

REDDUCK

England & Wales · Charity number 1204815

Details

Status Registered

Legal form CIO

Registered 2023-09-20

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

Contact

Address 17 Gifford Road
Deal
CT14 7DJ

Phone 07851548173

Email imogen@redduckcampaign.com

Website www.redduckcampaign.com

Activities

Objects: FOR THE PUBLIC BENEFIT, THE ADVANCEMENT OF HEALTH IN PARTICULAR FOR THOSE AFFLICTED BY HUMAN HERPES VIRUS 6 (HHV6) BY PROVIDING EDUCATIONAL MATERIALS, SUPPORT FOR THOSE AFFECTED BY THE CONDITION, AND CAMPAIGNING, AND;THE RELIEF OF THOSE IN NEED BY REASON OF ILL-HEALTH BY PROVIDING GRANT FUNDING FOR REFERRALS FOR HOLISTIC COMPLEMENTARY THERAPIES AND PALLIATIVE CARE.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives
- **Who:** Children/young People, Other Charities Or Voluntary Bodies

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-04-05	£17,742	£9,350	-	-
2024-04-05	£15,017	£1,619	-	-

Trustees

Name	Role	Appointed
Imogen Rae Holliday	Chair	
Elizabeth Meriel Douglas		
James David Holliday		
Liam Thomas Hansell		
Megan Sita McInerney		

REDDUCK

England & Wales - Charity number 1204815

Accounts



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	06	April	2024		05	April	2025

Section A Reference and administration details

Charity name

RedDuck

Other names charity is known by

Registered charity number (if any)

1204815

Charity's principal address

18 Gilford Road

Deal

Postcode

CT14 7DJ

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	Imogen Holliday			
2	James Holliday			
3	Megan McInerney			
4	Elizabeth (Lizzy) Douglas			
5	Liam Hansell			
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

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

--

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document
(eg. trust deed, constitution)

Constitution

How the charity is constituted
(eg. trust, association, company)

Charitable Incorporated Organisation

Trustee selection methods
(eg. appointed by, elected by)

Appointed by

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

--

Section C Objectives and activities

Summary of the objects of the charity set out in its governing document

FOR THE PUBLIC BENEFIT, THE ADVANCEMENT OF HEALTH IN PARTICULAR FOR THOSE AFFLICTED BY HUMAN HERPES VIRUS 6 (HHV6) BY PROVIDING EDUCATIONAL MATERIALS, SUPPORT FOR THOSE AFFECTED BY THE CONDITION, AND CAMPAIGNING, AND; THE RELIEF OF THOSE IN NEED BY REASON OF ILL-HEALTH BY PROVIDING GRANT FUNDING FOR REFERRALS FOR HOLISTIC COMPLEMENTARY THERAPIES AND PALLIATIVE CARE

During this accounting period, the charity has continued focusing on forging relationships with local children's hospice "Demelza" and providing grants to facilitate art therapy for children and their families accessing these services.

Over £5000 was granted to Demelza in this accounting period to support with the funding of art therapy which was provided to both children accessing services as well as to siblings navigating having a sibling in palliative care.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

We have three policies in place for grant making

1. Proactive policy for grants to individuals or charities
2. Self referral for grants for individuals
3. Self referral for grants for charities

1. If a trustee identifies an opportunity to proactively support a child in receipt of palliative care or an opportunity to provide funding to a charity then this will be discussed a trustee meeting. The trustee will need to bring the case to this session and provide detail of the candidate, support required, costing and timelines (one off vs over a period of time). A decision will be made via a majority vote. Further review may be required should this be outside of agreed thresholds.

2. Individuals can self refer or be referred via email. There is a set limit of £150 per referral. This again is reviewed via trustee meeting. The individual can make a request for funding towards holistic treatments that may not be available on their current treatment pathway e.g massage, Reiki as well as request funding for or items that may bring comfort e.g

sensory equipment/weighted blankets.

3. As above, charities can also self refer and thresholds vary depending on the request. Charities may request an individual item or may request a grant for to cover specific therapies that are not funded e.g art therapy. An initial sizing of the ask will need to be undertaken by the charity and presented to RedDuck for review. This will then be discussed in a trustee meeting via majority votes. From a contingency perspective, there are limits on grant value per quarter. This varies dependent on funds raised vs spent

Section D

Achievements and performance

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

As detailed above, we have continued providing grants to Demelza for their art therapy offering which resulted in over £5000 awarded to this organisation.

Demelza were able to provide 93 art therapy sessions to families across Kent and shared a case study relating to a 12 year old girl called Ruby (name changed for privacy) who's older sibling has multiple complex and life limiting conditions. Ruby was referred to Demelza family support as she was struggling emotionally and having difficulty with her sleeping. Gabriella from Demelza was able to provide art therapy sessions to offer a "safe space to process trauma, express difficult feelings and build emotional resilience". Post these sessions, Ruby's mother reported improvements in Ruby's sleep and more open-ness to discussing her feelings.

As part of our total value of grants to Demelza, some of these funds were allocated to their christmas campaign/grotto experience for children who would not be able to attend these events under the "normal" circumstance.

Section E

Financial review

Brief statement of the charity's policy on reserves

RedDuck has a policy in place to ensure that a minimum of £10,000 is held to ensure that the charity can function for at least 18 months should there be no further donations made.

Details of any funds materially in deficit

There are no funds materially in deficit.

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Section F**Other optional information****Section G****Declaration**

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

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Megan McInerney

Position (eg Secretary, Chair, etc)

Treasurer

Date

05/02/2026



CHARITY COMMISSION
FOR ENGLAND AND WALES

RedDuck

1204815

Receipts and payments accounts

CC16a

For the period
from

06/04/2024

To

05/04/2025

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Donations	17,742	-	-	17,742	4,712
Fundraising	-	-	-	-	10,305
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	17,742	-	-	17,742	15,017
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	17,742	-	-	17,742	15,017
A3 Payments					
Grants	6,050	-	-	6,050	1,100
Trustee Expenses	67	-	-	67	-
Renewals and registrations	50	-	-	50	18
Application Fees e.g race places	1,468	-	-	1,468	-
Office Equipment, stationary & Promotional material	599	-	-	599	-
Fundraising event costs	614	-	-	614	250
Subscriptions e.g website fees	105	-	-	105	-
Merchandise	397	-	-	397	251
	-	-	-	-	-
Sub total	9,350	-	-	9,350	1,619
A4 Asset and investment purchases. (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	9,350	-	-	9,350	1,619
Net of receipts/(payments)	8,391	-	-	8,391	13,398
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	8,391	-	-	8,391	13,398

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	Bank Current Account	21,822	-	-
		-	-	-
		-	-	-
	Total cash funds	21,822	-	-
	(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 £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
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	
		Megan McInerney	05/02/2026	

REDDUCK

England & Wales - Charity number 1204815

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 20/09/2023 To 05/04/2024

Charity name: RedDuck

Charity registration number: 1204815

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The purposes of the charity are: FOR THE PUBLIC BENEFIT, THE ADVANCEMENT OF HEALTH IN PARTICULAR FOR THOSE AFFLICTED BY HUMAN HERPES VIRUS 6 (HHV6) BY PROVIDING EDUCATIONAL MATERIALS, SUPPORT FOR THOSE AFFECTED BY THE CONDITION, AND CAMPAIGNING, AND; THE RELIEF OF THOSE IN NEED BY REASON OF ILL-HEALTH BY PROVIDING GRANT FUNDING FOR REFERRALS FOR HOLISTIC COMPLEMENTARY THERAPIES AND PALLIATIVE CARE.
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	During this accounting period, as a new Charity our main activities conducted related to forging relationships with a local children's hospice and providing grants to facilitate art therapy for children in palliative care. A combination of online and in-person petitioning to raise awareness of HHV6 and ultimately look to amend existing protocols in HHV6 management in immunocompromised individuals.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public	Para 1.18	In shaping our objectives and how these will be delivered, the trustees have regarded the Charity Commission's guidance on public benefit.

benefit		Our focus has remained on providing benefit to the public as per our charitable purpose and ensured the correct due diligence has been undertaken when making decisions. Our focus for this accounting period has been setting up processes to ensure that all decisions made around distribution of funds are done in a fair and consistent manner. We have introduced thresholds and approval meetings to ensure that the same approach is taken when providing grants and that the appropriate criteria is met. We have also focused on forging relationships with other charities to help raise awareness of the services that RedDuck provide in order to allow more people awareness of ourselves and purpose and an opportunity to access our services. Our services are free of charge. We rely on public donations and income from fundraising activities. Whilst we have thresholds in place for grants to the public, we also have processes stood up to review requests on a case by case basis as we recognise that there may be situations where further support is required outside of these limits.
---------	--	---

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	We have three policies in place for grant making 1. Proactive policy for grants to individuals or charities 2. Self referral for grants for individuals 3. Self referral for grants for charities 1. If a trustee identifies an opportunity to proactively support a child in receipt of palliative care or an opportunity to provide funding to a charity then this will be discussed a trustee meeting. The trustee will need to bring the case to this session and provide detail of the candidate, support required, costing and timelines (one off vs over a period of time). A decision will be made via a majority vote. Further review may be required should this be outside

		of agreed thresholds. 2. Individuals can self refer or be referred via email. There is a set limit of £150 per referral. This again is reviewed via trustee meeting. The individual can make a request for funding towards holistic treatments that may not be available on their current treatment pathway e.g massage, Reiki as well as request funding for or items that may bring comfort e.g sensory equipment/weighted blankets. 3. As above, charities can also self refer and thresholds vary depending on the request. Charities may request an individual item or may request a grant for to cover specific therapies that are not funded e.g art therapy. An initial sizing of the ask will need to be undertaken by the charity and presented to RedDuck for review. This will then be discussed in a trustee meeting via majority votes. From a contingency perspective, there are limits on grant value per quarter. This varies dependent on funds raised vs spent.
Policy on social investment including program related investment	Para 1.38	Not applicable
Contribution made by volunteers	Para 1.38	Not applicable for this period
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity,	Para 1.20	In this short period, we were able to forge a great relationship with a local Children's Hospice "Demelza" and were able to support with a grant for £1100 towards delivering art therapy across

identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.		Kent in the local community. This included working in local schools in Ashford, Broadstairs, Folkestone and Sevenoaks. These therapy sessions were provided to both children in palliative care and bereaved siblings. <i>"I feel very privileged that thanks to supporters like you I am able to reach these children that might not otherwise receive the tailored support they need."</i> Extract from a Letter received from Demelza and their art therapist.
--	--	---

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	Our main fundraising event during this period was an art auction in the local community of Deal. This was a real community event with over 60 pieces of artwork donated for the auction as well as services donated such as catering and music entertainment to this. The event was a huge success with just over £10,000 raised and featured in local media.
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	For this short accounting period, the donations and fundraising has greatly exceeded spend and has left us in a positive financial position. As a charity in infancy, we do not have a large number of outgoings and during this time, had only forged one relationship/request for grant. We envisage that as more awareness is raised about RedDuck and our offering, we will start to see an increase in grants made to the public as well as investment in the charity to further support us with raising our profile and achieving our other purposes.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	RedDuck has a policy in place to ensure that a minimum of £10,000 is held to ensure that the charity can function for at least 18 months should there be no further donations made.
Amount of reserves held	Para 1.22	£10,000
Reasons for holding zero reserves	Para 1.22	Not applicable
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	Not applicable

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:		
Type of governing document (trust deed, royal charter)	Para 1.25	
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	
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	

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	RedDuck
Other name the charity uses	
Registered charity number	1204815
Charity's principal address	17 Guildford Road Deal Kent CT14 7DJ

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	Imogen Holliday			
2	James Holliday			
3	Megan McNerney			
4	Lizzie Douglas			
5	Liam Hansell			
6	Alfred McConnell			
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

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

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

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	
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)

--

Exemptions from disclosure

Reason for non-disclosure of key personnel details

--

Other optional information

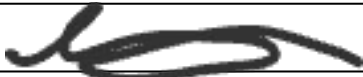
--

Declarations

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

Signed on behalf of the charity's trustees

Signature(s)

	
---	--

Full name(s)

Megan McInerney	
-----------------	--

Position (eg Secretary,
Chair, etc)

Treasurer	
-----------	--

Date

26/01/2025

RedDuck 1204815
Receipts and Payments Account

Year start date		Year end date	
For the year from	9/20/2023	To	4/5/2024

Receipts and payments

	2023/24 Unrestricted funds £	2023/24 Restricted funds £	2023/24 Total funds £	Last Year Total funds £
Receipts				
Donations, legacies and similar income				
Membership subscriptions	-	-	-	-
Donations	4,712	-	4,712	-
Legacies	-	-	-	-
Gift Aid	-	-	-	-
Other similar income	-	-	-	-
Sub total	4,712	-	4,712	-
Grants				
Grant	-	-	-	-
Other grants	-	-	-	-
Sub total	-	-	-	-
Fundraising (gross)				
Art auction	10,305	-	10,305	-
Detail 2	-	-	-	-
Other fundraising activities	-	-	-	-
	-	-	-	-
Sub total	10,305	-	10,305	-
Investment income				
Bank interest	-	-	-	-
Building Society interest	-	-	-	-
Other investment income	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Total Gross Income	15,017	-	15,017	-
Asset and investment sales, etc.	-	-	-	-
Total receipts	15,017	-	15,017	-

RedDuck 1204815 Receipts and Payments Account

	Year start date	Year start date	Year start date	Year end date
For the year from	2023			To 2024

Receipts and payments

	2023/24 Unrestricted funds £	2023/24 Restricted funds £	2023/24 Total funds £	Last Year Total funds £
Payments				
Charitable Payments				
Wages	-	-	-	-
Rent	-	-	-	-
Water	-	-	-	-
Electricity and Gas	-	-	-	-
Insurance	-	-	-	-
Repairs and Renewals	18	-	18	-
Materials and equipment	-	-	-	-
Printing and photocopying	-	-	-	-
AGM and trustee expenses	-	-	-	-
Branded merchandise	251	-	251	-
Grants	1,100	-	1,100	-
Other costs detail 3	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	1,369	-	1,369	-
Fundraising expenses				
Venue hire	250	-	250	-
Detail 2	-	-	-	-
Detail 3	-	-	-	-
Other fundraising costs	-	-	-	-
Sub total	250	-	250	-
Total Gross Expenditure	1,619	-	1,619	-
Asset and investment purchases, etc.	-	-	-	-
Total payments	1,619	-	1,619	-
Net of receipts/(payments)	13,398	-	13,398	-
Cash funds last year end	-	-	-	-
Cash funds this year end	13,398	-	13,398	-

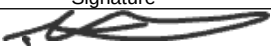
Statement of assets and liabilities at the end of the year

	Xst X 200Z Unrestricted funds £	Xst X 200Z Restricted funds £	Xst X 200Z Total funds £	Last Year Total funds £
Cash funds				
Bank current account	13,398	-	13,398	-
Bank deposit account	-	-	-	-
Cash/Floats	-	-	-	-
	-	-	-	-
	-	-	-	-
Total cash funds (Agree balances with receipts and payments account(s))	13,398	-	13,398	-
Other monetary assets				
Tax claim	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Investment assets				
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Non monetary assets for charity's own use				
Stock	-	-	-	-
Land and buildings	-	-	-	-
Motor vehicles	-	-	-	-
Other	-	-	-	-
	-	-	-	-
	-	-	-	-
	-	-	-	-
Sub total	-	-	-	-
Liabilities				
Accounts not yet paid	-	-	-	-
Expenses incurred but not invoiced	-	-	-	-
Subscriptions not yet paid	-	-	-	-
Loan - detail	-	-	-	-
Other liabilities	-	-	-	-
Sub total	-	-	-	-

Contingent liabilities and future obligations

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

Signature



Print Name

MEGAN MCINERNEY

Date of approval

1/26/2025