

ACTION FOR KIDS CHARITABLE TRUST

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## **TRUSTEES' REPORT AND ACCOUNTS**

**FOR THE FINANCIAL YEAR  
ENDED 31<sup>st</sup> MARCH 2012**

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**CHARITY REGISTRATION NUMBER: 1068841  
COMPANY REGISTRATION NUMBER: 3487626 (ENGLAND AND WALES)**

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## **ACTION FOR KIDS CHARITABLE TRUST**

### **REFERENCE AND ADMINISTRATIVE INFORMATION**

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|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Charity name:</b>                                      | Action For Kids Charitable Trust                                                                                                                                             |
| <b>Charity Commission registered number:</b>              | 1068841                                                                                                                                                                      |
| <b>Company number:</b>                                    | 3487626                                                                                                                                                                      |
| <b>Charity's principal address and registered office.</b> | Ability House<br>15a Tottenham Lane<br>Hornsey<br>London<br>N8 9DJ                                                                                                           |
| <b>Other useful information sources:</b>                  | <a href="http://www.actionforkids.org">www.actionforkids.org</a><br>Newsletter<br>Information Leaflets<br>Work Related Learning Annual Report<br>Summarised Strategic Review |
| <b>Professional advisors:</b>                             |                                                                                                                                                                              |
| <i>Auditors</i>                                           | D Lee and Co<br>2 <sup>nd</sup> Floor, Premier House<br>309 Ballards Lane<br>London<br>N12 8LY                                                                               |
| <i>Bankers</i>                                            | HSBC Bank plc<br>22 Victoria Street<br>Westminster<br>London<br>SW1H 0NJ<br><br>Santander plc<br>517 Green Lanes<br>Haringey<br>London<br>N4 1AP                             |
| <i>Solicitors</i>                                         | Blake Lapthorn<br>Seacourt Tower<br>West Way<br>Oxford<br>OX2 0FB                                                                                                            |

## **ACTION FOR KIDS CHARITABLE TRUST**

### **INTRODUCTION**

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The Trustees present their report and accounts for the year ended 31 March 2012

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's memorandum and articles of association, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" revised in March 2005

#### ***Description of the charity's trusts:***

##### **Governing document:**

Action For Kids Charitable Trust was originally registered under a Deed of Trust in 1992, in response to the unique problems facing severely disabled children and their families and in recognition of the disparity between the numbers of such children and the availability of appropriate aid and support

Due to the expansion of the Trust, the Directors/Trustees were advised to incorporate as a charity. With effect from 1<sup>st</sup> April 1998, Action For Kids Charitable Trust was registered as a charity and a company limited by guarantee

##### **Objects of the charity:**

The relief of children and young people who are suffering from sickness or physical or mental disability by assisting them to lead full and independent lives and by any other means whatsoever

The provision of support and assistance to the carers of children or young people suffering from physical or mental disability

Such other charitable purposes as the Trustees may from time to time think fit

There have been no changes in objects since the last Trustees' report

##### **Vision**

Our vision is a world where all disabled young people and their families receive the support and advice they need, when they need it, for as long as they need it

##### **Mission**

Our mission is to help physically and mentally disabled children and young people find greater levels of independence and opportunity through the provision of appropriate aid and support

We achieve this through our programme of services entitled ***Towards Independence***.

- 1 Helpline & Family Support Service, providing information, advice, direct and indirect support
- 2 Mobility and other equipment provision to aid independent movement and greater independence
- 3 Work Related Learning, a programme providing supported work experience, learning about the world of work, and access to employment training and greater independence
- 4 Accredited Independent Living Skills providing practical training in a range of life skills and other activities designed to assist independence and self esteem

## **ACTION FOR KIDS CHARITABLE TRUST**

### **INTRODUCTION**

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#### **Values**

Our values are based on friendliness, approachability, personal contact, dedication and openness

Action For Kids provides a safe environment where people can express themselves openly – as part of a family rather than being on a conveyor belt. AFK is not about numbers, but about quality, and the 'family feel' of being a small charity is a critical factor in our identity and culture.

We seek to create an inclusive environment in which everyone feels they are a stakeholder and part of the family. We try to build long-term relationships that have meaning.

Our emphasis is on independence, and we focus on abilities, not disabilities. We offer a down-to-earth, practical, personal and caring service, working for the right outcomes for young people.

As a charity we value all the volunteers, donors and funders who make it possible to carry out the work with the young people.



#### **Inclusion Policy**

At Action For Kids we strive to be fully inclusive in the provision of our services to children and young people with learning difficulties and disabilities together with their families. Since its inception in 1992 Action For Kids, a charity built upon family values, has embedded in its approach to supporting these people a desire to facilitate the development of greater independence in an effort to further their life chances.

Action For Kids (subject to its legal remit) defines and regards inclusion in its widest context. Our services are equally and fairly available to all regardless of learning difficulty and/or disability, ethnicity, nationality, gender, sexual orientation, religious or spiritual beliefs.

Our Family Support Services (FSS), Work Related Learning programme (WRL) and Independent Living Skills programme are based upon the belief that by creating greater independence, providing opportunities and offering support in a fully inclusive environment, we can facilitate a young person's active participation in the community, in education, training, employment preparation and recreational opportunities, giving them the chance to realise their full potential. Being in a safe and inclusive environment gives them the aspirations, confidence and self-belief to move on and develop skills for greater levels of independence in adulthood.

Action For Kids acknowledges and has regard for the United Nations Convention on the Rights of the Child 1989 and the UN Standard Rules on the Equalisation of Opportunities for Persons with Disabilities (1993).



## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

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#### **Trustees and Governance:**

*The Trustees who served for the  
period of this report*

J Bidston – Chair/Secretary  
M Harry  
M King  
M Lewis BA - Treasurer  
J Szollar PhD, MD, FRCPCH  
D E Thomas MIBA  
P Woodcock

None of the Trustees has any beneficial interest in the charity All of the Trustees have a liability to contribute £1 in the event of a winding up of the company

***Body entitled to appoint  
any charity Trustee.***

Members of the charity / The charity Trustees

#### ***Trustee selection method.***

There is no sub-committee and Trustees are appointed by way of a vote and recommendations The Board of Trustees through a simple majority then approves it

#### ***Trustee Training:***

There is an induction process and all Trustees have a job description and code of conduct Thereafter, there is an annual Board Appraisal and a Board Away Day annually where Board members receive appropriate training in their roles as Charity Trustees Additionally, Board members can avail themselves of external training courses relevant to their roles as required and agreed

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Staff Training

All new members of staff are provided with a comprehensive induction programme All roles have a detailed job description and annual staff appraisals are carried out in addition to more informal supervision meetings Training requirements are primarily identified by reference to personal work related objectives and other targets highlighted in the appraisals and which are directly linked to key performance indicators (KPIs) or objectives for the charity as a whole Once training has taken place those attending provide periodic feedback highlighting, in particular, the benefits received and how these translate into increased performance in the relevant area or skill set by individuals and also, the impact on the charity's objectives

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## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

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#### ***Organisational structure***

The Chief Executive is appointed by the Trustees to manage the day-to-day operation of the charity. All day-to-day management is then delegated via the Chief Executive to the Senior Management Team (SMT) who, between them, manage the following functions

- Advocacy and helpline
- Assessment and Qualifications Alliance (AQA) accreditation
- Beneficiary, equipment provision and permanent loans administration
- Business development
- Committed giving
- Communications, PR & media development
- Corporate fundraising
- Donor acquisition and development
- Events and community fundraising
- Family support services
- Finance
- Head office administration
- Human resources & facilities
- Information technology
- Legacy development
- Life skills training and development
- New business development
- Open College Network (OCN) and Assessment and Qualifications Alliance (AQA) accredited training
- Outreach services special school support
- Participation development
- Peer mentoring project
- Regional co-ordination and development
- Social return on investment monitoring
- Towards independence & inclusion projects
- Trust fundraising
- Volunteer fundraising and support
- Volunteer recruitment
- Work-based training projects
- Work experience office-based and employment training
- WRL partnership development

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Senior Management Team

Chief Executive Officer	M Hayes
Founder/Executive Officer	S Bishop
Finance & Corporate Services Director	P Townley (Deputy CEO)
Work Related Learning Director	J Read
Business Development Director	M Galvin
Fundraising Director	D Budd

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## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

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#### **Risk factors**

The Trustees have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to these risks

The charity is an accredited Investor in People and this continues to help ensure that policies, procedures and controls are regularly reviewed, updated and where necessary improved. This assists us in minimising our risk exposure

Our regular review of the charity's five-year strategic plan continues and will ensure that the aims for the future properly take into account those challenges and risks identified as likely to arise

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Activities, Achievements & Future Plans

Work Related Learning (WRL)

Achievements 2011/2012

- 136 students achieved one or more formal accreditations – 40% increase in numbers from 2010/11
- 261 accredited courses were delivered – 135% increase from 2010/11
- We have developed AQA courses for our students covering Independent Living Skills, Work Experience, Fundraising (AFK Raffle), Developing Domestic Skills, Cookery, Arts and Crafts, Multi-Media Creation, Money Management and Music Production
- Our first AQA assessment visit and our annual OCN quality review praised our quality assurance processes and the high standard of teaching and learning
- Exceeding all targets for the Lottery funded Participation project

General

Cuts in public spending have impacted on WRL delivery this year. Overall we saw an 8% reduction in the take up of services and a 3% reduction in the actual number of people we worked with. In the year we provided services to 13 main stream schools down from 24 in the previous year and 79 special schools down from 91. There were several reasons for this:

- Changes in government funding for pre and post 16 educations which resulted in a lower take up from mainstream schools
- special schools sending smaller groups due to staffing resources
- Changes to statutory funding for our holiday programme which has reduced eligibility and excluded young people over the age of 19

Outreach Service

One of our two outreach officers resigned in November 2011 and it was decided to freeze the post temporarily. Effectively this has meant a reduction of 50% in our Out Reach Service for the last five months of the financial year. Further reductions have resulted from spending cuts in schools and Further Education Colleges which have made it more difficult to deliver our Out Reach Service. In some schools there have been no education staff available to make the necessary arrangements required for external speakers. We have tried to make up for this short fall by increasing the number of Introductory Forums - talks to large groups or assemblies explaining the work of Action for Kids.

This year's outreach programmes have focused increasingly on helping young people prepare for life after education and the world of work. There have also been an increased number of visits by outreach groups to our office with a view to organising WRL placements for them in the future.

ACTION FOR KIDS CHARITABLE TRUST

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012

Activities, Achievements & Future Plans

Outreach fundraising projects in schools and colleges raised £767

Accredited Learning

In the past year we have further developed our offer of accreditation and embedded it throughout our services by offering qualifications from Open College Network (OCN) & Assessment and Qualifications Alliance (AQA). As a recognised centre we are able to write our own AQA courses and these now form an important aspect of our holiday programmes. This year we have developed courses in music, art & crafts and healthy eating.

Overall, we have increased the number of students participating in accredited learning from 97 in the previous year to 136 exceeding our target of 120 students. We have also increased the number of accreditations they have gained from 111 to 261. This represents an increase of 40% in the young people undertaking courses and 135% increase in the accreditations achieved. 27% of students gaining accreditations were from special schools, 54% were regular attendees and 19% from the holiday programmes.

We continue to develop and deliver a wide range of OCN and AQA topic areas. This continues to be informed by student feedback, thus allowing us to develop a curriculum that is accessible, meaningful and meets the needs of our students. Our ethos of participation is consistently promoted allowing young people to achieve their individual goals.

Our staff continue to develop their skills. One of our tutors has recently achieved her Qualified Teacher Learning and Skills (QTLS) Status. This is a post graduate teaching qualification which reinforces existing knowledge and skills. We have had our first AQA assessment visit and our annual OCN quality review. Both of these were very positive and acknowledged our achievements, quality assurance processes and the high standard of the learning being delivered both from a student and staff perspective. Our AQA assessor reported "The Unit Award Scheme has been skilfully incorporated into the Centre's established teaching practice to encourage independence and develop domestic skills."

Participation

We are now in the final year of this three year project and have met all the targets of the project. Overall this year has involved embedding and consolidating developments made in the first two years, focusing on achieving targets and focusing on the way we deliver the primary outcome of the project – a web based toolkit. WRL staff have developed knowledge and understanding of participation and evaluation through using the survey tool which was developed specifically for this project. Students on short term work experience, holiday programmes and those on accredited courses now undertake a survey at the beginning and end of the programme. Results are collated automatically and can be shared via the web site. This helps with planning holiday programmes and courses.

The website is password protected so that students can share the progress of this project with their families and friends. This has led to students developing skills in blogging, podcasting and web development as well as providing a place to share their ideas through pictures, videos and audio.

We held a Participation day to involve students and parent/s and carer/s. This helped us gather opinions, views and ideas that we can take forward to inform our service planning. A resounding theme from parents and students was the need and desire to be gainfully occupied in employment, voluntary work and/or social/leisure activities. It is anticipated that the tool kit will be launched in August 2012 at a launch event and disseminated via the internet to 400 voluntary sector organisations. Plans are being developed to provide consultancy and training following the end of the lottery funding.

Young People's Events and Trips

As usual young people have taken part in lots of events and trips out including

- Lord Mayor's Show
- Hornsey Carnival
- Houses of Parliament
- Theatre trips
- Science Museum

ACTION FOR KIDS CHARITABLE TRUST

**TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2012**

Activities, Achievements & Future Plans

- London Zoo
- London Aquarium
- Willow Farm
- 2012 Olympic Site Visit/Tour
- AFK Beach Volleyball
- Women's 5K Challenge Hyde Park
- Christmas Re-union Party 2011

Corporate Partnerships, Community Events and Volunteering

Students have been involved throughout the year in providing hospitality, hosting visits for existing and potential funders and in giving presentations. There has been a particularly successful partnership with BMW. Students have taken part in all company days and two people have been offered work experience placements.

- Young people supported our runners in the London Marathon
- Students gave a presentation to Research Now and took part in a sports tournament
- Several visits were made to Stephen James and work experience placements organised as a result of these visits
- Students supported a charity partner pitch to a local Sainsbury's, assisting customers with bag packing and took up work experience placements in store
- Students supported the Pennies 4 Plastic initiative at a local Budgens, assisting customers with bag packing and took up work experience placements in store
- Students gave presentations at Barclays Canary Wharf and went on a Thames river boat trip with volunteers from Barclays
- Students made an info-commercial at a global media company - Burson-Marsteller and visited their offices as part of a fundraising week for Action For Kids
- Students hosted a visit by a city legal firm - Devonshire's - and gave a presentation as part of a cheque presentation event
- Students made a film for Stephen James for their staff Vision and Values Day

Aims for 2012 -2013 include:

- Increasing the number of accreditations achieved by AFK students year on year
- Further developing our independent living service
- Reducing outreach staffing to one officer and reshape the outreach service accordingly
- Appointing a transition officer to develop a programme of activities including supported employment, external volunteering/community work and other independent living opportunities
- Building up a new group of regular students by marketing our Towards Independence activities as a post 18 option

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## **Family Support Service (FSS) and Mobility Equipment**

### **Achievements 2011/2012**

- Our Family Support Service has responded to over 10,000 queries
- 57 children and young people benefitted from specialist mobility equipment in spite of financial constraints
- Our girls/boys night in group went on their first residential camping trip
- Our Parents Group held a half day consultation work shop

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

#### **General**

Although it has been a slow year for equipment provision, the department has dealt with and responded to over 10,000 plus enquiries via email, telephone and post, relating to all areas of Family Support Service

Following ongoing consultations throughout the year regarding mobility expenditure, a decision was made to concentrate on smaller items and restricted funding for specific fundraising appeals. It was also decided to suspend the provision of the high end wheelchairs for the time being though in certain circumstances we still have given special consideration to applicants if there is no suitable alternative wheelchair

One of our suppliers Easycare, are providing 'nearly new' Genie wheelchairs which are middle range stand-up wheelchairs at £3,000 including 1 year warranty. These chairs are stripped down, overhauled, fitted with new batteries, wheels, tyres, upholstery etc to meet individual specification. To date we have provided three of these chairs

#### **Waiting List**

At end of year the waiting list held 29 applicants to the value of approximately £83,000. In order to maintain the waiting list at a manageable level and in line with the department's KPI's, we reduced the list by closing it intermittently throughout the year. A backup list of funding requests was established so that if we were to receive extra funds we could draw from it immediately

Several applications have been sent out and we are expecting a return of approximately 25 in the first quarter of the financial year to bring the list to 50, many of which are for smaller items

#### **Income**

Income raised for the year was just over £10,500, down on the department's target of £40,000, disappointing but not unexpected. As previously mentioned, the current economic climate has made it very difficult, many of the charities that we work with have found themselves in a similar situation to us and have either closed their waiting lists to their user group or have cut back dramatically on the amount of contributions that they are willing to offer. Similarly, most parents have found it difficult to make contributions

#### **Joint Funding Organisations**

Organisations that we work with -

ACT Foundation, Benevolent Fund, Brittle Bone Society, Bruce Wake Charitable Trust, Children Today, Colchester Catalyst, Elifar Foundation, The GEM Foundation, Impact (Treloar Trust), Independence at Home, Joseph Patrick Memorial Trust, Lifeline for Kids, Motor & Allied Trades, The Possum Trust, Roald Dahl Foundation, The Snowden Award Scheme, The Variety Club, Vicky Alexander Trust, The WPH Charitable Trust and several NHS Trusts

#### **Maintenance**

Requests for maintenance were carried out over the year with a total spend of £26,344, a decrease of 37.5% over last year's spend of £42,140. This covered a wide range of individual items for repair such as switches, brackets, bearings etc, with 72% of maintenance requests being for breakdowns and wear and tear and 21% for annual servicing

Call Out charges varied from £10 to £130, with an average cost of £61.  
Labour costs varied from between £40 to £60 per hour

We have re-allocated three powered wheelchairs and provided two brand new donated trikes to a special school. Returned chairs that are not suitable for reallocation are stripped for spare parts

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

#### **Equipment Provision**

During this reporting period we have provided 57 items of equipment to the direct value of £102,305 - excluding on costs. In addition a further £40,000 plus of equipment orders were placed.

60% of the equipment orders were provided to children and young people 18 years of age and under. The remainder to young people aged 19 – 26.

Male recipients made up 69% of equipment provision and female recipients 31%.

Equipment provided this year included buggies, car seats, communication aids, electric scooters, manual wheelchairs, powered wheelchairs, sports wheelchairs, trikes, walkers.

A total of three returned powered wheelchairs have been re-allocated and any returns that are not suitable for reallocation are stripped for spare parts and stored for use when required. A further two trikes recently donated to us were provided to Columbus School in Chelmsford.

We supplied equipment to families from 29 counties including areas in Scotland, Wales and London. The highest percentage (9%) was supplied to families in London and Yorkshire.

Equipment was provided to children and young people with a wide range of disabilities. More than half (54%) of recipients have cerebral palsy.

#### **Restricted Funds**

During the year we received £214,000 of restricted income to go towards the FSS areas and at the end of the year £55,000 remained to be used against future mobility purchases.

Thirteen orders were part of the ACT Foundation's £25,000 matched funding.

#### **Audit and Surveys**

The annual audit of equipment was carried out and completed on time, with audit letters sent to all recipients of loan scheme equipment. Additionally, the annual monitoring and evaluation surveys were carried out with a 59% response rate. 92% rated the Mobility and Family Support Service as very good and 8% rated it as good.

#### **Comments on mobility service**

*"The stand assist electric wheelchairs have so far provided function and fun, ☺ the boys cannot wait for better weather to try them outdoors and to eventually use them at college."*

*"He can now walk 20 paces unattended which is wonderful. He is very proud of himself – he got 'Star of the Week' for his 20 steps."*

*"Gives more physio options at school, as other children are up and about (varies) it gives him more 'want' (as such) to try harder."*

*"Has independence, grown in confidence as now don't feel babyish being pushed in a buggy, loves his wheelchair. The whole family benefit we are so grateful."*

*"Enjoy bike rides with his family."*

*"I have been able to take my twins out together bike riding – as 'normal' brothers."*

*"I have got immense pleasure from seeing XX use his bike, because he so obviously enjoys it. XX doesn't show interest or pleasure unless it is something very special to him, the bike works every time!"*

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

#### **Comments on the Family Support Service**

*"Service excellent we are so grateful, very good support "*

*'It is with great regret, we are unable to deal with AFK as Adam has reached the age of 30 During the last few years though we have had an excellent service, and we are sorry we cannot continue to deal with your good selves "*

*"Outstanding team Just 100% perfect every time "*

*"Very supportive and understanding whenever you phone them "*

*"Quick, efficient, communicative,"*

*"AFK was fantastic in our case, without them we would not have the wheelchair that has changed all our lives I could not believe we were dealt with so quickly We are so grateful "*

*"1<sup>st</sup> class " I don't think you could improve as you do an excellent job "*

*"Our experience with Action For Kids has been wonderful I'm not sure you could do anything else to improve things as it has been perfect for us Thank you "*

*"I love how quick and easy every form is and how support is always there, everything is efficient I would definitely come back and recommend you to friends and family "*

*"My partner couldn't be more pleased with assistance you have given So thank you very much Without organisations like yours a lot of people would find life so much more difficult"*

*"We really cannot fault the service afforded to our family by AFK prior to and during our application for a tricycle This concerns both the application process itself and every interaction we had with AFK staff Thanks again "*

*"The time taken to get authorisation for a repair to be carried out can be overlong We need to get the equipment up and running asap As all the kids do "*

*"I am contacted only when I need to fill in a questionnaire about my wheelchair I only contact AFK when I have trouble with my wheelchair Thank you "*

*"Knowing that the wheelchair is always there because it is well looked after and if anything does go wrong you have the peace of mind that you are not going to be burdened with a huge repair bill "*

#### **Home Visits/ Family Support/ Advocacy**

27 home visits were carried out during the year by the FSS Director accompanied by the FSS manager or another member of the team The visits enable FSS to have a more comprehensive understanding of the families, highlighting other areas where further help and support can be given including signposting, advocacy etc It also enables us to gather more extensive information for case studies, appeals etc

#### **PR / Appeals / Case Studies**

Case studies and feedback have been provided throughout the year to the fundraising team and Ethos PR Agency for trust applications, events, news bulletins, appeals and corporate fundraising

The FSS Director, in conjunction with Ethos PR, produced a corporate video for a corporate procurement website <http://www.corporatecharityconnections.com/> Sally Bishop- FSS Director and AFK founder –

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

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Represented Action for Kids in the production The video was made to attract corporate sponsorship also included a segment from an existing long term corporate supporter, Andrew Thornton of Thornton Budgens

#### **Girls Night In/Boys Night In /mixed group**

Over the year the group has met 41 times led by the FSS Director/FSS Manager A number of full-time staff volunteered their time to assist along with parents from the parents' group and other volunteers from a range of sources including corporate companies Many informal fun activities took place including life skills, music, dancing and cooking and, of course, lots of social interaction At the request of the group we had a number of trips out including our first residential camping trip

#### **Parents Group**

The Business Development Director and the Directors from FSS and WRL held a meeting with some of the parents who had volunteered to arrange a 'meet and greet' workshop Feedback from the event will provide us with information we require for lottery and other fundraising bids It will also help to form a stronger parent's focus group that can assist AFK in future planning 40 parents and students from across our services attended

#### **Staff**

Throughout the year, several recruitment interviews were carried out by the FSS Director These included positions for the WRL Team and Evening Team Manager and the Director of Fundraising

Whilst this has been a somewhat difficult year for the FSS department in terms of equipment provision, the team have remained focussed and worked hard to provide a good quality and supportive service

#### **Aims for 2012-2013 include.**

- Ring fencing £200,000 for the purchase of mobility equipment and maintenance
- Funding the maintenance of privately owned mobility equipment
- Appointing a new manager for FSS
- Appointing a family liaison officer
- Further developing the Girls'/Boys' Night In programme to include more residential opportunities
- Further developing the parents' group
- Exploring appropriate partnerships for joint working

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New Business Development

Achievements 2011/2012

- All public sector contracts held in 2010/11 have been renewed or re awarded after a competitive tendering process
- Systems are in place for measuring soft and hard outcomes for all our commissioned work
- A system for measuring WRL outcomes was piloted during the year and is now being revised and refined AFK is now a recognised and well established provider of specialist services to the public sector
- Young people's participation is embedded in AFK practices our new five year strategy has been informed by specific consultation with young people and their families

ACTION FOR KIDS CHARITABLE TRUST

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012

Activities, Achievements & Future Plans

General

Another year of cutbacks in the public sector has had a significant effect on commissioning which has impacted on our income from this funding stream. Cutbacks have also forced massive levels of redundancy in local councils and consequent restructuring of departments. Various decision making forums and networks have been suspended which has limited our opportunities to influence strategic decisions. This year has also seen the introduction of legislation which, in the longer term, is likely to provide opportunities for AFK. 'Open Public Services' opens up most public services to private and third sector suppliers and the 'SEN Green Paper' a new system to replace current Statements of Educational Need.

In the shorter term, however, cutbacks, reorganisation and new legislation seem to have had the affect of stalling new opportunities. We focussed, therefore, on consolidating our internal processes and developing a new strategic plan that responded to the changed environment. It was recognised that some objectives for new business development (and other areas) needed to be revised as they were no longer viable.

Public Sector Commissioning

Action for Kids Short Breaks activity programmes are now a well established service in North London providing a wide range of leisure activities during all school holiday periods. They contribute to young people's health, well being and independent living skills as well as being great fun!

We have retained Short Breaks' contracts with the boroughs of Barnet, Haringey and Islington and piloted some Saturday programmes during this period. Income, however, derived from public sector contracts during 2011/12 has reduced by 40% on the previous year. This is partially the result of cuts in council spending which has been particularly draconian in Haringey and Islington. It is also due in part to changes in the commissioning cycle with councils delaying the awarding of new contracts till much later in the year so that income will not be received from these till 2012/13. As a result of the delays we started the new financial year (12/13) with nearly £58,000 confirmed contracts and a further £78,000 awaiting a result.

There seems to be a growing trend for local authorities to award contracts for longer periods which will reduce the resource we current spend on tendering exercises. It will also give us some certainty going forward though the downside is that if we are unsuccessful there is a long time before another opportunity arises.

Public sector income was also affected by our decision not to renew our contract with Y-gen to deliver quality assurance and training to personal advisers in Barnet. However, the experience and reputation gained through this work has lead to a small contract with Haringey to pilot a similar service to special education co ordinators in Haringey special schools.

Monitoring, Measuring and Evaluating

We have continued to develop our electronic survey tool to measure and record outcomes for various WRL and Independent Living activities. It is now routinely used during all school holiday periods to gather impact data from young people. We also routinely survey parents at the end of every holiday programme to ask how the activities have benefitted their child. Collating results from parents and children provides commissioners, trusts and foundations with evidence of impact. Our ability to provide systematic outcome data is valued by the public sector and is becoming one of the strengths of our service. The survey tool is also being used to measure WRL outcomes with students and teachers completing a survey as part of their induction to AFK and then again when they complete their placements. This will enable us to identify what they hope to gain from work experience and compare with what they feel they actually gained from the experience. There are still methodological and practical issues to be resolved - whether or not the young people can rate their feelings meaningfully on a five point scale, how to help those who can't read without influencing their choices, different school staff completing induction/exit surveys producing inconsistencies. This is still a work in progress but promises to deliver some useful data in the coming year.

SROI

Measuring the social return on investment (SROI) to demonstrate the cost/ benefit of our services is now an established part of our management processes. This year we invested in training a second member of staff

ACTION FOR KIDS CHARITABLE TRUST

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012

Activities, Achievements & Future Plans

to carry out these analyses and expect to produce a report in the first half of 2012/13. This SROI will focus on the short term work experience placements that comprise the major part of the WRL service.

Young People's Participation

We have entered the final year of our Lottery funded project to develop ways for young people to participate in planning, delivery and evaluation of our services. Their involvement is now an intrinsic part of our culture and they contribute to many aspects of the charity. During the year they have contributed regularly to board meetings, team meetings and staff meetings. Older more experienced students help with newcomers, most of the regular students have been actively involved in a range of fundraising activities and take a real pride in their efforts, visitors to Ability house have been hosted and shown round by young people who have a real sense of ownership in 'their' charity. Perhaps the most striking development has been the extent to which our young people now routinely make presentations about the charity to local authority commissioners, funders and corporate donors. They talk confidently and knowledgeably about what we do and reinforce our message about being a charity that listens to the young people who use our services.

In 2011/12 they have presented to Research Now, Stephen James, Barclays- Canary Wharf, Burson-Marsteller, Takeda, Devonshires and GamesAid.

As part of our commitment to participation we held a consultation event for young people and their families in October. About 40 people attended and took part in a day of discussions and workshop activities designed to explore ideas about how Action for Kids could best support them. One of the strongest messages of the day was that young people really aspired to employment at some point in the future and wanted help to achieve this ambition. We have responded to this message by applying to the Lottery for funding to train staff in Job Coaching techniques and run a small pilot and also by including the development of supported employment opportunities in our new five year strategy.

Reputation, influence and national presence

In September Action for Kids was awarded the Olympics Inspire mark for our school holiday programmes. This is given to organisations who run exceptional and innovative projects which enable people to make positive life changes.

Renewing and retaining contracts in an increasingly competitive environment provides evidence of the charity's reputation with commissioners. Opportunities to contribute to local strategies for children and young people have, however, been very limited this year. The Business Development Director was elected in 2010 as a representative to Haringey's Children's Trust and Standing Leadership Conference – the boroughs major consultative forums for policy making- but due to internal restructuring the forums have only met twice in the last year.

Aims for 2012- 2013 include:

- Developing and implementing projects linked to the Participation Toolkit with the potential to generate income and/or raise the profile of AFK nationally
- Carrying out a Social Return on Investment analysis (SROI)
- Developing collaborative partnerships with other charities for joint bidding and service delivery.
- Developing a charging structure and protocol for specific AFK activities
- Increasing income from public sector sources

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## **ACTION FOR KIDS CHARITABLE TRUST**

**TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 MARCH 2012**

*Activities, Achievements & Future Plans*

### **Fundraising**

#### **Achievements 2011/2012**

- At the end of the year we launched a new website that has led to an engagement jump of over 30% from online website users
- This year we have introduced an in-house call team working on converting raffle ticket sellers into Direct Debit payers. In its first few months it has proven a success with a far higher return on investment than using an external agency
- The Action For Kids City Beach Volleyball has continued to be a runaway success with a record number of teams registered in 2011 and funds raised for through teams and sponsorship of over £50,000
- It was another record year for Corporate fundraising with income ahead of budget at over £205,000

#### **General**

This has been a very challenging year with no Director of Fundraising for most of the year and the continued gloomy economic climate. Turmoil in the markets and low interest rates have reduced the funding available from trusts and at the same time Government funding for charities has been cut back meaning there is increased competition for new grants.

Furthermore, with inflation still stubbornly high, real household incomes falling and increasing unemployment people are unable to give as generously to good causes as they may have done in the past.

That said, despite working without a Director of Fundraising and the tough economic headwinds, the fundraising team has still achieved some very impressive results and where top line income targets may not have been achieved they have worked to cut costs and ensure that net income is still healthy.

With a full fundraising team in place for 2012/13 we are confident that we will be able to hit the challenging target that has been set for the year and are looking to put in place new future income streams for 2013/14.

#### **Trusts**

A good year overall in which target was achieved with an income of £341,129.

The final quarter was better than expected and the re-forecast figure was exceeded.

There were a total of 21 new grants received which were worth a cumulative £27,860. However, more than half of this total came from just 2 grants and it remains difficult to win new grants of any great size.

In the next financial year a new transition appeal will be the bedrock of attempts to win new grants.

#### **Big Lottery Grant**

In the final year of our current three year Big Lottery Grant we actually received an extra £9,968 from the 'Supporting Change' fund which took us ahead of target at £155,167.

This grant ends in the 2012/13 calendar year and we are currently working on a new Big Lottery Grant funding application to replace the income we will be losing when the existing grant runs out.

#### **Corporate**

In a very difficult climate Action For Kids is indebted to our generous corporate partners for all their support throughout the year. They raised £206,265 against a target of £200,000 by organising events and taking on a range of challenges while at the same time donating an amazing 500 hours of time volunteering and supporting our services.

New and profitable partnerships were developed with Devonshire's Solicitors, Sony, Research Now and Sainsbury's Muswell Hill.

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

We also continued to nurture our valuable ongoing relationships with companies like Barclays, Burson-Marsteller, The Cavendish Hotel, Games Aid, Thornton's Budgens, Ramada Encore London West, The Sheffield Insulation Group, Next, Stephen James Enfield, The Greggs Foundation and Zurich Openworks, who all raised thousands of pounds for our work and provided relevant and high quality work placements for disabled young people

Corporate partnerships continued to work closely with the Work Related Learning team to source work placements outside of Action For Kids and with the Events Fundraising department to maximise income for the charity's flagship annual event – the City Beach Volleyball Championships

Highlights of the year included The Action For Kids / Research Now Sports Day, the Barclays Riverboat trip to Mudchute Farm, Devonshires does Panto at the Theatre Royal Stratford East and our role in the Gold Challenge test event day in the Olympic Stadium – all of these opportunities would not have taken place without the input of our corporate partners

#### **Events and Community**

Total income for the year was £99,411 which is slightly below the target of £108,528 and a significant drop of 18% from the £132,000 achieved in 2011

We have had another successful year with our running programme offering a wide variety of distances that ensures people of very different abilities can and do support us in large numbers. Next year we will be focussing heavily on the Royal Parks Half Marathon which has proven to be the most popular and best organised event on the running calendar

Our flagship City Beach Volleyball has continued to be a success for both fundraising and raising the profile of AFK. We had the highest number of teams sign up for the tournament since it started in 2009 and expect it to continue to grow in 2012

Once again the abseil from the roof of Guy's Hospital Tower was a success with 22 participants taking part including our founder Sally Bishop who raised the largest single amount of more than £3,000

Community fundraising has been strong this year with support from Rotary Clubs, local schools, colleges and church groups

#### **Direct Mail**

A decent year for appeals given the circumstances generating £218,326. Although we were significantly behind our gross target we were in fact only £13,000 behind on our net income target. Several factors have contributed to this including changing schedules due to difficulties with case studies, and the wider economic situation where supporters just do not seem to have the same levels of disposable cash they did in previous years

#### **Legacies**

Overall this income stream has been very positive this year generating £24,000 which was on target. Unfortunately, we narrowly missed out on target but we do still have a £20,000 legacy pending the sale of a house which we assume will arrive early in the new financial year

We have remained under expenditure target for Legacies this year – spending £11,980 of £12,000

#### **Committed Giving**

£412,067 was generated in the year. We have created an in house Direct Debit team as a pilot project which has been running since January 2012. They have now secured 97 Direct Debits and £4,212 in one off donations

The new team is performing well at a fraction of the cost of using an external call centre

#### **Raffle**

Total income for this year at £514,727 was down 7% on last year's total and significantly below target

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

To turn this around there has been a large investment in new IT systems to significantly increase our capacity. Unfortunately, both the phone system and computer upgrades took longer to implement than originally anticipated, which had a knock on effect of limiting the time available to reach budget for the year.

At the same time we have either retrained or recruited new call centre staff which has led to a significant increase in the number of tickets being returned and a drastic reduction in the number of complaints we're receiving.

These improvements are now translating into a significant increase in our weekly income from the raffle which is very promising for the 2012/13 financial year.

### **Marketing and Communications**

#### **Website**

The website had an average of 3,945 hits per month which is an increase of 11% on last year. Each visit lasts an average of 1.48 minutes (1 second lower) and only 3.08 pages are looked at (0.06 lower) which are both the same as last year.

The Magic Marathon generated enormous amounts of website hits, while towards the end of the year the website was suffering from attention being focused upon the new site development. Online donations via CAF this year totalled £2347 (about 19% increase) from 36 donors with an average gift of £48, an average gift about 16% lower than last year.

Donations via the AFK website totalled £3,495 (27% decrease) from 68 donors with an average gift of £51 (19% decrease).

Website marketing and social media engagement will be a big focus in the coming year with a view to dramatically increase activity, the charity's profile and most of all fundraising.

#### **Newsletters**

One magazine newsletter was produced in this period which was distributed to 50,000 raffle sellers, committed givers, donors to mailed appeals and ad-hoc. Furthermore, 12 monthly e-mail newsletters were sent to our corporate supporters and those who have signed up through the Action For Kids website.

#### **The AFK Blog**

A number of staff who had previously attended our Work Related Learning programme have continued to make regular blog posts throughout the year.

Total visitors to the blog were 2,090 in the year, down from 2,850 last year.

#### **Facebook**

There have been teething issues with the Facebook page which has made it difficult for users to find but this has now been fixed and we have improved the look of the site to make it much more appealing and informative.

This we have already seen an increase in the number of 'Likes' on the page which now stands at 126.

#### **Twitter**

With a very active twitter feed, we have more than doubled our followers from 448 at the beginning of the year to just over 1,000 at the end of March 2012.

Our stakeholders increasingly spend their time communicating and digesting information online. This means that increasingly Facebook and Twitter will become key channels for raising the profile of Action For Kids and are key to driving traffic to our website and growing our online fundraising.

#### **Aims for 2012 - 2013 include:**

- Taking on a new fundraising intern to help develop new fundraising income streams and develop a pipeline of new talent in the team.

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

### *Activities, Achievements & Future Plans*

- We have a very exciting opportunity to run a second headline fundraising event involving some of the UK's top comedic talent
- In a tough fundraising environment we are looking to develop our legacy giving and major donors strategy in order to increase our fundraising potential
- We are increasingly engaging with stakeholders and supporters through social media and are looking at creative ways to turn followers into donors



#### ***Review of financial position:***

As has been the case for most sectors of society, the Charity has found the last year a difficult and challenging time but in spite of this we are pleased to report that we have continued to maintain our broad range of services. Although there was an overall deficit of £47,611 for the year this has reduced from the £79,647 recorded last year and, importantly, we have been able to utilise significant amounts of restricted funds during the year to enable our unrestricted funds to be protected and in fact actually show a surplus of £6,021.

Income this year at £2,191,998 is 7% below last year's total of £2,372,713. However, we continue to be massively grateful to the degree of loyalty and commitment shown by our range of supporters which has even enabled, in some areas, a growth in income despite the troubled times.

Income was below our target for the year and the shortfall did require us to revise budgeted spending across all our services.

As a result of reduced income our total expenditure on charitable activities, as included in the Statement of Financial Activities, at £1,842,743 decreased by 7% on last year's record total of £1,977,903. Despite this we have consolidated developments in our areas of work covering Independent Living, OCN and AQA accredited activities and Participation activities across the organisation.

The costs relating to the governance of the charity have risen slightly to £71,748 but still represent 3% of total incoming resources.

Costs of generating voluntary income has decreased by over 16% from £474,457 last year to £396,875 this year as a result of reduced activity in some areas but most importantly the more efficient use of in-house resources as opposed to external organisations. The costs are now 18% of total incoming resources compared to 20% last year. Voluntary income continues to account for 79% of our income.

Total reserves amount to £1,236,614, including £687,119 of restricted funds which has reduced from the balance at the end of last year of £740,751. In total, £884,007 of total funds is required to finance fixed assets. Unrestricted reserves have increased by £6,021 with the year end balance being £549,495.

Pressure continues on all our fundraising activities as a result of the ongoing economic climate but we have ensured all necessary actions are and continue to be taken to ensure our ongoing financial stability and ultimately an improvement in reserve balances.

As always, however, we would like to emphasise that we remain committed to maintaining our range of activities and services and to further development them in the coming year, especially as the demand for these continues to grow.

In the context of the future plans for the charity, the directors/trustees believe that the funds of the charity are adequate on a fund-by-fund basis to fulfil the obligations of the charity.

## **ACTION FOR KIDS CHARITABLE TRUST**

### **TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2012**

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#### ***Policies***

##### **Grant-making policy**

In providing mobility aids which are appropriate for disabled children and young persons the charity assesses each applicant in accordance with the following criteria in descending order of importance

- 1 Those in greatest need (as judged by their level of disability, their current resources and the likely improvement to result from the provision of the mobility aid)
- 2 The length of time, which has elapsed since their need for the mobility aid became apparent
- 3 The length of time, which has elapsed from the date of their application to the charity
- 4 The cost of the mobility aid required
- 5 Any other appropriate factors

##### **Reserves policy**

It is the policy of the charity that we aim for unrestricted funds that have not been designated for new projects to be at a level equivalent to six months expenditure on revenue items and charitable assets combined. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Most mobility aids are provided under our Permanent Loan Scheme. We retain ownership of the special equipment we purchase on behalf of disabled young people and take responsibility for its repair and maintenance. This relieves parents of a tremendous financial burden and also allows us to ensure that the equipment is used to its maximum. When a young person has no more requirement for a piece of equipment (usually for reasons of growth) we recondition it and either pass it on to another young person or donate it to a special school. As our equipment base increases this represents an increasing financial commitment.

We expect mobility aids to last at least five years and the charity has designated funds to ensure that it can cover the service costs and associated administration costs for this period.

##### **Declaration of Interest Policy**

The Trust has a Declaration of Interest policy that all Trustees comply with

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Specific investment powers:

The charity has the power to make any investment the Trustees see fit

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##### ***Public Benefit***

The Trustees consider that the detailed descriptions/accounts of its work as contained within this report, combined with the signposting to other relevant supporting documents, etc. clearly indicate the benefit provided by the Trust not only to its immediate beneficiaries, but through them to the wider community as a whole. In this way the Trustees feel confident that the Trust's objects are still relevant and that the organisation is working constantly toward meeting them.

## **ACTION FOR KIDS CHARITABLE TRUST**

TRUSTEES' REPORT  
FOR THE YEAR ENDED 31 MARCH 2012

*Activities, Achievements & Future Plans Continued*

### **Asset cover by fund:**

Note 18 (below) sets out an analysis of the assets attributable to the various funds and a description of the trusts. These assets are sufficient to meet the charity's obligations on a fund by fund basis

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Disclosure of information to auditors:

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 auditors are aware of such information

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### **Appointment of auditors:**

A resolution proposing that D Lee & Co be reappointed as auditors of the company will be put to the Members

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Statement of Trustees' Responsibilities:

The trustees, who are also the directors of Action For Kids Charitable Trust for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

Company law requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year

In preparing these accounts, the trustees are required to

- select suitable accounting policies and then apply them consistently,
- observe the methods and principles in the Charities SORP,
- make judgements and estimates that are reasonable and prudent, and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the charity will continue in operation

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

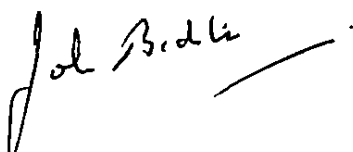
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### **Signature and Declaration**

**I declare, in my capacity as charity Trustee, that the Trustees have approved the report above and have authorised me to sign it on their behalf**

Signature

Name John Bidston



Date 20<sup>th</sup> July 2012

Position Chair/Secretary

## **ACTION FOR KIDS CHARITABLE TRUST**

### **INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ACTION FOR KIDS CHARITABLE TRUST**

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We have audited the accounts of Action For Kids Charitable Trust for the year ended 31 March 2012 set out on pages 23 to 33. These accounts have been prepared in accordance with the accounting policies set out on pages 25 and 26.

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. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' 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 and its members as a body, for our audit work, for this report, or for the opinions we have formed.

#### **Respective responsibilities of trustees and auditors**

As described in the statement of trustees' responsibilities, the trustees, who are also the directors of Action For Kids Charitable Trust for the purpose of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the accounts give a true and fair view.

Our responsibility is to audit the accounts in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the accounts give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and have been prepared in accordance with the Companies Act 2006. We also report to you whether, in our opinion, the information given in the Trustees' Report is consistent with those accounts.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if the charity's accounts are not in agreement with the accounting records and returns, if we have not received all information and explanations we require for our audit, or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

#### **Basis of opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the accounts. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the accounts, and of whether the accounting policies are appropriate to the charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the accounts.

## **ACTION FOR KIDS CHARITABLE TRUST**

### **INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ACTION FOR KIDS CHARITABLE TRUST**

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#### **Opinion**

In our opinion

- the accounts give a true and fair view of the state of the charity's affairs as at 31 March 2012 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended,
- the accounts have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice,
- the accounts have been prepared in accordance with the Companies Act 2006, and
- In our opinion the information given in the Trustees' Report is consistent with the accounts

Mr D Lee (Senior Statutory Auditor)  
for and on behalf of D Lee & Co

Chartered Certified Accountants  
Statutory Auditor  
2nd Floor, Premier House  
309 Ballards Lane  
London  
N12 8LY

Dated 20<sup>th</sup> July 2012

# ACTION FOR KIDS CHARITABLE TRUST

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 MARCH 2012

|                                                      | Notes | Unrestricted<br>funds<br>£ | Restricted<br>funds<br>£ | Total<br>2012<br>£ | Total<br>2011<br>£ |
|------------------------------------------------------|-------|----------------------------|--------------------------|--------------------|--------------------|
| <b>Incoming resources</b>                            |       |                            |                          |                    |                    |
| <b>Incoming resources from generated funds</b>       |       |                            |                          |                    |                    |
| Voluntary Income                                     | 2     | 1,124,045                  | 616,499                  | 1,740,544          | 1,865,765          |
| Investment income                                    | 3     | 328                        | -                        | 328                | 405                |
| <b>Incoming resources from charitable activities</b> | 4     | <b>451,126</b>             | <b>-</b>                 | <b>451,126</b>     | <b>506,543</b>     |
| <b>Total incoming resources</b>                      |       | <b>1,575,499</b>           | <b>616,499</b>           | <b>2,191,998</b>   | <b>2,372,713</b>   |
| <b>Resources expended</b>                            |       |                            |                          |                    |                    |
| <b>Costs of generating funds</b>                     |       |                            |                          |                    |                    |
| Costs of generating voluntary income                 |       | 396,875                    | -                        | 396,875            | 474,457            |
| <b>Charitable activities</b>                         |       |                            |                          |                    |                    |
| Grants payable                                       | 5     | 5,187                      | 65,046                   | 70,233             | 80,531             |
| Mobility Aids Project                                |       | 14,729                     | 199,931                  | 214,661            | 260,828            |
| Work Related Learning Services                       |       | 900,589                    | 405,154                  | 1,305,742          | 1,373,930          |
| Direct Assistance Project                            |       | 44,558                     | -                        | 44,558             | 48,779             |
| Family Welfare Project                               |       | 135,792                    | -                        | 135,792            | 143,380            |
| <b>Governance Costs</b>                              |       | <b>71,748</b>              | <b>-</b>                 | <b>71,748</b>      | <b>70,455</b>      |
| <b>Total resources expended</b>                      | 6     | <b>1,569,478</b>           | <b>670,131</b>           | <b>2,239,609</b>   | <b>2,452,360</b>   |
| <b>Net incoming (outgoing) resources</b>             |       | <b>6,021</b>               | <b>(53,632)</b>          | <b>(47,611)</b>    | <b>(79,647)</b>    |
| <b>Reconciliation of Funds</b>                       |       |                            |                          |                    |                    |
| Total funds brought forward 1 April 2011             |       | 543,474                    | 740,751                  | 1,284,225          | 1,363,872          |
| <b>Total funds carried forward 31 March 2012</b>     |       | <b>549,495</b>             | <b>687,119</b>           | <b>1,236,614</b>   | <b>1,284,225</b>   |

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

There are no recognised gains and losses other than those passing through the Statement of Financial Activities

All incoming resources and resources expended derive from continuing activities

# ACTION FOR KIDS CHARITABLE TRUST

## BALANCE SHEET AS AT 31 MARCH 2012

|                                                       |       | 2012             | 2011             |
|-------------------------------------------------------|-------|------------------|------------------|
|                                                       | Notes | £                | £                |
| <b>Fixed assets</b>                                   |       |                  |                  |
| Tangible assets                                       | 10    | 1,055,575        | 1,176,566        |
| Investments                                           | 11    | 3                | 3                |
|                                                       |       | <u>1,055,578</u> | <u>1,176,569</u> |
| <b>Current assets</b>                                 |       |                  |                  |
| Debtors                                               | 12    | 80,004           | 170,280          |
| Cash at bank and in hand                              |       | 419,170          | 387,120          |
|                                                       |       | <u>499,174</u>   | <u>557,400</u>   |
| <b>Creditors: amounts falling due within one year</b> | 13    | (195,989)        | (277,086)        |
| <b>Net current assets</b>                             |       | 303,185          | 280,314          |
| <b>Creditors: amounts falling due after one year</b>  | 14    | (122,149)        | (172,658)        |
| <b>Total net assets</b>                               |       | <u>1,236,614</u> | <u>1,284,225</u> |
| <b>Income funds</b>                                   |       |                  |                  |
| Restricted funds                                      | 16    | 687,119          | 740,751          |
| Unrestricted funds                                    |       |                  |                  |
| Designated funds                                      | 17    | 549,495          | 543,474          |
|                                                       |       | <u>1,236,614</u> | <u>1,284,225</u> |

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006

The accounts were approved by the Board on 20<sup>th</sup> July 2012 and signed on its behalf by

*Mark David Lewis*

M Lewis - Treasurer  
Trustee

Company Registration No 3487626

## **ACTION FOR KIDS CHARITABLE TRUST**

### **NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2012**

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#### **1 Accounting policies**

##### **1.1 Basis of preparation**

The accounts have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2005) revised in March 2005, applicable accounting standards and the Companies Act 2006

The charity has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it is a small charity

##### **1.2 Incoming resources**

Donations, gifts, legacies and similar incoming resources are included in the year in which they are receivable, which is when the charity becomes entitled to the resource

##### **1.3 Resources expended**

All expenditures are included on an accrual basis and are recognised when there is a legal or constructive obligation to pay for expenditure. All costs have been directly attributed to one of the functional categories of resources expended in the SOFA. The Charity is not registered for VAT and accordingly expenditure is shown gross of irrecoverable VAT

The grants were all grants of equipment to disabled persons accounted for at cost

Costs of generating funds included salary, direct expenditures, and overheads costs of the staff to promote fundraising including events

Governance costs are those incurred in connection with administration of the charity and compliance of constitutional and statutory requirements

Resources expended allocated to the particular activity are the costs related to that activity and apportionments based on the percentage of total wages and salaries and floor area

##### **1.4 Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows

|                                   |                                  |
|-----------------------------------|----------------------------------|
| Freehold buildings                | 2% on straight line              |
| Improvement to leasehold building | over the lease period of 3 years |
| Charitable assets                 | 25% on reducing balance          |
| Fixtures, fittings & equipment    | 15% on reducing balance          |
| Motor vehicles                    | 25% on reducing balance          |

No depreciation is provided in respect of freehold land

##### **1.5 Investments**

Fixed asset investments are stated at cost

##### **1.6 Pensions**

The pension costs charged in the accounts represent the contributions payable by the charity during the year in accordance with FRS 17

##### **1.7 Operating leases**

Rentals payable under operating leases are charged against income on the straight line basis over the lease term

##### **1.8 Accumulated funds**

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the accounts

Designated funds comprise funds which have been set aside at the discretion of the trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the accounts. The trustees have decided that setting aside funds in this way is useful financial disciplines which will help the charity make the best use of its resources, even though there is no legal force to its designations

# **ACTION FOR KIDS CHARITABLE TRUST**

## **NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012**

### **1.9 Prepayment**

The main prepayment is in respect of donor acquisition. The charity is currently investing in a campaign to increase its income. The costs incurred this year will not be realized until future years.

### **2 Voluntary Income**

|                     | <b>Unrestricted<br/>funds<br/>£</b> | <b>Restricted<br/>funds<br/>£</b> | <b>Total<br/>2012<br/>£</b> | <b>Total<br/>2011<br/>£</b> |
|---------------------|-------------------------------------|-----------------------------------|-----------------------------|-----------------------------|
| Donations and gifts | <b>1,124,045</b>                    | <b>616,499</b>                    | <b>1,740,544</b>            | 1,865,765                   |

### **3 Investment income**

|                     | <b>2012<br/>£</b> | <b>2011<br/>£</b> |
|---------------------|-------------------|-------------------|
| Interest receivable | <b>328</b>        | 405               |

### **4 Incoming Resources from charitable activities**

|                                | <b>2012<br/>£</b> | <b>2011<br/>£</b> |
|--------------------------------|-------------------|-------------------|
| Work Related Learning Services | <b>451,126</b>    | 506,543           |

### **5 Grants payable**

|                                   | <b>Unrestricted<br/>Funds<br/>£</b> | <b>Restricted<br/>funds<br/>£</b> | <b>Total<br/>2012<br/>£</b> | <b>Total<br/>2011<br/>£</b> |
|-----------------------------------|-------------------------------------|-----------------------------------|-----------------------------|-----------------------------|
| Grants to individuals (49 grants) | <b>5,187</b>                        | <b>65,046</b>                     | <b>70,233</b>               | 80,531                      |
|                                   | <b>5,187</b>                        | <b>65,046</b>                     | <b>70,233</b>               | 80,531                      |

# ACTION FOR KIDS CHARITABLE TRUST

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

### 6 Total resources expended

|                                      | Staff<br>costs<br>£ | Depreciation<br>£ | Other<br>costs<br>£ | Total<br>2012<br>£ | Total<br>2011<br>£ |
|--------------------------------------|---------------------|-------------------|---------------------|--------------------|--------------------|
| Costs of generating funds            |                     |                   |                     |                    |                    |
| Costs of generating voluntary income | 209,063             | 563               | 187,249             | 396,875            | 474,457            |
| Charitable expenditure               |                     |                   |                     |                    |                    |
| Grants payable                       | -                   | -                 | 70,233              | 70,233             | 80,531             |
| Mobility Aids Project                | 63,776              | 97,753            | 53,132              | 214,661            | 260,828            |
| Work Related Learning Services       | 839,893             | 38,143            | 427,706             | 1,305,742          | 1,373,930          |
| Direct Assistance Project            | 27,332              | -                 | 17,226              | 44,558             | 48,779             |
| Family Welfare Project               | 91,108              | -                 | 44,684              | 135,792            | 143,380            |
| Governance costs                     | 50,542              | 3,944             | 17,262              | 71,748             | 70,455             |
|                                      | 1,072,651           | 139,840           | 630,243             | 1,842,734          | 1,977,903          |
|                                      | 1,281,714           | 140,403           | 817,492             | 2,239,609          | 2,452,360          |

Governance costs includes payments to the auditors of £6,000 (2011-£6,000) for audit fees and £Nil (2011 - £Nil) for other services

### 7 Trustees

None of the trustees (or any persons connected with them) received any remuneration during the year, but two of them were reimbursed a total of £848 travelling expenses (2011 - £1,334)

Trustee indemnity insurance was taken out at a cost of £382 (2011 - £382)

# ACTION FOR KIDS CHARITABLE TRUST

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

### 8 Employees

#### Number of employees

The average number of full-time equivalent employees (including casual and part-time staff) during the year was

|                           | 2012<br>Number | 2011<br>Number |
|---------------------------|----------------|----------------|
| Direct charitable         | 35             | 37             |
| Fundraising and publicity | 5              | 6              |
| Administration            | 5              | 6              |
|                           | <u>45</u>      | <u>49</u>      |

#### Employment costs

|                       | 2012<br>£        | 2011<br>£        |
|-----------------------|------------------|------------------|
| Wages and salaries    | 1,129,419        | 1,148,324        |
| Social security costs | 102,678          | 102,216          |
| Other pension costs   | 49,617           | 45,823           |
|                       | <u>1,281,714</u> | <u>1,296,363</u> |

Employees whose emoluments amounted to over £60,000 and also participated in the pension scheme are as follows

|                   | 2012 | 2011 |
|-------------------|------|------|
| £60,001 - £70,000 | 2    | 2    |

The cost of temporary staff used during the year to cover absences and vacancies amounted to £1,416 (2011-£7,951)

### 9 Movement in Total Funds for the Year

|                               | 2012<br>£ | 2011<br>£ |
|-------------------------------|-----------|-----------|
| This is stated after charging |           |           |
| Operating leases              | 28,048    | 9,185     |
| Depreciation                  | 140,403   | 180,642   |
| Auditors remuneration         |           |           |
| External audit                | 6,000     | 6,000     |
| Other services                | -         | -         |
|                               | <u>-</u>  | <u>-</u>  |

# ACTION FOR KIDS CHARITABLE TRUST

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

### 10 Tangible fixed assets

|                         | Freehold<br>land and<br>buildings<br>£ | Improvement<br>to leasehold<br>building<br>£ | Charitable<br>assets<br>£ | Fixtures,<br>fittings &<br>equipment<br>£ | Motor<br>vehicles<br>£ | Total<br>£       |
|-------------------------|----------------------------------------|----------------------------------------------|---------------------------|-------------------------------------------|------------------------|------------------|
| <b>Cost</b>             |                                        |                                              |                           |                                           |                        |                  |
| At 1 April 2011         | 732,074                                | 20,247                                       | 1,541,048                 | 264,331                                   | 46,744                 | 2,604,444        |
| Additions               | -                                      | -                                            | 38,581                    | -                                         | -                      | 38,581           |
| Disposals               | -                                      | -                                            | (128,522)                 | -                                         | -                      | (128,522)        |
| <b>At 31 March 2012</b> | <b>732,074</b>                         | <b>20,247</b>                                | <b>1,451,107</b>          | <b>264,331</b>                            | <b>46,744</b>          | <b>2,514,503</b> |
| <b>Depreciation</b>     |                                        |                                              |                           |                                           |                        |                  |
| At 1 April 2011         | 72,436                                 | 20,247                                       | 1,111,519                 | 181,089                                   | 42,587                 | 1,427,878        |
| On disposals            | -                                      | -                                            | (109,353)                 | -                                         | -                      | (109,353)        |
| Charge for year         | 14,643                                 | -                                            | 112,236                   | 12,485                                    | 1,039                  | 140,403          |
| <b>At 31 March 2012</b> | <b>87,079</b>                          | <b>20,247</b>                                | <b>1,114,402</b>          | <b>193,574</b>                            | <b>43,626</b>          | <b>1,458,928</b> |
| <b>Net book value</b>   |                                        |                                              |                           |                                           |                        |                  |
| <b>At 31 March 2012</b> | <b>644,995</b>                         | <b>-</b>                                     | <b>336,705</b>            | <b>70,757</b>                             | <b>3,118</b>           | <b>1,055,575</b> |
| At 31 March 2011        | 659,638                                | -                                            | 429,529                   | 83,242                                    | 4,157                  | 1,176,566        |

The net book value of charitable assets consists of the following

Mobility Aids Loaned Assets £293,255

Specially adapted Work Related Learning Services Assets £43,450

### 11 Fixed asset investments

|                                                          | UK Group<br>undertakings<br>£ |
|----------------------------------------------------------|-------------------------------|
| <b>Market value at 1 April 2011 and at 31 March 2012</b> | <b>3</b>                      |
| Historical cost                                          |                               |
| At 31 March 2011                                         | 3                             |
| At 31 March 2012                                         | 3                             |

# ACTION FOR KIDS CHARITABLE TRUST

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

### 11 Fixed asset investments (continued)

#### Holdings of more than 10%

The charity holds more than 10% of the share capital of the following companies

| Company                        | Country of registration or incorporation | Shares held |     |
|--------------------------------|------------------------------------------|-------------|-----|
|                                |                                          | Class       | %   |
| <b>Subsidiary undertakings</b> |                                          |             |     |
| Action For Kids Limited        | UK                                       | Ordinary    | 100 |

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows

|                         | Capital and Reserves<br>£ | Profit/(Loss) for the year<br>£ |
|-------------------------|---------------------------|---------------------------------|
| Action For Kids Limited | 51                        | (3)                             |

### 12 Debtors

|                                | 2012<br>£     | 2011<br>£      |
|--------------------------------|---------------|----------------|
| Income tax recoverable         | 19,794        | 26,399         |
| Other debtors                  | 11,684        | 22,854         |
| Prepayments and accrued income | 48,526        | 121,027        |
|                                | <u>80,004</u> | <u>170,280</u> |

### 13 Creditors: amounts falling due within one year

|                                 | 2012<br>£      | 2011<br>£      |
|---------------------------------|----------------|----------------|
| Bank loan                       | 49,422         | 48,335         |
| Trade creditors                 | 88,512         | 139,217        |
| Taxes and social security costs | 28,774         | 29,691         |
| Other creditors                 | 3,852          | -              |
| Accruals                        | 25,429         | 59,843         |
|                                 | <u>195,989</u> | <u>277,086</u> |

### 14 Creditors: amounts falling due after more than one year

|            | 2012<br>£      | 2011<br>£      |
|------------|----------------|----------------|
| Bank loans | <u>122,149</u> | <u>172,658</u> |

# ACTION FOR KIDS CHARITABLE TRUST

## NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

|                                                                                   |                   |                   |
|-----------------------------------------------------------------------------------|-------------------|-------------------|
| <b>14 Creditors: amounts falling due after more than one year<br/>(Continued)</b> | <b>2012<br/>£</b> | <b>2011<br/>£</b> |
|-----------------------------------------------------------------------------------|-------------------|-------------------|

### Analysis of loans

|                                                      |                 |          |
|------------------------------------------------------|-----------------|----------|
| Wholly repayable within five years by in instalments | <b>171,571</b>  | 220,993  |
|                                                      | <b>171,571</b>  | 220,993  |
| Included in current liabilities                      | <b>(49,422)</b> | (48,335) |
|                                                      | <b>122,149</b>  | 172,658  |

### Loan maturity analysis

|                                                     |                |         |
|-----------------------------------------------------|----------------|---------|
| Debt due in one year or less                        | <b>49,422</b>  | 48,335  |
| In more than one year but not more than two years   | <b>49,422</b>  | 48,335  |
| In more than two years but not more than five years | <b>72,727</b>  | 124,323 |
|                                                     | <b>171,571</b> | 220,993 |

The bank loan is secured by a first legal mortgage over the freehold property known as Ability House, 15a Tottenham Lane, Hornsey, London N8 9DJ

## 15 Pension costs

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable by the charity to the fund and amounted to £49,617 (2011 - £45,823)

## 16 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

|                                        | Balance at<br>1 April<br>2011<br>£ | Movement in funds          |                            | Balance at<br>31 March<br>2012<br>£ |
|----------------------------------------|------------------------------------|----------------------------|----------------------------|-------------------------------------|
|                                        |                                    | Incoming<br>resources<br>£ | Outgoing<br>resources<br>£ |                                     |
| Mobility Aids Project                  | <b>449,592</b>                     | 212,660                    | 264,977                    | <b>397,275</b>                      |
| Work Related Learning Services         |                                    |                            |                            |                                     |
| Big Lottery Fund Grant – Participation | <b>8,850</b>                       | 155,167                    | 144,999                    | <b>19,018</b>                       |
| Other                                  | <b>282,309</b>                     | 248,672                    | 260,155                    | <b>270,826</b>                      |
|                                        | <b>740,751</b>                     | <b>616,499</b>             | <b>670,131</b>             | <b>687,119</b>                      |

## ACTION FOR KIDS CHARITABLE TRUST

### NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012

#### 17 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes

|                                   | Balance at<br>1 April<br>2011<br>£ | Movement in funds<br>New<br>designation<br>£ | Utilised/<br>realised<br>£ | Balance at<br>31 March<br>2012<br>£ |
|-----------------------------------|------------------------------------|----------------------------------------------|----------------------------|-------------------------------------|
| Mobility Aid Project              | 50,000                             | 443,869                                      | (443,869)                  | 50,000                              |
| Work Related Learning Services    | 110,370                            | 944,486                                      | (948,061)                  | 106,795                             |
| Direct Assistance Project         | 10,000                             | 88,774                                       | (88,774)                   | 10,000                              |
| Family Welfare Project            | 10,000                             | 88,774                                       | (88,774)                   | 10,000                              |
| Tangible Assets                   | 283,104                            | 9,596                                        | -                          | 292,700                             |
| Independent Living Skills Project | 80,000                             | -                                            | -                          | 80,000                              |
|                                   | <b>543,474</b>                     | <b>1,575,499</b>                             | <b>(1,569,478)</b>         | <b>549,495</b>                      |

The Trustees have during the year reviewed the level of designated funds and have agreed the following specific funds

A fund of £292,700 to represent the net book value of unrestricted tangible assets

A fund of £80,000 to assist in the research and planning of an Independent Living Skills Project

#### 18 Analysis of net assets between funds:

|                                                   | Unrestricted<br>funds<br>£ | Restricted<br>Funds<br>£ | Total<br>£       |
|---------------------------------------------------|----------------------------|--------------------------|------------------|
| Fund balances at 31 March 2012 are represented by |                            |                          |                  |
| Tangible fixed assets                             | 464,268                    | 591,307                  | 1,055,575        |
| Investments                                       | 3                          | -                        | 3                |
| Current assets                                    | 403,362                    | 95,812                   | 499,174          |
| Creditors amounts falling due within one year     | (195,989)                  | -                        | (195,989)        |
| Creditors amounts falling due over one year       | (122,149)                  | -                        | (122,149)        |
|                                                   | <b>549,495</b>             | <b>687,119</b>           | <b>1,236,614</b> |

Included in the above analysis is an amount of £182,663 to be transferred from the bank account of restricted funds to that of unrestricted funds as a result of timing differences

#### 19 Contingent liabilities

The charity has no contingent liabilities at the year end

## **ACTION FOR KIDS CHARITABLE TRUST**

### **NOTES TO THE ACCOUNTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2012**

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#### **20 Financial commitments**

At 31 March 2012, the charity was committed to making the following payments under non-cancellable operating leases in the year to 31 March 2013

|                                                             | <b>Land and<br/>Buildings</b> |              | <b>Other</b> |             |
|-------------------------------------------------------------|-------------------------------|--------------|--------------|-------------|
|                                                             | <b>2012</b>                   | <b>2011</b>  | <b>2012</b>  | <b>2011</b> |
|                                                             | <b>£</b>                      | <b>£</b>     | <b>£</b>     | <b>£</b>    |
| Operating leases which expire<br>Between two and five years | <b>9,185</b>                  | <b>9,185</b> | <b>6,232</b> |             |

#### **21 Capital commitments**

There were no capital commitments either authorised by the board or contracted for at the balance sheet date

#### **22 Control**

There is no controlling party