



**Trustees’ Annual Report for the period
1st January 2019 - 31st December 2019**

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 Tittle (nee 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 focussed on purchasing and disseminating bereavement packs to schools and G.P surgeries in the area. We also supported local hospices by funding 24 hours of bereavement counselling and purchasing resources to be used during play therapy with bereaved children.

Additionally, we signposted professionals to bereavement training and gave advice on supporting 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 70 referrals for individual families. This is more than any previous year (as shown in table 1). We also received an additional 2 referrals from organisations requesting support (see table 2).

Table 1 - Family referrals: 250 in total since beginning in 2014.

Year	No.
2014	30
2015	29
2016	42
2017	32
2018	47
2019	70

Table 2 - Organisation referrals: 41 in total since beginning in 2014.

Year	No.
2014	5
2015	4
2016	4
2017	20
2018	6
2019	2

This means the total number of people helped via direct referrals over the last 6 years is 1,252 comprising of 197 bereaved adults, 805 bereaved children and 250 professionals.

Individual referrals have been made by:

	Family member	Community	Professional	Self-referral
	No.	No.	No.	No.
Over last 6 years	24	52	143	31
2019	11	10	42	7

Organisation referrals over the last 6 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	Emotional Literacy Support Assistants
Psychotherapists	

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 6 years	19	60	75	30	5	6	2
2019	7	15	23	18	1	1	0

Relationship to deceased: Bereaved children

	Son or Daughter	Sibling	Wider family member	Friend	Unknown
	No.	No.	No.	No.	No.
Over last 6 years	207	67	57	21	453
2019	44	16	17	1	44

Main causes of death over the last 6 years were:

	Accident	Long Term Illness	Murder	Neonatal	SIDS	Sudden Death	Suicide	Unknown
	No.	No.	No.	No.	No.	No.	No.	No.
Over last 6 years	17	57	4	19	5	41	22	141
2019	5	18	1	5	0	10	3	32

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 2019, we gave away 86 primary packs and 21 secondary packs which is a total of 107 bereavement packs for individual referrals. Additionally, organisations requested 5 primary packs and 6 secondary packs, totalling an extra 11 packs. We also disseminated another 359 primary packs and 124 secondary packs to schools and doctors’ surgeries. Therefore, in total during 2019, we supplied 601 bereavement packs for children. Over the last 6 years, we have given out 546 primary packs and 256 secondary packs to those who have contacted us via individual referrals and from organisations.

Additionally, packs were given out to schools, children’s centres, doctors, professionals as part of our big pack giveaways which total 3,000 packs altogether over the last 6 years (400 of these packs have not been disseminated yet, as they are in stock to provide to bereaved people in 2020).

This year, we gifted funds to The Hospice of the Good Shepherd for them to provide 24 hours of bereavement counselling. Furthermore, when we offered to provide similar funding to St Luke’s Hospice for their bereavement provision, they chose to receive a puppet theatre, sand table and bereavement books to use during therapy sessions with bereaved children.

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 6 years	202	72	135	10	13	12
2019	49	25	27	6	2	8

Types of support we have offered through organisation referrals over the last 6 years:

Speaking to professionals at courses
 Financial support to host remembering days for bereaved children
 Advice
 Signposting
 Bereavement packs
 Creative dance
 Leaflets
 Additional bereavement books

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

- Speaking at events

In 2019, trustees have represented Elsie Ever After and spoken to professionals and the public at the following events:

Haylo Theatre Company event in Chester
 Young Person’s Conference in Ellesmere Port
 Co-op community fund celebration days
 Smarties Fun day
 Waitrose community green coin event
 Sheriff of Chester events as her chosen charity of the year

Over the last 6 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, Mr and Mrs Theatre company, 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, Sheriff of Chester, Haylo Theatre Company, Young Person's conference delegates, Co-op community fund team.

Financial Review

During 2019, the charity received income of £10,693 and incurred costs of £13,931 giving a net deficit in the year of £3,238. The opening funds were £29,929 and the closing funds were £26,691. The charity's plan for the year was to utilise opening reserves to provide more bereavement support in line with our charity reserves policy.

Income consisted of: grants of £3,767, donations of £6,639 and sale of merchandise of £287.

Cost of sales included: bereavement purchases of £3,701, merchandise purchases of £637 and a stock movement of £8145. We started the year with bereavement stock of £18,424 and our plan was to distribute as much stock as needed to meet the demand for bereavement support - we achieved this, bringing our closing stock down to £10,531. A full stocktake was carried out at the year end. Stock is made up of 136 primary packs (approximately £2,581) and 267 secondary packs (approximately £4,456). The remainder relates to merchandise and bereavement books.

Other costs incurred were: insurance £345; website and IT £604; office, stationery and postage £497 and bank fees of £2.

Opening cash was £11,505 and we closed the year with £16,160. There were no debtors or creditors at the year end.

During 2019, we purchased resources to make 246 extra secondary packs. We handed out 450 primary packs and 151 secondary packs to organisations and bereaved families. We gifted 24 hours of bereavement counselling to a local hospice (£1,200) and bought resources such as a puppet theatre and sand table for another local hospice to use during therapy with bereaved children (£442). In 2020, our opening funds will be used to support bereaved families in line with our policy below. We anticipate using some of this money to provide bereavement packs, books, counselling and creative therapies and the remainder to support bereavement days and services in line with our objectives and vision.

Financial Statements:

	Year ended 31 December 2019	
Income	£	£
Grants	3,767	
Donations	6,639	
Sale of Merchandise	287	
		10,693
Cost of Sales - Bereavement Support		12,483
Gross Surplus/(Deficit)		(1,790)
Other Expenditure		
Insurance	345	
Website & IT	604	
Office, Stationery & Postage	497	
Bank and paypal Fees	2	
		1,448
Net Movement in Funds		(3,238)
Opening Funds:		29,929
Closing Funds:		26,691

Statement of assets and Liabilities at 31 December 2019

Cash	16,160
Stock	10,531
Closing Reserves	26,691

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
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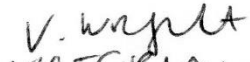
Signed on behalf of the charity's trustees.


Signature 
Full name Rebekah Elizabeth Tittle (nee Shaw)
Position Chief Financial Officer.
Date 19/1/2020.

Signature 
Full name Helen Lyons
Position founder, chief executive officer and trustee
Date 19/1/2020

Signature C-C Lyons.
Full name Jennifer Robinson (Thailand - approved
Position Trustee over factive and email)
Date 19/1/2020

Signature 
Full name GEMMA GERRISH
Position TRUSTEE
Date 19/1/2020

Signature 
Full name VICTORIA WRIGHT
Position TRUSTEE
Date 19-1-2020.

Signature 
Full name SUSAN FURMAGE
Position TRUSTEE
Date 19/01/2020