



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From Feb 2024 **Period start date** **To** Feb 2025

Period end date

Charity name: Serens Wish

Charity registration number: 1201796

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	Seren's Wish is established as a Charitable Incorporated Organisation (Foundation) with the sole object of preventing or relieving poverty in Gloucestershire. It achieves this by providing essential items—such as toiletries, clothing, and equipment—to children, babies, and their parents or carers who are in need due to social or economic circumstances
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	<p>To fulfil its charitable objective of preventing or relieving poverty among children, babies, and their parents or carers in Gloucestershire, Seren's Wish delivers the following public-benefit programmes and services:</p> <ul style="list-style-type: none">• Annual Christmas and Celebration Gift Appeals: Seren's Wish organises an annual toy appeal, delivering sacks of Christmas gifts, birthday presents, and special-occasion hampers to children who would otherwise receive nothing, distributing over 750 gift packs across Gloucestershire and beyond.• Year-Round Essentials Provision: The charity supplies everyday essentials—such as hygiene packs, toiletries, clothing, and baby equipment—to families in need, helping to alleviate the daily impact of poverty on their lives.• Holiday Activities & Food (HAF) Schemes: During school holidays,

		<p>Seren's Wish runs funded play schemes and holiday clubs, including tailored sessions for children with additional needs, providing nutritious meals and structured activities to support both learning and well-being.</p> <ul style="list-style-type: none"> • Warm and Welcome Initiative: Focused on combating fuel poverty and food insecurity, this programme distributes food parcels, warm clothing, and heating-support resources to ensure families stay warm and fed during the colder months. • Community Outreach and Signposting: Through partnerships with local authorities, schools, and other charities, Seren's Wish offers referral and signposting services, connecting families to specialist support such as debt advice, mental-health services, and social-care resources. • Volunteer Engagement and Capacity Building: The charity maintains a network of over 30 volunteers, recruiting and training local people to assist in logistics, fundraising events, and programme delivery—strengthening community involvement and ownership.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	n/a

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	n/a Seren's Wish does not make grants as part of its charitable activities
Policy on social investment including program related	Para 1.38	n/a

investment		
Contribution made by volunteers	Para 1.38	Volunteers are the beating heart of Seren's Wish, offering their time, skills, and compassion to extend our reach and deepen our impact. From coordinating the annual Christmas gift appeal and distributing year-round essentials to running holiday clubs and supporting fundraising events, our volunteer network ensures families facing hardship receive timely, heartfelt assistance. By managing logistics, facilitating community outreach, and sharing talents—from event planning to storytelling—volunteers amplify our programmes and cultivate a caring community ethos across Gloucestershire. Their dedication turns individual efforts into sustained hope, enabling us to uplift over 750 families each year.
Other		n/a

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	<p>Since its founding, Seren's Wish has delivered more than 750 gift sacks, hampers, and hygiene packs to children and families facing hardship, organised Holiday Activities & Food schemes that combine nutritious meals with holiday clubs for children of all abilities, provided year-round essentials—from toiletries and warm clothing to baby equipment—and built a network of over 30 dedicated volunteers alongside 1,000+ social media advocates to drive fundraising, logistics, and community outreach.</p> <p>These achievements have transformed beneficiaries' lives by ensuring every child experiences the magic of Christmas, relieving the daily burdens of poverty with essential support, enhancing children's well-being and social development during school breaks, and reducing isolation for struggling families. Beyond individual impact, Seren's Wish has strengthened Gloucestershire's social fabric—mobilising local resources and</p>

		partnerships that foster resilience, solidarity, and a sustained culture of volunteerism across the region.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	n/a
Performance of fundraising activities against objectives set	Para 1.41	n/a
Investment performance against objectives	Para 1.41	n/a
Other		n/a

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Stable – minimal reserves held in line with policy
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The charity hold minimal reserves and has low operating costs – as a going concern we hold 1 months operating costs (£500)
Amount of reserves held	Para 1.22	£500
Reasons for holding zero reserves	Para 1.22	n/a
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	The charity has minimal operating costs and is secure in its continuity due to this.

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	
Investment policy and objectives including any social investment policy adopted	Para 1.46	
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:		none
Type of governing document (trust deed, royal charter)	Para 1.25	Foundation Model CIO
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	Election at AGM, with a minimum of 2 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	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Seren's Wish
Other name the charity uses	
Registered charity number	1201796

Charity's principal address	38 Little Grebe Road, Bishops Cleeve, GL52 8HP

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	Peter Marschall	Chair		
2	Libby Cleal	CEO		
3	Amanda Jones			
4	Lee Dixon			
5	Bethan Davis			
6				
7				
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17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

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

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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)	P.Marschall	
Full name(s)	Peter Marschall	
Position (eg Secretary, Chair, etc)	Chair	
Date	31/08/25	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name

No (if any)

CC16a

Receipts and payments accounts

For the period from	Period start date	To	Period end date
	Feb-24		Feb-25

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 £
A1 Receipts					
Donations & Legacies	-	12,340	-	12,340	5,040
Charitable Activities	19,573	-	-	19,573	11,900
Other Trading Activities	-	-	-	-	6,549
Investments	-	-	-	-	-
Gift Aid	4,547	-	-	4,547	972
Other	-	-	-	-	1,831
	-	-	-	-	-
	-	-	-	-	-
<i>Sub total (Gross income for AR)</i>	24,120	12,340	-	36,460	26,292
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
<i>Sub total</i>	-	-	-	-	-
Total receipts	24,120	12,340	-	36,460	26,292
A3 Payments					
Raising Funds	-	12,340	-	12,340	-
Charitable Activities	24,489	-	-	24,489	-
Material Expense Item	-	-	-	-	-
Other	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<i>Sub total</i>	24,489	12,340	-	36,829	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
<i>Sub total</i>	-	-	-	-	-
Total payments	24,489	12,340	-	36,829	-
Net of receipts/(payments)	- 369	-	-	- 369	26,292
A5 Transfers between funds A6 Cash	-	-	-	-	-
funds last year end <i>Cash funds</i>	-	-	-	-	-
<i>this year end</i>	- 369	-	-	- 369	26,292

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 £
B1 Cash funds		369	-	-
		-	-	-
		-	-	-
	<i>Total cash funds</i> (agree balances with receipts and payments account(s))	369	-	-

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability	Amount due (optional)	When due (optional)
B5 Liabilities				

Date of approval

31/08/2025

31/08/2025

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

Mr PM Marschall
Mr E A Cleal

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Pete Marschall
Libby Cleal

