

# THE RECOGNISED FOUNDATION LIMITED

England & Wales · Charity number 1204692

## Details

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**Other names** THE RECOGNISED FOUNDATION

**Status** Registered

**Legal form** Charitable company

**Company number** [14408005](#)

**Registered** 2023-09-12

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 184 Shepherds Bush Road  
The Recognised Foundation  
WeWork  
London  
W6 7NL

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**Email** [info@recognisedfoundation.com](mailto:info@recognisedfoundation.com)

**Website** [www.recognisedfoundation.com](http://www.recognisedfoundation.com)

## Activities

**Objects:** THE CHARITY'S OBJECTS (OBJECTS') FOR THE PUBLIC BENEFIT ARE SPECIFICALLY RESTRICTED TO THE FOLLOWING: (1) TO RELIEVE POVERTY (OR FINANCIAL HARDSHIP) AMONG THOSE FACING LIFE-DEBILITATING HEALTH CHALLENGES AND THEIR DEPENDENTS LIVING ANYWHERE IN THE UNITED KINGDOM, PROVIDING ACCESS TO MENTAL HEALTH SERVICES, EXTRA-CURRICULAR ACTIVITIES THAT PROMOTE WELL-BEING, SUPPORT/ADVICE, FOOD, AND RECREATIONAL PRODUCTS. (2) TO PROMOTE SOCIAL INCLUSION FOR THE PUBLIC BENEFIT AMONG THOSE PEOPLE RESIDING IN THE UNITED KINGDOM WHO ARE SOCIALLY EXCLUDED. THIS WILL BE ACHIEVED BY: A) RELIEVING THE NEEDS OF SUCH INDIVIDUALS THROUGH THE PROVISION OF COMMUNITY EVENTS, SUPPORTIVE SERVICES, AND GRANTS TAILORED TO THEIR SPECIFIC CIRCUMSTANCES. B) CONDUCTING AND DISSEMINATING RESEARCH ON SOCIAL EXCLUSION AND ITS CAUSES, WORKING TOWARDS EVIDENCE-BASED SOLUTIONS. C) COLLABORATING WITH AND PROVIDING ASSISTANCE TO OTHER ORGANISATIONS THAT WORK TO PREVENT SOCIAL EXCLUSION OR HELP THOSE WHO ARE SOCIALLY EXCLUDED. FOR THE PURPOSES OF THIS CLAUSE, 'SOCIALLY EXCLUDED' IS DEFINED AS BEING PREVENTED FROM PARTICIPATING FULLY IN SOCIETY DUE TO FACTORS INCLUDING, BUT NOT LIMITED TO, UNEXPECTED HEALTH CHALLENGES, FINANCIAL HARDSHIP, RELATIONSHIP AND FAMILY BREAKDOWN, LOSS OF A RELATIVE, OR UNEXPECTED UNEMPLOYMENT.

## Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** General Charitable Purposes, Disability, Other Charitable Purposes
- **Who:** The General Public/mankind

## Geography

- Throughout England

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-10-09	£35,862	£25,534	-	-

## Trustees

Name	Role	Appointed
Joel Wallington	Chair	
Anja Batista Sonksen		
Gabriella Pugh-Smith		

**THE RECOGNISED FOUNDATION LIMITED**

England & Wales - Charity number 1204692

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# Accounts

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# Trustees' Annual Report for The Recognised Foundation

For the Financial Year Ending  
31st October 2024

RECOGNISED  
*foundation*

# Contents

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# Introduction

## Welcome to The Recognised Foundation Annual Report

Dear friends and supporters of The Recognised Foundation,

Thank you for taking the time to read our first ever annual report. Your support and belief in our mission have been the driving force behind everything we've achieved last year, and we're delighted to share these milestones with you. This report is a reflection of the extraordinary progress we've made together in our mission to help people feel seen, valued, and recognised when they need it most and celebrates the success of our first campaign.

In our first year we have launched the very first Recognised campaign, The Power of Recognition, spearheaded by our wonderful campaign ambassador, Miranda Hart. Through her warmth and humour, we were able to amplify our message: that even the smallest acts of recognition can change someone's day and remind them that they're not alone.

Through this campaign, we were able to reach half a million people with our message and deliver 1000 recognition boxes to help change people's days. An amazing 90% of campaign participants reported that their day was changed by receiving their recognition box, with this feeling lasting longer than a month for 38% of people. 87% of participants said that receiving their box made them feel less alone and a staggering 92% of participants said that receiving their box made them feel either, seen, encouraged, valued, supported, understood or connected.

Given that the vast majority of beneficiaries (84%) who received a box

were going through a difficult life circumstance ranging from cancer to bereavement, we are deeply encouraged that the reach of this campaign was highly targeted and reached those who truly needed it most. As we look back on this remarkable year, we have taken the time to reflect on what we've learned about delivering these campaigns. These learnings have helped us improve our 2025 campaigns and create even more impact.

2025 promises even more opportunities to help people feel seen, valued, and recognised. This year we have 4 Recognised campaigns planned to help recognise people impacted by mental health, motherhood, grief and cancer. The biggest takeaway from this campaign was that even the smallest actions make the biggest difference and we are excited to scale this model and reach many more people over the coming years.

This report is both a celebration of what we've accomplished and a heartfelt thank-you to every single one of you. Your belief in our mission is what makes everything possible. So, as you read on, we hope you'll feel inspired and proud of what we've achieved together. Here's to the power of recognition—and to all the moments, big and small, that lie ahead.



*Joel Wallington*

Chairman, The Recognised Foundation  
Charity number: 1204692

# Our Story So Far

## OUR VISION

At The Recognised Foundation, our vision is to create a world where everyone feels seen, valued, and recognised when they need it most. This vision was born from a recognition of the challenges so many people face. Whether it's struggling with their mental health, supporting a loved one through illness, or navigating loss, connection is essential—yet loneliness is widespread, especially during life's hardest moments. Research shows that half of UK adults will experience loneliness this year, with those facing bereavement, unemployment, or long-term illness most affected. <sup>1</sup> In these times, it's the smallest acts that make the biggest difference. Our Age of Recognition Report showed that a kind word, a thoughtful gesture, or simply checking in can change someone's day and have the greatest impact in helping people feel valued and supported. <sup>2</sup> At The Recognised Foundation, we are committed to providing these moments of connection, ensuring no one feels invisible or alone. Through small but powerful acts of recognition, we aim to see a world where kindness and compassion flourish.

<sup>1</sup> Campaign to End Loneliness with Dr Heather McClelland (2023) Analysis of quarterly report data provided by the ONS from the Opinions and Lifestyle Survey for Jan-Dec 2022 using a representative sample of people aged 16 and over in Great Britain. Note: an average of 2,625 participants engaged with the ONS Opinions during each wave of the Lifestyle Survey over this period.  
<sup>2</sup> "A connected society: a strategy for tackling loneliness - laying the foundation for change" HM Government Report, 2018 .  
2 age of Recognition Report, Recognised

## OUR OBJECTIVES

The Recognised Foundation exists to help people feel seen, valued, and recognised when they need it most.

Our work aligns with the public benefit requirement under the Charities Act 2011 by:

- Providing emotional and social support through campaigns that combat loneliness and isolation.
- Encouraging acts of kindness that foster mental and emotional well-being.
- Supporting individuals facing bereavement, illness, and other hardships.

Our activities directly benefit the public by promoting social inclusion and emotional well-being among those most in need.



# Impact Review

*Power of Recognition Campaign*

1

Social Media  
Post

500,000

People viewed  
the campaign  
video

1000

Yellow boxes  
sent out to  
people who  
were  
recognised  
through our  
campaign

22,500

People liked the social media post

1000

Days changed  
through  
receiving a  
Recognised  
Pin - a symbol  
of hope and  
solidarity

1,800

Comments of  
recognition on  
the campaign  
post

50

People recognised  
in person at our  
live podcast  
recording event

9,100

People engaged with the  
podcast content

90%

participants said that receiving their recognition box changed their day

84%

participants were facing a difficult life circumstance when they received their recognition box

87%

participants said that receiving the recognition box helped them feel less alone in their situation

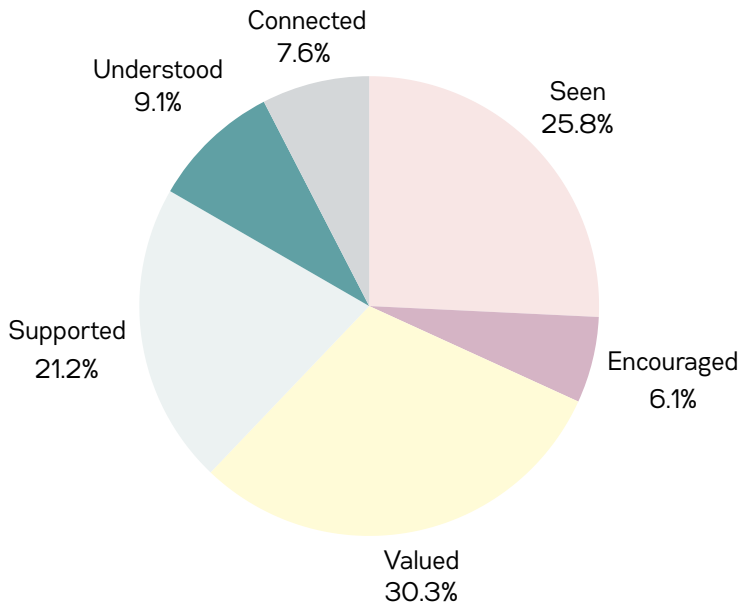
91%

participants said that receiving their recognition box helped them feel more connected to person that recognised them

93%

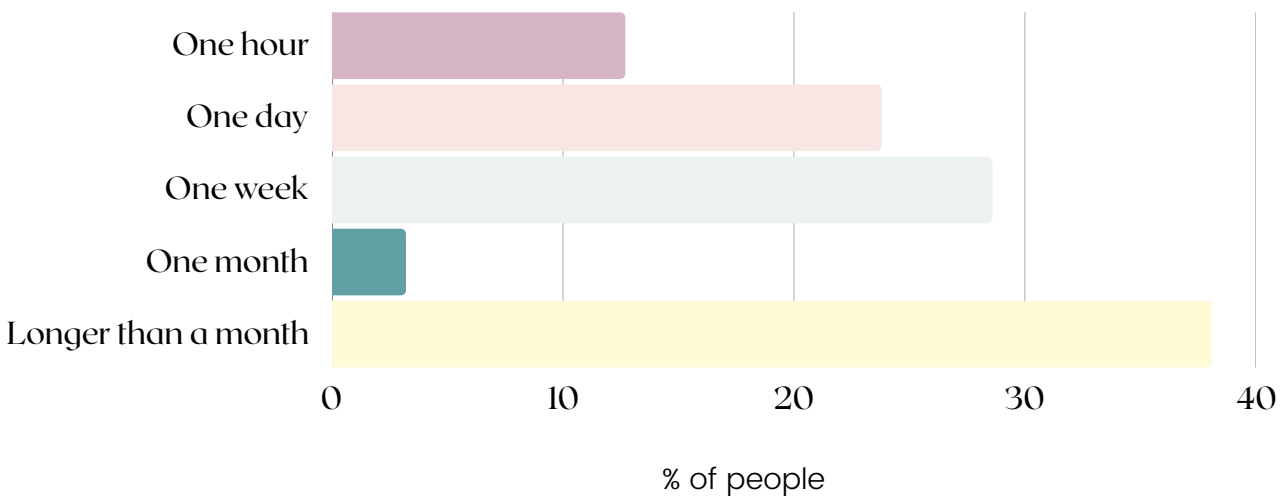
participants have said that receiving their recognition box has inspired them to recognised others

# CAMPAIGN STATISTICS



92% of people reported feeling one of these emotions after they participated in the Power of Recognition Campaign.

We asked people how long their 'changed day' feeling lasted, and these were the results:



38% of people said that this feeling lasted longer than a month.

\*Data collected from a survey conducted with 10% of campaign participants

# Stories of Impact



**Did receiving your recognition gift change your day?**

Yes.

**How long did this feeling last?**

Longer than a month.

**How did the box make you feel when it arrived?**

When I received this box it reminded that I matter and I am important. Life has been a struggle for various reasons over the last several years for myself and my family. The death of my son followed by the death of my mother. Supporting my daughter and her son, my grandson with additional needs. It made me remember life can be beautiful and have beautiful moments. So thank you. I felt seen.

**How effective do you think our campaign is in helping others to feel seen, valued and recognised on a scale of 1-10?**

10

**Did receiving your recognition gift change your day?**

Yes.

**How long did this feeling last?**

Longer than a month.

**How did the box make you feel when it arrived?**

It was feeling down that day and it brought me to happy tears, such a considerate gesture. I have recently been diagnosed with heart failure after fighting cancer for thirteen years and had been through mental health problems. Then the news hit of the heart failure for life and my friend helped me get recognised. It was not expected and truly meant so much. It gave the feeling of 'we know you have struggled and we are recognising this struggle'.

**How effective do you think our campaign is in helping others to feel seen, valued and recognised on a scale of 1-10?**

10



# Stories of Impact



**Did receiving your recognition gift change your day?**

Yes.

**How long did this feeling last?**

Longer than a month.

**How did the box make you feel when it arrived?**

I felt valued and recognised. It's very good idea to do this, especially as people who are disabled and going through life changing moments can be feeling down at times. This helps to brighten their day and mood and help them feel inspired and valued.

**How effective do you think our campaign is in helping others to feel seen, valued and recognised on a scale of 1-10?**

10

**Did receiving your recognition gift change your day?**

Yes.

**How long did this feeling last?**

Longer than a month.

**How did the box make you feel when it arrived?**

I felt so seen and totally blessed. It lifted my spirits and touched my heart. All my children are grown and married. I miss having them all nearby. Over recent years I've developed a deteriorating condition which has left me with disability and life has been so hard and challenging; losing my job and the career I love. It's easy to feel you've failed at life. Being 'recognised' by my daughter for all I did when they were growing up, but also for 'all I still give' despite my disability meant the world to me and helped me to see that I'm still a good Mum and that she sees that still.

**How effective do you think our campaign is in helping others to feel seen, valued and recognised on a scale of 1-10?**

10



# The Power of the Pin



“I wear the pin so often and every time it catches my eye I feel warmed, loved and remembered.”

“It really was so nice to have something tangible as a reminder to keep going, that I know so many other strong people will have too.”



# Financial Review

## Financial Activities for the year ended 31st October 2024

		Unrestricted Funds 2024	Restricted Funds 2024	Total Funds 2024
<b>Income</b>	Notes	£	£	£
Donations and gifts		28,332.27		<b>28,332.27</b>
Grants			7,500.00	<b>7,500</b>
Other		30.56		<b>30.56</b>
<b>Total Income</b>		<u>28,362.83</u>	<u>7,500.00</u>	<u><b>35,862.83</b></u>
<b>Expenditure on</b>				
Charitable activities		22,055.16	2,479.56	<b>24,534.72</b>
Fundraising		1,000		<b>1,000</b>
<b>Total Expenditure</b>		<u>22,055.16</u>	<u>2,479.56</u>	<u><b>25,534.72</b></u>
<b>Net income/(expenditure)</b>		<u>6,307.67</u>	<u>5,020.44</u>	<u><b>10,328.11</b></u>

There are no other recognised gains or deficits other than the above.

# Balance Sheet

31st October 2024

		Unrestricted Funds 2024	Restricted Funds 2024	Total Funds 2024
<b>Fixed assets</b>	Notes	£	£	£
Tangible assets		0	0	0
Investments		0	0	0
		<u>0</u>	<u>0</u>	<u>0</u>
<b>Current assets</b>				
Equipment		2,986.67	0	2,986.67
Cash at bank and in hand		2321	5,020.44	7,341.44
		<u>5,307.67</u>	<u>5,020.44</u>	<u>10,328.11</u>
<b>Creditors</b>				
Amounts falling due within one year		0	0	0
		<u>0</u>	<u>0</u>	<u>0</u>
<b>Net current assets</b>		5,307.67	5,020.44	10,328.11
		<u>5,307.67</u>	<u>5,020.44</u>	<u>10,328.11</u>
<b>Net assets</b>		5,307.67	5,020.44	10,328.11
		<u>5,307.67</u>	<u>5,020.44</u>	<u>10,328.11</u>
<b>Represented by:</b>				
Unrestricted funds				5,307.67
Restricted funds				5,020.44
				<u>10,328.11</u>
				<u><u>10,328.11</u></u>

The financial statements were approved by the Board of Trustees and authorised for issue on 10 March 2025

and were signed on its behalf by:



Joel Wallington  
Chair of Trustees

Company Number 14408005

# Independent Examiner's Report

## **Report on the Financial Statements**

We have examined the accompanying financial statements of The Recognised Foundation, a registered charity in London, which comprise the statement of financial position (balance sheet) as at 09 October 2024 and the statement of financial activities (profit and loss statement) for the year then ended in accordance with the Charities Act 2011 and the applicable regulations.

## **Unmodified Opinion**

Our examination was conducted in line with the Charity Commission's guidance for independent examiners and does not constitute a full statutory audit. Based on our review, we confirm that:

- The financial statements provide a true and fair view of the charity's financial activities for the year.
- The accounting records have been properly maintained and comply with applicable legal requirements.
- No significant concerns or material irregularities were identified during the examination.

## **Procedures Performed**

A review is a limited assurance engagement involving inquiries of management, analytical procedures, and reconciliations. It includes verifying donation records, grant funding, and bank statements against the general ledger and donor agreements. Additionally, it involves reviewing receipts, expense documentation, and bank reconciliations to identify discrepancies or unusual activity. The review ensures proper authorization, classification, and compliance with nonprofit financial guidelines, confirming that income and expenses are recorded in the correct accounting period. Unlike an audit under International Standards on Auditing, a review provides limited assurance and does not result in an audit opinion.

This report is prepared solely for the trustees of The Recognised Foundation. Our work has been undertaken to assist the charity in meeting its reporting obligations and should not be relied upon by any third parties for any other purposes.

## **Aqeel Ahmed**

Certified Chartered Accountant

10 March 2025

# Governance

## Governance and Structure

The Recognised Foundation is a charitable incorporated organisation (CIO) governed by a constitution. Trustees are responsible for overseeing strategy, governance, and financial management.

### Trustee Appointment Process:

- Trustees are elected annually and must adhere to the charity's governing document.
- New trustees undergo an induction process to understand their responsibilities.

### Decision-Making Process:

- The Board of Trustees meets quarterly to review strategy, financial performance, and risk management.
- Committees are established as needed to oversee specific areas (e.g., fundraising, governance).

## Risk Management

The trustees have identified the following key risks and mitigation strategies:

Financial sustainability: Developing a diversified funding model to ensure long-term viability, ensuring 3 months of reserves are maintained.

Operational risks: Strengthening volunteer recruitment and training to support campaign delivery.

Reputational risks: Implementing strong governance and safeguarding policies.

## Statement of Trustees' Responsibilities

Ensuring that financial statements comply with UK charity law and the Charities SORP (where applicable).

Safeguarding the charity's assets and applying them for public benefit.

Preparing an accurate annual report and accounts in accordance with Charity Commission guidelines.

"Thank you so much to my beautiful friend for nominating me and making my whole day. What a gorgeous gift from The Recognised Foundation."

"Thank you you so much for recognising me and making me feel less alone, it has also grown my connection to my friend for life , she is there forever now."





TAKE HEART. GO AGAIN.

Customer to the Recognition of Customers

RECOGNISE

RECOGNISE



RECOGNISE



Recognised

### Defining Recognition

Recognition is to see and be seen. It is seen for what you are, seen for what you bring, and seen in the experiences of "We have heard of you before."



become a recogniser

RECOGNISE

RECOGNISE

YOU ARE A BRIGHT LIGHT

# FUTURE PLANS

# 2025 CAMPAIGNS

## Mental Health

Recognising those who  
need some hope  
**May 2025**

## Motherhood

Recognising Mothers  
everywhere  
**July 2025**

## Cancer Support

Recognising those affected  
by cancer and their loved  
ones  
**October 2025**

## Grief

Recognising those who have  
lost loved ones  
**December 2025**

# Thank you!

As we reflect on the impact we've made together, we are reminded that none of this would be possible without the incredible support of our donors, ambassadors, charity partners, and community. Your generosity and belief in our mission have helped us bring recognition and encouragement to those who need it most.

To everyone who has contributed - whether by donating, sharing our message, or simply cheering us on - thank you for standing with us. Your support has not only changed days but also lives, spreading compassion and connection to countless individuals across the country.

As we look to the future, we are filled with hope and determination, knowing that together, we can create an even greater impact. Thank you for being an essential part of this journey. We couldn't do it without you.



"To be world changers,  
we must first be day  
changers."

The Recognised Foundation  
184 Shepherd's Bush Road  
First Floor  
W6 7NL  
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RECOGNISED  
*foundation*

Charity registered in England and Wales no. 1204692