income	27,839	-	-	27,839	
The David Foundaton Grant					2,000
Haydon Wick Parish Council					498
Central North Swindon Parish Council					1,000
Hilliers Donation		1,000	-	1,000	
Jack Lane Trust Donation	-	1,000	-	1,000	
National Lottery Grant	-	9,748	-	9,748	-
Wiltshire County Council Grant	-	5,000	-	5,000	-
<b>Sub total (Gross income for AR)</b>	<b>100,891</b>	<b>16,748</b>	<b>-</b>	<b>117,639</b>	<b>27,335</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>100,891</b>	<b>16,748</b>	<b>-</b>	<b>117,639</b>	<b>27,335</b>
<b>A3 Payments</b>					
Bookkeeping, Payroll & Accounts	884	-	-	884	261
Advertising & Promotion	1,645	249	-	1,894	300
Office Equipment Asset Purchase	-	-	-	-	1,500
Small Equipment Purchase	2,498	1,284	-	3,782	-
Bank/Card Charges	499	-	-	499	10
Computer Costs	25	-	-	25	300
Pension Contributions	769	-	-	769	133
Gross Employee Wages (1FT, 1PT)	25,533	11,383	-	36,916	10,846
Staff Costs	3,580	222	-	3,802	-
Insurance	450	-	-	450	404
Office Expenses	2,518	-	-	2,518	339
Printing, Postage & Stationary	275	-	-	275	216
Expenses for Events, Fundraising & Café	24,848	315	-	25,163	1,206
Rent	6,331	500	-	6,831	1,950
Bought in MH Services	7,113	1,270	-	8,383	-
<b>Sub total</b>	<b>76,968</b>	<b>15,223</b>	<b>-</b>	<b>92,191</b>	<b>17,465</b>
<b>A4 Asset and investment purchases, (see table)</b>					
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>76,968</b>	<b>15,223</b>	<b>-</b>	<b>92,191</b>	<b>17,465</b>
<b>Net of receipts/(payments)</b>	<b>23,923</b>	<b>1,525</b>	<b>-</b>	<b>25,448</b>	<b>9,870</b>
<b>A5 Transfers between funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>A6 Cash funds last year end</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Cash funds this year end</b>	<b>23,923</b>	<b>1,525</b>	<b>-</b>	<b>25,448</b>	<b>9,870</b>



**THE KELLY FOUNDATION**

England & Wales - Charity number 1200389

---

# Accounts

---



## **The Kelly Foundation**

**Trustees Annual Report and Financial Statement for the year ending 31st of March 2024**

**Registered charity number 1200389**

Pinetrees Centre  
The Circle  
Swindon  
SN21QR

# **The Kelly Foundation**

Financial statements and report for year ended 30th of March 2024

## **Contents:**

Trustees Report

Independent Examiner's statement

Statement of Receipts and Payments

Statement of Assets and Liabilities at the end of the period

## **The Kelly Foundation**

### **Trustees Report**

#### **Charity Objectives and Activities**

The Kelly Foundation constitution sets out the organisational purposes which are for the public benefit and are compatible with the Charities Act 2006. Shaping objectives for the year the Trustees have considered the Charity Commission's guidance on public benefit including the guidance 'public benefit running a charity, PB2'. The Trustees confirm they have complied with the requirements of section 17 of the Charities Act 2011 paying due regard to the public benefit guidance published by the Charity Commission for England and Wales

The specific aims are:

- To promote the advancement of good mental health by providing support services, facilities, recreation and in such ways as the Trustees see fit
- To relieve the needs of people experiencing poor mental health by gathering and disseminating information and working to raise awareness, promote understanding and support and to challenge stigma and discrimination
- To promote healthy mental wellbeing by sign-posting to other organisations and working collaboratively with like-minded bodies and carrying out our own service delivery
- To promote social inclusion for the public benefit by preventing people from becoming socially excluded, relieving the needs of those people who are social 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 ill health (physical or mental).

#### **Activities**

The charity provides a community mental health and well-being service for the Swindon Urban area.

The charity provides a self-referral support for clients and also accept referrals from community health nurses and other health professionals

The charity offers face-to-face counselling and support over the normal working day, five days each week.

The charity also offers what it describes as 'a holistic service' and to this is unique in the Swindon landscape. The charity does not only support individuals with poor mental health, depression and anxiety via emotional support in one-to-ones. It goes further in seeking to uncover the causes of the stresses which contribute to the client's poor health, then together, try to make things better. The charity becomes actively involved in seeking to support clients unravel causes. Illness can arise from severe, prolonged debt and financial pressures, marital or relationship breakdown, loss of job or status in other ways, alcohol or substance abuse, a traumatic event and quite often, previous life experiences. KF involvement can mean, hiring in specific skills and techniques not in the charity, helping find the right benefits, joint visits to Universal Credit, joint GP visits, advocating to housing and to other statutory bodies, liaising with drug and alcohol specialists, help via supported employment back into mainstream work, even sometimes speaking up for clients in court settings. Whatever it takes, the charity does its best.

### **The Accounting Period and Highlights, Year 2024**

These accounts cover the twelve months of activities from 1st April 2023 to 31 March 2024

The charity has made satisfactory progress over this period, meeting most of the objectives that were set.

- 1) We created Kell's Kitchen ... A café and resource designed to be a safe space for individuals recovering from poor mental health enabling them to regain their self confidence and self-esteem. We have roughly 40 Covers and the food is attractively priced to cater for the disadvantaged community in which we located. We operate kids eat free and kids eat for a £ and in the winter anybody turning up without enough money for a hot meal is provided with one free of charge. The café is not just staffed with clients in recovery. We also have in our volunteer team, individuals with learning difficulties and those who are neuro diverse. It already has an excellent local reputation as a well-loved addition to the facilities at the Pinetree Centre
- 2) We have expanded the support we offer for those in distress by identifying additional counsellors and therapists who are prepared to work first at heavily discounted rates and in one case, a volunteer. As a result we can point to many successful outcomes and others making huge progress.
- 3) We have become embedded in the Swindon mental health landscape with membership of bodies such as Swindon Care Forum, Swindon Well-being Steering Group  
Voluntary Action Swindon and we are beginning to work with the statutory services in GP surgeries, in AWP, and with 'Talking therapies'

- 4) We have been successful in attracting personal donations with the accounts identifying £50,000 on this line. This is derived from various sponsored activities from supporters, individuals making regular donations and donations from the trustees. Of special note was the sad passing of Gemma Brown who knew us well but was not quite our client. Before she could be seen, she sadly ended her life, one of the last things she did was transfer the money from her bank account to us. She was very popular and her passing had a profound effect on her colleagues at work, on her family and those others who knew her. As a result of that, with collections and sponsorship in her name and her own donation, I would assess that close to up to £8000 was received by the charity. Gemma suffered from eating disorders and in her memory we have started a regular group meeting to discuss the difficulties that self-harm and eating disorders can vent on both the individuals and especially their families. We continue to support individuals close to Gemma.
- 5) We are pleased to receive income from Wiltshire Community Fund of £5000 from the National Lottery Small Community Awards Scheme of £10,000
- 6) We finalised the plan for increasing the office space that we have and this will soon be put into place giving us three independent consulting rooms
- 7) We have been active with Swindon drug and alcohol services on behalf of clients and also with the Borough Council housing department, where we can point to a number of successful outcomes. One particularly memorable achievement, was the successful housing of a 21 year old client who had been the subject of domestic abuse and had been living in hotel accommodation for 11 months! She was awarded one of the few new builds that Swindon Borough Council managed to create from a very limited social housing budget
- 8) We funded the training of a mental health trainer in the sum of £3000 who is in the process of organising and seeking to populate mental health first aid training courses under the auspices of Mental Health England
- 9) The David Foundation provided a grant to support ongoing revenue costs of the charity.
- 10) The events that were staged during the year raised income of nearly £24000 with expenses circa £9000 and the charity plans the upcoming 12 months to contain a new programme of events which would raise at least this sum, hopefully more.

### **The Objectives for 2024 to 2025**

\_Develop the concept of Pinetrees becoming a mental health Hub for North Swindon, in collaboration with the urban parish councils, Swindon Borough Council and statutory mental health services.

\_Increase the reach and role of the café in the community ideally generating a small surplus whilst, at the same time, keeping meal and drink prices entirely affordable for the local community.

\_Continue to build on the events fundraising program including four concerts and two restaurant takeovers

\_Introduce a student counselling program in collaboration with Swindon Further Education College

\_Assimilate 'You are not alone@ a public interest company and especially develop and encourage the 'Walk and Talk programme to become a regular weekly or biweekly event.

\_Expand relationships and collaboration with like-minded local community charities.

\_Deliver a new office footprint permitting consulting rooms to be separate entities with the possibility of hiring to 3rd parties.

\_Continue with the mental health first aid training programme and developed a modest income from promoting and selling courses to commerce industry and other charities.

### **Structure Governance and Management**

The charity was established in the summer of 2022 and registered with the Charity Commission on 15th September 2022, charity number 1200389. The governing document is the constitution.

### **Public Benefit**

The Trustees ensure that the charitable activities have due regard to public benefit guidance published by the Charity Commission

### **Risk Management**

The Trustees assess the risks to which the charity is exposed and are satisfied that systems are in position to mitigate those risks to both the charity itself to its employees and the service users.

### **Key Management Personnel Remuneration Control**

The Board of Trustees and the Chief Operating Officer comprise the key management personnel in charge of directing and controlling and operating the charity on a day-to-day basis. The Board of Trustees give their time freely and no Trustee remuneration was paid during the year.

Trustees are required to disclose all relevant interests and register them in accordance with the charities policy and to withdraw from decisions in the event a conflict of interest arises.

### **Quality Management**

The charity has a quality management policy, which governs all of its activities and relies on continuous improvement as a vehicle for further and future development.

### **Managing Organisational Risk**

The key management organisational risk is that of failing to generate enough funding to continue the charities activities. Looking forward, the budget expects to generate £16,000 a year from event income and several thousand pounds from donors but this is not enough to cover the predicted annual spend. Urgent action therefore is in place to seek funding either from BANES-ICA, from the Swindon Borough Council, from the National Lottery or other significant funders, who will value the largely the volunteer effort that the charities team provides. It's especially tough in Swindon because the demand for support is exponential and the local Swindon and Gloucestershire MIND seem to receive most of the statutory funding that exists, despite the acknowledged strategy that community mental health services should be as near to the general populace as possible, which in turn requires a modest degree of core funding to make smaller 'value for money' charities such as The Kelly Foundation, sustainable.

### **The Administrative Structure**

The company charity has a Chief Operating Officer, Emma Rees.

The charity has a board of five Trustees who are appointed for three years but can seek reappointment after this time.

The charity has no Financial Manager but the financial affairs are managed by Trustee Martyn Woerner ably assisted by volunteer Andrea Tascini.

The day-to-day management of the charity is delegated to the Chief Operating Officer, Emma Rees

During the year the board was made up as follows

Chairman John Stooke

Trustees Martyn Woerner

Claire Bentley

Rob Abbott

Vicky Bellinger

Adam Commons, resigned from the board during the year as he moved to South Wales.

New Trustees undertake an induction process and can be nominated/invited by any existing Trustee with the appointment based on face-to-face interview with the Board.

### **Statement of Truth**

The Trustees have considered the financial statements attached and believe they give a true and fair view of the state of affairs of the charity, of its income, of the application of that income, and its expenditure for the financial year in question

### **Financial Review**

The total income for the year was £117639 and the total outgoings were £92191 leaving a cash balance at the year-end of £25448. This position meets the Charity Commission reserves policy insofar as it covers three months of running costs. Depreciation is based on 33% straight line.

No Trustees nor any person connected with them have received any remuneration from the charity during the year

No employee of the charity received emoluments of more than £60,000 during the year none of the Trustees received any emoluments

The Chief Operating Officer and the Financial Managing Trustee and the Chair of Trustees were considered the key management personnel during the year. The total employee benefits of management personnel was £36916

### **Charity Bankers**

The charity banks with Metro Bank, Regent Street, Swindon SN1 1JQ

The principal office of the charity is at the Pinetree Centre, The Circle, Swindon SN2 1QR.

The charity does not have appointed solicitors but would seek legal advice on an 'as required' basis.

The independent examiner is Emma Goodwin.

### **Disclosure of Information to the Independent Examiner**

The Trustees confirm that all relevant information has been disclosed to the charities auditor and there is no relevant information that they know of and of which they know the auditor is not aware.

This annual report was approved by the Trustees on 7<sup>th</sup> August 2024 and signed on its behalf by John Stooke Chair of Trustees.

John Astor