



**Trustees' Annual Report for the period
1st January 2018 - 31st December 2018**

Elsie Ever After – CIO - Charitable Incorporated Organisation

Registered Charity Number – 1177173

Reference and Administration Details

Elsie Ever After

Registered charity number: 1177173

Registered public address:

Elsie Ever After,
Innovas, Unit 18,
Blakemere Village,
Chester Road,
Sandiway,
Northwich,
CW8 2EB

Names of charity trustees who manage the charity:

Helen Lyons	Founder, Chief Executive officer and trustee	From 1 st Jan 2018
Gemma Gerrish	Signatory and trustee	From 1 st Jan 2018
Jennifer Robinson	trustee	From 1 st Jan 2018
Victoria Wright	trustee	From 1 st Jan 2018
Rebekah Shaw	Chief Financial officer and trustee	From 1 st Jan 2018
Susan Furmage	trustee	From 1 st Jan 2018

Solicitors who advised on application and constitution:

Jack Farrer and William Beverley, Weightmans LLP, The Plaza, 100 Old Hall Street, Liverpool, L3 9QJ

Structure, governance and management

Type of governing document: CIO Foundation Constitution

How charity is constituted: CIO – Charitable Incorporated Organisation

Trustee selection methods: Appointed by trustees.

Additional governance: The charity was formally incorporated on 15th February 2018, however prior to this, the charitable activities were conducted under the registered charity Storehouse Church charity number 1088755. Where we refer to prior year figures within the report, these relate to charitable activities undertaken during incubation under Storehouse charity and trustees.

New trustees will be given the constitution, latest Trustees’ Annual Report, Statement of accounts and a copy of all policies including safeguarding, privacy and finance.

Objectives and Activities

Objects of charity:

Our charity’s purposes as set out in our constitution are:

- a) To promote the advancement of mental wellbeing to those who have suffered bereavement through the provision of: bereavement counselling, financial support and the provision of access and referral to national bereavement organisations.
- b) To raise public awareness of the needs of bereaved people through delivering bereavement courses.

These come under the charity commission classifications of ‘advancing health or saving of lives’ and ‘Education, training and research’.

Ensuring our work delivers these objects:

We review our objectives and activities each year. This review looks at what we achieved and the outcomes of our work in the previous 12 months. The review looks at the success of each key activity and the benefits they have brought to those groups of people we are set up to help. The review also helps us ensure our objectives and activities remained focused on our stated purposes. We have referred to the guidance contained in the Charity Commission’s general guidance on public benefit when reviewing our objectives and in planning our future activities. In particular, the trustees consider how planned activities will contribute to the objectives they have set.

The focus of our work:

Our main objectives of the year focussed on providing advice and support to bereaved people. We did this by working alongside existing bereavement services and referring families to them wherever possible. If the bereaved person could not get help from existing organisations, then we offered support. This may have taken the form of counselling or financial help to be able to access support; providing books about bereavement; and offering a range of approaches to support, such as creative therapies.

We also signposted professionals to bereavement training and support and trustees spoke at various events on how to support people through loss.

Our social media also signposts people to bereavement support by posting links to organisations such as the Samaritans during the Christmas season. We also provide advice via social media by linking to articles written by organisations such as Child Bereavement UK and Winston’s Wish.

How our activities deliver public benefit:

Our vision is that everyone, regardless of location or circumstance, can access bereavement support of their choice. Our main activities and who we have helped are outlined below. These activities are all focussed on promoting the advancement of mental wellbeing to those who have suffered bereavement and are undertaken to further our charitable purposes for the public benefit.

Who used and benefitted from our services?

We provide guidance for any bereaved person – referrals can be made through any means, including self-referral. We mainly work within the Cheshire area, but we have no boundary of support and therefore, will aim to support anyone who contacts us.

This year, we received 47 referrals for individual families. This is more than any previous year (as shown in table 1). We also received an additional 6 referrals from organisations requesting support (see table 2).

Table 1 - Family referrals: 180 in total since beginning in 2014.

Year	No.
2014	30
2015	29
2016	42
2017	32
2018	47

Table 2 - Organisation referrals: 39 total in total since beginning in 2014.

Year	No.
2014	5
2015	4
2016	4
2017	20
2018	6

This means the total number of people helped via direct referrals over the last 5 years is 1,061 comprising of 132 bereaved adults, 679 bereaved children and 250 professionals.

Individual referrals have been made by:

	Family member	Community	Professional	Self referral
	No.	No.	No.	No.
Over last 5 years	13	42	101	24
2018	1	11	32	3

Organisation referrals over the last 5 years have been made by:

Learning mentors	Hospitals
CAHMS	Schools
Community paediatricians	Churches
Family intervention worker	Educational psychologists
Mental health team	Doctor surgeries
School nurses	Hospices
Children’s centre	Crisis intervention teams
Edge of care team	

The tables below show the different types of relationships people had to the deceased person.

Relationship to deceased: Bereaved adults

	Husband	Wife	Parent	Son or Daughter	Sibling	Wider family member	Friend
	No.	No.	No.	No.	No.	No.	No.
Over last 5 years	12	45	52	12	1	5	2
2018	3	12	6	2	2	0	1

Relationship to deceased: Bereaved children

	Son or Daughter	Sibling	Wider family member	Friend	Unknown
	No.	No.	No.	No.	No.
Over last 5 years	159	51	40	20	409
2018	42	5	13	14	26

Main causes of death over the last 5 years were:

	Accident	Long Term Illness	Murder	Neonatal	SIDS	Sudden Death	Suicide	Unknown
	No.	No.	No.	No.	No.	No.	No.	No.
Over last 5 years	12	39	3	14	5	31	19	109
2018	4	9	0	1	0	8	5	24

What services were provided?

- Bereavement packs

On request, we have sent out bereavement packs for children which comprise of a bereavement workbook and a story book about grief. We have 2 types of pack: one for primary aged children and one for secondary aged children. We also have books for adults on how to support children with loss, these include specific circumstances such as explaining suicide, manslaughter, military deaths and when a loved one has a terminal illness. We also offer schools and professional advice and materials on how to support bereaved young people.

In 2018 we gave away 51 primary packs and 45 secondary packs which is a total of 96 bereavement packs for individual referrals. Additionally, organisations requested 35 primary packs and 16 secondary packs, totalling an extra 51 packs. Therefore, in total during 2018, we supplied 147 bereavement packs for children. Over the last 5 years, we have given out 455 primary packs and 229 secondary packs to those who have contacted us via individual referrals and from organisations.

Plus packs given out to schools, children’s centres, doctors, professionals as part of our big pack giveaways which total 2800 packs altogether over the last 5 years (780 of these packs have not been disseminated yet, as they are in stock to provide to bereaved people in 2019/2020).

This year we have purchased enough materials to make 575 primary packs and 169 secondary packs. In 2019, we will be purchasing another 32 Waterbugs and Dragonfly books and 273 Out of the Blue books to make more secondary packs as these were out of print in 2018.

- Support

Types of support we have offered to bereaved people via individual referrals:

	Bereavement pack	Additional books	Signposting to organisations	Counselling	Creative therapies – art / dance	Financial support
	No.	No.	No.	No.	No.	No.
Over last 5 years	153	47	108	4	11	4
2018	41	15	30	1	0	2

Types of support we have offered through organisation referrals over the last 5 years:

Speaking to professionals at courses

Financial support to host remembering days for bereaved children

Advice

Signposting

Bereavement packs

Creative dance

Leaflets

We have provided resources and advice for professionals such as: educational psychologists, professionals involved with safeguarding, healthcare professionals, learning mentors, Social workers, headteachers, counsellors and Education welfare officers.

- Speaking at events

In 2018, trustees have represented Elsie Ever After and spoken to professionals and the public at the following events:

Smarties nursery fundraising event

Safeguarding event for Cheshire West and Chester

Uniting Church coffee morning

Deo Gratias Choir concert fundraising event

Over the last 5 years, Elsie Ever After has spoken to:

Antoinette Sandbach MP, Ian Lucas MP, ITV Granada Reports after receiving a Points of Light Award from the Prime Minister, Reuben’s Retreat charity, Blackpool Clinical Commissioning Group, Directory of services lead for Cheshire, Chester Voluntary Action, Storehouse Church Cheshire, Hospice of the Good Shepherd, St Luke’s Hospice, Alder Centre Liverpool, St Rocco’s Hospice, Child Bereavement UK, A Child of Mine charity, Storehouse Church Shropshire, Children’s centres, Trinity Church, Crisis Intervention Team meeting, Chester university students, Compassionate Communities group, Learning mentors in Ellesmere Port schools, Hope Hospice, Cheshire chord company choir fundraiser, Living Well Dying Well group, Link Up Cheshire, Smarties nursery fundraising events, Safeguarding event for Cheshire West and Chester, Uniting Church coffee morning, Deo Gratias Choir concert fundraising event, Handbag of Harmonies fundraising event, The Joshua Tree charity, SANDS, Cheshire West Clinical Commissioning Group and Cheshire Wirral Partnership.

Financial Review

During 2018, the charity received income of £37,286 and spent £7,357 this resulted in total closing funds of £29,929. Of this income, £26,762 was transferred from charitable activities under the previous incubated charity. The closing reserves is made up of cash of £11,505 and stock of £18,424. Stock is made up of 575 primary packs (approximately £11,000) and 170 secondary packs (approximately £3,000). The remainder relates to merchandise and bereavement books. The focus for 2018 was to secure enough funds to purchase books and build packs ready for distribution in 2019. Stock therefore is high at the end of 2018, however we would expect it to decrease in 2019. The remaining cash of £11,000 will be used to support bereaved families in line with our policy below. We anticipate using some of this money to support the bereavement packs and the remainder to support bereavement days and services in line with our objectives and vision.

Financial Statements:

	Year ended 31 December 2018	
Income	£	£
Prior Charitable Activity Income	26,762	
Grants	2,000	
Donations	4,888	
Merchandise donated	3,195	
Sale of Merchandise	441	
		37,286
Expenditure		
Insurance	321	
Website & IT	1,164	
Bereavement Support	5,865	
Bank Fees	7	
		7,357
Net Movement in Funds		29,929
Opening Funds:		0
Closing Funds:		29,929

Statement of assets and liabilities at 31 December 2018

Cash	11,505
Stock	18,424
Closing Reserves	29,929

Independent examiner’s report:



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

**Independent examiner’s report on the
accounts**

Section A Independent Examiner’s Report

**Report to the trustees/
members of** Elsie Ever After

**On accounts for the year
ended** 31 December 2018 **Charity no
(if any)** 1177173

Set out on pages 1-9 of the Trustees' Annual Report for the period 1 January 2018 to 31 December 2018

**Responsibilities and
basis of report**

I report to the trustees on my examination of the accounts of the above charity (“the Trust”) for the year ended **31/12/2018**.

As the charity’s trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 (“the Act”).

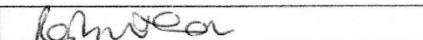
I report in respect of my examination of the Trust’s accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner’s statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that, in any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a ‘true and fair’ view which is not a matter considered as part of an independent examination.

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

Signed:  **Date:** 4/09/19

Name: Roslyn Toan

**Relevant professional
qualification(s) or body
(if any):** Institute of Chartered Accountants England and Wales (ICAEW)

Address: 62 Circular Drive, Chester, CH4 8LX

Finance policies:

BEREAVEMENT SUPPORT FOR INDIVIDUALS

- Governing Criteria for support: Support may be offered to anyone who is bereaved under any circumstances in any location. The core team of Trustees must all agree that the grant will improve the mental health of bereaved people and could otherwise not be available.
- The maximum amount that will be spent on bereavement support for any one individual will not exceed £500.
- This limit will be reviewed at least annually by the Board of Trustees.

DONATIONS TO OTHER CHARITIES

- Donations may be made to other Charities whereby the receiving Charity complies with EEA’s vision and objectives.
- All donations to other charities will require prior authorisation by all Trustees.

INCOME RECOGNITION

Donations

- The regular donations come from individuals who are known to the trustees, and such donations do not have any conditions attached to them. These donations will be recognised on a cash received basis.
- One off donations through fund raising will be recognised on a cash receipt basis.

Trading Income

- Trading income includes all goods and services provided for a fee and can include charitable activities where fees are charged, as well as those trading activities whose trading activities that raise funds for the Charity.
- Turnover is recognised at the fair value of the consideration received or receivable for goods and services provided in the normal course of the charity and is shown net of VAT and other sales related taxes.

Grant Income

- Grants will be recognised on a cash received except when they have attached terms and conditions that must be met in order to retain the income.
- Grants with conditions will be held on the balance sheet as deferred income and only recognised when formal notice that the conditions have been met has been received from the awarding body.

RESERVES POLICY

- The Charity will not seek to retain reserves but will look to use the reserves to support the Charitable purpose at all times.
- The Charity however will retain reserves of at least £1,000 at all times. This will safeguard against any drops in income and unforeseen liabilities.
- Any other reserves for specific purposes will be set aside from the Charities general reserves and accounted for separately.
- This reserves policy will be reviewed on an annual basis to ensure that it remains current and appropriate.

FIXED ASSETS AND DEPRECIATION

- Tangible fixed assets over £500 will be capitalised and initially recognised at cost and depreciated over the expected Useful Economic Life.
- Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following basis;

Computer Equipment 3 years straight line

Declaration

The trustees declare that they have approved the trustees’ report above.
Signed on behalf of the charity’s trustees.

Signature
Full name
Position
Date

Signature
Full name
Position
Date

Signature
Full name
Position
Date

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Elsie Ever After – Trustees' Annual Report for the period of 1st Jan 2018 – 31st December 2018

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Declaration

The trustees declare that they have approved the trustees' report above.
Signed on behalf of the charity's trustees.

Signature *[Handwritten Signature]*
Full name *HELEN LYONS*
Position *FOUNDER & CHIEF EXECUTIVE OFFICER & TRUSTEE*
Date *13/1/2019*

Signature *[Handwritten Signature]*
Full name *KENNETH ROBERTSON*
Position *TRUSTEE*
Date *13/01/19*

Signature *[Handwritten Signature]*
Full name *SUSAN KEARAGE*
Position *TRUSTEE*
Date *13/01/2019*

Signature *[Handwritten Signature]*
Full name *BERKLEY ELIZABETH SHAW*
Position *CHIEF FINANCIAL OFFICER & TRUSTEE -*
Date *15/1/2019*

Signature *[Handwritten Signature]*
Full name *VICTORIA WRIGHT*
Position *TRUSTEE*
Date *12.1.2019*

Signature *[Handwritten Signature]*
Full name *Gemma Grelich*
Position *Secretary and Trustee*
Date *13/1/2019*