



Treasurer's Statement 2024

Annual Trustee Meeting Monday 17th March 2025

In 2024 The Daisy Trust faced a lower level of fundraising and uncertainty as its principal fundraising event, The Daisy Trust Fair, was moving to a new venue and in a reduced format. Grant giving levels for 2024 could be maintained by spreading the funds raised at the 2022 Ball over a three year period from 2022 – 2025, and the Trustees and Committee were mindful of the challenges.

The Trust maximised the opportunities available and held three successful fundraising events and received significant one-off donations. As a result, it was able to give grants above the level of fundraising and at the second highest level in its history. It ended the year in a strong financial position and able to embrace the opportunities of larger scale fundraising events in 2025.

Analysis of Accounts for Year Ended 31 December 2024

Opening Balance

The Daisy Trust opening balance for 2024 was £182,999. £71,647 was allocated to grants in 2024/2025 and held in a savings account, an additional £25,347 was also held in a savings, £15,083 was invested in treasury stock and £69,188 carried forward in the current account.

Income

During 2024 The Daisy Trust had a net income of £71,306, despite its smaller flagship fair event, this was in line with 2023 (net income £78,222). The main difference between the two years is the make-up of income. In 2024, fundraising only accounted for 61% of income compared with 85% in 2023. However, the lower level of fundraising, £44,007 in 2024 (£65,000 in 2023) was off-set by an increase in donations. Donations made up 39% of net income in 2024.

Donations increased from £11,932 in 2023 to £27,363, an increase of 56%. The Trust does not actively seek donations and the amount received varies considerably each year, few are repeat donations although the Trust does work to have longer term relationships with donors. Three large donations were received from Goldman Sachs Gives, St James's School and Kensington Prep School. Lucy Perry-Smith a committee member also raised funds for the Trust. Local Giving continues to provide a good platform for The Daisy Trust to receive



donations online. Total donations received through Local Giving totalled £4,321 in 2024 (£3,423 in 2023)

Event income was raised from The Daisy Trust Fair in October, The Daisy Trust Poggenpohl Evening in May, and the Carol Service in December.

Net income from the 2024 Fair was £30,393. This is approximately 60% of that raised in the each of the three years 2021-2023, it is a very positive outcome and is testament to the Committee's drive and success at maximising the opportunities for fundraising at the smaller scale fair. The fair held at St Dionis Church and CAS halls, Parsons Green was well supported and attracted many new attendees. Shopper numbers were over 850 and a lot of positive feedback about the event was received from stalls and visitors. There were 67 stallholders attending (compared with 100+ in previous years), 62 of which were limited to a single stall due to space restraints. There was significant spread in stall performance: five stalls raised income over £3000 while 15 took £1,000 or less. The average spend per head was £140 as expected.

In May, the Trust held a food and drinks evening hosted by Poggenpohl at their Fulham showroom. It included chef and bar tender demonstrations and entertainment; the costs of the event were met by the hosts. The enjoyable event was attended by 60 supporters and raised £3,576 from ticket sales and a raffle. In December, another successful Carol Service was held at St Dionis Church, Parsons Green which raised £10,217. This was an 8% increase on 2023. It was a celebrated community event attended by over 300 people.

Expenditure

Expenditure totalled £14,830. This includes £2,274, which has been spent to secure services for events being held in 2025. Expenditure was primarily for direct costs associated with the three events. The committee worked to minimise these costs, especially the new and unknown costs of hosting the fair at a new venue. The logistics surrounding this event were significant and added to the costs which were £2,200 higher than the previous year.

Sponsorship contributed £8,250, received in direct sponsorship from Savills, Poggenpohl and Thomson Wealth, and the very generous sponsorship in kind from Poggenpohl and donations from Waitrose and Starbucks. Website and marketing costs were minimal £900 and focussed on web hosting and Local Giving membership.



Grants

Following discussion at the 2024 Annual Meeting, the Trustees set a grant giving strategy of £80,000 - £100,000, the aim was to achieve a balance between accruing excessive funds while also maintaining a steady and sustainable level of grant giving in the longer term when income streams were less secure.

In 2024 the Trust Committee awarded £85,407 in 48 grants to 46 organisations (£75,429 in 41 grants in 2023). This is a 13% increase on the amount of grants given in 2023 and the second highest total given by the Trust. In relation to annual income, 120% was given in grants. The Committee were mindful of the donations received this year and ensured they were given in grants. £10,000 of funds allocated to 2024 from the 2022 Ball fundraising was also given in grants. The Committee continued to make grants to meet need wherever possible, average grant levels increased and more organisations were supported.

Fundraising and Grant Giving Strategy

The Daisy Trust will no longer be able to raise funds at the levels achieved in 2021-2023 through its Fair at the Hurlingham Club due to increased costs and a smaller event space. The Fair contributes 80-100% of fundraising in a year when the Trust does not hold a Ball, but the scale of future fairs will be smaller at either a new venue or on returning to the refurbished Club. The Committee are working hard to ensure the 2025 Ball is a success and provides income that can be spread across several years thereby maintaining The Trust's ability to continue with high levels of grant support for the local community.

Investments

The Trust started the year with two Treasury Gilt. The 2019 2 ¾ 2019 -2024 matured in September 2024, the realised loss on investment was £1,019. The Trustees will wish to consider how the matured funds should be dealt with, they are currently held in the current account. The Trust continued to receive interest on its investments at 2.3%, this equated to £2,475 from the Gilt and savings accounts in 2024. £138,467 is held in savings accounts with Lloyds and Shawbrook Bank.

Assets

At the 2024 AGM the Trust held a stable position, at year end 2023 it had a balance of funds of £182,999 in investments and working capital.



The total position for the year end 2024 is £168,897. £64,981 is held in the current account £98,833 is held across two savings accounts, and £5,083 invested in Treasury Gilt.

Internal Financial Controls

The Trust is in the process of developing a detailed Internal Financial Controls Policy as required by the Charity Commission.

Statement of Reserves

In determining the Trust's Reserve Policy we have considered our level of grant giving over the last three years, this averages £95,000. We also need to have sufficient funds available to pay expenses in relation to future events which varies from year to year and an amount for unforeseen emergencies and unexpected events. We therefore, consider a reserve of £130,000 appropriate for 2025. Excess funds will be given in grants. We have no significant day to day operating expenses or salaries.

Audit and Charity Commission Returns

The Charity Commission requires all charities with a gross income greater than £25,000 to submit independent examination of accounts with their annual return. It was arranged for a qualified accountant friend of The Daisy Trust to complete this for 2023 accounts at no cost to the Trust and the return was made on time. The same arrangement will be made for the 2024 accounts.

In 2024, all charities making their annual submission to The Charity Commission, have been given a list of policies and procedures it expects them to have in place. The Daisy Trust have drafted a set of policies in line with this requirement which will be presented to the AGM.

Caroline Mackenzie Treasurer 17 March 2025

The Daisy Trust			
(Registered no. 283890)			
INCOME AND EXPENDITURE ACCOUNT 2024			
Opening Balances			
Shawbrook Bank CAF 60 day Fixed Saver	25,347.12		
Lloyds Bank Treasurers Account	71,070.66		
Lloyds Bank 32 Day Notice Account	71,647.89		
Treasury 4 1/4 2032	5,083.31		
Treasury 2 3/4 2024	9,850.09		
	Opening Balance		182,999.07
Income			
Daisy Trust Fair 2024	37,604.95		
Daisy Trust Poggenpohl Evening 2024	3,799.00		
Daisy Trust Carol Service 2024	12,477.01		
Interest	2,475.05		
Donations	27,363.28		
2023 Income received	1,519.00		
2024 Expenditure not yet cashed	898.00		
	Total Income		86,136.29
Expenditure			
Daisy Trust Fair 2024	7,211.25		
Daisy Trust Poggenpohl Evening 2024	222.54		
Daisy Trust Carol Service 2024	2,260.00		
Website and Marketing Materials	903.40		
2023 Expenditure cashed	940.36		
2025 Expenditure in 2024	2,274.00		
Realised loss on investment Treasury 2 3/4 20	1,019.09		
	Total Expenditure		14,830.64
	Net Income		71,305.65
Grants			
Total Grants Given 2023	85,407.00		
	Total Grants		85,407.00
	Net Surplus/Deficit		-14,101.35
Closing Balances			
Shawbrook Bank CAF 60 day Fixed Saver	25,347.12		
Lloyds Bank Treasurers Account	64,981.15		
Lloyds Bank 32 Day Notice Account	73,486.14		
Treasury 4 1/4 2032	5,083.31		
	Closing Balance		168,897.72

The Daisy Trust								
(Registered no. 283890)								
Fundraising and Grant Comparison 2012 - 2024								
Year	Net Fund Raising	Donations	Fundraising and Donations	Grants Made by The Trust	Difference	Assets at Year End**	% Income given in grants	Notes
2024	44,187	27,363	71,550	85,407	-13,857	168,000	119%	Fair @ St Dionis
2023	65,034	11,932	76,966	75,429	1,537	182,999	98%	
2022	170,306	27,505	197,811	126,547	71,264	179,605	99%	Ball held
2021	56,015	20,428	76,422	65,145	11,297	111,498	85%	
2020	19,748	16,511	36,259	37,555	-1,296	105,409	104%	Pandemic on line fair
2019	113,826	12,886	126,712	65,655	61,057	112,374	52%	Ball held
2018	45,734	840	46,574	55,391	-8,817	47,813	119%	
2017	43,179	12,428	55,607	42,273	13,334	53,568	76%	
2016	40,456	471	40,927	51,572	-10,645	42,834	126%	
2015	35,559	2,916	38,475	51,807	-13,331	51,852	135%	
2014	34,766	17,343	52,109	46,777	5,331	65,484	90%	
2013	33,604	250	33,854	25,439	8,415	56,533	75%	
2012	35,226	1,419	36,644	37,747	-1,102	51,965	103%	
** Closing balances/assets as at 31 December, less cheques not yet cashed.								

The Daisy Trust (Registered no. 283890)				
Grants For The Year Ended 31 December 2024				
	Beneficiary	Amount awarded	Month Awarded	Date paid
1	BUSH THEATRE	1,500.00	JAN	30/01/2024
2	FULHAM REACH BOATCLUB	2,000.00	FEB	26/02/2024
3	FULHAM GOOD NEIGHBOURS	1,417.00	FEB	26/02/2024
4	NOURISH HUB/UK HARVEST LTD	2,437.00	MARCH	18/03/2024
5	THE PCC OF ST ETHELREDAS	2,000.00	MARCH	18/03/2024
6	RAY'S PLAYHOUSE	2,000.00	MARCH	18/03/2024
7	KENSINGTON ATHLETIC	1,899.00	MARCH	18/03/2024
8	ASTHMA RELIEF	1,000.00	MARCH	18/03/2024
9	THOMAS'S ACADEMY	1,500.00	MARCH	18/03/2024
10	MAGGIES CANCER CHARITY	2,000.00	MARCH	18/03/2024
11	ROYAL TRINITY HOSPICE	3,500.00	MARCH	18/03/2024
12	WEST LONDON WELCOME	2,500.00	APRIL	24/04/2024
13	SULGRAVE CLUB	2,520.00	APRIL	24/04/2024
14	LUMI FOUNDATION	2,000.00	APRIL	24/04/2024
15	SHEPHERDS BUSH FAMILIES	3,000.00	MAY	03/06/2024
16	CAT & HUTCH LTD	350.00	MAY	03/06/2024
17	BARONS COURT PROJECT	3,000.00	MAY	03/06/2024
18	SEAPIA	2,700.00	MAY	05/06/2024
19	IMPERIAL HEALTH CHARITY	500.00	MAY	10/06/2024
20	THIS NEW GROUND	1,840.00	JUNE	18/06/2024
21	RAY'S PLAYHOUSE	308.00	JUNE	18/06/2024
22	MUSIC HOUSE FOR CHILDREN	1,567.00	JUNE	18/06/2024
23	HARROW CLUB W10	2,500.00	JUNE	18/06/2024
24	FOODBANK HAMMERSMITH AND FULHAM	3,000.00	JUNE	18/06/2024
25	DANCEWEST LONDON	990.00	JUNE	18/06/2024
26	BRUNSWICK CLUB	2,000.00	JUNE	18/06/2024
27	CARITAS BAGHITA HOUSE	2,000.00	JULY	29/07/2024
28	ALL SAINTS CHURCH	2,000.00	JULY	29/07/2024
29	GLOBAL ACTION FOR AUTISM	300.00	JULY	29/07/2024
30	CHILDRENS BOOK PROJECT	1,500.00	JULY	29/07/2024
31	ROYAL HOSPITAL FOR NEURODISABILITY	2,000.00	JULY	29/07/2024
32	LYRIC THEATRE	1,500.00	SEPTEMBER	18/09/2024
33	KULAN FOUNDATION	2,000.00	SEPTEMBER	18/09/2024
34	HAMMERSMITH & FULHAM CAB	2,000.00	SEPTEMBER	18/09/2024
35	BURNT ORANGE THEATRE	1,344.00	SEPTEMBER	18/09/2024
36	ALEXANDRA ROSE CHARITY	2,000.00	OCTOBER	03/10/2024
37	MASBRO ELDERS/URBAN PARTNERSHIP	1,000.00	NOVEMBER	11/11/2024
38	SEACADETS	1,885.00	NOVEMBER	11/11/2024
39	STREETLYTES UK	800.00	NOVEMBER	11/11/2024
40	SOLIDARITY SPORTS	2,500.00	NOVEMBER	11/11/2024
41	GLASS DOOR	2,310.00	NOVEMBER	11/11/2024
42	DOORSTEP LIBRARY	2,000.00	NOVEMBER	11/11/2024
43	ASPIRE FC	1,250.00	NOVEMBER	11/11/2024
44	WOMEN'S TRUST	2,000.00	DECEMBER	09/12/2024
45	THOMAS'S ACADEMY	1,000.00	DECEMBER	09/12/2024
46	CHRIST CHURCH FULHAM	2,150.00	DECEMBER	09/12/2024
47	NAZ PROJECT LONDON	1,000.00	DECEMBER	09/12/2024
48	COMMUNITY MASSAGE	840.00	DECEMBER	09/12/2024
		£85,407.00		46 Organisations 48 grants
Note 1 Additional £700 given in grant from sponsorship money raised by Lucy PS				
Five Year Summary				
	Total Previous Year 2019	47 organisations		
	Total Previous Year 2020	20 organisations		
	Total Previous Year 2021	43 organisations		
	Total Previous Year 2022	50 organisations		
	Total Previous Year 2023	41 organisations		



CHARITY COMMISSION FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees/
members of

Charity Name
The Daisy Trust

On accounts for the year
ended

31 December 2024

Charity no
(if any) 283890

Set out on pages

1

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2024.

Responsibilities and
basis of report

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below *) in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in order to enable a proper understanding of the accounts to be reached.

** Please delete the words in the brackets if they do not apply.*

Signed:

Date:

17/10/2025

Name:

Alison Duncan

Relevant professional
qualification(s) or body
(if any):

Accountant ACA

Address:

1 Elm Close

Leatherhead

Surrey KT22 8HA

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.