



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 1 January 2024 to 31 December 2024

Charity name: HearSay Charitable Trust

Charity registration number: 1200556

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	(a) To provide professional counselling services for families, children and individuals affected by a range of impairing conditions such as psychological, mental health, behavioural or emotional problems, and/or physical, sensory or other disabilities as well as those affected by the health or disabilities of others, in Maidstone and the surrounding areas; (b) To provide such counselling particularly for those unable to afford private counselling or whose needs cannot be met by other agencies in a timely manner; (c) To further the training of counsellors and others who assist in helping persons with or affected by mental, physical, sensory or other disabilities; (d) To promote research into the challenges facing individuals with or affected by disabilities; (e) To collaborate with other organisations working in complementary or similar fields in the provision of professional counselling services for individuals with or affected by disabilities.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	Subsidised one-to-one, family and couple counselling, in particular for those with a range of impairing conditions as set out in HearSay's objectives. Facilitation of support groups for parents of children with a range of behavioural and emotional difficulties, mainly school-based but also working with another charity locally that supports young carers.
Statement confirming whether the trustees have had regard to the guidance	Para 1.18	The Trustees are all fully aware of the Charity Commission guidance on public benefit.

issued by the Charity Commission on public benefit		
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	Not applicable
Policy on social investment including program related investment	Para 1.38	Not applicable
Contribution made by volunteers	Para 1.38	HearSay Charitable Trust relies heavily on volunteers. Both the Treasurer and the Clerk to the Trustees are volunteers.
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	The Trust's individual and family counselling sessions have continued to generate positive evaluations demonstrating considerable benefit gained from the counselling provided to clients. Of considerable value, particularly to children, is equine therapy provided by a local specialist in this field. The school-based parent support groups also continue to be well received with a meeting of local Family Liaison Officers generating further interest in this specialist work by the Trust. Parents are able to discuss concerns within the group and learn from each other as well as from the facilitating counsellor. The schools also benefit, for example from improved relationships with the parents and less disruptive behaviour from pupils.

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	HearSay Charitable Trust set the following objectives in its Business Plan covering the period 2022 to 2025: • To increase the number of clients by 10% and increase the number of counselling hours in the first year of the plan. • To support families and carers of students in four schools in the local area. • To improve the organisation of the Trust, and thereby the impacts of the Trust's work, by recruiting an administrator and additional volunteers. The part-time Administrator will be in post by the end of 2022 (requiring the Trustees to decide on the job description, hours and salary). Recruit other volunteers by the end of 2022. • To put in place relevant policies and procedures to improve efficiency in the Trust's operations, and review them regularly, while ensuring the impacts are measured through client recommendations and evaluations. • To further improve the financial position of the Trust by increasing income through fund-raising from a range of sources by increasing visibility; applying for funding from local, regional and national organisations; developing a strong donor base of both individual and corporate donors; and undertaking a range of fundraising events, including street collections. By the end of 2024, the Trust had further increased the number of clients and counselling hours. The grant from the Colyer Fergusson Charitable Trust obtained in late 2023 facilitated the delivery of parent support groups to additional schools, work which has continued into 2025. Discussions took place during 2024 regarding the appointment of a new part-time administrator. The post has been advertised during 2025 and an appointment has been made. No further applications were made to grant making bodies during 2024 but the increase in the number of clients for counselling
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		paying the ordinary subsidised rate as increased the Trust's income to some degree. HearSay had a stall at a local Summer Festival which not only raised money but also facilitated considerable publicity. The Trust decided not to continue with street collections as the money raised on the last occasion a collection was held did not justify the time spent in organising and staffing it.
Performance of fundraising activities against objectives set	Para 1.41	As indicated above HearSay has continued to use the grant obtained from the Colyer Fergusson Charitable Trust to support the running of further parent support groups. The grant, together with funds raised through the local Summer Festival, and increased income from counselling has ensured that the Trust is able to cover all its costs.
Investment performance against objectives	Para 1.41	Not applicable
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The Charity's annual accounts have been produced in accordance with FRS102 as were the previous years. Therefore, no adjusting entries were required for the comparative year. Our main sources of oncome were Counselling Fees £16k in 2024 [£15k in 2023]. Overall, our income from donations and legacies dipped in value by £15k [down 46%] from £32k in 2023 to £17k in this financial year. This was mainly driven by the non-recurrence of the £11k grant from the Colyer-Ferguson Charitable Trust. The two major sources of expenditure were Counsellors' Fees £17k in 2024 [£18k in 2023] and Rent £3k in 2023 [£2k in 2023].
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	There is no policy for the Charity to hold reserves. All unused resources (cash) are carried forward to support the charity's activities.
Amount of reserves held	Para 1.22	Not applicable
Reasons for holding zero reserves	Para 1.22	All unused resources (cash) are carried forward to support the charity's activities.
Details of fund materially in deficit	Para 1.24	Not applicable
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	There are no known or anticipated events (or non events) that threaten the going concern of HearSay Charitable Trust as at the end of 2024. There are enough funds to support the charity for the next 12 months, even in the absence of material donations.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	The principal sources of funding are client contributions to counselling fees, grants from grant-making organisations and an annual fete. In 2023, we received £4.2k from partners [£2.6k MK and £1.6k John Lewis]. These were not replicated in 2024.
Investment policy and objectives including any social investment policy adopted	Para 1.46	Not applicable

A description of the principal risks facing the charity	Para 1.46	None envisaged
Other		The Charitable Trust is expected to continue operating successfully for the foreseeable future (at least next 12 months), without seeking loan facilities or drastically cutting operations due to financial distress

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	CIO constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	By recommendation of current trustees

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	All Trustees are advised to read the guidance on the role of Trustees provided by the Charity Commission, and all have done so. In addition, Trustees are provided with copies of all relevant Trust policies and procedures. They are also involved in the development of any new policies and procedures and take part in the regular review of all existing policies.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	The Charity has a Board of Trustees and a Treasurer and Clerk to the Trustees who report to the Board and support HearSay's work. The Chair of Trustees belongs to an informal group of chairs of local counselling charities in Kent where knowledge and experience of a range of issues are discussed at quarterly meetings.
Relationship with any related parties	Para 1.51	Not applicable
Other		

Reference and Administrative details

Charity name	HearSay Charitable Trust
Other name the charity uses	HearSay Trust

Registered charity number	1200556
Charity's principal address	39-48 Marsham Street Maidstone, Kent, ME14 1HH UK

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Professor Martin Knapp CBE	Chair of Trustees		
2	Dr Nellie Adjaye MBE	Trustee		
3	Mrs Ann Freeman	Trustee		
4	Mr John Taylor	Trustee		
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Corporate trustees – names of the directors at the date the report was approved

Director name		
Not applicable		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
Not applicable		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	Not applicable
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	Not applicable
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	Not applicable

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

None

Other optional information

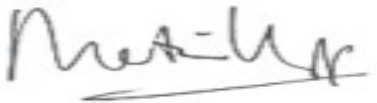
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Declarations

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

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Martin Richard John Knapp

Position (eg Secretary,
Chair, etc)

Chair of Trustees

Date

17th December 2025



CHARITY COMMISSION
FOR ENGLAND AND WALES

HearSay Charitable Trust

Charity No
(if any)

1200556

Annual accounts for the period

Period start date

01-Jan-24

To

Period end
date

31-Dec-24

Section A Statement of financial activities

Recommended categories by activity	Guidance Notes	Unrestricted funds	Restricted income funds	Endowment funds	Total funds	Prior year funds
		£	£	£	£	£
		F01	F02	F03	F04	F05
Incoming resources (Notes 1 - 5)						
Voluntary income, donations & legacies	S01		0	0	0	13,625
Activities for generating income	S02	499	0	0	499	2,919
Investments	S03	189	0	0	189	181
Incoming resources, charitable activities	S04	16,464	0		16,464	15,425
Other incoming resources	S05		0	0	0	0
Total incoming resources	S06	17,153	0	0	17,153	32,149
Resources expended (Notes 7 - 11)						
Costs of generating voluntary income	S07	0				2,225
Fundraising, trading costs	S08	0	0	0	0	250
Investment management costs	S09	0	0	0	0	0
Charitable expenditure	S10	17,275	0	0	17,275	24,436
Governance costs	S11	3,860	0	0	3,860	524
Total resources expended	S12	21,135	0	0	21,135	27,435
Net income/(expenditure) before investment gains/(losses)	S13	(3,983)	0	0	(3,983)	4,714
Net gains/(losses) on investments	S14	0	0	0	0	0
Net income/(expenditure)	S15	(3,983)	0	0	(3,983)	4,714
Extraordinary items	S16	0	0	0	0	0
Transfers between funds	S17	0	0	0	0	0
Other recognised gains/(losses):						
Gains and losses on revaluation of fixed assets for the charity's own use	S18	0	0	0	0	0
Other gains/(losses)	S19	0	0	0	0	0
Net movement in funds	S20	(3,983)	0	0	(3,983)	4,714
Reconciliation of funds:						
Total funds brought forward	S21	26,248	0	0	26,248	21,534
Total funds carried forward	S22	22,266	0	0	22,266	26,248