



**Trustees’ Annual Report for the period
1st January 2020 - 31st December 2020**

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 years’ 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.

COVID-19 – Worldwide Pandemic

From March 2020, our work was significantly affected by the worldwide pandemic, Covid-19. Due to lockdown, promotional and fundraising events were cancelled which has meant we have sold less merchandise than usual, hence holding more stock than expected. Fundraising events have been virtual and some families did not want to take part in virtual counselling, therefore less funds have been spent on counselling than expected. We do anticipate this increasing next year as a result of the pandemic once lockdown measures are eased and people can access face to face support regularly.

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. 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. This year, we focussed on purchasing more bereavement packs, a range of additional bereavement books and providing counselling to meet the increased demand for bereavement support due to the worldwide pandemic Covid-19.

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 84 referrals for individual families. This is more than any previous year (as shown in table 1). We also received an additional 8 referrals from organisations requesting support (see table 2).

Table 1 - Family referrals: 334 in total since beginning in 2014.

Year	No.
2014	30
2015	29
2016	42
2017	32
2018	47
2019	70
2020	84

Table 2 - Organisation referrals: 49 in total since beginning in 2014.

Year	No.
2014	5
2015	4
2016	4
2017	20
2018	6
2019	2
2020	8

This means the total number of people helped via direct referrals over the last 7 years is 1,684 comprising of 268 bereaved adults, 1166 bereaved children and 250 professionals.

Individual referrals have been made by:

	Family member	Community	Professional	Self-referral
	No.	No.	No.	No.
Over last 7 years	47	60	194	33
2020	23	8	51	2

Organisation referrals over the last 7 years have been made by:

- | | |
|----------------------------|---------------------------|
| Learning mentors | Hospitals |
| CAMHS | Schools |
| Community paediatricians | Churches |
| Family intervention worker | Educational psychologists |
| Mental health team | Doctor surgeries |
| School nurses | Hospices |

Children’s centre
Edge of care team
Psychotherapists
Social Care Services

Crisis intervention teams
Emotional Literacy Support Assistants
Universities
Crematoriums

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 7 years	31	79	91	51	8	7	2
2020	11	19	16	21	3	1	0

Relationship to deceased: Bereaved children

	Son or Daughter	Sibling	Wider family member	Friend	Unknown
	No.	No.	No.	No.	No.
Over last 7 years	257	78	90	21	523
2020	50	9	33	0	70

Main causes of death over the last 6 years were:

	Accident	Long Term Illness	Murder	Military	Neonatal	SIDS	Sudden Death	Suicide	Unknown	Covid 19
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
Over last 7 years	19	79	4	1	25	6	61	25	168	4
2020	2	22	0	1	6	1	20	3	27	4

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 have additional books for children to address specific circumstances such as explaining suicide, manslaughter, military deaths and when a loved one has a terminal illness. We also offer schools and professionals advice and materials on how to support bereaved young people.

In 2020, we gave away 99 primary packs and 45 secondary packs which is a total of 144 bereavement packs for individual referrals. Additionally, organisations such as hospices, crematoriums and schools requested 65 primary packs and 45 secondary packs, totalling an extra 110 packs. Therefore, in total

during 2020, we supplied 254 bereavement packs for children. Over the last 7 years, we have given out 710 primary packs and 331 secondary packs to those who have contacted us via individual referrals and from organisations. Over the last 7 years, additional packs were given out to schools, children’s centres, doctors and professionals as part of our big pack giveaways which total 3,000 packs altogether.

In 2020, we also provided bereavement book libraries to: Davenham School, Chester Blue Coat CE School and Northwich Crematorium, Birches Lane – these totalled 92 books.

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	Advice
	No.	No.	No.	No.	No.	No.	No.
Over last 7 years	258	96	149	28	13	12	111
2020	56	24	14	18	0	0	25

Types of support we have offered through organisation referrals over the last 7 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
 Advising on the design of a remembrance garden at a crematorium

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

- Speaking at events

In 2020, trustees have represented Elsie Ever After and spoken to professionals and the public at the following events:

Hartford Coffee morning fundraiser

We were due to speak at other events such as the Sherriff’s Breakfast as their chosen charity for the year, but this was cancelled due to Covid-19.

Helen was brought in as an advisor for Northwich Crematorium during their planning phase of their outside area of remembrance, with particular focus on the bereaved parent area to provide an accessible and inviting space for families to visit their child’s resting place.

Over the last 7 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, Hartford School, Waitrose community green coin event, SANDS, Cheshire West Clinical Commissioning Group and Cheshire Wirral Partnership, Haylo Theatre Company, Young Person’s conference delegates, Northwich Crematorium, Co-op community fund team and Sheriff of Chester events as her chosen charity of the year.

Financial Review

During 2020, the charity received income of £5,829 incurred costs of £7,856 giving a net deficit in the year of £2,027. The opening funds were £26,691 and the closing funds were £24,664. 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: Donations of £5,512, donation of merchandise £210 and sale of merchandise of £108. Cost of sales included: bereavement purchases of £7,313, merchandise purchases of £506 and a stock movement of £937. We started the year with bereavement stock of £10,531 - a full stocktake was carried out at the year end to the value of £11,678. Stock is made up of 257 primary packs (approximately £3,984) and 196 secondary packs (approximately £4,256). The remainder relates to bereavement books (£918) and merchandise.

Other costs incurred were: insurance £350; website and IT £195; registered office costs and stationery £426 and bank fees of £4.

Opening cash was £16,160 and we closed the year with £12,986. There were no debtors or creditors at the year end.

During 2020, we purchased 66 additional bereavement books to the ones we normally have in stock in order to gift 92 bereavement books to 3 venues. We also purchased books, folders, pens, leaflets and business cards to make 258 extra primary packs. We gave out 144 bereavement packs from individual family referral and gifted additional bereavement packs to 3 local hospices: The Hospice of the Good Shepherd, St Luke’s Hospice and St Rocco’s Hospice. We also gifted bereavement book libraries for 3 venues: Chester Blue Coat CE School, Davenham School and Northwich Crematorium, Birches Lane. In 2021, our opening funds will be used to support bereaved families in line with our policy below. We already have some counselling sessions scheduled to start in January 2021 for which we have ringfenced a sum of £1,997. We anticipate using the rest of our available money to provide bereavement 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 2020	
Income		
Grants	0	
Donations	5,512	
Merchandise donated	210	
Sale of Merchandise	<u>108</u>	
		5,829
Cost of Sales		
Movement in Bereavement Stock	-937	
Bereavement Support Purchases	7,313	
Bereavement Merchandise Purchases	506	
Cost of Bereavement Support		<u>6,881</u>
Gross Surplus/(Deficit)		-1,052
Other Expenditure		
Insurance	350	
Website & IT	195	
Office, Stationery & Postage	372	
Travel costs	54	
Bank and PayPal Fees	<u>4</u>	
		976
Net Movement in Funds		<u>-2,027</u>
Opening Funds:		<u>26,691</u>
Closing Funds:		<u><u>24,664</u></u>
Statement of assets and Liabilities 31 December 2020		
Cash		12,986
Stock		<u>11,678</u>
Closing Reserves		<u><u>24,664</u></u>

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

Signature
Full name
Position
Date

Signature
Full name
Position
Date

Signature
Full name
Position
Date

Approved electronically due to Covid 19 National Lockdown January 2021. See minutes- meeting 4b.