

HEAVEN'S PLAYGROUND ORG

Heaven's Playground Org
(A Charitable Incorporated Organisation (CIO))

**Trustees' Report &
Financial Statements**
Year Ending 31 December 2024

Registered Charity No. 1204172

HEAD OFFICE: 90 Lime Tree Avenue, Crewe, Cheshire, CW1 4HJ

Northern Ireland Office: 27 The Longshot, Ballyrobert, Ballyclare, Co. Antrim, BT39 9SA

Email: heavensplaygroundorg@gmail.com

website: www.heavenplayground.org

Twitter: @HeavensPlaygr12

instagram: <https://www.instagram.com/heavensplaygroundorg>

Trustee Annual Report
from 1 January 2024 – 31 December 2024

Legal & Administrative Information

Charity	Heaven's Playground Org also known as HP UK and HP Angel Cards
Charity No.	1204172
Trustees	Miss Michelle Kim Tomkinson (Chair) Mrs Jacqueline Anne Thompson (Secretary & Treasurer) Mrs Mary Gertrude Tomkinson Mrs Sarah Alison Scott Mr Jason Edward Paul Booker
Chief Executive	Miss Michelle Kim Tomkinson
Chief Financial Officer	Mrs Jacqueline Anne Thompson
Charity Number	2104172
Registered Office	90 Lime Tree Avenue Crewe Cheshire CW1 4HJ
Bankers	Lloyds Bank plc 25 Gresham Street London EC2V 7HN

Trustees' Report

We, the Trustees, submit the annual report and financial statements of Heaven's Playground Org for the year ended 31 December 2024.

The Trustees confirm that the annual report and financial statements of the company have been prepared in accordance with the requirements of “Accounting and Reporting by Charities: Statement of recommended practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)”, applicable law and comply with the charity's constitution.

The Trustees of Heaven's Playground Org.

The CEO & Chair is the Founder of Heaven's Playground Org from its Facebook group to its current charitable form. The CFO & Secretary is one of the co-owners of the Facebook group from Northern Ireland. The CEO & CFO then elected 3 other trustees to be involved in the running of the charity. Mrs Scott runs a local foodbank, recycle project and book project to ensure the local community's needs are being met and she has previously worked as a Trustee with other charities. Mrs Tomkinson is a senior Trustee who has had 3 child losses herself and her grandchild also and brings years of experience to her role. Finally Mr Booker is a loss father and offers us a male perspective. He and his wife have been highly involved in Heavens from donating items and taking part in our fundraising to giving support to others. Mr Booker was retained as a Trustee most recently in early 2025 and is being trained in his role. We hope to gain more Trustees in future to help cover our diverse member base and give different perspectives on loss. These will be elected by the current Trustees together.

The Trustees follow the Heaven's Playground Org Constitution as our governing document which was incorporated in August 2023. We review this on a yearly basis to ensure it is current and in line with any changes to charitable law. We use it along with all our other policy documents, which are also reviewed yearly, to ensure the smooth running of the Charity following current law. These are available on request and on the Charity Commission website. We have 4 Trustee meetings per year (1 per quarter) unless anything important requires extra.

Trustees' Report

1. Objectives and activities of the Charity

The objectives of Heaven's Playground are:-

The relief of those in need by reason of grief and bereavement, primarily through:

1. The provision of items, such as memorial keepsakes and memory boxes designed to provide comfort;
2. Angel Cards.
3. Providing advice and peer support.

The Trustees feel that during our first year of operation as a charity we have worked hard to achieve these aims by:

1. Going to local hospitals and funeral directors to give them initially 20 Early Loss Boxes, access to Memory Boxes and memorial keepsakes.

This year we continued to supply Leighton Hospital in Crewe, Cheshire with Early Loss Boxes due to a prior relationship formed before charity registration. We provided them with 40 Early Loss Boxes in 2024.



We also reached out to Joseph O'Connell Funeral Services in Crewe, Cheshire and provided them with Early Loss Boxes. We provided them with 40 Early Loss Boxes and 5 Memory Boxes in 2024.

In Edinburgh our Facebook group co-owner and charity volunteer established a connection with WT Dunbar & Porteous Funeral Directors.

We provided WT Dunbar with 40 Early Loss Boxes and 1 Memory Box to keep so families could see and come to us if they would like one and Porteous with 20 Early Loss Boxes and 1 Memory Box.



In Stoke-on-Trent we provided 20 Early Loss Boxes to Forrester Brothers Funeral Directors.

20 Early Loss Boxes were sent to Cambridge to go to a local hospital along with a CuddleCot we had helped to raise the money for with Mrs Marie Donnelly and Mrs Jaide Beckett of Marie's Angel Graphics online group.



20 Early Loss Boxes were sent to Miss Freya Pulham-Smith in Lincolnshire to take to her local funeral directors and hospital.

20 Early Loss Boxes were sent to Mrs Jacqueline Thompson for example use for Northern Ireland.

We also provided 15 Memory Boxes and 20 Sibling Boxes to individuals who came to us direct.

2. Providing cards to grieving families throughout the world during 2024. In total we sent out 432 cards for the entire year. These were made up of:-

Valentine's Day – 4 cards

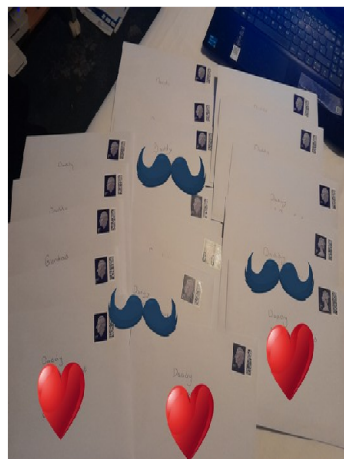
Easter – 21 cards

Mother's Day – 25 cards

Father's Day – 33 cards

Christmas – 48 Cards

Individual angelversaries, due date & heavenly birthday cards – 301 Cards



3. Ensuring there is a good core team in the Heaven's Playground Facebook group who are able to give peer support or to direct those in need to appropriate other entities that can provide for their needs such as Tommy's, Sands, Aching Arms etc.

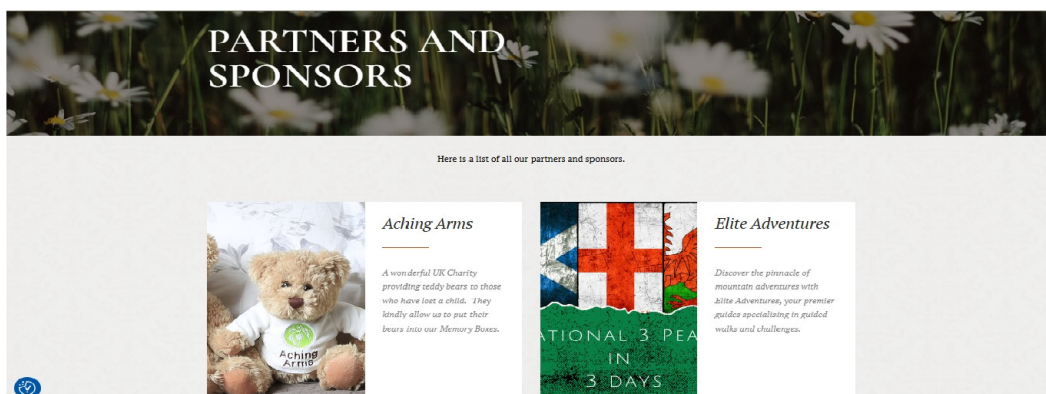
We have established 2 online Facebook chats, 1 for the UK and 1 for USA/Rest of World with support admins and moderators monitoring so they can help anyone who is requiring support or guidance. This is overseen by Mrs Jacqueline Thompson.

2. Achievements of the Charity for Public Benefit.

- We contacted an online organisation Grass Roots who helped us to update our website to make it more welcoming, easy to read and dynamic. They also helped us to set up an online shop. Having a professional website is a must have in this modern age and we feel ours is so much better now and will be extremely useful for future campaigns. Our website is at www.heavenplayground.org



- We joined several online organisations devoted to helping charities to help us with our policies, keeping up-to-date with changes, training and fundraising. While some of their opportunities are not available to us yet due to our age as a charity the ones that are have really helped us and we are constantly learning new things and evolving.
- We partnered with Elite Adventures to help with fundraising and also with Aching Arms to include their beautiful bears in our memory boxes. These bears are amazing and make a real difference to those grieving and we feel incredibly grateful that Aching Arms have been so kind.



- Our annual online Silent Auction raised almost £2,500.00 which was almost £1,000.00 better than previous years. We had some amazing items donated to us by the likes of Ed Sheeran, Ant & Dec, Cristiano Ronaldo, Glastonbury and so many more. We acquired a Lottery Licence from our local council to ensure the fundraising we did met legal guidelines.



Cheshire East Council

**GAMBLING ACT 2005
SMALL SOCIETY LOTTERIES**

Certificate of Registration
Pursuant to Schedule 11, parts 4 & 5 of the Act

THIS IS TO CERTIFY that the Society known as
Heaven's Playground Org
Whose head office is situated at
90 Lime Tree Avenue, Crewe, Cheshire East, CW1 4HJ
Has been registered by Cheshire East Council as a small society lottery under the Gambling Act 2005

Dated: 31 January 2024

Registration Number: LTR830

Receipt of the relevant fee is acknowledged. This registration is valid for 12 months from the above date.

Signed by: *[Signature]*
On behalf of Cheshire East Council

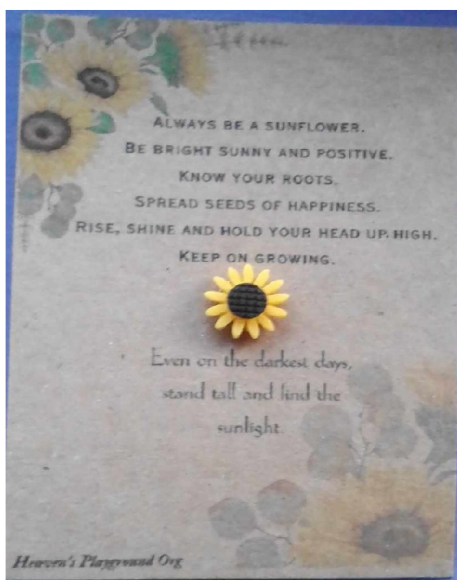
Licensing Team | Delamere House | Delamere Street | Crewe | CW1 2LL

All other enquiries: 0300 123 5500 www.cheshireeast.gov.uk

- We had a successful BLAW campaign for 2024. We wrote an original song called 'They Say They're in Heaven's Playground' which was then uploaded to Spotify, Amazon Music, YouTube and many other sites to spread awareness of Baby Loss during baby loss awareness week. We also sold pin badges and ribbons along with Pink and Blue raffles and actually ended up raising over £100 despite the principal reason of our campaign was to raise awareness and not money.
- We were gifted a 'Letters to Heaven' postbox for anyone wishing to write a letter to their lost loved one. This is now permanently situated at our Head Office and will be available for all to use.



- We decided to adopt the sunflower with the tagline 'Always find the sunlight' as our emblem and now have sunflower pins and bracelets as part of our core keepsake items.



- Our main fundraising efforts this year consisted of our annual auction and raffles. Our raffles worked very well and along with the auction helped us to raise enough money to achieve our core aims for 2024.

3. Structure, Governance and Management.

Heaven's Playground Org was formally established in 2023, having been founded in 2018, and is constituted in England and Wales as a Charitable Incorporated Organisation with The Charity Commission of England and Wales registered number 1204172.

Apart from the first charity trustees, every trustee must be appointed for a term of 2 years by a resolution passed at a properly convened meeting of the charity trustees. Any trustee can be re-elected a further 3 terms or more if it would result in there being less than 3 trustees total at any time. The charity trustee total must not exceed 10 trustees as set out in the constitution and must cover as wide a spectrum of diversity as possible.

All recruitment to the Board of Trustees must be through an election process in which the current trustees all get a vote. Newly inducted trustees are provided with a copy of the latest version of the constitution and a copy of the CIO's latest Trustees' Annual Report and statement of accounts.

Trustees for 2024

Trustees that served for Heaven's Playground Org for the term of this Trustee Report and the Financial Report under review until the approval and signing of this document.

Miss Michelle Kim Tomkinson - serving from August 2023 (Chair)

Mrs Jacqueline Anne Thompson - serving from August 2023

(Secretary & Treasurer)

Mrs Mary Gertrude Tomkinson - elected August 2023

Mrs Sarah Alison Scott - elected August 2023

Mrs Audra Picciano-Butcher - elected August 2023, removed
December 2024

Mr Jason Edward Paul Booker – elected December 2024

Day to Day operations

The chief executive, Miss Michelle Tomkinson, together with the current charity volunteers, is responsible for and provides oversight of the delivery of Heaven's Playground Org's operational strategy and the annual Business Plan for the charity, ensuring compliance with statutory requirements and best practice approaches at national level. Key team members are:-

- Mrs Jacqueline Thompson as CFO and charity secretary
- Mrs Geraldine Smith as Head of Fundraising
- Mrs Samantha Booker as Support Liaison and Fundraising aide
- Mrs Beverly Walker as Head of Graphics Support online
- Mrs Iesha Collins as Social Media aide
- Mrs Lisa Watchorn as Secretary/Aide to CEO & CFO

At the current time all positions are held by volunteers including CEO and CFO.

4. Financial Review and Fundraising

- Income

Total Income for the charity for the year ending 31 December 2024 was £8,525.96.

This is our first full year as a charity and is a 50% increase on what we were achieving previously as a non-profit.

We believe becoming a registered charity helped us to gain new supporters within the loss community who were following the work we were doing previously. It also opened doors to our receiving donations of items that meant we had less to fund from Heaven's finances.

- Expenditure

Total Expenditure for the charity for the year ending 31 December 2024 was £6,550.89

The majority of the expenditure was on our core projects of Loss Boxes and Angel Cards with other amounts being almost entirely for administrative costs.

- Reserves

We currently do not have any reserves although we would like to provide a small amount for this in future.

5. Future Plans.

In the coming year, 2025, we hope to further extend the reach of our Loss Boxes with plans to approach hospitals and funeral homes in Uxbridge and in Northern Ireland initially and more if possible dependant on funds available.

We also will be fundraising via our raffles and the annual online auction to once again provide the funds for our core projects. We also hope to be able to start to apply for grants as we have found many grant applications require 2 years as a charity and formal receipt by The Charity Commission of at least 1 years Trustee & Financial Report.

In October we will be raising awareness once more with our participation through our membership of the BLAA (baby loss awareness alliance) in BLAW 2025. We hope to once again write a song to be released mid-September for all loss parents. In 2025 we hope to expand our merchandise for BLAW to include T-shirts and Pens along with the pins and ribbons. We will also be approaching local communities to arrange some literature and events for the week with turning Pink & Blue and the Wave of Light.

We hope to be able to acquire at least 2 more trustees in 2025/2026 with

professionalism and diversity being our guides in the process of recruitment.

This report and the Financial Report submitted together with it have been read and reviewed by the current trustees and we have signed below to acknowledge our participation in this process.

Miss Michelle Kim Tomkinson:	Signed	Date
Mrs Jacqueline Anne Thompson:	Signed	Date
Mrs Mary Gertrude Tomkinson:	Signed	Date
Mrs Sarah Alison Scott:	Signed	Date
Mr Jason Edward Paul Booker:	Signed	Date



CHARITY COMMISSION
FOR ENGLAND AND WALES

Heaven's Playground Org

1204172

Receipts and payments accounts

CC16a

For the period
from

1st August 2023

To

31st December 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 £
A1 Receipts					
Postage	110			110	
Membership	925			925	
Crafts/Boxes/T-Shirts	865			865	
Cards	41			41	
Raffles/Tombolas	3652			3652	
Donations	340			340	
Auction	1821			1821	
Ebay/Vinted	772			772	
Sub total(Gross income for AR)	8526			8526	
A2 Asset and investment sales, (see table).					
Sub total					
Total receipts	8526			8526	
A3 Payments					
Vat	195			195	
Fees	3			3	
Shipping/Promotion	89			89	
Postage	2145			2145	
Stationary/Crafts/Boxes/Awards/Raffle/Tombola/T-Shirts	3492			3492	
Donation	20			20	
Advertisting	332			332	
Website	169			169	
Cards	105			105	
Sub total	6550			6550	
A4 Asset and investment purchases, (see table)					
Sub total					
Total payments	6550			6550	
Net of receipts/(payments)	1976			1976	
A5 Transfers between funds					
A6 Cash funds last year end					
Cash funds this year end	1976			1976	

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 £
B1 Cash funds				
	Total cash funds			
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details			
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 asset belongs	Cost (optional)	Current value (optional)
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
Signed by one or two trustees on behalf of all the trustees		Signature	Print Name	Date of approval
		Jacqueline Thompson	Jacqueline Thompson	25th July 2025