



## **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

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## **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.

A handwritten signature in black ink, reading "John Stooke". The signature is written in a cursive style with a horizontal line underlining the name.





**THE KELLY FOUNDATION**

**REGISTERED CHARITY NO. 1200389**

**ANNUAL ACCOUNTS**

**FOR THE YEAR ENDED 31 MARCH 2025**

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**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



# CHARITY COMMISSION FOR ENGLAND AND WALES

## Independent examiner's report on the accounts

### 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:

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

#### Independent examiner's statement

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.



CHARITY COMMISSION  
FOR ENGLAND AND WALES

The Kelly Foundation

1200389

## Receipts and payments accounts

CC16a

For the period  
from

01/04/2024

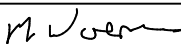
To

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
<b>B2 Other monetary assets</b>	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	Apple Mac	Unrestricted	1,200	680
	Printer	Unrestricted	300	170
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	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	