

# WE CARE LONDON

England & Wales · Charity number 1211782

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2025-01-20

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

## Contact

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**Address** 3 Rostrevor Avenue  
London  
N15 6LA

**Phone** 020 0888 2324

**Email** [SIMPLEWECARE@GMAIL.COM](mailto:SIMPLEWECARE@GMAIL.COM)

## Activities

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**Objects:** THE RELIEF OF THOSE IN NEED BY REASON OF YOUTH, AGE, ILL-HEALTH OR FRAILITY, DISABILITY, SPECIAL EDUCATIONAL NEEDS, FINANCIAL HARDSHIP OR BEREAVEMENT AMONG THE ORTHODOX JEWISH COMMUNITY BY THE PROVISION OF FINANCIAL SUPPORT, ADVOCACY AND ADVICE, FOOD OR FOOD VOUCHERS, COUNSELLING AND OTHER SERVICES, INCLUDING SUPPORTING THEIR FAMILIES AND / OR CARERS WITH SUCH EXCLUSIVELY CHARITABLE NEEDS.

**Activities:** 1) To relieve the needs of unpaid caregivers of all ages by providing practical support, emotional wellbeing services, and opportunities to build peer networks and reduce isolation.2) To promote social and economic inclusion by supporting vulnerable individuals to access care, digital resources, and financial advice, helping them overcome barriers to independence and wellbeing.

## Classification

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- **How:** Makes Grants To Individuals, Provides Services, Provides Advocacy/advice/information, Other Charitable Activities
- **What:** General Charitable Purposes, Disability, The Prevention Or Relief Of Poverty, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin

## Geography

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- Hackney
- Haringey

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-10-31	£22,500	£11,089	-	-

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## Trustees

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Name	Role	Appointed
Alan Rothbart	Chair	2025-01-20
Joshua Leitner		2025-01-20
Tzippy Glick		2025-01-20

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**WE CARE LONDON**

England & Wales - Charity number 1211782

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# Accounts

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# Take Care



Annual Accounts 2025

# Care is already happening.



**In homes. In families. Every day.**

Much of care is unpaid, and much of it goes unseen.

It is carried quietly, alongside work, school, illness, and everything else that doesn't stop.

This report looks at what happens when care is shared.

When support becomes practical.

And when people are no longer left to do it alone.



# Message from the Chair

**If you are reading this, then you must care.**

You may be a carer. You may be a funder who cares about carers. You may work alongside families or be someone who recognises how much unpaid care holds communities together.

For the past two years, we have been supporting unpaid carers informally. This work did not begin as a charity. Our founding trustees came into this work while caring for family members, a parent living with Alzheimer's, a disabled child, and a neighbour whose needs were falling between services.

What we encountered was not a lack of care or commitment but a gap between what carers give and the support they receive.

Like our carers, always thinking about others, we acted first. We listened, responded, and worked alongside people without layers of process or delay. That practical, responsive approach continues to shape how we work.

We are now We Care London, a registered charity. This brings accountability, stability, and access to wider resources. It does not change how we operate day to day.

We are intentionally remaining a boutique-style charity, small enough to stay close to the people we support, flexible enough to respond quickly, and structured enough to be responsible without becoming slow or impersonal.

Unpaid does not mean unskilled. Carers bring knowledge, judgement, and leadership to their roles every day. Our responsibility is to recognise that expertise, and ensure support strengthens what carers already do.



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*Alan Rothbart*

*Chair*

# Message from the Steering Committee & People's Panel

As this is our first set of annual accounts and the foundation of our public identity as a registered charity, it mattered to us that carers were not only represented, but actively involved in shaping how We Care London presents itself.

Our steering committee and people's panel include unpaid carers with lived experience across different stages of life. We help shape priorities, test ideas, and bring real-world perspective into decisions about how the charity works and how it communicates.

From the outset, carers were invited to contribute to the development of our branding and this annual report. We shared artwork, photography, graphics, and visual ideas, and carers took part in selecting the illustration style used throughout. The cartoon-style sketches were chosen collectively because they felt honest, accessible, and true to everyday caring experiences.



This approach reflects a core belief of the charity: unpaid carers are not recipients of support, and they are not unskilled. They bring insight, and creativity, and that expertise strengthens the organisation when it is seriously.

carers in these early decisions was not symbolic. It set the tone for how this charity intends to operate, with shared leadership, practical input, and accountability to the people most affected by the work.

This report reflects that starting point.

*Steering Committee & People's Panel*



# Mission:

Sharing care so people can keep caring

We Care London works alongside unpaid carers to share the practical, emotional, and financial pressures of care. We provide timely, hands-on support that reduces strain, addresses poverty-related barriers, and helps carers sustain their caring role without being burned-out and overstretched.



## Our Aims:

To share the practical load of care

By providing responsive, hands-on support that helps carers manage daily responsibilities and navigate systems without delay or unnecessary complexity.

To reduce the financial pressure that comes with caring

By reducing out-of-pocket costs of care, providing access to essentials, transport, connectivity, and practical help, and preventing caring responsibilities from deepening financial hardship.

To help carers keep going without becoming overwhelmed

By supporting physical, emotional, and practical wellbeing so carers can continue caring without becoming depleted and overwhelmed.

To remain close, accountable, and shaped by lived experience

By staying small, flexible, career-led, with decisions guided by the realities of caring rather than abstract models or rigid categories.



# ① Young Carers

*Supporting young people who care, without asking them to grow up too fast.*

Some children and young people take on caring responsibilities alongside school, friendships, and growing up. They may support a parent, sibling, grandparent, or another family member who is chronically ill, injured, disabled, or frail.

These young people are capable, resourceful, and deeply committed. They are also often invisible within systems that are not designed to notice care happening at home.

We Care works to make sure young carers are recognised, supported, and not left to carry everything alone.



# 2 Sandwich Carers

*Supporting people caring up, caring down, and holding everything in between.*

Sandwich carers support children and young people, often their own, while also caring for ageing parents, disabled relatives, or family members with long-term health needs. They manage care across generations, alongside work, family life, and constant decision-making.

Sandwich carers are skilled organisers, coordinators, and problem-solvers. They keep systems running, appointments attended, and households functioning. But care is often continuous and overlapping, leaving little space to pause or replenish. Sandwich carers are running on empty, not because they lack resilience, but because the demands on them rarely stop.

We Care works to share the load, offering practical support that helps sandwich carers stay resourced, connected, and capable without losing balance, capacity, or themselves.



# 3 Family Carers

*Supporting people whose lives have been shaped by care. During care, and beyond it.*

Family carers often provide long-term, intensive support. Over time, caring can become tightly woven into identity. When caring reduces, changes, or ends, particularly through bereavement, it can be difficult to know where to place yourself next.

We Care supports family carers to stay steady, manage change, and continue with their own lives.



We Really CARE

# Case Study

Holding On,  
 Moving On,  
 Going On

When Miriam began caring for her father, it was something she stepped into gradually. At first, it was appointments and shopping. Over time, it became medication management, care plans, forms, and constant coordination with services. Caring wasn't one part of her life: it became the structure around which everything else fitted.

Miriam managed. She was organised, capable, and deeply committed. What she struggled with was not the caring itself, but the volume of practical tasks that came with it. Paperwork built up. Decisions piled on top of one another. There was little space to pause or think clearly.

Through **Hold On**, We Care London supported Miriam with practical help, understanding care paperwork, organising next steps, and putting simple systems in place. This didn't remove responsibility, but it reduced the weight of carrying everything alone.

When her father's health deteriorated and care needs changed, Miriam found herself in unfamiliar territory. Caring had shaped her identity for years, and the shift left her unsure of where to place herself next.

Through **Move On**, Miriam had space to talk things through at her own pace, without pressure to 'move forward' before she was ready. The focus was not on fixing how she felt, but on helping her make sense of change and begin reconnecting with parts of life that had been put on hold.

Later, Miriam took part in a short **Go On** respite break. It wasn't about escape. It was about stepping out of routine, regaining perspective, and remembering that life could still hold space for her as a person, not only as a carer.

Today, Miriam remains closely connected to her family, but with more balance and clarity. Care is still part of her life. It no longer defines all of it.

"I didn't stop caring. I just stopped disappearing inside it."



# Trustees' Report for the Year Ended 31 October 2025



The Trustees present their annual report and financial statements for the year ended 31 October 2025.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the Charity's Constitution, the Charities Act 2011 and "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 (FRS 102)" (effective 1 January 2019).

## Objectives and activities

### Public benefit

The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the Charity should undertake.

## Achievements and performance

The attached Report includes full details of the Charity's achievements and performance during the year.

## Financial review

### Reserves policy

It is the policy of the Charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Charity's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

## Structure, governance and management

The Charity is a CIO who Registered Office is 3 Rostrevor Avenue, London N15 6LA.

The Trustees who served during the year and up to the date of signature of the financial statements were:

Mr Alan Rothbart	(Appointed 20 January 2025)
Mr Joshua Leitner	(Appointed 20 January 2025)
Mrs Tzippy Gluck	(Appointed 20 January 2025)

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees' report was approved by the Board of Trustees.

Mr Alan Rothbart  
Trustee

20 April 2026

# Statement of Financial Activities Including Income and Expenditure Account for the Year Ended 31 October 2025



	Notes	Unrestricted funds 2025 £
<b>Income from:</b>		
Donations and legacies	3	22,500
<b>Total income</b>		22,500
<b>Expenditure on:</b>		
Raising funds	4	445
Charitable activities	5	10,644
<b>Total expenditure</b>		11,089
<b>Net income and movement in funds</b>		11,411
<b>Reconciliation of funds:</b>		
Fund balances at 20 January 2025		-
<b>Fund balances at 31 October 2025</b>		11,411

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

## Statement of Financial Position As at 31 October 2025



	Notes	2025 £	£		
<b>Current assets</b>					
Cash at bank and in hand		12,371		-	
<b>Current liabilities</b>	<b>11</b>	(960)		-	
<b>Net current assets</b>			<b>11,411</b>		<b>-</b>
<b>The funds of the Charity</b>					
Unrestricted funds	<b>12</b>		11,411		-
			<b>11,411</b>		<b>-</b>

The financial statements were approved by the Trustees on 20 April 2026

Mr Alan Rothbart  
**Trustee**

# Notes to the Financial Statements for the Year Ended 31 October 2025



## 1 Accounting policies

### Charity information

We Care London is a CIO.

### 1.1 Accounting convention

The financial statements have been prepared in accordance with the Charity's [governing document], the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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 (FRS 102)" (effective 1 January 2019). The Charity is a Public Benefit Entity as defined by FRS 102.

The Charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

### 1.2 Going concern

At the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the Charity.

### 1.4 Income

Income is recognised when the Charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the Charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

### 1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

#### **Basic financial assets**

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

# Notes to the Financial Statements (Continued) for the Year Ended 31 October 2025



## Basic financial liabilities

Basic financial liabilities, including trade and other payables and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

## Derecognition of financial liabilities

Financial liabilities are derecognised when the Charity's contractual obligations expire or are discharged or cancelled.

## 1.7 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

## 2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

## 3 Income from donations and legacies

	Unrestricted funds 2025 £	Unrestricted funds £
Donations and gifts	22,500	-

## 4 Expenditure on raising funds

	Unrestricted funds 2025 £	Unrestricted funds £
<b>Fundraising and publicity</b>		
Advertising	445	-

## 5 Expenditure on charitable activities

	2025 £	2025 £	Total 2025 £
<b>Direct costs</b>			
Charitable activities	9,684	-	9,684
<b>Share of support and governance costs (see note 6)</b>			
Governance	-	960	960
	9,684	960	10,644
<b>Analysis by fund</b>			
Unrestricted funds	9,684	960	10,644

## 6 Support costs allocated to activities

	2025 £	£
Governance costs	960	-
<b>Analysed between:</b>		
Independent Examiner's Fees	960	-

## 7 Net movement in funds

	2025 £	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	960	-

## 8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration or benefits from the Charity during the year.

## Notes to the Financial Statements (Continued) for the Year Ended 31 October 2025



### 9 Employees

The average monthly number of employees during the year was:

	2025 Number	Number
Total	-	-

There were no employees whose annual remuneration was more than £60,000.

### 10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

### 11 Current liabilities

	2025 £	£
Accruals and deferred income	960	-

### 12 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 20 January 2025 £	Incoming resources £	Resources expended £	At 31 October 2025 £
General funds	-	22,500	(11,089)	11,411

### 13 Related party transactions

There were no disclosable related party transactions during the year ( - none).

# Legal & Administrative Information

## Trustees

Mr Alan Rothbart (Appointed 20 January 2025)

Mr Joshua Leitner (Appointed 20 January 2025)

Mrs Tzippy Gluck (Appointed 20 January 2025)

## Charity number

1211782

## Principal address

3 Rostrevor Avenue  
London  
N15 6LA

