



Dreams Come True Charity

ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2025



Charity registration number 800248 (England and Wales)

Charity registration number SC043878 (Scotland)

Company registration number 02301610 (England and Wales)



Legal & administrative information

Trustees

S Linares (Chair)
A Challis (stood down 19 June 2024)
S A Foster (stood down 19 March 2025)
J L Franks
R L Humphrey
P W E Leoni Sceti
G A P Lyons
J R Peppiatt
Dr M Quallo-Wright
N Smith
A M C Vaughan
K D Wilson

Charity registration number (England and Wales) 800248

Charity registration number (Scotland) SC043878

Company registration number (England and Wales) 02301610

Auditor

Azets Audit Services Limited
Ashcombe Court
Woolsack Way
Godalming
Surrey GU7 1LQ

Bankers

Lloyds Bank Plc
5 The Square
Petersfield
Hampshire
United Kingdom
GU32 3HL

Solicitors

Bates Wells & Braithwaite LLP
2-6 Cannon Street
London
United Kingdom
EC4M 6YH

Table of Contents

1	Chairman's foreword
3	Message from the Chief Executive
40	Trustees' report
47	Statement of Trustees' responsibilities
48	Independent auditor's report
53	Statement of financial activities
54	Balance sheet
55	Statement of cash flows
56	Notes to the financial statements



CHAIRMAN'S FOREWORD

For the year ended 31 March 2025

I am proud to report that 2024/25 has been a year of significant growth and impact for Dreams Come True.

Despite the challenging economic and fundraising environment one of the year's most notable achievements has been the expansion of our dream delivery programme **reaching 10,538 deserving children** this year. In addition to our core national work, we launched an initiative focused on the North West of England, centred in Blackpool. This has been made possible through a generous five-year grant from **The Kentown Wizard Foundation**, which commenced in August 2024. Enabling us to reach an additional 400 children, each year, where the need for joy, hope and support is acute. We are incredibly grateful to The Kentown Wizard Foundation for recognising the strength and potential of our charity.

We have also seen new opportunities emerge across the charity. A number of **major donors and corporate partners** have joined our mission, helping to increase both our visibility and impact. I would like to highlight our exciting new partnership with **The Big Table Group**. With a network of over 220 restaurants nationwide, their support marks one of the most significant corporate relationships we have secured in recent years. Thank you to all our supporters for making what we do possible.

We were also delighted to welcome two outstanding **Ambassadors** to the Dreams Come True family: Paralympian table tennis stars **Will Bayley MBE and Bly Twomey**. Their enthusiasm and advocacy for our work is already making a powerful difference, and we look forward to all they will help us achieve.

This year also saw the launch of our **refreshed brand identity**, including a vibrant new logo and a suite of joyful 'magic-making' characters. The new branding reflects both the heart of our mission and the energy with which we are delivering it. It is a symbol of our ambition for the future and our commitment to remain current as we reach even more children who need us.

CHAIRMAN'S FOREWORD

(continued)

Looking back, one of the most important decisions the Board has made was our strategic shift - now six years ago and just before I joined - to focus our dream-making activities on **children living in the UK's most deprived communities**. This decision has clearly resonated with our supporters, funders, and partners, and has allowed us to bring joy to children who might otherwise be overlooked. Sadly, this is a need that continues to grow, with more children now falling into this category than ever before. It reinforces just how vital our mission remains.

As I prepare to **step down as Chair over the next year period**, I do so with enormous pride in all that the charity has become. Dreams Come True is now supporting more children than ever - bringing moments of magic, joy and hope into young lives that need it most. The growth in both reach and variety of offering over recent years has been extraordinary, and I am deeply honoured to have played a part in that journey with such incredible supporters.

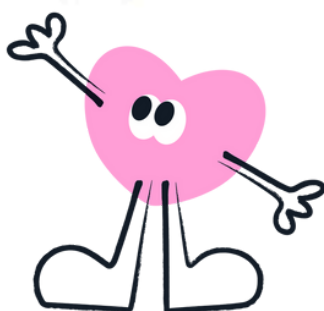
I would like to extend my heartfelt thanks to my fellow Trustees on the Board for their wisdom, commitment, and tireless support throughout my tenure, to our Chief Executive, Lisa, for her leadership in recent years, and the team for their tireless dedication - it has been a joy to serve alongside such passionate and dedicated individuals.

Looking ahead to 2025/26, I have every confidence that the charity will continue to go from strength to strength, guided by strong leadership, a deeply committed Board, and the belief and support of our many partners and friends. Above all, our mission remains steadfast: to help children facing serious illness, disability, or disadvantage to dream big and experience unforgettable moments of happiness.

On behalf of the Board, and with personal thanks, I extend my deepest gratitude to all who support Dreams Come True. Your belief in our work makes everything possible- it has been a privilege to serve this wonderful charity.



A E Linares
Chair of Trustees
24 October 2025



TRUSTEES' REPORT (INCLUDING DIRECTOR'S REPORT) For the year ended 31 March 2025

Message from Lisa King OBE, Chief Executive

What a remarkable year it has been for Dreams Come True. I am delighted to see the many achievements across the year, but it is always the children's dreams and their powerful stories that linger in my mind - affirming the true impact and purpose of our work: creating **magical moments with lasting, life-changing results.**



This financial year stands as a landmark for the charity. **We have reached 10,538 children** facing significant challenges; an achievement that would not have been possible without the dedication of our remarkable team and the unwavering support of our donors and partners. I am enormously grateful to everyone who has made this possible.

Yet again this year there are stories of children that will stay with me forever. **Vijay's dream**, which you can read overleaf, is one such story. When Vijay - previously non-verbal - found the confidence and ability to speak two words through his dream music tuition, it encapsulated the pure magic and tangible difference we strive to deliver. His radiant smile, expressive body language and joyous sounds serve as daily reminders of why we do what we do.

This year we have achieved more impact than we had planned thanks to a five year dream expansion grant we received from **The Kentown Wizard Foundation**. Growing our impact relies on partnership, and I want to express heartfelt thanks for this transformative grant. Your belief in our vision is helping us reach more children, especially those in the North West, than ever before.

Last year, thanks to a dream we delivered at Brighton Table Tennis Club, I had the pleasure of meeting two inspirational individuals who have now joined us as charity ambassadors: **Will Bayley MBE**, Britain's most decorated Paralympic table tennis player, and **Bly Twomey**, a 15-year-old rising star already decorated with two Paralympic medals. Cheering for them at the Paris Paralympics will remain a cherished memory. We are deeply grateful for their passionate support of our cause.

Message from Lisa King OBE

Chief Executive (continued)

This year has also been defined by outstanding fundraising efforts. From our fabulous **Dream Ball** to the camaraderie and determination shown during the **Italian Job bike ride** - 400 miles over four days, 6,583 meters climbed. Each event deepened our sense of community and purpose. Together, these efforts raised nearly £250,000, a quarter of our annual fundraising target. My sincere thanks go to all who contributed, in particular the "Titans of the Tuscan Hills" - it was an experience I will never forget.

As you will see throughout this annual report we have launched **a new logo and brand identity** and I can say hand on heart that I am delighted with the completion of this project and that of a new website; both made possible entirely through pro bono support thanks to **Leo Burnett and The Access Group**. The new logo and its "dream helpers" perfectly capture the joy, magic, happiness and smiles we work so hard to bring to children across the country today.

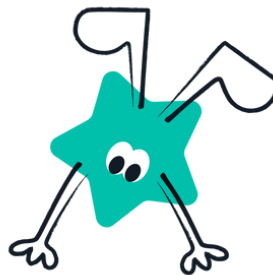
Of course, none of these achievements would be possible without the commitment of our small but **mighty team of 11 and our dedicated Trustees**. My **heartfelt thanks** to each of you. As you turn the pages of this report, I hope you feel the same pride and fulfilment that I do. Looking ahead to 2025/26, we will bid farewell to our **Chair, Simon Linares, whose vision and passion** have helped steer Dreams Come True to new heights. I am deeply grateful to Simon and our Board for their steadfast support and commitment and I look forward to working with new friends to the charity in the year to come.

As this report is testament, this year has been a standout year. As we embark on the next chapter, our ambition is undiminished; **with more children than ever slipping into poverty, our resolve is clear: we will be there for them, ready to make dreams come true for those who need it most.**

Thank you to everyone who shares in our mission and helps transform children's lives across the UK.



Lisa King, OBE
Chief executive
24 October 2025



**DREAMS
COME TRUE**

Annual Report 2024/25

Vijay's magical music dream

July 2024



Vijay is 15, lives in Stoke and has complex special needs, severe learning disability, epilepsy, is non-verbal and struggles to communicate. He's completely dependent on someone else for all of his needs. He has several drop seizures throughout the day and night, and complex challenging behaviours.

An avid music lover, Vijay's dream was music lessons.

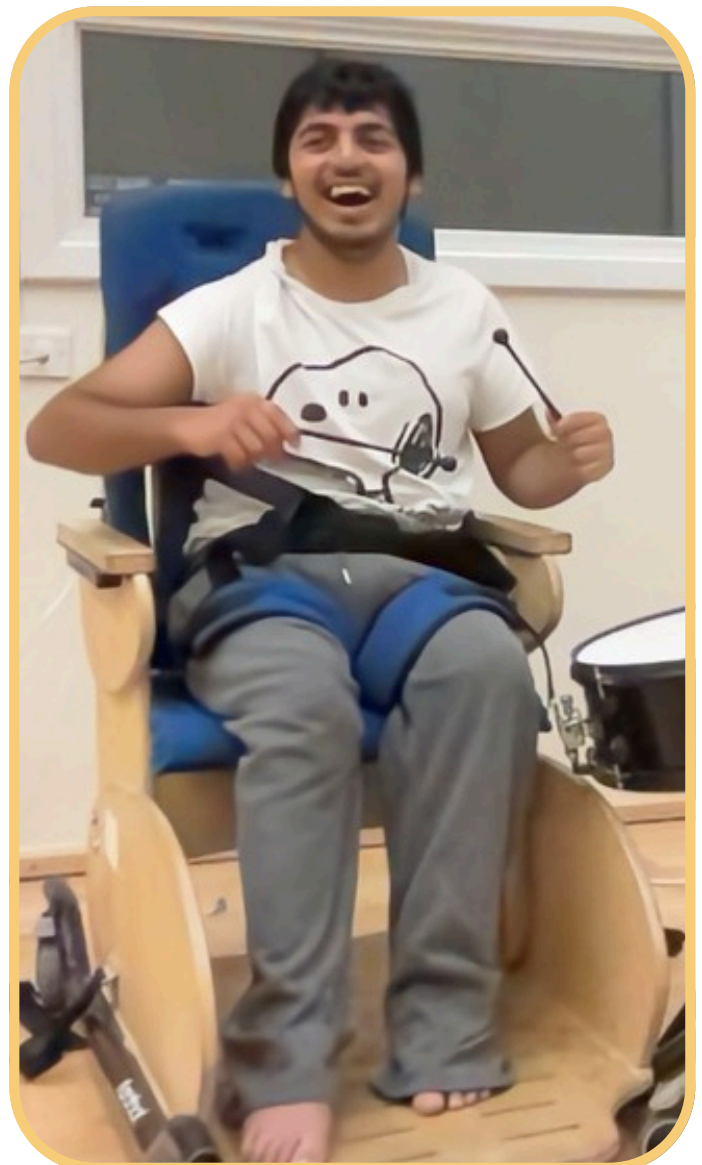
After weeks and months of research trying to find a specialist music therapist for Vijay, and just when we thought we would need to find an alternative dream, we found Julia Prince, a wonderfully qualified music therapist who arranged a trial lesson with Vijay.

After Vijay's course of lessons finished, Julia the music therapist said; "It has been really lovely working with Vijay, he is such a character. I have seen him grow in our sessions across the weeks. The school staff have taken turns to attend so they can see first-hand the impact of the music therapy. Vijay's class teacher says he now says hello and goodbye, which stemmed from him recognising the first few notes of our goodbye song as soon as I started to play them on the piano in about session 4."



Thanks to the power of the music lessons, at the age of 15 Vijay has learnt to say a few words purely from learning through music. We think this is magic personified and we are thrilled – as is Vijay's mum and his teachers.

Please watch a video of Vijay and his teacher enjoying one of their many sessions, and see the joy of Vijay playing his music for yourself:
<https://www.youtube.com/watch?v=OIXhP9BCB-8>



About Dreams Come True

We make dreams come true for some of the most deserving children in our country today. Children who are living in the areas of highest deprivation with serious illnesses, disabilities and life-limiting conditions. Our urgent, individual and community dreams bring moments of magic to children who are having it very tough – children who are often hidden and out of sight in our communities. These children deserve our attention and that's what we are here to do – make magic, bring smiles and joy to children across the country.

In the UK today

There are over 5.2 million UK children living in poverty – that's 33% of all children*. In some parts of the country child poverty figures rise to over 50% - that's one in every two children. With the cost-of-living crisis and soaring inflation, families are struggling to make ends meet. Especially those faced with extra costs due to having a child with additional needs.

Who we support

To ensure we reach those who need our attention the most, we work with 5-18 year old children who are living in the most deprived areas of the UK. These children are referred by a professional who is involved in the young person's care, such as a healthcare, educational or social care professional. We cover a wide range of medical conditions including but not limited to:

- Children undergoing cancer treatment
- Severe autism, learning difficulties or global development delay
- Heart, lung, bowel and kidney conditions
- Degenerative neurological disorders or brain damage
- Muscular dystrophy
- Genetic conditions



Moments of Magic. Lasting Impact.



Dreams

No matter what the dream, our team of dream makers work closely with our dreamers to deliver a unique experience, that provides moments of magic that have a lasting impact. All our dreams are bespoke and individual to the child – no two dreams are ever the same.

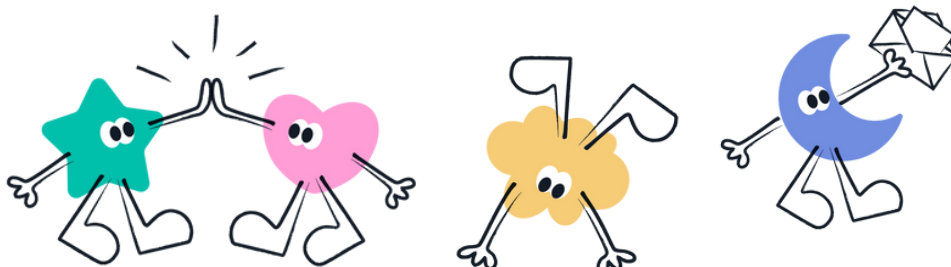
We have three types of dreams – urgent dreams for children with short life expectancy; individual dreams and community dreams.

Urgent dreams – these are dreams for children with short life expectancy. Dreams which create magical memories that are cherished by families in the years to come. We work hard to deliver these dreams at often very short notice and work our hardest to go the extra mile. It is an honour to make dreams come true for such deserving children.



Individual dreams – which tend to fall into three categories:

- **Small change, big impact:** dreams which improve the daily lives of the children we support through access to vital equipment and technology, or simply provide the opportunity for accessible play
- **Home makeovers:** bedrooms redesigned often for children who are homebound, created by our team of dream makers and many amazing volunteers and pro bono supporters
- **UK getaways and experience days** for children who mostly have never had a holiday to enjoy new experiences out of their usual routine, creating cherished memories forever



Community dreams – our larger scale dreams and are those which often take place in schools or in community spaces giving opportunities to children and their families and carers whilst regenerating the locations where they are created. These dreams can include updated playgrounds, refitting sensory rooms, and providing specialist digital equipment.

We work closely with schools and community organisations to deliver a dream which feels special, tailor-made for the children they support; dreams which have **long lasting and far-reaching impact**. These dreams provide ongoing benefit to many more children over the years as they join the school or access the service.



Katie Waite, Vice Principal at Redwood Park Academy, Portsmouth, shared the following after her school received a community dream to create a sensory retreat:

“Partnering with Dreams Come True to bring our sensory retreat vision to life has been a transformative opportunity for our school community. **Thanks to their generous support, we have been able to create a calm, nurturing and safe space specifically designed to meet the needs of our pupils, all of whom have special educational needs and disabilities.**

The impact has been profound. Pupils at Redwood Park are visibly benefiting from the space, and we are already seeing improvements in emotional awareness, regulation, and resilience. We are deeply grateful to Dreams Come True for their generosity; their support has not only enhanced our provision but also empowered us to better support our young people through what are often complex needs and difficult emotional experiences.”



Dreams 2024 / 25





Dreams and impact in 2024/25

2024/25 has been a landmark year for our dream delivery programme - our most impactful to date. Through a combination of individual support, community engagement and ambitious regional expansion, we reached more children and young people than ever before.

We granted **111 individual dreams**, creating moments of happiness, fun and lasting memories for children who needed them most. Alongside the individual programme, we delivered **11 community dreams, reaching an incredible 1,523 children** with projects that brought joy, connection, and opportunity to large groups of children facing significant challenges.

This year also saw the delivery of our most far-reaching dream yet, a project with **Birmingham Children's Hospital impacting a remarkable 8,620 children** through the provision of interactive technology thanks to our corporate partner **BSI**.

New to our portfolio for 2024/25 was our **North West expansion** programme, generously funded by **The Kentown Wizard Foundation**. This dream programme of work has added yet more new children to our growing reach, marking a major milestone in extending our support to new communities. In total, we reached **10,538 children through our dreams this year**. These figures are not just numbers - they represent thousands of moments where children felt seen, supported and inspired.



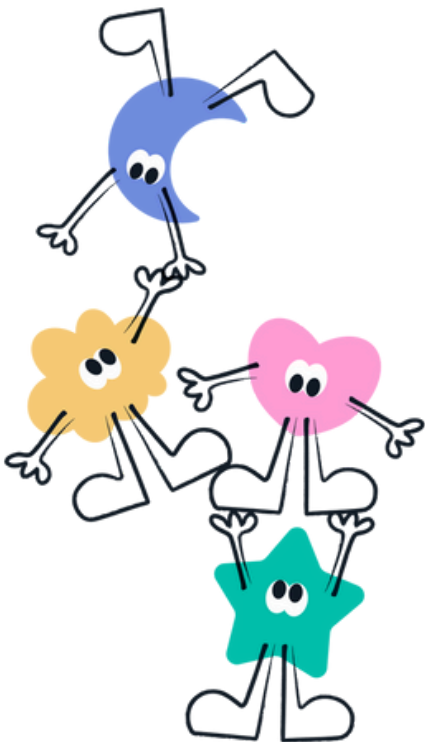


Expanding our Dream programme of work to the North West

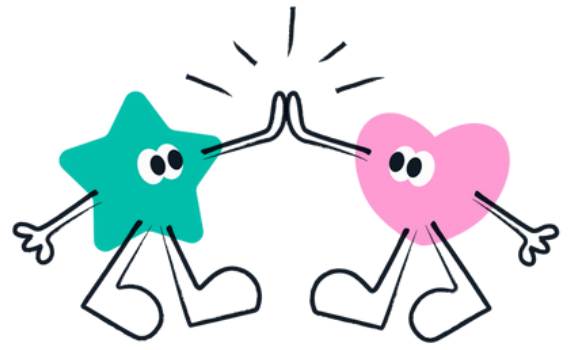
This year marked a significant milestone for Dreams Come True thanks to an expansion of our dream making programme in Blackpool and the North West – funded by our partners **The Kentown Wizard Foundation**. This programme of growth, which began in earnest in September, enabled us to support an additional **284 children in 2024/25 (400 over a 12 month period)** through both individual dreams and community-based projects - dreams that are transforming lives.

Since receiving our grant in August 2024 we have worked tirelessly to build a strong North West referrer network, recruit a dedicated dream deliver co-ordinator based in the North West, whilst implementing new systems and processes to support delivery at scale. To maximise awareness and market this new programme of work we designed digital and printed assets to help tell our story and connect with partners and families across the region.

Thank you to all the wonderful professionals – many special educational needs teachers, social service workers, GPs, medical professionals and others – who have taken the time to apply to us for a dream; we and the children we serve are enormously grateful.



Dreams



Building partnerships:

This year, we were proud to have worked in partnership with **Child Bereavement UK** (CBUK) to strengthen the way we support families facing the most difficult circumstances. CBUK delivered a powerful and practical training session to our staff team, focusing on how to support families when a child is not expected to live, alongside guidance on communication skills and emotional resilience.

For our staff who often navigate incredibly sensitive conversations, this training has been invaluable, equipping the Dream team with greater confidence, compassion and tools to provide thoughtful, informed support. **This partnership is a powerful example of the importance of skill-sharing within the third sector**, where collaboration helps us all to work more effectively and compassionately for the children and families at the heart of our purpose.

Delivering Dreams together:

We would like to thank all of our partners and suppliers who supported dream delivery in 24/25, from local vendors to our established partners; each contribution makes a big difference. We would like to especially thank **Valspar** which continues to supply materials for our makeover dreams and community projects, and **Center Parcs** for awarding five lodges to our programme of dream offering so we were able to deliver magical holidays at a fraction of the cost.

In 2024/25 we welcomed two new partnerships to our dream delivery programme of work: **Sense Sensory** for its commitment to supporting specialist equipment; and **TP Toys** for its generous gifts of garden play equipment.



Magical dream story telling quarterly sessions

In 2024/25 we continued our quarterly webinar series of dream story telling with great success, **sharing the real-life impact of our work** with partner organisations, friends and supporters of the charity. These sessions offer a unique opportunity to hear from our Dream Coordinators, who expertly bring the dreams to life and give our supporters an opportunity to learn more about the children and families we support. By sharing these powerful stories, we were able to show the tangible, magical difference our collective support makes. These dream story sessions continue to grow in attendance and have become **a much looked forward to moment in the calendar**.



Feedback from our Dream recipients, who
say it better than we ever could...

“

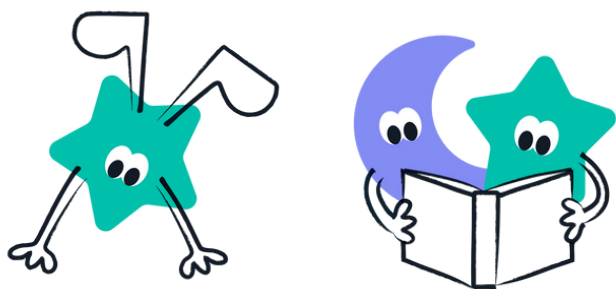
*It was **our first holiday as a family in 18 years**. Life is so busy and we never get that quality time to just sit down with each other. To spend a week with each other, well you can't put those feelings into words. Amazing time in an amazing place. I think Nicole's smiles told us how much she enjoyed it. Thank you from the bottom of my heart for giving us the chance to take Nicole on her dream holiday. We can't thank you enough.*

”

Dream feedback

(continued)

The following feedback was given by a professional who wanted to share her appreciation for the specialist speech tech Dreams Come True provided. The quote below more than demonstrates **the value of our small change big impact dreams** and why it is so important that Dreams Come True specifically supports children who live in deprivation, where the need is the greatest.



“

Health inequalities with technology used for communication are evident nationally. It shouldn't come down to where you live to determine if services will fund and provide what a child or young person needs. Time and again we see families having to self-fund communication devices. This unfortunately leads to differences in outcomes due to what's available for individuals based on parental affordability. Technology for communication is not a 'nice to have'; it's someone's voice. It gives them independence, lets them share their thoughts, say I love you, tell someone what they like and don't like and ask questions - all of which is so important.”

“In a world where technology is more advanced and accessible than ever, it shouldn't be as hard as it is to provide equipment for Alternative and Augmentative Communication (AAC). We really do need better funding pathways and better understanding across the country for AAC, so more children and young people have access to the technology they desperately need to transform their life.”

”

Harry's Coronation Street experience

day Dream:

Most of Harry's life has been spent either in hospital having operations or attending appointments in **Alder Hey Hospital, Liverpool**. He undergoes treatment for a ventricular septal defect (a hole in the heart), a chromosome abnormality and other conditions. It was Harry's dream to visit the set of his favourite television show, Coronation Street.

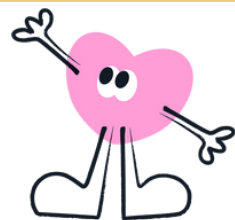
Before Harry had his dream come true his mum found it difficult to take him out as her own health had deteriorated and Harry became anxious and worried about her.

Thanks to Dreams Come True, Harry experienced a magical day on the set of Coronation Street. His mum told us: "He had the best time of his life and **built a day of memories that would last him a lifetime**; he needed something to take his mind off all he had been through and this was the perfect tonic." Thanks to the Corrie team Harry was given the royal treatment and met some of the cast and was also able to go behind the scenes to see where his favourite soap takes place.

Since his dream his mum told us he's been brighter and more relaxed and not as anxious as before. Mum said: "**Harry is so happy that his dream came true**. We cannot thank all the team enough for everything they did to make this wonderful dream happen. Massive thank you again to you all."



Ali's garden makeover dream



Seven year old Ali lives with autism and experiences significant delays across social interaction and communication, play skills, cognition and learning, motor skills, and has additional sensory and physical needs.

Ali's occupational therapist referred the family to Dreams Come True so we could provide a space for Ali and his brother who also has additional needs. Ali's parents agreed that a **swing** would be the perfect choice to not only keep the boys busy and having fun, whilst also helping with their learning to share, enjoying time together, but also to **regulate their sensory needs and improve their gross motor skills**.

To create a wonderful dream we created a space with a swing, balance beam, sensory tent, water wall and wiggle car. All these outdoor toys give Ali a fun, interactive but safe space in the garden to retreat to when he feels sensory overload and gives him some positive distractions. Since the provision of the boys' new garden toys, mum told us: "**Before the dream** I found it hard to find ways to sooth and regulate my son at home. **I was unable to allow him to go to the park** as his anxiety and sensory processing issues stopped him going outdoors.

"Thanks to Dreams Come True I can now give him this enjoyment in his safe space where he can play and enjoy the swing whilst having small groups of family members come and share time with him."

Centre 63 community dream

We fulfil community dream requests from schools, in healthcare settings or local community groups that support children with disabilities which operate in areas of deprivation – just like Centre 63, a **local youth club** in Liverpool. Centre 63 gives young people a safe and friendly environment to **socialise and develop skills**.

We funded, with support from partners **The Big Table Group**, **brand new IT equipment to improve digital literacy skills** of the children attending this group – equipment that had previously been out of reach for the children.

They told us: "Having an IT suite has opened lots of new opportunities for our young people and also community members who access the centre each day. We have been able to **support people in ways we couldn't before** and it has been great to see people become **digitally connected**."

One of the children who attend Centre 63 said: "**I don't have a computer at home so it's boss to be able to use them here.**"



Safeguarding

Safeguarding remains **a key priority for the dream team** and in particular our safeguarding lead, Emily Millis head of dream delivery. Safeguarding is central to the way we work with vulnerable children and their families. Throughout 2024/25 every staff member and volunteer completed refreshed safeguarding training, ensuring that our team stays equipped to recognise any concerns and to respond swiftly and appropriately.

We also carried out our scheduled annual review of the Safeguarding Policy, updating procedures in line with the latest statutory guidance and sector best practice. These measures combined with regular supervision, a culture of shared responsibility, and clear reporting pathways demonstrate **our ongoing commitment to effective safeguarding**.

Welcoming two new Ambassadors

We are thrilled to see **Bly** and **Will** join Dreams Come True as wonderful, inspiring Ambassadors championing our work.

Will Bayley MBE is world and European champion. He is ranked world number 1 in Para table tennis and is heralded as the most successful British Para table tennis player of all time. **Bly Twomey**, 15, has already won multiple gold medals for our country. In the August Paralympic games in Paris, both Will and Bly did Team GB proud. Bly won two bronze medals, one in doubles and one in singles, and Will went on to win silver - his 7th Paralympic medal!

Will told us: *"It is wonderful to be supporting Dreams Come True. Naturally the difficulties I've had in my life as a child means I have so much passion for those who have challenges and are supported by Dreams Come True. It's a great privilege to be able to lend my support and champion the vital work the charity undertakes. If my support can build more dreams for children who are deserving, then I'm in!"*



With Bly sharing: *"I really hope to inspire other young people, and I think with them watching me, maybe they can go and achieve what I have also achieved."*

Marketing and social media

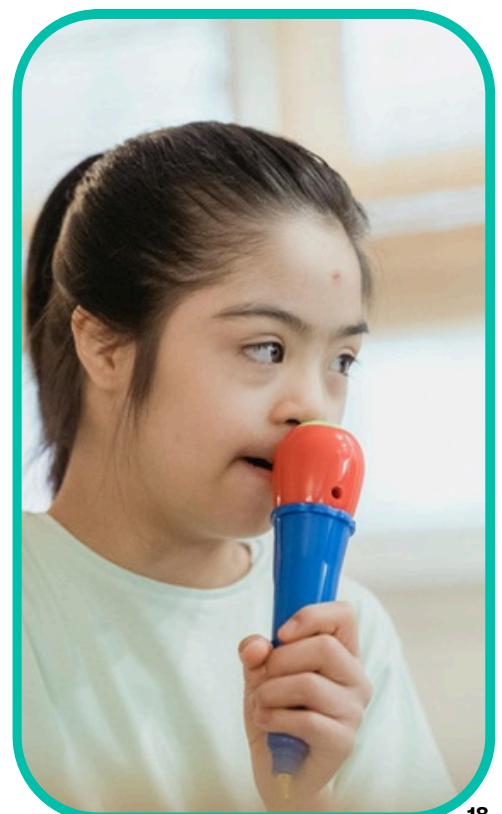


We have continued to build, grow and diversify our marketing materials, creating ever more video content to bring our dream stories and achievements to life. Our social presence and digital platform community goes from strength to strength – especially on **LinkedIn** which has been a brilliant arena within which to build relationships and nurture new opportunities.

In the last financial year, we gained an impressive 1,022 new followers, **up over 25%** from the previous year, with our total number of followers now standing at 9,386 and rising. This included 495 on LinkedIn (which grew by 34% this year), and 266 and 261 across Instagram and Facebook respectively, showcasing how **all our platforms continue to grow healthily** and attract new audiences for our charity.

Across all platforms we posted 698 times, with our content gaining over 584k impressions – all of which was achieved organically with no ad spend, and was up 5% compared to the same period last year. Our content also proved popular with our audience, with an **average engagement rate of 7.29%, well above the industry average of 3.5%** (again growing by 28% year to date). LinkedIn was again a standout here, where engagement rate was a huge 10.67%.

In 2024/25 our **most popular posts** were a mix of celebrating our Dream Ball, Ambassador announcements and fundraising achievements. Sharing our dream stories remain at the heart of our content, with Spencer's urgent dream being particularly poignant to our followers across all platforms.

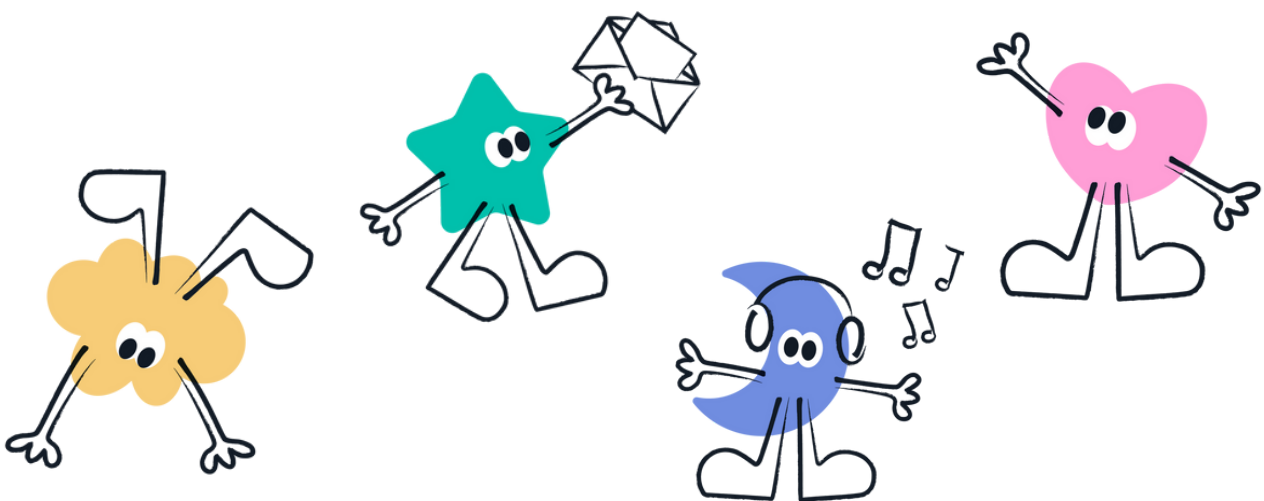




Moments of Magic. Lasting Impact.

New logo, brand identity & website

We began 2024/25 on a mission to revisit our logo and brand identity. Thanks to **Carly Avenor**, CEO of top London advertising agency **Leo Burnett**, we were able to enlist their support free of charge. We could never have dreamt of receiving such an amazing brand relaunch – not just our new much loved logo but along with it a suite of static and interactive dream helpers all of who bring our brand and our mission to life, reinforced with a new suite of colours, typography and more – including a fantastic all-encompassing brand guidelines deck.



Alongside Carly we would like to pay particular thanks to **Tegwen Tucker, Karolina Alvekrans, Dave Allen, Richard Pettiford and Carmen Perez Jimenez**. Their commitment to Dreams Come True, often in their free time, ensured we ended the year with a fantastic new identity that speaks to our mission to bring joy, happiness, magic and smiles to the children we support – as the design in this report is testament.

With the launch of a new logo and brand identity we also needed to ensure our 'shop window', namely our **website, was relaunched also**. Thanks to our negotiations and the support of **The Access Group** we were able to launch a new website timed with the new logo and identity. Thanks to **Roberta Ribeiro** for her support with this project and for ensuring we delivered a new www.dreamscometrue.uk.com which not only supported our new brand but which delivered a much-enhanced website and customer journey.



Fundraising 2024 / 25



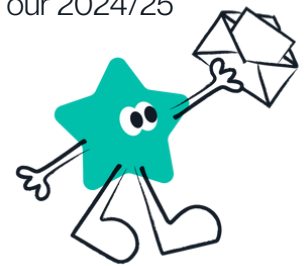
Fundraising 2024/25

To maximise our fundraising potential and opportunities for 2024/25 we planned our proactive income generation programmes of work where our opportunities for success were most strong. **We are delighted to report that we exceeded the fundraising target.**

As in previous years we had seven strands of fundraising making up our core programme of activity – corporates, major donors, individual giving, events, trusts, community and legacy. To build income generation further we developed two new opportunities for the charity; two new Dreams Come True ‘own’ events. Having events that appeal to and motivate our supporter base has proven a successful strategy for income generation and one we will continue into future financial years. We look forward to telling you more below.

We achieved our strongest income generation during the first three quarters of the year – finding quarter four to be our most challenging. Whilst we worked to build initiatives in quarter four to push for additional income generation we were not successful and will take our learnings into the next financial year.

Given the challenges we faced in quarter four, it is yet more pleasing that we exceeded our 2024/25 fundraising target.



Corporate fundraising

Corporate fundraising throughout 2024/25 has been a strong channel of fundraising for Dreams Come True and builds year to year. Ongoing we are taking proactive strides to promote our corporate partnerships to drive more new opportunities by demonstrating that **our partnerships are tailor made** and achieve win-win benefits and demonstrate that our partners are vital to our dream making programme and an extension to our dream making team.



Corporate highlights

Tradeweb has supported Dreams Come True for 11 years with core funds for our dream making programme of work. But their support does not stop there. Throughout the year we have put multiple requests to them, including sponsoring our **Dream Ball** in November, to which they always agree. We are enormously grateful to the **Tradeweb Cares Committee** and would like to thank them for their ongoing and much valued support. Whatever we ask of Tradeweb they are always arms wide open. They have also been very generous with donations of office space for our team and Trustee meetings for which we remain very grateful.

We enjoyed year two of our powerful partnership with **BSI** and together delivered another very successful digital large impact dream at **Birmingham Children's Hospital** where four digital screens were provided that will impact over 8,000 children a year. The screens bring digital, emotional and clinical benefits to the children. In next year's report the dream will have been in place for six months and we will report more fully then.



The Access Group Foundation generously supported our digital programme of dreams with a donation to fund a community dream, the impact of which we have been delighted to see as can be seen in the report visuals.

We welcomed **RealVNC** and **Interr** to our corporate programme of work during the year. **Interr** has been instrumental in introductions that bring much value to the charity and for volunteering at events also. We look forward to building our partnership yet more in 2025/26.

Thank you to **RealVNC** for sponsoring our Dreams Come True Italian Job bike ride and our Dream Ball. Many of the team have also supported us in our events programme of work and we look forward to building our partnership in 2025/26.

For the second year running we benefited from being the charity partner at the **eCommerce awards**, which raised £5,700 thanks to a very successful raffle run by our volunteers from partners **Interr**, **RealVNC** and **Weightmans**. Thank you to you all and of course those who donated prizes.

Thanks to **Alix Partners'** generous donation of £12,308 we supplied Chatsworth School in Manchester with three AV1 telepresence robots, allowing pupils who are too ill to attend in person to join lessons live and stay included in classroom life. Feedback shows the robots are already transforming remote learners' experiences - strengthening communication skills, boosting motivation and fostering positive behaviour by letting children interact with friends and manage their own learning from home.

For another year running we benefited from the **Stonehouse** annual dragon boat fundraiser – thanks to the team for yet again taking on the challenge and raising funds for our charity.

What should have been a one-year partnership with wonderful **Weightmans** London law firm became a two year partnership which, thanks to the one and only **Michela Resta**, went from strength to strength. Taking on an impressive 10 events over the year to raise funds for Dreams Come True, it was the June summer quiz which provided a fabulous highlight for us all – with over £3,000 raised and much fun and entertainment provided.



When looking back over the year period, quarter three was one of our most exciting quarters for Dreams Come True and our corporate partnership programme of work. Following a successful competitive pitch we were selected by the **Big Table Group** as its charity partner – a restaurant group which includes brands such as Las Iguanas, Amalfi, Bella Italia, Banana Tree and Frankie & Benny's.

With over 220 restaurants UK wide and 500 staff, the potential to both raise funds and awareness of Dreams Come True provides one of our biggest opportunities to date. Whilst we began building plans for 2025/26, the Big Table Group came straight out the gates offering its support with participation in the Santa run, festive fundraising activities, prizes for events, gift in kind dream support and also took a table at our Dream Ball. **We are excited to see all that we can achieve together into the next financial year.**

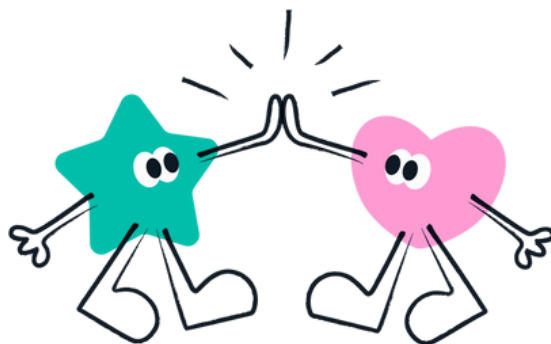
As the festive period came upon us, we received a wonderful surprise when **Carlyle Global Private Equity** selected Dreams Come True as its charity of support. We were thrilled to receive a very generous donation of over £17,000 thanks to the firm's brilliant fundraising efforts. Since then Carlyle colleagues have kindly elected to take part in multiple events for Dreams Come True and the firm has donated repurposed new laptops for the Dreams Come True team and they have become a wonderful new friend to our charity.

Another fabulous festive moment came when we were selected by **Big Give** as a charity it would support during the first week of December. With a requirement for us to find a corporate sponsor to back this match funded campaign, we turned to our much-valued partner **Tradeweb** to appeal to them to support with a £20,000 donation. With this secured the Big Give kindly matched the funds with a £20,000 donation from the **Reed Foundation** on the proviso that Dreams Come True could match this combined amount by a further £40,000. We are delighted to say that we achieved this ambition and the campaign was very successful – and exciting – to see roll out. Huge thanks to Tradeweb, The Reed Foundation and Big Give for fantastic dream-making support.



We focused our own Dreams Come True 2024 festive appeal on funding specific individual dreams. Thanks to **R3, Individual Restaurants** and **the Big Table Group** for working so hard to raise funds to bring joy and smiles to children at such an important time of the year. **Kans and Kandy** – a previous supporter to Dreams Come True – also joined us in funding specific dreams; we are delighted to be reconnected with you.

Another wonderful moment occurred in our calendar when in early December we were approached and asked if we might like to be the beneficiary charity of the **PATA UK and Ireland travel awards** lunch – we happily and gratefully grasped the opportunity. What a wonderful event, which thanks to an auction of fabulous holiday and travel prizes and a fabulous donation from Sir Mike Gooley and the Trailfinders team, delivered a total donation of £33,700. A brilliant event at which many new friends to the charity were also made – and a particular thanks to **Debbie Flanagan, Unite Promotions**, for her ongoing commitment, passion and support for our charity which has been in place ever since.



We marked a milestone with **Individual Restaurants** in February when our partnership reached 12 months and a mighty £91,271 having been raised. We celebrated the success with a fun packed report and a sharing of thanks to the Individual Restaurants team and for their recommitment to the partnership into the second year.

In other celebrations, we marked our three-year partnership with corporate partner **Howden** and its 30th birthday with a thank you report for the last three years of their support generated through multiple events – golf, quizzes, those taking on 100 mile challenges and more! Our partnership with Howden goes from strength to strength and 2025/26 looks to be a yet stronger year for our partnership. Thank you so much to the Howden Real Estate and CAP teams – we are thrilled to be a charity which you support ongoing.

As the above is testament, it has been a wonderful year with much and ever-growing commitment and support from corporate partners and we are truly grateful to them all. Onward into 2025/26 and growing this programme of work yet more.



Challenge events

As we have grown our portfolio of partners and our community of participants through new partnership and social media channels, so have we grown the number of amazing people who elect to undertake a challenge or event for Dreams Come True.

London Marathon 2024, which takes place as our new financial year brinks, was a huge success for us with 64 runners raising a fabulous £115,000. London Marathon 2025, which falls just within the new 2025/26 financial year, was similarly high achieving. Looking ahead to London Marathon 2026 we have half the number of awarded places, due to the London Marathon reducing all charity places proportionately to allow for new charities to benefit. This long lens look ahead will require us to adjust our programme of events going forward.



To meet the requests of our ever-growing band of supporters we have expanded the number and types of events we offer and as a result it has been **a bumper year** with a very full, varied and exciting **calendar of national and international events** including: Chase the Sun Battersea 10k, Glasgow Kiltwalk, Great Birmingham Run, Hackney Half Marathon, Leeds Half Marathon, London Landmarks Half Marathon, London Marathon, Marathon des Sables, Paris Marathon, Three Peaks Challenge, Yorkshire 3 Peaks, Berlin Marathon, Great North Run, Jurassic Coast Trek, Milan to Rome Bike Ride, North Downs 50 Challenge, Peak District Challenge, Robin Hood 100, Robin Hood Half Marathon, Amsterdam Marathon, Cardiff Half Marathon, Chester Marathon, Great South Run, Oxford Half Marathon, Royal Parks Half Marathon, Run Alton Towers 5k, Skydive, Yorkshire Marathon, Arctic Trek, Bath 50 Challenge, Bath Half Marathon, Hampton Court Palace Half Marathon, Kilimanjaro Trek, skydives and more!

A fabulous long list – which **grows year to year**. Enormous thanks to our committed and fabulous team of event participants who make this programme of work a huge success, **contributing around 20% (and growing) of our annual income generation** for our charity and our vital dream making programme of work.

We would like to share special recognition and thanks with team **Salesforce** – where colleagues literally come out in force to support our events and especially those that are the most challenging and grueling! We have had participants this year to both the Arctic Trek and the Kilimanjaro climb.

Michael Giacometti conquered the Arctic Trek raising over £8,000 and the fabulous four - **Melanie Luangsay, Edwina Bradford, Ritchie Neil, Rhona Wallace** - raised £12,073 summing Mount Kilimanjaro in aid of Dreams Come True. Both events take much sacrifice and mental and physical challenge and we truly appreciate every step you take for our charity. A shout out also to **Barry Carson** who is our Salesforce champion and a total Super Star Supporter to Dreams Come True and all we do. We are enormously grateful for all your support and your sense of adventure too, you amazing lot!

For the 16th year running we have had the unstoppable and utterly awesome **UK Charity All Stars Ice Hockey team** raise fab funds for us – in one tournament alone raising £14,500. Having your support year to year means much to us all and your event is an important part of our calendar.

One of our most significant events during 2024/25 was our very own bespoke curated bike ride challenge – **The Italian Job** – cycling 400 miles, over four days, Milan to Rome over the Tuscan Hills climbing 6,583 meters of elevation. Our Chief Executive Lisa King led the ride and was joined by 19 others raising over £98,000. See later in the report for more details.

As we build our portfolio of events year to year we are seeing our amazing supporters recommit to Dreams Come True challenges and events. To celebrate and acknowledge this fantastic commitment we have created a **‘Super Star Supporter’** group and have identified **43 individuals** who, over the last few years, have gone the super extra mile for Dreams Come True – and continue to do so. We are enormously grateful to this group of individuals and look forward to working with them more closely as our **charity champions**.



Community fundraising



We have a small but loyal group of community fundraisers who support Dreams Come True year to year and we remain enormously grateful for their support. Community fundraising is an area of opportunity which has yet to be fully developed at Dreams Come True – it takes time to build a community of fundraisers who raise funds at a local level. We are working to harness the relationships we currently have in play and grow more. We hope to see this channel of fundraising build.

Again we would like to thank **Mountain Ash Golf Club** in Wales. They have supported Dreams Come True since 2005 and we are so grateful to them for their ongoing commitment and support and ongoing fundraising efforts.

New to our programme of work for 2024/25 we benefited from being the charity partner of **Chilfest**, Tring, Herts – a 1980s festival which saw us, along with 15 volunteers from **Interr**, **RealVNC** and **Tradeweb**, collectively raise over £3,000 thanks to a raffle we held. The event also provided great awareness raising opportunities. Thank you so much to Trustee **Simon Foster** for securing this opportunity for us – it was a lot of fun, especially for those growing up in the 1980s!



Community fundraising (continued)



In our work to drive more Dreams Come True own events we held an **inaugural golf day** in Devon in October. The event was created as both a fundraising opportunity and a new opportunity/introduction opportunity. We are delighted to have made many new friends to the charity, in particular, **PwC, Philip Meek, Porter Dodson, Wollens, BMW Vertu**. The event was a strong success and a possible precursor to a major golf event Dreams Come True we hope to host in 2025/26.

Shaun Poulter, a long standing community supporter, continued to host race nights in support of our dream making programme and has done so for many years. Thanks to his seven race night events this year he raised £7,200 which is fabulous.

A new community friend made to our charity this year is **Sevenoaks School**. Thanks to a GenZ project we worked on with their inspiring and super smart year 11 pupils, we have had their support ever since – for which we are most grateful. Thanks to a variety of initiatives – including a September World Dream Day bake sale, a home clothes day and a JustGiving page which was shared with parents – they raised close to £2,000. The commitment from the children at Sevenoaks to support the children we serve at Dreams Come True is most heart-warming. Thank you to you all and especially to **Kathy O'Donnell** who is our in-school Dream champion.



Noah's Story - World Dream Day

Meet Noah. The **6-year-old** from **Leeds** championed our **2024 World Dream Day** campaign.

Noah's words below (with a little help from his Dad) make for a magical read ✨ ✨ ✨ ✨ ✨



“Hello my Name is Noah, I have **Autism** and I struggle to get over my thoughts and feelings, but I like a hug and like a kiss of comfort from my mummy and daddy who I love very much and they know it. I find it hard to interact and stimulate myself, but I love being active.

I find it difficult when my routine is broken which makes me upset and confused but this doesn't happen very often if my mummy has anything to do with it as she keeps everything on time and in place, so I am at my most comfiest all the time. As I am **non-verbal** its hard to explain what I need or like but before my I had my dream come true, I liked to play on my tablet or watch Bluey on my phone also running around the house jumping off the furniture.

But **thanks to DCT** and their team I have now found different ways to stimulate myself with my **new toys** without having mum and dad being worried if I would fall or must pay out for a new sofa. Mum and dad were not sure what kind of things could help me, but the DCT team were on hand to help us and support my needs and came up with some fantastic things to help me in my daily routine.

I now have a **new Tricycle** that I love and I'm learning to peddle fast whilst my daddy can stand on the back to help me steer, so we don't crash. I also have stepping stones to practice stepping on to help with my balance and co-ordination needs. I have an activity rainbow too which helps as well.

All of my **dream items help me to interact with my family more and help me in my everyday life at school and home.** My dream makes me have a lot more fun and makes me feel a lot more confident and it is good that mummy and daddy can join in too especially on my spinning seat as I like to spin really fast. But out of all my things, most of all I like to be out on my Trike flying past trees with the smell of the flowers and wind going against my face which makes my hair stand on end and we look quite funny when we stop.

My dream makes my family feel and see I'm a much happier boy with my Dreams which also gives them more things to do with me more and do the things I love. **Thank you DCT.** ”

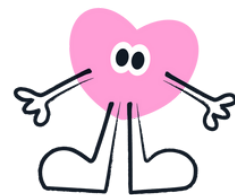
Individual giving

Individual giving is, at present, a small income generation channel for us. It has potential to grow and we hope we will be able to invest in this channel of fundraising in 2025/26.

Throughout 2024/25 we sent 38 newsletters which delivered a very positive average open rate of 32%. Examples include a newsletter we created and sent targeted to our 400 strong Dream family recipient database, appeal asks, regular charity updates and dream stories. Huge heartfelt thanks to **Rachel Humphrey, Trustee** and **dream mum to Myles**, for fronting our appeal for support and sharing her family's story. It is so powerful to hear Rachel's story and it is invaluable to have her as part of the team, thank you Rachel.

We also worked to drive engagement and fundraising on **World Dream Day – 25th September** which marks a poignant date in our calendar and a key moment around which to raise funds and awareness. We launched an appeal which focused on dream child **Noah**, a recipient of a dream in the financial year period, and he very kindly wrote his very own letter for us to share and show describing what his dream meant to him and his family.

Major donor highlights



We had a strong year of major donor support in 2024/25 thanks to some key individuals including **Susie Orchard, David King and Steven Charman**.

Susie – a new supporter to the charity very generously pledged her support and we were delighted to have her attend our Dream Ball in November where she could see and learn more about our important work.

David – a committed supporter these last two years, who not only donates in his own right but works hard to make introductions and build opportunities for Dreams Come True. It is thanks to David that Susie comes to Dreams Come True as a supporter.

Steven – a major donor in his own right but also incredibly generous with his donation of gifts to the charity and our top auction prizes. All three deserve special recognition in this year's report as they have provided funding for which we are extremely grateful.

There are many others who support us also, who cannot be named in this report for privacy reasons. One last mention must be made to **Dale Gough** and his ongoing support of the charity with donations he makes through his creative and fabulous **YouTube channel 'Car Mad Dad'**. Thank you Dale for your support and funds ongoing. We really do appreciate it.

New friends and supporters to the charity who have generously donated funds and gifts

We have made many new friends and supporters to the charity this year, many of whom have made donations in a variety of ways. Our thanks go to **Simon Freakley, David Buchler, Jim Herbert, Caroline Grey, Keith Feilden, Tom Ayerst, Mike Stephens, David Stephens, Jo Robson, Julia Whittle, Kerry Hallard, Alexandra Lee, Yin Lee, The Grand Hotel Brighton** (which has donated multiple gifts to our charity over the last few years) and many others.

Trust fundraising

This financial year we have onboarded the support of **Ability Fundraising Consultants** to oversee our trust programme of work for the charity. We have benefited from some new income generation thanks to their expertise and will continue with this programme of work into 2025/26. Thanks to 28 awards being granted during the period Dreams Come True and Ability Fundraising have generated £68,000 from this programme of work.

Huge thanks to long standing supporter **Barneswood Trust** for its ongoing commitment to Dreams Come True with another award of £25,000 for this financial year. Next year marks the last gift we will receive from the Trust – for which we are so very grateful and consider them to be great friends to the charity. Thank you for your tireless support.

Other trusts to which we would like to share our much meant thanks include: **Harrison-Frank Family Foundation** for its donation of £20,000; **The Elsie Davis Trust** for its £10,000 contribution and the **29th May 1961 Charitable Trust** for an award of £15,000 which will be released over three years. It is thanks to the above contributions that we achieved our target for 2024/25.

Special thanks must also be made to **The Kentown Wizard Foundation** and its award of a £867,500 five year grant in August 2024 that we have been able to build an additional **expansion programme of dream making focused in Blackpool and the NW**. Please see a separate section within the report to learn more about this fantastic achievement for 2024/25. We are utterly thrilled and this grant means we can reach more children than ever before in an area of the UK where deprivation is concentrated.

Legacy highlights

In recent years, especially since 2023/24 and again this year, we have seen a reduction in legacy giving received at Dreams Come True. That said over the period of the year we benefited from **three legacies totalling £84,750**.

Legacy fundraising is another channel of income generation which provides opportunity for Dreams Come True. We hope to make this an area of focus in 2025/26.

Focus on new business

In our work to **grow new fundraising opportunities** for Dreams Come True we are working hard to mine and build new business opportunities. It has taken time to build new relationships and the incubation period of these conversations has taken longer than we might have liked, but green shoots are beginning to show.

As we head into 2025/26 we have a new corporate event with **PwC Bristol** taking place and we are building to some exciting new business cultivation events in Q2 and Q3 of 2025/26. Several high potential relationships are also in build.



New 2024/25 events

To develop our programme of fundraising in 2024/25 and drive our own income generation we created two **bespoke events** for this financial year calendar; a major bike ride and a major ball. We are delighted to say that both were a huge success and are noted above but shared in more detail here.

Our inaugural Italian Job bike ride September 2025. The challenge: to ride **400 miles, over four days, climbing 6,583 metres of elevation**. We created the event to launch on World Dream Day – 25 September. Our Chief Executive, Lisa King, led the ride alongside 19 others. We asked all those taking part to cover their own costs and raise a minimum of £2,000 for us. The £40,000 fundraising target was more than doubled with the group raising £98,000. A truly fabulous result. Thanks to **Endura** for contributing to the Italian Job ride vests and to **Netbuilder** (whose founder Tony Lysak also rode), **RealVNC** (with three of the team riding in the peloton) and **Individual Restaurants** (with two of their team riding in the peloton) for their collective sponsorship of the event. It was a huge undertaking – the training, the ride itself, the elevation, the wind, the fundraising, the costs involved, the time off work for one and all.

We are hugely grateful to all of our riders for such commitment to our cause. Thank you to **Ian Lumb, Tori Lumb, Tony Lysak, Stuart Whyte, Neil Gadd, Kirsty Charlton, Charles Canning Smith, Fraser Henderson, Jim McFarlen, Justin Opie, Laura Hodgson, Richard Sharp, Sally Foster, David Franks, John Hobson, Robbie Squire, Melissa Davis Sumner and Andy Challis** – our fabulous trustee who stood down this year after serving nine years with Dreams Come True. We would like to extend our enormous thanks to all nineteen riders - you are phenomenal supporters and Titans of the Tuscan hillsides.

Dream Ball

We held a Dreams Come True Ball on 21st November which achieved some fantastic results - **£129,000 net profit**, alongside some important networking and relationship building opportunities. The night was a resounding success thanks to the support of our Ball sponsors, **Tradeweb** and **Journey Capital**, and the following people: dream dad, **David Rafferty**, who spoke so eloquently and passionately about his son Dylan's dream; our fantastic **Ambassador Will Bayley MBE** who gave his inaugural charity speech.

Paul Nagel, one of our champions who was instrumental in securing so many fabulous prizes for us; **Chloe Stead**, esteemed Sotheby's auctioneer who donated her time free of charge and made our auction buzz; **David Davis** from RealVNC for the design of our event logo and all supporting materials; **Jasper White** for his time and skill taking some wonderful photographs to mark the event; **Francesca Cappelletti at the Bloomsbury Ballroom** for her expert event organisation and generosity with her time (and patience!); **Judge the Poet** for again donating his time and his poetry mastery free of charge to entertain our guests; trustee **Gavin Lyons** who brilliantly hosted the evening and our chair **Simon Linares** for his powerful opening speech in support of Dreams Come True.

We would also like to thank those who very generously donated to our live auction which was a great success on the night; **Steven Charman, Kerry Hallard, Stuart Whyte, Nicky and Richard Jackson** and team **Abbadia Celestina** for such fabulous prizes.

At the Ball the passion in the room for our work was palpable and it was a memorable evening end to end – a wonderful highlight in our 2024/25 calendar.

Thank you to all those who supported the event, took tables at the Ball, bid generously in the live and silent auctions and supported our other fundraising drivers. **It was a night from which many dreams were made.**

Pro bono & gift in kind

Our target for gift in kind support for 2024/25 was £60,000; split £30,000 to support our dreams programme of work and £30,000 to support wider charity expenditure. We came in under this target which was in large part due to a previous significant gift in kind from 2023/24 not being possible in 2024/25.

As we head into 2025/26 we will be minded to taking a more realistic and cautious approach to our gift in kind targets, whilst simultaneously building a more proactive programme of self-sourcing gift in kind support through our corporate and new business programmes of work.



Finance

Our finance function continues to undergo **review and process improvement**. It is an area of the organisation where we see encouraging results from increased attention. Over the course of the year we have taken a deeper dive into analytics, resulting in the establishment of two new processes:

Peer analysis of wish granting charities: this has increasingly equipped us with data to benchmark important areas of operation such as fundraising, reserve levels, staff pay and charitable spend. We intend to continue with a periodic internal publication of this analysis to ensure Dreams Come True remains well placed within the wish granting charity sector.

Profitability analysis: with the successful launch of our own fundraising events (The Italian Job Bike Ride and our Dream Ball) it has been useful to build a comprehensive understanding of the opportunity costs involved in running events. Taking a detailed profitability analysis also helps to better understand the financial performance for reoccurring events (e.g. London Marathon) and highlights cost centres that may benefit from restructuring or different approaches being taken.

Charity reserves continue to be an important area of focus within the finance function. In line with others in our sector we are building unrestricted[EE1] reserves to levels higher than previous years. Unrestricted funds cover our core charity costs and help us to expand our dream reach whilst restricted funds are used to deliver specific dreams as specified and defined by our generous donors.

As noted in our 2023/24 report we placed significant resource and investment/staff time in rolling out a **recoding project** to ensure our codes not only match those recommended by the Charity Commission but also better reflect our cost centres and drivers of income. This project will start to bear fruit over the coming months, including but not limited to, improved data analytics, KPI reporting, cost analysis and department performance. Most important it will provide senior management and the board of trustees with insightful, accurate and timely data for informed decision making.



HR process and practices

Throughout the year we have enhanced our HR capabilities by partnering with **pro-bono consultants** and leveraging the expertise of our **Board of Trustees' HR professionals**, both of which continue to be invaluable and effective resources for the charity. We would like to share our thanks to our expert volunteer **Pippa Farrell** who is a much-valued source of support to the team at Dreams Come True and who has added much value ongoing.

A key HR focus during the year was to ask our staff to identify the **key policies** where they felt improvements could most usefully be made. Thanks to feedback received, we reviewed and enhanced both our sick and maternity benefits to positive effect:

Sick pay policy enhanced benefit: staff entitlement has risen from five days full pay sick leave to 10 days.

Maternity policy enhanced benefit: enhanced from statutory to 6 weeks paid at 100% of average weekly gross, 50% for the following 3 weeks and £184 for the following 30 weeks.

Wider HR related improvements include **enhancing our approach to payroll**, thanks to helpful learnings from last year's 2023/24 audit. This has improved payroll turnaround times and accuracy of record keeping.

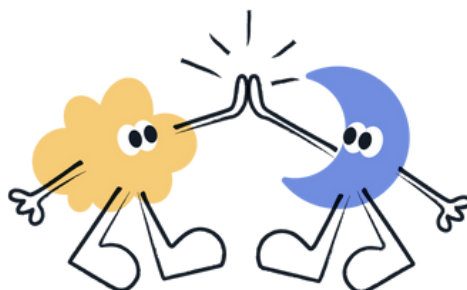
We were also delighted to have been able to award our staff **a 2% cost of living salary increase** at the start of the new financial year 25/26 – a small but much meant recognition of all the team undertakes to make dreams come true.

Whilst we all have work from home contracts at Dreams Come True we meet every other month in London and thanks to pro bono donated office space ensure we have a full and engaging day together where we benefit from pro bono training; review key organisational priority areas for discussion; and enjoy social and team engagement opportunities.

During the year we have enjoyed table tennis and flight darts – with some of us being more competitive than we realised! As a team we also recognise and celebrate team achievements and successes throughout the year and enjoy frequent virtual team catch ups when opportunities arise.

We would also like to extend a heartfelt thank you to wider members of our team - our external bookkeeper **Valerie Grace Antatico** and our volunteer of 15 years **Liz Bounton**. Their contributions to our finance and wider functions continue to be a massive help to the charity.

As we look ahead to 2025/26 we will work towards building and rolling out a staff survey, with a focus on revisiting our organisational values and the internal and external culture which underpins our charity purpose and mission.



Trustees

Andy Challis – a stalwart of support to Dreams Come True

At the 19 June 2024 Board meeting Andy Challis stood down, after nine years of service, as trustee to Dreams Come True. He has been an amazing member of the Board – and in particular the Finance Committee – and we would like to pay tribute to him in this year's annual report. Andy has been a voice of reason, advice, ideas and passion every step of the way. Some of his corporate contacts – Tradeweb and R3 – remain in our portfolio today. Andy's swan song commitment was riding our 400 mile Italian Job challenge that we held in September – for which we are enormously grateful. Thank you Andy, you will be missed by us all at Dreams Come True.

Statement of public benefit

We work to a set of charitable objectives, agreed with the Charity Commission that comply with section 17 of the Charities Act 2011. These objectives pay due regard to the Charity Commission guidance and as such explain the public benefit of what we do linked to the number of dreams we grant and the positive impact of each dream on the wellbeing of the child and their family.

Charity fundraising

We are registered with the Fundraising Regulator and commit to our fundraising being legal, open, honest and respectful, meeting the standards set in the Fundraising Code of Practice.

Risk management

The Board of Trustees has delegated responsibility for risk management to the Finance and Risk Committee. The full board reviews the highest standing risks, at every board meeting, along with all strategic risks. The Chief Executive and Director of Resources review monthly, in detail, all financial, operational, regulatory, and reputational risks.

The Board of Trustees have appointed a trustee with oversight for child and vulnerable adult protection and data protection.

Key risks and our plans for mitigation are:

Data protection

The charity holds data from a number of different sources and has implemented a detailed plan so as to ensure full compliance with GDPR. There is a data officer who, on all matters pertaining to personal information (collection, use and storage), reports directly to a nominated Trustee who has oversight of all activity.

Dreams delivery

Responsibility for the operation and delivery of dreams is divested to the Chief Executive, with reporting of progress at each board meeting. The type and value of dreams offered are reviewed by Trustees annually.

Safeguarding

Noted earlier in the report also as it is a key area of dream delivery work. Our work with children and young people living with serious and life-limited conditions places on us a particular duty of care to ensure that they are safeguarded through their experience of dream fulfilment. We mitigate risk through: having a Safeguarding Policy (along with other supporting policies) which is reviewed and presented to the board for approval annually; regular training for staff and volunteers; risk assessing all applications to ensure that dreams can be fulfilled safely; Designated Safeguarding Lead and Deputy in place and using only trained professional staff to work with children and families in organising and delivering dreams; along with DBS checking all staff and Trustees, and volunteers who have contact with families.

Financial risk

Successfully growing our income to increase the number of dreams we fulfil is a key part of our strategy both now and in the future. At the same time, it is necessary to increase our reserves to ensure we keep five months reserves and mitigate the risk of financial insolvency.

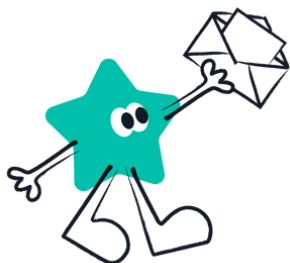
The Finance and Risk Committee scrutinise our financial performance at quarterly meetings to ensure that progress against income and expenditure targets is being met. It makes recommendations to the full Board at their meetings regarding the allocation of surpluses to ensure that the twin targets of financial stability through adequate reserves and charitable impact through increasing our dream delivery are met. Since this financial year the charity also carries out a nine-month rolling forecast for its cash position. Work is underway for this to be extended to at least twelve months.

Talent retention

Loss of critical staff is noted as a risk to the charity. This is mitigated by regular staff meetings, reviews, objective setting and will be enhanced in 2025/26 with a staff feedback survey.

Fundraising

A challenging fundraising environment remains one of the main risks currently posed to the organisation. This risk is mitigated through effective forecasting, monthly and quarterly financial reviews alongside the development of diversifying income streams and building sustainable channels of income generation.



Financial Review

Dreams Come True ended the year with a net income of £48,848 (deficit 2024: £137,355). In 2024/25 there has been a greater need to focus expenditure on fundraising efforts due to the increasingly difficult economic environment and the requirement of the charity to build its income generation and minimum reserves. This is expected to decrease in 2025/26 as more sustainable income is built. Over the year period we have continued to deliver across our four areas of dream delivery: **Small change, Big impact; Reimagined Community Spaces; Home Makeovers and Getaways**, with our dreams spending being £704,707 (2024: £636,634).

Reserves

Level of reserves at year end

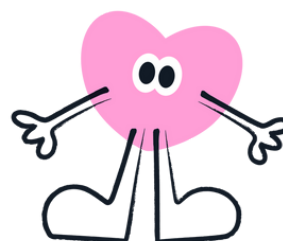
Unrestricted reserves stood at £331,459 (2024: £358,486) with a restricted fund position of £159,662 (2024: £83,787). The unrestricted funds figure equates to a multiple of 4.75 times monthly operating costs and 3.24 times monthly operating costs when including dream spend. This **sits within our target range of 3-5 months** on both calculations and is a number the Finance Committee is comfortable with.

The target level of unrestricted reserves is equivalent to £274,000 - £456,000. Despite seasonal fluctuations in expenditure and income, this level was met and maintained throughout the financial year.

Looking ahead to 2025/26, Dreams Come True will work towards building reserves by increasing fundraising activities and seeking to create new partnerships with donors, who are willing to provide unrestricted funds, whilst continuing to manage operational overheads. The target level of reserves will remain at 3 to 5 times monthly operating costs and will exclude any restricted reserves from the calculation.

The reserves policy is reviewed by the Finance Committee on a bi-annual basis to ensure that the policy continues to be relevant, as the charity develops or changes its strategy and activities. Changes to the policy will be recommended by the Finance Committee to the Board of Trustees.

Should the reserves level fall below target, consideration is given to whether this is due to short-term circumstance or longer-term reasons which might trigger a broader review of finances and reserves. The Head of Finance and Resources is responsible for providing a cashflow forecast that explains how and when reserve levels will return to the target figure should they ever temporarily fall below.



Reasons reserves are held:

The Board of Trustees, Chief Executive and Head of Finance and Resources identify the need for access to reserve funds and confirm that their use is consistent with the purpose of the reserve, as described within the reserves policy. Primarily this has been **to ensure long-term stability by providing a buffer** against unpredictable income drops and in a worst case scenario costs to wind-down the charity in an orderly fashion. An evaluation of the time period that the funds will be required for and when they will be replenished is also undertaken.

Use of reserves can include, but is not limited to the following:

- The risk of unforeseen emergency or other unexpected need for funds e.g. an unexpected large repair bill or finding 'seed-funding' for an urgent project.
- Covering unforeseen day-to-day operational costs e.g. employing temporary staff to cover a long-term sick absence.
- A source of income e.g. a grant not being renewed. Funds might be needed to give the Board of Trustees time to act if income falls below expectations.
- Planned commitments, or designations, that cannot be met by future income alone e.g. plans for a major asset purchase or a significant project that requires the charity to provide 'mated funding'.



Plans for future periods

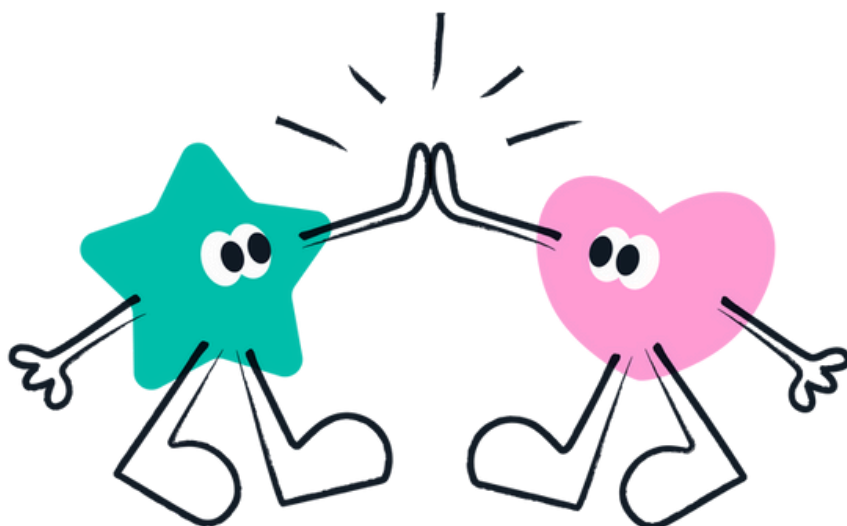
In the next financial year 2025/26 Dreams Come True will again work towards achieving a year end balanced budget with no less than three to five months of reserves in the bank. We will deliver a similar programme of dreams to very deserving children across the country – working to raise our impact from 3,966 in 23/24 to now over 5,000 children per annum (with 2024/25 reaching over 10,000 children and it being an extra ordinary year thanks to a one-off very high impact community dream).

A report in July 2025, three years in the making from Dame Rachel de Souza, children's minister, shared that **more children than ever live in poverty and in 'Dickensian times'**. In the knowledge there is more need than ever before, we will work yet harder to drive our fundraising channels as much as we possibly can to build yet more dreams and impact more children.

We will continue to look for opportunities to expand our dream making programme but only where we can secure full cost recovery for the full programme of work for a minimum of two years before gradually taking on the responsibility to self-fund a new programme of dream growth. We will be working across all six strands of our programme of fundraising and will elevate our income generation with key focus on corporate opportunities, events and challenges and Dreams Come True events.

We are off to a good footing as we are delighted to be **starting the year with some strong established and new partners in place and a powerful new brand identity and website** with which to take us forth. Into 2025/26 we will see Simon our Chair stand down after six years of standout service and a new Chair will join our team. We are excited about the future opportunities that new friends to Dreams Come True will bring and feel positive about what the next year will hold for us all.

We remain as committed as ever, if not more so, to reach the children we serve – who, in today's stringent economic climate – need us more than ever before. Thank you to everyone for your ongoing support and being by our side on this exciting journey; at a time when children have never needed us more. Thank you.



Structure, governance and management

Governing documents

The charitable company was incorporated on 3 October 1988 and is governed by its Memorandum and Articles of Association. The charitable company is limited by guarantee and has no share capital.

Dreams Come True Charity amended its objects and powers in October 2024 to better reflect its current activities. The main amendments made were:

Deleting Article 2 and replacing it with new Article 2:

Deleted Article

The objects for which the Company is establish are to promote and further the care relief treatment and convalescence of sick children and young adults in Great Britain and Northern Ireland.

New Article

The objects for which the Company is established are to promote and further the care, relief, and treatment for children 5-17 years of age ("sick children") in particular those living in deprived communities within Great Britain and Northern Ireland, who have serious illnesses, life-limiting conditions and disabilities.

Deleting Article 3.2 and replacing it with new Article 3.2:

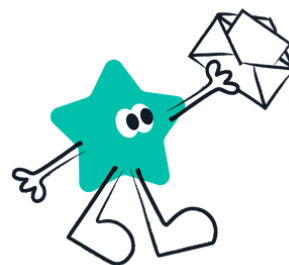
Deleted Article

Arrange for sick children and young adults to meet and visit celebrities from all fields of entertainment, sport and public life.

New Article

Arrange for sick children to visit places of interest, share experiences and/or meet celebrities.

In addition to the above amendments the Charity altered the maximum term time that trustees may hold office. This is now three consecutive terms, equivalent to 9 years. The leadership team and Trustees feel that these adjustments better reflect the structure, governance and management of the charity in 2025 and for the years to come.



Our Trustees

The Trustees, who are also the directors for the purpose of company law, who served during the year and up to the date of signature of the financial statements were:

- A E Linares (Chair)
- Dr M Quallo-Wight
- R L Humphrey
- A Challis (resigned 19 June 2024)
- N Smith
- P W E Leoni Sceti
- A M C Vaughan
- S A Foster (resigned 19 March 2025)
- G A P Lyons
- J R Peppiatt
- J L Franks
- K D Wilson

The Board of Trustees meets at least four times a year and its main purpose and activity is focused on the setting of policy, strategic direction and ensuring good stewardship of resources.

	ATTENDANCE	OUT OF POSSIBLE
Dr M Quallo-Wight	3	4
R L Humphrey	3	1
A Challis (resigned 19 June 2024)	1	4
N Smith	3	4
P W E Leoni Sceti	4	4
A M C Vaughan	2	4
S A Foster	4	4
G A P Lyons	1	4
J R Peppiatt	0	4
J L Franks	2	4
J L Franks	4	4
K D Wilson	4	4

The work of the Board was supported by the following Board Committees and Sub-groups:

Finance and Risk Committee

First line oversight of finance and risk is delegated to the Finance and Risk Committee which meets at least quarterly. Its quarterly meetings are held in advance of the main Board meetings to which it reports its findings and recommendations. The Finance and Risk Committee also has oversight of Audit, Cash Investments[EE1] , Governance and Remuneration.

Trustees who serve on the Finance and Risk committee and their attendance is as follows:

	ATTENDANCE	OUT OF POSSIBLE
A Challis (resigned 19 June 2024)	0	1
N Smith	4	4
P W E Leoni Sceti	4	4
G A P Lyons	1	4

After 9 years of service Andy Challis has stood down as Trustee 19 June 2024. As such Andy also resigned from the Finance Committee.

Nominations Sub Committee

The purpose of the Nominations Sub-Committee is to ensure effective succession planning and to oversee the recruitment and selection of the Chief Executive Officer and Board members. Its objective is to ensure that the Board comprises individuals with the appropriate mix of skills, experience, diversity and commitment required to govern the charity effectively. The committee is composed of the following members: Karen Wilson (chair), alongside Simon Linares, Rachel Humphrey and Jayne Franks. During the period 2024/25 the Sub-Committee held four meetings primarily focusing on planning for the succession of the Chair and trustee recruitment to maintain strong and stable governance.

	ATTENDANCE	OUT OF POSSIBLE
K D Wilson	4	4
A E Linares	4	4
J L Franks	4	4
R L Humphrey	4	4

Induction and training of Trustees

A Trustee skills matrix is maintained to ensure that the Board is aware of skills gaps that might exist and to enable particular skills to be targeted when recruiting new Trustees.

Candidates undergo an appointment process involving:

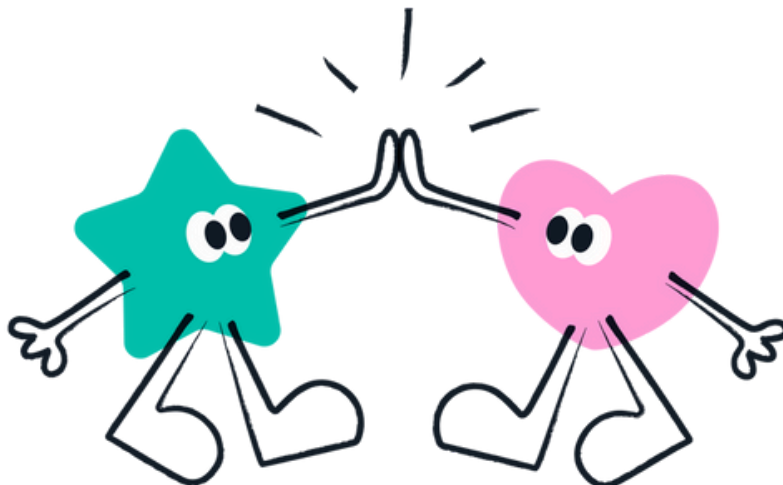
- Submission of their details and a review of experience in relation to the Trustee skills matrix.
- Director disqualification and DBS checks.
- Meetings with the Chair, Chief Executive, and other Trustees.
- Attendance as an observer, at a full Board Meeting.

Once this process is concluded, successful candidates will be invited to join the Board of Trustees.

Induction for new Trustees includes:

- Meeting with the CEO (in person)
- Virtual meetings with SLT and staff
- Join one full in person staff meeting within 12 months of being in post
- Meeting with other Trustees
- Safeguarding training
- Provision of a Governance handbook
- Attendance, depending on previous Trustee experience, on an appropriate external course for new Trustees
- Ongoing programme of Trustee training which includes Charity Commission guidance and recommendations

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 to the event of a winding up.



Organisational structure and decision making

All staff working at the Charity have work from home contracts which came into play in October 2022. The Charity's work is carried out by a Chief Executive and 10 staff. They are responsible for good utilisation of resources and the achievement of objectives across the operational areas of:

- Dreams fulfilment
- Marketing and communication
- Fundraising
- Finance and administration

Chief Executive:

Lisa King, OBE

The Charity owned a 100% subsidiary, Dreams Come True Services Limited, until 7th January 2025. The company remained dormant for a number of years and in order to reduce compliance costs, it was decided that the company would be dissolved. The Companies House record is 02496422.

Auditor

In accordance with the charity's articles, a resolution proposing that Azets Audit Services Limited be reappointed as auditor of the charity will be put at a General Meeting.

Disclosure of information to auditor

Each of the Trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The Trustees' report was approved by the Board of Trustees of the charity on 24th October 2025 and signed on its behalf by:



A E Linares

Chair of Trustees

Statement of Trustees' Responsibilities

For the year ended 31st March 2025

The Trustees, who are also the directors of Dreams Come True Charity for the purpose of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company 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 judgments and estimates that are reasonable and prudent; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



Independent auditor's report to the Trustees of Dreams Come True Charity

Opinion

We have audited the financial statements of Dreams Come True Charity (the 'charitable company') for the year ended 31 March 2025 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- Have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Independent auditor's report to the Trustees of Dreams Come True Charity (*continued*)

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of our audit:

- The information given in the Trustees' report for the financial year for which the financial statements are prepared, which includes the directors' report prepared for the purposes of company law, is consistent with the financial statements; and
- The directors' report included within the Trustees' report has been prepared in accordance with applicable legal requirements.

Independent auditor's report to the Trustees of Dreams Come True Charity (*continued*)

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- Adequate and proper accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The Trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the Trustees' report and from the requirement to prepare a strategic report.

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees, who are also the directors of the charitable company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

A further description of our responsibilities is available on the Financial Reporting Council's website at: [https:// www.frc.org.uk/auditorsresponsibilities](https://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

Independent auditor's report to the Trustees of Dreams Come True Charity (*continued*)

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations; and
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Independent auditor's report to the Trustees of Dreams Come True Charity (*continued*)

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body, and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Azets Audit Services

Debra Saunders Bsc FCA (Senior Statutory Auditor)
for and on behalf of Azets Audit Services Limited

Chartered Accountants
Statutory Auditor

6 November 2025

Ashcombe Court
Woolsack Way
Godalming
Surrey GU7 1LQ

Statement of financial activities including income and expenditure account

For the year ended 31st March 2025

	Notes	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
<u>Income and endowments from:</u>							
Donations and legacies	2	440,473	310,037	750,510	500,879	-	500,879
Fundraising event income	3	363,734	-	363,734	213,225	-	213,225
Fundraising Campaign Income	4	190,991	-	190,991	53,387	128,809	182,196
Other income	5	8,995	-	8,995	8,390	-	8,390
Total income		1,004,193	310,037	1,314,230	775,881	128,809	904,690
<u>Expenditure on:</u>							
Raising funds	6	560,675	-	560,675	405,411	-	405,411
Charitable Activities - Fulfilling dreams	7	470,545	234,162	704,707	591,255	45,379	636,634
Total expenditure		1,031,220	234,162	1,265,382	996,666	45,379	1,042,045
Net (expenditure)/income for the year/							
Net movement in funds		(27,027)	75,875	48,848	(220,785)	83,430	(137,355)
Fund balances at 1 April 2024		358,486	83,787	442,273	579,271	357	579,628
Fund balances at 31 March 2025		331,459	159,662	491,121	358,486	83,787	442,273

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

The notes on pages 56-67 form part of these financial statements.

Balance sheet

As at 31st March 2025

	Notes	2025 £	£	2024 £	£
Fixed assets					
Tangible assets	12		159		6,720
Investments	13		-		2
			<u>159</u>		<u>6,722</u>
Current assets					
Debtors	14	92,273		66,958	
Cash at bank and in hand		470,168		459,947	
		<u>562,441</u>		<u>526,905</u>	
Creditors: amounts falling due within one year	15	(59,979)		(77,354)	
Net current assets			<u>502,462</u>		<u>449,551</u>
Total assets less current liabilities			<u>502,621</u>		<u>456,273</u>
Provisions for liabilities			<u>(11,500)</u>		<u>(14,000)</u>
Net assets			<u><u>491,121</u></u>		<u><u>442,273</u></u>
Income funds					
Restricted funds	18	159,662		83,787	
Unrestricted funds		331,459		358,486	
		<u>491,121</u>		<u>442,273</u>	

The notes on pages 56-67 form part of these financial statements.

The financial statements were approved by the Trustees on 24th October 2025.



A E Linares

Chair of Trustees

Company registration number 02301610

Statement of cash flows

For the year ended 31st March 2025

	Notes	2025 £	£	2024 £	£
Cash flows from operating activities					
Cash generated from/(absorbed by) operations	21		10,219		(119,216)
Investing activities					
Proceeds from disposal of subsidiaries		2		-	
Net cash generated from/(used in) investing activities			2		-
Net cash used in financing activities			-		-
Net increase/(decrease) in cash and cash equivalents			10,221		(119,216)
Cash and cash equivalents at beginning of year			459,947		579,163
Cash and cash equivalents at end of year			470,168		459,947

The notes on pages 56 to 67 form part of these financial statements.

Notes to the financial statements

For the year ended 31st March 2025

1 Accounting policies

Charity information

Dreams Come True is a charitable company limited by guarantee (not having any share capital) incorporated in England and Wales. Each of the Trustees is liable to contribute an amount not exceeding 1 towards the assets of the charity in the event of liquidation. The registered office address is shown on the legal and administrative information page.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006 and Charities Act 2011, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended), 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 charitable company is a Public Benefit Entity as defined by FRS 102.

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. The principal accounting policies adopted are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

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. The Trustees believe that the charity has adequate reserves and anticipated future income in order to maintain operations for at least twelve months from the date of signature of these financial statements. Thus, the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

Notes to the financial statements

For the year ended 31st March 2025

1.3 Income and endowments

Income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity and it is probable that these conditions will be fulfilled in the reporting period.

Legacy income is recognised on a receivable basis to the extent that it is probable that the legacy will be received, and the value of the legacy can be measured with sufficient reliability. No provision is made in the accounts for any legacy where there is any doubt over the entitlement, certainty of receipt or measurability.

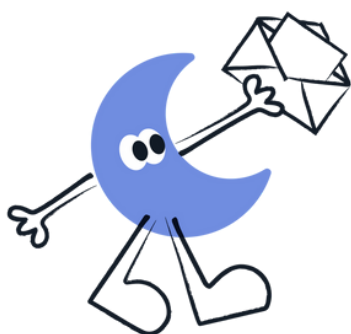
Gifts in kind are recognised when received and recorded based on an estimated value of a similar good or service available to buy.

Grant income (other income) is recognised on a receivables basis.

Investment income is accounted for when received. Tax recoverable on investment income is accounted for on a receivable basis.

Gift aid

Incoming resources from tax reclaims are included in the Statement of Financial Activities at the same time as the gift to which they relate.



Notes to the financial statements

For the year ended 31st March 2025

1.4 Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, the outflow of funds is probable, and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading to aggregate similar costs to that category. Where costs cannot be directly attributed to particular heading, i.e. support costs, these have been allocated on a 50:50 basis between charitable activities and raising funds.

Costs are categorised under the following headings:

- Raising funds are those costs incurred in attracting voluntary income.
- Expenditure on charitable activities include expenditure associated with the organisation and fulfilment of dreams.

1.5 Tangible fixed assets

Individual fixed assets costing 500 or more are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class

Fixtures and fittings	25% straight line
-----------------------	-------------------

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

1.6 Fixed asset investments

Investments in shares in group undertakings are stated at cost less any permanent diminution in value.

1.7 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.

Notes to the financial statements

For the year ended 31st March 2025

1.8 Financial instruments

The charitable company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors 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.

Basic financial liabilities

Basic financial liabilities, including trade creditors 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 creditors 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 creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.



Notes to the financial statements

For the year ended 31st March 2025

Derecognition of financial liabilities

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

1.9 Taxation

The charitable company is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

The charitable company is not registered for VAT and therefore irrecoverable VAT is charged against the expenditure heading for which it is incurred.

1.10 Provisions

Provisions are recognised when the charitable company has a legal or constructive present obligation as a result of a past event, it is probable that the charitable company will be required to settle that obligation and a reliable estimate can be made of the amount of the obligation.

The amount recognised as a provision is the best estimate of the consideration required to settle the present obligation at the reporting end date, taking into account the risks and uncertainties surrounding the obligation. Where the effect of the time value of money is material, the amount expected to be required to settle the obligation is recognised at present value. When a provision is measured at present value, the unwinding of the discount is recognised as a finance cost in net income/(expenditure) in the period in which it arises.

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

1.12 Retirement benefits Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

1.13 Leases Rentals payable under operating leases, including any lease incentives received, are charged as an expense on a straight line basis over the term of the relevant lease.

1.14 Fund Structure Unrestricted income funds are general funds that are available for use at the Trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose. Further details can be found in note 19.

Notes to the financial statements

For the year ended 31st March 2025

2 Donations and legacies

	Unrestricted funds	Restricted funds	Total	Total
	2025 £	2025 £	2025 £	2024 £
Donations	288,164	59,000	347,164	305,350
Legacies	75,234	-	75,234	33,709
Trusts & Foundations	9,813	251,037	260,850	92,848
Gifts in kind	19,128	-	19,128	25,518
Community	48,134	-	48,134	43,454
	<u>440,473</u>	<u>310,037</u>	<u>750,510</u>	<u>500,879</u>

The categories Community and Trusts & Foundations were included in the 2024 financial statements together.

3 Fundraising event income

	2025 £	2024 £
Running and endurance events	147,571	181,465
Walking events	6,825	17,913
Skydives	-	249
Other sporting events	62,582	-
Ice Hockey events	12,897	13,598
Dreams Come True own events	133,859	-
	<u>363,734</u>	<u>213,225</u>

4 Fundraising campaign income

	Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	2025 £	2025 £	2025 £	2024 £	2024 £	2024 £
Fundraising income	<u>190,991</u>	<u>-</u>	<u>190,991</u>	<u>53,387</u>	<u>128,809</u>	<u>182,196</u>

Notes to the financial statements

For the year ended 31st March 2025

5 Other income

	Unrestricted funds	Unrestricted funds
	2025	2024
	£	£
Interest receivable from investment income	8,995	8,390

6 Raising funds

	Unrestricted funds	Unrestricted funds
	2025	2024
	£	£
<u>Fundraising and publicity</u>		
Governance costs	13,727	25,502
Direct event costs	23,113	7,611
Other fundraising costs	137,775	42,893
Staff costs	197,996	171,364
Support costs	188,064	158,041
Fundraising and publicity	560,675	405,411

7 Charitable activities - fulfilling dreams

	2025	2024
	£	£
Staff costs	154,571	139,179
UK holiday dreams	40,233	64,138
Equipment dreams	86,092	78,665
Family support	960	-
Garden & bedroom makeovers	21,902	20,438
Experience days	7,827	-
Community dreams	191,331	150,672
	502,916	453,092
Share of support costs (see note 8)	188,064	158,041
Share of governance costs (see note 8)	13,727	25,501
	704,707	636,634
Analysis by fund		
Unrestricted funds	470,545	591,255
Restricted funds	234,162	45,379
	704,707	636,634

Notes to the financial statements

For the year ended 31st March 2025

8 Support costs

	Support costs £	Governance costs £	2025 £	Support costs £	Governance costs £	2024 £
Staff costs	240,000	-	240,000	224,551	-	224,551
Insurance	6,151	-	6,151	7,026	-	7,026
Rent	4,422	-	4,422	3,117	-	3,117
Computer support	44,716	-	44,716	40,823	-	40,823
Depreciation	6,562	-	6,562	635	-	635
Marketing	440	-	440	5,236	-	5,236
Other costs	73,837	-	73,837	34,694	-	34,694
Audit fees	-	19,020	19,020	-	16,200	16,200
Legal and professional	-	1,421	1,421	-	10,505	10,505
Accountancy fees	-	7,013	7,013	-	24,298	24,298
	<u>376,128</u>	<u>27,454</u>	<u>403,582</u>	<u>316,082</u>	<u>51,003</u>	<u>367,085</u>
Analysed between						
Fundraising	188,064	13,727	201,791	158,041	25,502	183,543
Charitable activities	188,064	13,727	201,791	158,041	25,501	183,542
	<u>376,128</u>	<u>27,454</u>	<u>403,582</u>	<u>316,082</u>	<u>51,003</u>	<u>367,085</u>

9 Auditor's remuneration

Fees payable to the charitable company's auditor	2025 £	2024 £
Audit of the charitable company's annual accounts	<u>19,020</u>	<u>16,200</u>

10 Trustees

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

11 Employees

The average monthly number of employees during the year was:

	2025 Number	2024 Number
Management & admin	2	2
Dream fulfilment team	4	4
Marketing	1	1
Fundraising	5	4
Total	<u>12</u>	<u>11</u>

Notes to the financial statements

For the year ended 31st March 2025

Employment costs	2025 £	2024 £
Wages and salaries	517,798	463,568
Social security costs	51,304	49,348
Other pension costs	23,465	22,178
	<u>592,567</u>	<u>535,094</u>

The number of employees whose annual remuneration was more than 60,000 is as follows:

	2025 Number	2024 Number
£60,000 to £70,000	1	-
£80,001 to £90,000	-	1
£100,001 to £110,000	1	-
	<u>1</u>	<u>1</u>

12 Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 April 2024	22,637
Disposals	(9,242)
At 31 March 2025	<u>13,395</u>
Depreciation and impairment	
At 1 April 2024	15,916
Depreciation charged in the year	6,562
Eliminated in respect of disposals	(9,242)
At 31 March 2025	<u>13,236</u>
Carrying amount	
At 31 March 2025	<u>159</u>
At 31 March 2024	<u>6,720</u>

13 Fixed asset investments

	Other investments £
Cost or valuation	
At 1 April 2024	2
Disposals	(2)
At 31 March 2025	<u>-</u>
Carrying amount	
At 31 March 2025	<u>-</u>
At 31 March 2024	<u>2</u>

During the financial year the dormant subsidiary Dreams Come True Services Limited was dissolved.
The £2 investment in the subsidiary has been disposed of.

Notes to the financial statements

For the year ended 31st March 2025

14 Debtors

	2025 £	2024 £
Amounts falling due within one year:		
Prepayments and accrued income	92,273	66,958

15 Creditors: amounts falling due within one year

	2025 £	2024 £
Taxation and social security	14,729	17,853
Other creditors	7,131	12,297
Accruals and deferred income	38,119	47,204
	59,979	77,354

Provisions for liabilities	2025 £	2024 £
Dilapidations	11,500	14,000

16 Movements on provisions:

Provisions for liabilities	2025	2024
		Dilapidations £
At 1 April 2024		14,000
Reversal of provision		(2,500)
At 31 March 2025		11,500

There is a degree of uncertainty surrounding the timing, and the amount, which may need to be paid by the charity.

Notes to the financial statements

For the year ended 31st March 2025

17 Retirement benefit schemes

Defined contribution schemes

The charitable company operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charitable company in an independently administered fund.

The charge to the statement of financial activities in respect of defined contribution pension schemes was £23,465 (2024 - £22,178).

18 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds		
	Balance at 1 April 2023	Incoming resources	Resources expended	Balance at 1 April 2024	Incoming resources	Resources expended	Balance at 31 March 2025
	£	£	£	£	£	£	£
Major donor 1	-	30,000	(14,425)	15,575	-	-	15,575
Major donor 2	-	26,500	(18,645)	7,855	-	-	7,855
Admiral	-	20,000	-	20,000	-	(19,949)	51
BSI	-	30,000	-	30,000	34,000	(41,817)	22,183
Legal & General	-	10,000	-	10,000	-	-	10,000
Kentown Wizard	-	12,309	(12,309)	-	191,000	(92,613)	98,387
Access Group	-	-	-	-	25,000	(24,877)	123
Other	357	-	-	357	60,037	(54,906)	5,488
	<u>357</u>	<u>128,809</u>	<u>(45,379)</u>	<u>83,787</u>	<u>310,037</u>	<u>(234,162)</u>	<u>159,662</u>

The purpose for each significant restricted fund is as follows:

Kentown Wizard Foundation - to fund dreams in Blackpool as part of a five year funding programme.

BSI - to fund one digital community dream and individual community dreams.

Major donor 1 - to fund community dreams.

Major donor 2 - to fund community dreams and Noah's dream

Admiral - to fund community dreams in Wales.

Legal & General - to fund the Brighton Table Tennis Club equipment and training.

Access Group - to fund community dreams in England.

The other funds relate to a number of smaller restricted funds, including residual funds from prior year donations.

Notes to the financial statements

For the year ended 31st March 2025

19 Analysis of net assets between funds

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Fund balances at 31 March 2025 are represented by:						
Tangible assets	159	-	159	6,720	-	6,720
Investments	-	-	-	2	-	2
Current assets/(liabilities)	342,800	159,662	502,462	365,764	83,787	449,551
Provisions	(11,500)	-	(11,500)	(14,000)	-	(14,000)
	<u>331,459</u>	<u>159,662</u>	<u>491,121</u>	<u>358,486</u>	<u>83,787</u>	<u>442,273</u>

20 Related party transactions

Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2025 £	2024 £
Aggregate compensation	<u>200,500</u>	<u>182,435</u>

21 Cash generated from operations

	2025 £	2024 £
Aggregate compensation	<u>200,500</u>	<u>182,435</u>
	2025 £	2024 £
Surplus/(deficit) for the year	48,848	(137,355)
Adjustments for:		
Depreciation and impairment of tangible fixed assets	6,562	529
Movements in working capital:		
(Increase) in debtors	(25,316)	(9,780)
(Decrease)/increase in creditors	(17,375)	13,390
Increase/(decrease) in provisions	(2,500)	14,000
Cash generated from/(absorbed by) operations	<u>10,219</u>	<u>(119,216)</u>