

Annual Report



2024/25

Prepared by
DANIEL STEVENSON

Prepared for
AVP STOKE



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Open Letter from the CEO



Dear Supporters, Volunteers, and Friends,

As we move further into 2026, it feels like the right moment to pause and reflect on how far we've come together, and to look ahead with renewed purpose.

Since becoming a registered charity in 2023, each year has brought both challenges and progress. Over the past year in particular, we have continued to grow in ways that matter—strengthening our presence in the community, building lasting partnerships, and finding new ways to respond to the needs around us.

We know this has not been an easy time. Many of you have faced your own pressures, yet you have still found ways to support us—whether through your time, your generosity, or simply by helping to spread our message. That continued support has never been taken for granted.

DANIEL STEVENSON

CEO, AVP Stoke

Despite ongoing funding uncertainty, we've remained focused, working with partners to ensure every contribution makes a real difference.

Our direction is clearer than ever, and we remain committed to deepening our impact, expanding our reach, and supporting our community in meaningful ways.

We're excited for what lies ahead, with plans to bring people together through events and initiatives that strengthen both our work and our connections.

Thank you for your continued support—your generosity makes everything we do possible.

Warmest wishes,

Daniel Stevenson
CEO, AVP Stoke

Daniel Stevenson

Vision & Mission



VISION

Our vision hasn't changed - nobody should grow up or live in relative poverty. Whilst the government has made some policy changes to ensure more children don't grow up in poverty; more needs to be done at a local level to ensure real families and getting real support.

MISSION

- Address and alleviate poverty in the Stoke-on-Trent community.
- Provide essential resources, support, and opportunities to those in need.
- Inspire a sense of hope and empower individuals to improve their lives.
- Work together with a spirit of compassion and commitment.
- Strive to ensure a better future for all residents of Stoke-on-Trent.
- Ensure that everyone in the community receives the support they need.

Financial Highlights

In the fiscal year 2024-25, AVP Stoke has made significant strides in its mission to combat poverty and uplift the community of Stoke-on-Trent. The charity was able to achieve various monetary donations, including a £1000 grant from Aldi UK as part of their Winter Fund in 2024. However, increasing marketing costs, travel expenditure and more have meant that the charity spent more than it made, leading to no money being carried forward.



→	Donations/Grants	£1,183.38
→	Expenses	£1,200.00
→	Carried Forward	£0

Future Outlook

As we look ahead, AVP Stoke remains dedicated to its mission of alleviating poverty and empowering the community of Stoke-on-Trent. In the coming years, we aim to expand our outreach and services, ensuring that even more residents receive the support they need to thrive. We plan to strengthen our partnerships with local organisations and stakeholders, fostering collaboration and maximising our impact. With a focus on sustainability and innovation, we are committed to creating lasting, positive change. Together, we will build a brighter, more inclusive future for all.



HOW WILL WE DO THAT?

We will actively seek out and apply for grants from governmental bodies, private foundations, and corporate sponsors to secure funding. Whilst also implementing a structured schedule for charity drives, ensuring that we consistently provide support to those in need and partner with local businesses, schools, and organisations to maximise participation and impact.

Our Partners

We'd like to take this opportunity to bring some attention to the amazing partners who have supported our work and continue to do so!



GXO SCREWFIX



OUTLET SHOPPING

AFFINITY STAFFORDSHIRE



ROWTYPE PRINTERS



ADVANTIS CREDIT

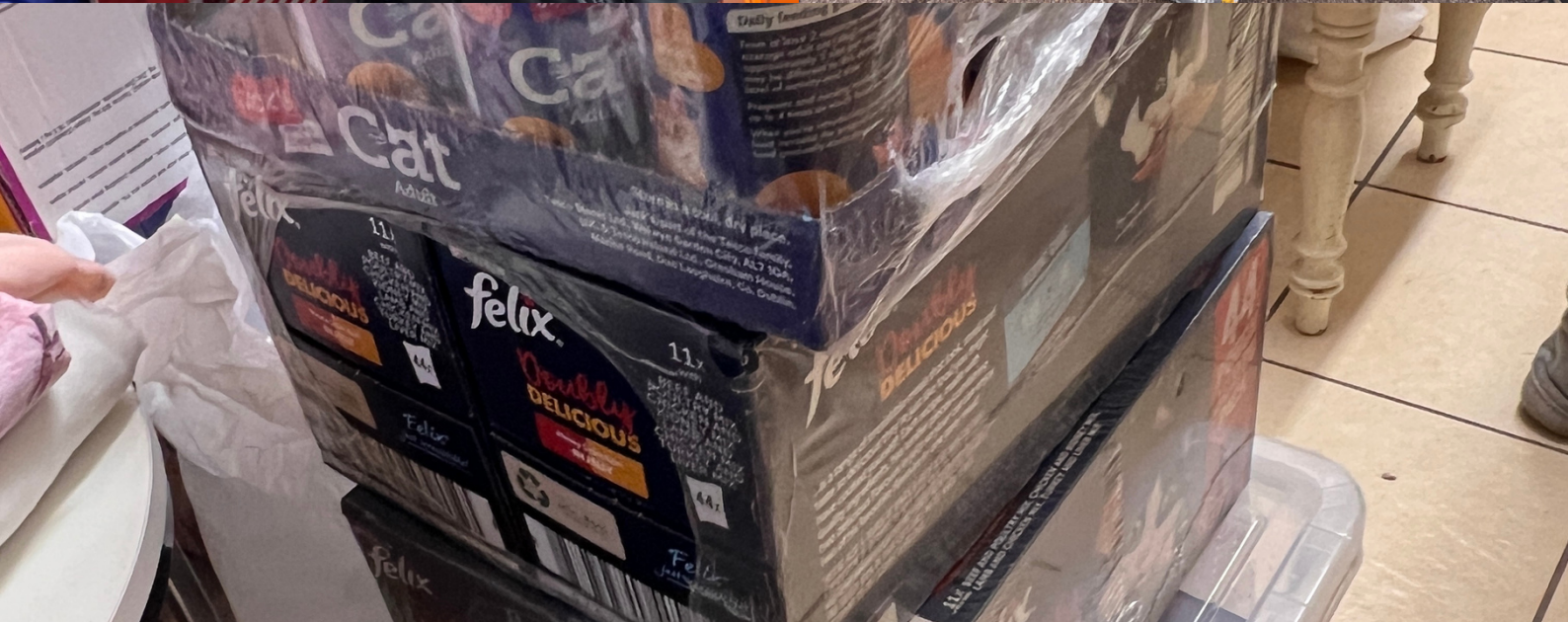


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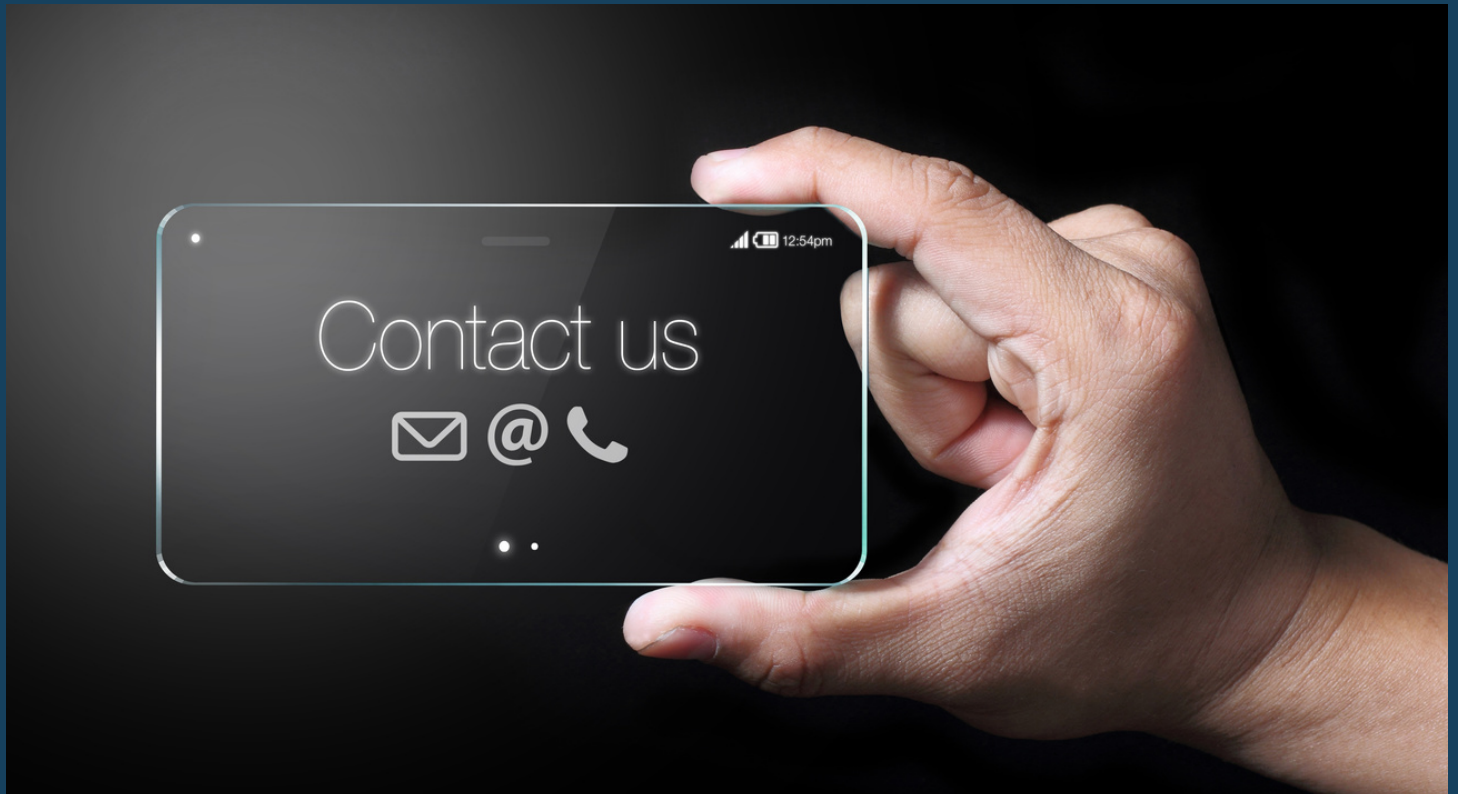


MORNFLAKE

MORNING FOODS



Contact Us



Email

hello@wearestoke.co.uk



Website

www.avpstoke.org.uk



Address

**AVP Stoke, C/O Gunpoint,
Pennycroft Lane, Uttoxeter, ST14
7BW**



CHARITY COMMISSION
FOR ENGLAND AND WALES

IP STROKE

No (if any)

Receipts and payments accounts

CC16a

For the period
from

Period start date
7/1/2024

To

Period end date
7/1/2025

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 £
A1 Receipts					
N/A	£0.00	£0.00	£0.00	£0.00	£0.00
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	-	-	-	-	-
A2 Asset and investment sales, (see table).					
N/A	£0.00	£0.00	£0.00	£0.00	£0.00
Sub total	-	-	-	-	-
Total receipts	-	-	-	-	-
A3 Payments					
ALDI UK Grant	£1,000.00	-	-	£1,000.00	-
Public Donations	£183.38	-	-	£183.38	-
Expenditure across Campaigns	(£1,200.00)	-	-	(£1,200.00)	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	17	-	-	17	-
A4 Asset and investment purchases, (see table)					
N/A	£0.00	£0.00	£0.00	£0.00	£0.00
Sub total	-	-	-	-	-
Total payments	(£16.62)	-	-	17	-
Net of receipts/(payments)	17	-	-	17	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	17	-	-	17	-

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	Nothing carried forward	£0.00	£0.00	£0.00
		-	-	-
		-	-	-
	Total cash funds	£0.00	£0.00	£0.00
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	N/A	£0.00	£0.00	£0.00
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		N/A	£0.00	£0.00
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
	N/A	N/A	£0.00	£0.00
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
	N/A	N/A	£0.00	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	D.Stevenson	Daniel Stevenson	4/20/2026	