REPORT OF THE TRUSTEES AND UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2019 FOR THE SARA LEE TRUST

Acuity Professional Partnership LLP 91-97 Bohemia Road St Leonards on Sea East Sussex TN376RJ

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REFERENCE AND ADMINISTRATIVE DETAILS FOR THE YEAR ENDED 30 APRIL 2019

TRUSTEES

S Lee
V Goddard
A Cryar
D Hargreaves
J Midgley
M Lear
M Morton
C Chaloner

K Southon (resigned 16/5/2018)

G Rushbrook P Driver V Duffy N H Histed

PRINCIPAL ADDRESS

25 Upper Maze Hill St leonards on Sea East Sussex TN38 0LB

REGISTERED CHARITY NUMBER

1055048

INDEPENDENT EXAMINER

Manningtons Chartered Accountants

39 High Street Battle East Sussex TN33 0EE

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

The trustees present their report with the financial statements of the charity for the year ended 30 April 2018. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

TRUST AIMS AND OBJECTIVES:

The Sara Lee Trust is an independent local charity which aims to improve the quality of life of people affected by cancer and other life-threatening illnesses in Hastings and Rother (East Sussex), through the provision of psychological and counselling support, complementary therapies and therapeutic group activities.

The Trust's strategic aims are:

To provide, as widely as possible, our individual and group Counselling and Therapy services to people affected by life-threatening illnesses.

To develop our services as needed to ensure equitable access for all, in particular for the more vulnerable groups within our society.

To deliver our care and services in the most appropriate setting for the patient, and at a time that best meets their needs.

To ensure that Trust services are supported by long - term sustainable income streams.

The Trust's strategic plan "Delivering the vision: 2017 - 2022" is available from our website: www.saraleetrust.org

OUR ACTIVITIES:

About the Sara Lee Trust

For over 20 years we have worked to improve the quality of life for people affected by cancer and other life-threatening illnesses in Hastings and Rother, East Sussex. Our combined experience and expertise has enabled us to develop a range of psychological and counselling support, complementary and group therapies to benefit and support patients, their carer's, family members and loved ones. We are the dedicated provider of psychological support and therapy care services for St Michael's Hospice, a 26-bed palliative care centre in St Leonards-on-Sea (23 years) and the Rye Winchelsea and district memorial Hospital (12 years). The Trust is the only provider of these specialised services in the region.

Our team

To keep pace with a constant and growing demand for care we can currently call on 22 qualified and experienced practitioners to support over 850 people per year providing more than 6000 hours of care. Referrals must be made by a health professional and we receive over 125 a month. All Trust practitioners have recognised training in the therapy they provide and have significant experience of working with our patient group. Whilst ensuring that we comply with local and national guidelines our flexible model of care is designed to empower the individual, to enable lasting improvement to their wellbeing. We promote the development of long-term connections and supportive networks through group activity. Our team provides psychological support including specialist counselling, psychotherapy and Cognitive Behavioural Therapy (CBT), a range of complementary therapies and a growing number of group activities. Care is tailored to the needs of each individual. Importantly in an area of significant deprivation, all Trust services are provided free of charge.

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

How we help

People affected by life-threatening illness are often at an extremely vulnerable stage in their life, both mentally and physically. They will often feel isolated and marginalised by their illness. Our individual and group support helps people to live through their illness. Improved confidence and mobility can help them to be more independent of carers while at the same time enabling them to broaden social networks so that they feel better connected to their community. Because our services are also available to the families and loved ones of patients, they too benefit through the opportunity to process the impact of the diagnosis and potential bereavement. Our services offer some respite from the caring role and its physical and emotional impact. In this broader context, we improve health and well-being in our community by offering more opportunities for employment and volunteering, playing a key role in enhancing community spirit and reducing the burden of care in the wider community generally. There are no other providers of similar services in the region. When our resources are not available people sometimes struggle without essential care, resulting in deterioration in health and well-being and placing pressure on mainstream Health, Social Care and other services.

ACHIEVEMENT AND PERFORMANCE:

CHAIRMAN'S STATEMENT

As the Trust moves towards its twenty fourth year, I am proud to say that we continue to support more people than ever, providing records levels of care where it is most needed. All services are delivered in way that best meets the needs of those we care for and by highly regarded and experienced practitioners.

Not only are we supporting more local people but we are continuing to develop the scope and range of our services including working with a growing number of partners, all with the aim of ensuring we can provide the best and most appropriate service possible.

All of this, of course, would not be possible without the extraordinary and steadfast efforts of our volunteer supporters. I would like to thank you all for your efforts. In addition, I would like to thank all the Trustees who give so much time and commitment to the Charity. The Trust CEO, Team Leads and all the staff have done an exceptional job throughout the period under review and we are extremely fortunate to be so well served.

I am always mindful of the many people we have not yet reached and remain committed to Sara's vision of improving the lives of everyone affected by life threatening illness through the provision of free therapy support and care. With high levels of unmet need and cancer rates increasing we know this is an uphill challenge, one that means we need to ask for your continued support. With that I remain confident that we will deliver our aims.

MICHAEL J LEAR

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

Our aim is to improve the quality of life of local people affected by cancer and other life threatening illnesses. With this in mind it has been a very progressive year for the Trust. We are now working with local, regional, national and international partners to improve the capacity, scope, range and quality of our services for local people. Our internal systems and processes - much galvanised by the introduction of EMIS Web, a nationally recognised and favoured clinical system - now enable us to fully to evidence the impact of our care and the model of service delivery that we use.

The care provided by our team of highly experienced and skilled practitioners is exceptional and is reflected through service user feedback. Some of the year's highlights include:

- Over 90% of service users reported improved confidence and wellbeing
- Almost 80% of service users reported an improvement to physical health
- Half of service users reported feeling less isolated
- 97% reported our services as very good to excellent

With a considerable annual gap in secure, low risk income, the achievements of the last year are a good reflection on the hard work and immense efforts of all those who work for and / or support the Trust. The support of over 200 active volunteers enables our small team to provide far, far more support than we would otherwise be able to do. I would like to thank each and every one of those who have supported us, and continue to do so. I assure you that your efforts make a real difference to the lives of many in our community.

Over the last year the Trust team of 22 therapy practitioners continued to increase their reach across the region, supporting over 850 people, an increase of 20% over the previous year, with over 6,000 hours of care. We are rightly pleased with these achievements but must continue to reach out to those who need our help the most. The Trust has a considerable and ongoing challenge to meet both existing and future levels of need and delivering a sustainable future. We provide essential support and care into the most deprived areas of East Sussex where the level of need is stark. We continue to look to develop strong and lasting partnerships with funders to support both existing services and the sustainable expansion of services to meet the needs of some of the most vulnerable in our society.

We are confident that with the continued and growing support of the local community combined with the increasingly credible evidence of the impact of our work, we can meet the forthcoming challenges and deliver a sustainable future,

I would like again to thank all those involved in supporting the Trust and its work

Dan Redsull
Chief Executive Officer

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

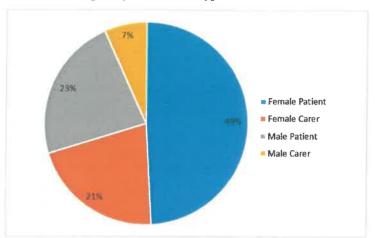
THE SARA LEE TRUST PERFORMANCE REPORT:

SERVICES

Summary

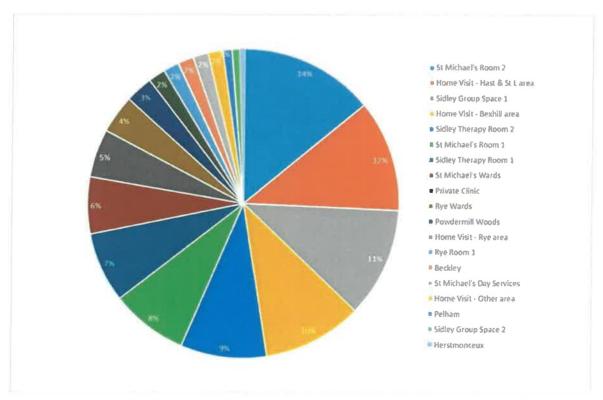
In the financial year 2018/19 the Trust provided 6,164 hours of therapy and activities, an increase of almost 22% on the previous year. Referrals have increased by 29% in the same period. Our services benefitted 876 individuals, an increase of 144 compared to last year, and 30% of these were men, compared with 25% last year.

Provision of therapies by service user type

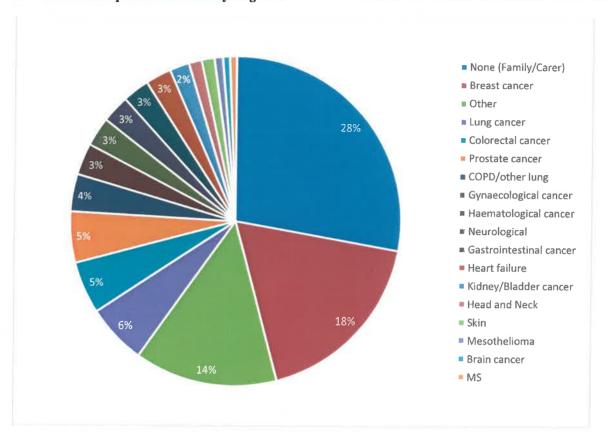




Location of therapies and activities



Provision of therapies and activities by diagnosis



Service Developments

Summary of Service Developments

Highlights

- Overall care provided increased by 22%
- Increasing community reach through continued growth in care delivered in the home
- Development of Cancer Aware training programmes
- Introduction of Educational Programme of Events
- New partnerships with Look Good Feel Better and The MS Society
- Launch of I-KNOW-HOW European project to support people affected by cancer remain in and return to the workplace

Increased Provision

Investment in the growth of our service provision has led to a significant 22% increase in care provided. The key areas of growth are in group activities and 1-to-1 care provided in the home.

Our Monitoring & Evaluation process has clearly evidenced the benefit of group activities. There is an overwhelming need for activities that give people the opportunity to gain tools that can help them to be more independent and improve their quality of life, while at the same time meeting and learning from other people who are going through something similar. Yoga classes, in particular, have been so popular that we have increased the number of courses provided and introduced two new "maintenance" classes to enable some of the individuals finishing their beginners course to continue a safe practice on a regular basis.

This year the Hospice @ Home team from St Michael's Hospice, St Leonards on Sea were the highest referrers to our services, demonstrating a significant and growing need for services provided in the home.

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

Improved range of services and support activities

- Healthy Cooking Group

When someone is going through a life threatening illnesses, it can be difficult to find an easily tolerated and healthy diet. A common issue with cancer, in particular, is that treatments often affect taste and appetite. This can possibly result in loss of weight or a deficiency in essential nutrients, leaving patients feeling weaker at a time when they need more strength and energy. For others, treatment can result in unwanted weight gain.

A Healthy Cooking group piloted at the end of 2018 was very successful and resulted in further courses being run and programmed for the future. This 6-week course is for patients and carers wanting to explore healthy cooking and eating during treatment and recovery. The group is run by a former patient who used nutrition as an extra support to help her through her own cancer journey.

- Programme of Educational Events

The 2018/19 financial year saw the introduction of our first programme of educational events. This sixteen week programme provides information and opportunities for discussion on a number of important areas highlighted as information/service gaps by our patients. The first programme included the following topics:

- Gentle massage
- An introduction to mindfulness
- Stitch and craft for waiting rooms
- · Aromatherapy in the home
- Young women and cancer
- Sex and intimate relations for women affected by cancer
- Making plans for the end
- Body image
- Writing therapy
- Healthy cooking
- Lymphoedema
- Stoma support
- Creative therapy
- Men and cancer
- Hair loss
- Music Therapy
- Legal Matters

Each topic will be reviewed on an ongoing basis and the programme refined to best meet need and demand. Regular educational events will form an important part of our service provision looking forward, potentially offered at different times and locations in the future.

- Look Good Feel Better (LGFB) Workshops

Look Good Feel Better is an international cancer support charity that helps boost the physical and emotional wellbeing of people undergoing cancer treatment. LGFB run free confidence boosting workshops across the UK for women, men and young adults undergoing treatment for any type of cancer. Each group session is led by trained volunteers and is a chance to meet others in a similar situation, as well as learning useful skills and techniques to manage the side-effects of cancer treatment.

The Sara Lee Trust is now working in partnership with Look Good Feel Better to deliver workshops from its therapy centre in Bexhill. This partnership enables us to provide much needed services to improve confidence and body image among local people affected by cancer. The Trust is the only LGFB partner in the region.

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

- Coaching Support

In January we received news that we have been successful in our application for European funding for the I-KNOW-HOW project. This is a 3-year collaborative project with partners from Belgium, France, the Netherlands and the UK, to develop models to support people affected by cancer to help them to remain in / return to an active life and work. Our local partner, Rother Voluntary Action (RVA), will be developing coaching models and services to help local employers and other organisations support employees affected by cancer, while we will be responsible for developing coaching models for individuals of working age who may be living with cancer, or undergoing or recovering from treatment.

Employment and financial issues, along with the search for meaning and purpose, have always been areas of concern for a large number of the people we support. Building specialist knowledge and resources in this area, and partnering with RVA on the employer side, will give us the opportunity to offer meaningful, practical and psychological support to these people in the future, and to contribute to positive change on a local, regional, national and European level.

- "Pioneering change within our community"

Our patients have often told us about embarrassing and disappointing experiences of being turned away from beauty salons and spas because they are recovering from or undergoing treatment for cancer. We know that this lack of cancer aware beauty and massage services can have very detrimental consequences.

The Trust aims to change this with the introduction of accredited training programs designed to help appropriate local therapy businesses develop the confidence and skills needed to provide massage and other therapies to people affected by cancer. The first of these innovative new training programmes was delivered to the team at The Rye Retreat, with others soon to follow.

We have also developed a short training session to help non-therapists (i.e. carers, family members and loved ones) gain confidence in communicating with people about cancer and other life-threatening illnesses; and to provide safe, gentle hand massage. This addresses another long standing need highlighted through our patient and stakeholder forums: how to support loved ones when communication is difficult or simply not possible. This training is being rolled out to local nursing homes and Hospice volunteers.

Other Service Developments:

- Support the wider Trust team

We recognise that supporters of the Sara Lee Trust – whether in volunteering or employed roles – are likely to come into contact with people who are unwell, dying, bereaved or caring for someone who is ill. When this happens, it's not unusual to feel helpless, awkward or lost for words. To this end we have designed a leaflet aimed at helping our supporters manage these situations more confidently.

The leaflet works alongside our recently introduced 'Care for a Cuppa' sessions which take place through the year at our shops and other places of work. These sessions offer an informal but confidential space to chat about experiences with colleagues over a cup of tea or coffee, and are sensitively facilitated by one of the Trust's counsellors.

- New Group Space

The success of and demand for group sessions and activities has highlighted a new problem: not having a sufficiently large space to sustain future growth in this area. Managing demand through the use of waiting lists is becoming a significant problem that will in time become critical for us to address.

The Trust has now designed and received approval for plans for the extension of its existing therapy centre to provide a large group hall space and is looking at funding opportunities to take this project forward.

Action Plan and Annual Evaluation

In the coming months we will be analysing the results of our annual service user survey, and undertaking an evaluation process leading to the 2018-19 Trust Self Evaluation Report and the 2019-20 Trust Action Plan.

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

User Feedback and Case Study

Examples of Service user feedback in 2018

- "Invaluable services and therapy treatments to help me adjust and not sink into depression after shock of diagnosis and impact on my life."
- "The mindfulness course provided a real lifeline when I needed it most. Not only did the course give me the skills to accept and live with my illness and change in circumstances but it provided me with confidence again and a new set of friends. The environment was safe and supportive."
- "The Healthy Eating Project has put "life back into my kitchen" enabling the family to understand more about the importance of eating while going through cancer."
- "I had never had counselling before and was sceptical however I was wrong as it has been a great help."
- "It has been so very good for me, the compassion and care and support, not to feel alone."
- "Suffering from anxiety and fear of cancer recurrence, the counselling helped me so much by talking, sharing my fears, it has enabled me to be my normal self again. Cannot thank them enough."
- "Every cloud has a silver lining and this was mine."
- "Wonderful people who were so professional. Created a light when I was in a dark tunnel."
- "I found the complementary therapy and counselling invaluable in helping me in coping with my illness and the stress and isolation with it. I am very grateful for the services."
- "Using the Trust has helped me come to terms with being a full time carer for my husband. The Therapy Centre is a wonderful place to be so relaxing."
- "At a point in my life where I felt at a loss to understand and process what had happened to me, Sara Lee's services gave me hope and optimism to find a way forward. Cannot speak highly enough of the professionalism and kindness with compassion that I am being supported."

Case studies and personal stories

A case study demonstrating how the Trust has made a difference to people through the service it provides (Names and identifying details have been changed to protect the privacy of our service users).

Harry was a 71 year old man who had been diagnosed with terminal prostate cancer. At the point of diagnosis the disease was advanced with numerous metastases resulting in severe bone pain and he was given just a few weeks to live. Because pain medication made Harry so drowsy he was reluctant to take it, determined to squeeze every last drop out of the life he had remaining. However, his mobility quickly deteriorated and he was no longer able to get out for the country walks that he had always so enjoyed.

Harry and Doreen, his wife of 50 years, declined counselling, saying that "talking about it wouldn't fix anything" but they agreed to some gentle aromatherapy massage in the home from Sara Lee Trust therapists, Amanda and Beth. After a short assessment, to which Harry gave terse and impatient answers, the sceptical clients assumed their positions in armchairs in the living room overlooking the garden. The couple reluctantly submitted to having a gentle hand and arm massage with scented oils to help them relax.

It was summer and the garden was in full bloom.

"I planted those roses in the autumn," said Harry. "I won't be here to see them next year."

"You've always had green fingers," said Doreen. "Tell the girls about that time you won every vegetable category in the village show."

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

Harry didn't need asking twice and proceeded to talk about his various awards for growing vegetables and, even more proudly, about Doreen's domination in the flower arranging category. They went on to reminisce about the garden in their first home and then the move to their current home when they started a family. The next hour passed in nostalgic chat about the children and the grandchildren, the holidays and the pets they'd shared.

"What a life!" commented Amanda as the time was coming to an end.

"It's been nice to reflect back on it," admitted Doreen. "And whatever it is you've been doing with my hands and feet, I don't think I've ever felt so relaxed."

"You two can come again," added Harry with smile.

Appointments were booked and for the next few weeks Amanda and Beth returned weekly to provide massage. Over the weeks, the couple opened up more and more, discussing plans for Harry's funeral and talking about how Doreen would cope without him.

"We only do this when you two come," Doreen told Amanda and Beth. "It makes it easier somehow."

"It's the one time in the week when I'm not in pain," added Harry.

It is unusual for a service like ours to provide couples massage – a treatment more typically associated with honeymooners – but we have seen an extraordinary benefit in some of the people who receive it; couples who perhaps can't leave the home, have never experienced massage before and aren't used to opening up about their feelings and, in particular, the sadness of their anticipated separation when one of them dies.

Although their experience of receiving massage didn't take away Harry and Doreen's deep sadness, it helped them to reflect on their life together in a positive way and to make practical plans for the future. Harry died just two days after a visit from Amanda and Beth. In this last session Harry and Doreen sat peacefully looking out onto the garden where autumn leaves were beginning to fall, while their feet were massaged. Harry didn't say much but he held his wife's hand throughout.

Monitoring and Evaluation

The aim of the Trust is to improve the quality of life of people affected by cancer and other life threatening illnesses. Effective and robust evaluation ensures that our work is evidence based and quality assured. Our service evaluation underpins all funding applications and has enabled us to successfully secure funding for some key services.

All trust services are subject to evaluation at service user level using standardised templates. Outcome reporting has been significantly improved through the migration to EMIS Web, a nationally recognised patient information system.

Key statistics for 2018/19 include:

Improved mental wellbeing

91% of service users reported improved confidence and wellbeing 79% reported reduced anxiety and depression Almost half reported reduced use of mental health services

Improved physical health

73% of service users reported an improvement to physical health 56% reported a reduction in symptoms / side effects
A third reported a reduced of GP services

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

Increased independence and reduced isolation

49% of service users reported feeling less isolated 36% reported participating in new social networks and / or making new friends Over a third reported being more able to look after themselves

We will continue to research and develop our reporting systems to ensure that our evidence based information meets best practice and national guidelines.

Fundraising

The Trust is almost totally reliant on fundraising, donations and retail activities to fund its services. We are extremely grateful to all those who have supported the Trust over the last year in particular, those who have:

- made a donation / grant
- · supported, held or participated in a fundraising event
- become one of our invaluable commercial partners (see finance section)

Fundraising for the Trust is delivered by a small team of 2 (1.4 whole time equivalent), supported by many wonderful volunteers, including a volunteer led fundraising group. We would like to thank all our volunteers for their fantastic support.

Funds were raised throughout the year using a variety of means including:

- An events programme of both Trust and independently managed activities including collecting days, quizzes, coffee mornings and sales, sporting events, musical events, health and wellbeing events (including our annual Therapy Month), tombolas, our Christmas fair and grand raffle.
- An annual challenge events programme, some arranged by the Trust and others organised by supporters fundraising on our behalf, including marathons, beach clean-ups, 100 mile cycle rides, and personal challenges such as a trek to Everest Base Camp.
- Applications for support to charitable trusts, local businesses and community groups.
- Appeals to the general public to support our work by fundraising, donating to our charity shops and remembering us in their will.



- Securing the Trust's first multi-year funding agreement from a charitable trust
- Implementation of a new fundraising strategy, highlighting areas of development, return on investment, and measurable key performance indicators
- Development of public communications channels including: a new format newsletter; enhanced social media activity, and continuing development of the Trust's website.
- Securing several new high profile events and fundraising partnerships for 2019-20 and beyond
- Successfully applied for international funding for a multi-year project to support people affected by cancer remain in and return to the workplace

Our sincere thanks go to all the charitable trusts, companies, organisations and individuals who have supported our fundraising efforts throughout the year.







REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

Charity Retail

The Trust has an established Trading arm (Charity Retail) which sells donated items on behalf of the Trust. Our high street and online shops sell thousands of these goods every week, with the funds used to resource our essential care and support. We thank all those who have, and continue to donate in this way; it makes a real difference.

We now have six Sara Lee Trust charity shops operating across Hastings, St Leonards and Bexhill supported by a Donation Centre and Transport Team. Each Shop Manager relies on a team of up to 20 or more volunteers across the working week. Without the individual and collective efforts of all of these wonderful supporters we simply would not be able to keep our shops open and safe. The Trust recognises the immense contribution of our volunteer teams and gives special thanks to them.

Alongside the development of enhanced existing and supportive new funding relationships, the growth and continued success of our charity retail is critical to the long-term sustainability of the Trust and its services. Significant investment continues to be made to further enhance future revenue streams. These include:

- Complete renovation and refit of our shop at 61 Western Road
- Opening of a new "lifestyle" shop in Hastings
- Lease extension for our Endwell Road shop
- Installation of CCTV and other security measures

Our immediate priorities are based on improving organisational and sales stability with a need to further increase volunteer support and the volume of donated goods. To this end we will be introducing a number of initiatives in the coming year, including the launch of a "Caring Clearance service".

The Trading Company donates its surplus income to the Trust on an annual basis. Despite increasingly challenging high street trading conditions and a very competitive charity shop environment, our retail arm continues to create a trading surplus. The overall donation to the Trust for the period increased to £38,489 (2017/18 - £10,008). The continued investment made by the Trust should support improved returns looking forward.



Finance

The Trust's intention is to deliver a balanced budget annually. At year-end the charity had raised £348,268 against expenditure of £337,079, achieving a surplus of £11,189. Income for the year included unexpected one-off legacy income of almost £20,000 without which the Trust would have been ended the year with a small deficit. With our cost base increasing, £12,500 will be used to maintain our contingency reserves at a level of six months of operating costs. The remaining small surplus has been committed to further development of our therapy centre in Sidley.

With stretching targets and difficult conditions across all of our fundraising areas and activities, the delivery of a breakeven was a considerable achievement, one that wholly reflects the hard work and commitment of our team and amazing supporters.

The Trust's planned and committed expenditure for 2019/20 is £325,000 with confirmed income of £158,000. There is an initial shortfall of £167,000, which we are working extremely hard to close through a planned programme of fundraising and retail activities. Committed expenditure for 2020/21 is £335,000 rising to £348,000 in 2021/22. Meeting highly demanding annual income targets to enable the delivery of our essential support and care remains an ongoing challenge for the Trust and its small team.

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

Our long-term plan of diversifying our income streams supporting the general process of reducing risk and improving sustainability continues. Indicators of the progress made include:

- Rental (commercial and residential) income exceeded £60k
- Increased contribution from charity retail
- Receipt of an annual NHS grant of £26k per annum (from Hastings and Rother Clinical Commissioning Group)
- Multi-year grant funding support received from a charitable trust
- Income from commercial partners and supporters continues to increase with the Trust now actively supported by a number of organisations including (in alphabetical order):
 - Alleyne & Davis Carpentry and Construction
 - Astbury Windows
 - · Bentley and Hall
 - · Gaby Hardwicke Solicitors
 - PCM Estate Agents
 - · Pump House Designs
 - · Redman Howard
 - · Acuity Professional Partnership
 - St Leonards Motors Group
 - The George in Rye
 - The Rye Retreat
 - · Who's Wearing What Boutique
 - 247 Transport Solutions
- · Increased applications to and support from Charitable Trusts

The Trust continues to aim to deliver a balanced budget year on year; ensuring that unplanned deficits are avoided and that any expected surplus is invested in developing Therapy Services, capacity and facilities to best meet local need. Costs will continue to be scrutinised across the board to ensure all expenditure is necessary and delivers best value.

Delivering financial stability and long-term sustainability remains a core objective of the Trust and one that all team members, both paid and voluntary, contribute to significantly.

Reserves

It is the policy of the Trust that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to approximately 6 months recurrent operational expenditure (i.e. c£162,500). 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 Trust's activities while consideration is given to ways in which additional funds may be raised. A further reserve of £25,000 is maintained to ensure that sufficient resources are available to properly maintain Trust fixed assets in the event of a significant drop in funding. A total of £187,500 contingency reserves is therefore be maintained by the Trust.

This level of reserves has been maintained throughout the year.

The Trust has cash and bank reserves of £229,412 at the end of the financial year. Of this total, £41,912 is designated to current capital and other specific projects including the continued development of our therapy centre, as per the Trust's investment plan, which was last reviewed and approved by the Board of Trustee's on the 11th September 2019. This plan is intended to deliver improved long-term stability and sustainability. A further £187,500 has been ring-fenced for operational provisions as referred to above.

As at the 30th April 2019, the Trust held no other uncommitted reserves or balances.

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

Service User & Public Participation and Involvement (PPI)

The Trust is committed to involving users in the development of its policies and services. It has a core belief that user involvement and engagement is essential to providing services that best meet user needs. Users of Trust services play an active and leading role in the planning of service improvements and assisting in wider developments within the organisation.

Our independent Service User Group has, since 2015, been actively involved in a number of important Trust work streams during the period including:

- Developing Trust Action Plans through our annual evaluation process
- Service monitoring, including National Lottery funded services
- Supporting the development of Cancer Aware Training Programmes
- Piloting of new services and activities
- · Improving service user and general information
- Funding applications
- Creating, supporting and helping us further fundraising opportunities

As well as our Service User Group, existing and former service users are actively engaged in a number of other important Trust forums, committees and initiatives including:

- · Board of Trustees
- · National Lottery Fund Project Board
- Volunteer Committee
- Delivering Services (2 of our groups are run by former service users)

Evaluation and Priorities

The aim of our annual services evaluation is to step back, reflect on the year, and learn from our experiences and the information obtained, to make our services more effective and efficient in the longer term. An annual evaluation report is published which:

- summarises the evaluation process
- · highlights key findings
- and communicates the resulting action plan

The action plan will serve as a road map in the ongoing monitoring process for the year ahead, and a benchmark against which to evaluate our progress at the end of the year.

All stakeholders including staff, service users (including family members and carers), volunteers, local partners and the wider local community are actively involved in the monitoring and evaluation processes through a variety of forums, regular events and feedback mechanisms which include:

Service User Group Annual Service User Survey Focus group reviews Annual Evaluation workshops Feedback forms and case studies

The Evaluation Report and relating action plan is published at the end of each calendar year.

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2019

TRUSTEES

The Trust currently has a total of 12 Trustees. All Trustees are mindful of their responsibilities regarding the appointment and training of new Trustees. Presently, the need for new Trustees is discussed amongst existing Trustees with, when a need is agreed, potential candidates being identified through existing networks or by external advertisement.

Shortlisted candidates are interviewed and the successful candidates undergo a brief but comprehensive induction where they meet key members of the Trust and are introduced to all aspects of the Trust's work. Each new Trustee is provided with a summary of the responsibilities of a new Trustee.

The Board has no intention to recruit any further Trustees over the next financial year, unless potential candidates with experience and expertise in specific areas emerge.

RISK MANAGEMENT

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

Approved by order of the Board of Trustees on 13/11/2019 and signed on its behalf by:

Michael J Lear - Chairman of the Trustees

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE SARA LEE TRUST

Independent examiner's report to the trustees of The Sara Lee Trust

I report to the charity trustees on my examination of the accounts of the The Sara Lee Trust (the Trust) for the year ended 30 April 2019.

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

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

Independent examiner's statement

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of which is one of the listed bodies

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

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or

2. the accounts do not accord with those records; or

the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in 3. the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination.

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

R Dennard FCA

Manningtons Chartered Accountants

39 High Street

Battle

East Sussex

TN33 0EE

11 November 2019

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2019

		Unrestricted funds	Restricted funds	2019 Total funds	2018 Total funds
INCOME AND ENDOWNGENEGEDOM	Notes	£	£	£	£
INCOME AND ENDOWMENTS FROM Donations and legacies	2	143,839	62,376	206,215	180,188
Other trading activities	3	63,249	15,501	78,750	104,739
Investment income	4	63,303		63,303	63,196
Total		270,391	77,877	348,268	348,123
EXPENDITURE ON					
Raising funds	_	59,095	-	59,095	47,200
Charitable activities General	5	194,731	83,253	277,984	296,499
Total		253,826	83,253	337,079	343,699
NET INCOME/(EXPENDITURE)		16,565	(5,376)	11,189	4,424
Transfers between funds	14	(11,688)	11,688		_
			×		
Net movement in funds		4,877	6,312	11,189	4,424
RECONCILIATION OF FUNDS					
Total funds brought forward		1,370,121	62,604	1,432,725	1,428,301
TOTAL FUNDS CARRIED FORWARD		1,374,998	68,916	1,443,914	1,432,725

The notes form part of these financial statements

BALANCE SHEET AT 30 APRIL 2019

FIXED ASSETS	Notes	Unrestricted funds £	Restricted funds £	Total 2019 £	Total funds
Tangible assets	10	4,573	3,199	7,772	10,544
Investment property	11	1,081,335	59,716	1,141,051	1,078,952
		1,085,908	62,915	1,148,823	1,089,496
CURRENT ASSETS					
Debtors	12	99,055	2,500	101,555	92,977
Cash at bank and in hand		206,472	22,940	229,412	291,590
		305,527	25,440	330,967	384,567
CREDITORS Amounts falling due within one year	13	(16,437)	(19,439)	(35,876)	(41,338)
NET CURRENT ASSETS		289,090	6,001	295,091	343,229
TOTAL ASSETS LESS CURRENT LIABILITIES		1,374,998	68,916	1,443,914	1,432,725
NET ASSETS		1,374,998	68,916	1,443,914	1,432,725

The notes form part of these financial statements

BALANCE SHEET - CONTINUED AT 30 APRIL 2019

FUNDS Unrestricted funds:	Notes	Unrestricted funds £	Restricted funds £		2019 funds £	Total	2018 funds
General fund Contingency Fund - Operational Activities Contingency Fund - Asset Maintenance Designated Fund - Fixed Assets Revaluation Reserve				162 25 953	3,688 2,500 5,000 3,810 0,000	1	68,802 50,000 25,000 56,319 70,000
Restricted funds: Shop Donations Bexhill therapy centre Hastings Lions Big Lottery Fund Grant The Sobell Foundation				58 1 2	1,998 1,000 3,716 1,100 2,100 5,000		1,000 58,716 1,100 1,788
TOTAL FUNDS				1,443	,916 ,914		2,725

Trustee

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 APRIL 2019

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain assets.

INCOME

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

TANGIBLE FIXED ASSETS

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery

- 10% on cost

Fixtures and fittings

- 25% on cost

INVESTMENT PROPERTY

Investment property is shown at most recent valuation. Any aggregate surplus or deficit arising from changes in market value is transferred to a revaluation reserve.

TAXATION

The charity is exempt from tax on its charitable activities.

FUND ACCOUNTING

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between six and nine month's expenditure. 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. This level of reserves has been maintained throughout the year.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

2.	DONATIONS AND LEGACIES				
	Donations Gift aid Legacies Grants Shop income	Unrestricted funds £ 41,377 4,822 25,152 33,999 38,489	Restricted funds £ 62,376	2019 Total funds £ 41,377 4,822 25,152 96,375 38,489	2018 Total funds £ 76,944 3,997 6,552 82,687 10,008
	Grants received, included in the above, are as for		62,376	206,215 2019	180,188 2018
	Hastings and Rother CCG Big Lottery Fund Other Grants			62,376 33,999 96,375	13,125 64,562 5,000 82,687
3.	OTHER TRADING ACTIVITIES				
	Fundraising events Charitable trust income	Unrestricted funds £ 37,722 25,527	Restricted funds £ - 15,501	2019 Total funds £ 37,722 41,028	2018 Total funds £ 64,823 39,916

63,249

15,501

78,750

104,739

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

4.	INVESTM	ENT IN	COME
~.	TITA A IPO I TAI		LAKE POPULATION

5.

6.

Unrestricted funds £ 62,292 1,011	Restricted funds £	2019 Total funds £ 62,292 1,011	2018 Total funds £ 62,488 708
	Direct costs	Support costs	Totals
	£ 257,020	£ 20,964	£ 277,984
	Information technology £ 19,614	Governance costs £ 1,350	Totals £ 20,964
	funds £ 62,292 1,011	funds £ £ £ 62,292 1,011 63,303 Direct costs £ 257,020 Information technology £	Unrestricted funds funds funds £ £ £ 62,292 - 62,292 1,011 - 1,011 63,303 - 63,303 Direct costs Support costs (See note 6) £ £ 257,020 20,964 Information technology costs £ £

Governance costs includes £600 (2018: £600) for the Independent examiners fee

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2019 nor for the year ended 30 April 2018.

The trustee D Hargreaves is a partner in Acuity Professional Partnership LLP who provide accountancy services to The Sara Lee Trust at a significantly discounted cost. A provision of £750 has been included within the accounts.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 30 April 2019 nor for the year ended 30 April 2018.

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

8. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2019	2018
Support staff	1	2
Fundraising staff	3	2
Therapy staff	7	4
		
	11	8

No employees received emoluments in excess of £60,000.

9. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds	Restricted funds	Total funds
INCOME AND ENDOWMENTS FROM	£	£	£
Donations and legacies	115,626	64,562	180,188
Other trading activities	75,473	29,266	104,739
Investment income	63,196		63,196
Total	254,295	93,828	348,123
EXPENDITURE ON			
Raising funds	46,505	695	47,200
Charitable activities	40,505	0,5	47,200
General	186,411	110,088	296,499
Total	232,916	110,783	343,699
			-
NET INCOME/(EXPENDITURE)	21,379	(16,955)	4,424
RECONCILIATION OF FUNDS			
Total funds brought forward	1,348,741	79,560	1,428,301
	***	-	
TOTAL FUNDS CARRIED FORWARD	1,370,120	62,605	1,432,725

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

10.	TANGIBLE FIXED ASSETS	7 01	T1 .	
		Plant and machinery	Fixtures and fittings	Totals
	Cost	£	£	£
	At 1 May 2018 and 30 April 2019	32,107	8,641	40,748
	Depreciation			
	At 1 May 2018	24,416	5,787	30,203
	Charge for year	778	1,995	2,773
	At 30 April 2019	25,194	7,782	32,976
	Net book value			
	At 30 April 2019	6,913	<u>859</u>	7,772
	At 30 April 2018	7,691	2,854	10,545
11.	INVESTMENT PROPERTY			
				e
	Market value			£
	At 1 May 2018			1,078,952
	Additions			62,099
	At 30 April 2019			1,141,051
	Net book value			
	At 30 April 2019			1,141,051
	At 30 April 2018			1,078,952
	A revaluation of the investment property at Silverhill was assesse	d by the trustees d	uring the year 201	7.
12.	DEBTORS			
			2019	2018
	Amounts falling due within one year:		£	£
	Other debtors		16,817	8,239

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

12.	DEBTORS - continued				
				2019 £	2018 £
	Amounts falling due after more than one year:				
	Other debtors			84,738	84,738
	Aggregate amounts			101,555	92,977
13.	CREDITORS: AMOUNTS FALLING DUE	WITHIN ONE	YEAR		
				2019	2018
				£	£
	Trade creditors Taxation and social security			6,640	-
	Other creditors			1,026 28,210	466 40,872
	oner ereditors			20,210	40,672
				35,876	41,338
14.	MOVEMENT IN FUNDS				
			Nind	Tuesday	
		At 1.5.18	Net movement in funds	Transfers between funds	At 30.4.19
		£	£	£	£
	Unrestricted funds				
	General fund	168,802	19,074	(24,188)	163,688
	Contingency Fund - Operational Activities	150,000	-	12,500	162,500
	Contingency Fund - Asset Maintenance	25,000	-	-	25,000
	Designated Fund - Fixed Assets Revaluation Reserve	956,319	(2,509)	-	953,810
	Revaluation Reserve	70,000			70,000
		1,370,121	16,565	(11,688)	1,374,998
	Restricted funds				
	Shop Donations	1,000	-	_	1,000
	Bexhill therapy centre	58,716	-	-	58,716
	Hastings Lions	1,100	-	-	1,100
	Big Lottery Fund Grant	1,788	(11,376)	11,688	2,100
	The Sobell Foundation		6,000	-	6,000
		62,604	(5,376)	11,688	68,916
	TOTAL FUNDS	1,432,725	11,189		1,443,914

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

14. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

Unrestricted funds	Incoming resources	Resources expended £	Movement in funds
General fund	270,391	(281,317)	10.074
Designated Fund - Fixed Assets	270,371	(2,509)	19,074
		(2,309)	(2,509)
	270,391	(253,826)	16,565
Restricted funds			
Ted Baker	2,000	(2,000)	_
Foreshore	3,000	(3,000)	_
Big Lottery Fund Grant	62,377	(73,753)	(11,376)
The Francis & Eric Ford Charity Trust	500	(500)	-
Yorkshire Building Society Charitable Foundation	2,000	(2,000)	_
The Sobell Foundation	8,000	(2,000)	6,000
	77,877	(83,253)	(5,376)
TOTAL FUNDS	348,268	(337,079)	11,189

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

14. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

		Net	Transfers	
	At 1.5.17	movement in funds	between funds	At 30.4.18
	£	£	£	£
Unrestricted Funds				
General fund	1,108,741	21,380	(961,319)	168,802
Contingency Fund - Operational Activities	170,000	,	(20,000)	150,000
Contingency Fund - Asset Maintenance		-	25,000	25,000
Designated Fund - Fixed Assets	-	-	956,319	956,319
Revaluation Reserve	70,000			70,000
	1,348,741	21,380	-	1,370,121
Restricted Funds				
Shop Donations	1,000	-	-	1,000
Bexhill therapy centre	58,716	_	_	58,716
Hastings Lions	1,100	-	-	1,100
Foreshore	1,875	(1,875)	-	_
Isabel Blackman Foundation	3,744	(3,744)	-	-
Hastings and Rother CCG	13,125	(13,125)	-	-
Big Lottery Fund Grant		1,788	-	1,788
	79,560	(16,956)	-	62,604
TOTAL FUNDS	<u>1,428,301</u>	4,424		1,432,725

NOTES TO THE FINANCIAL STATEMENTS - CONTINUED FOR THE YEAR ENDED 30 APRIL 2019

14. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended £	Movement in funds
Unrestricted funds	2	de	&
General fund	254,295	(232,915)	21,380
Restricted funds			
Ted Baker	2,000	(2,000)	-
Hastings Round Table	2,000	(2,000)	_
Ernest Kleinwort	10,000	(10,000)	-
February Foundation	4,018	(4,018)	-
Hastings Lions	500	(500)	_
Foreshore	500	(2,375)	(1,875)
Isabel Blackman Foundation	5,000	(8,744)	(3,744)
Hastings and Rother CCG	-	(13,125)	(13,125)
The Albert Hunt Trust	2,000	(2,000)	-
The Pink Ribbon Foundation	1,000	(1,000)	_
Bexhill on Sea Lions	1,000	(1,000)	_
Sussex Masonic Charities	1,000	(1,000)	_
Hastings Rotary Club	250	(250)	_
Big Lottery Fund Grant	64,560	(62,772)	1,788
	93,828	(110,784)	(16,956)
			
TOTAL FUNDS	348,123	(343,699)	4,424

15. RELATED PARTY DISCLOSURES

A total donation of £38,489 (2018: £10,008) was received during the year from Sara Lee trading limited, this company operates 6 shops on behalf of the charity.

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2019

	2019 £	2018 £
INCOME AND ENDOWMENTS	2	r.
Donations and legacies		
Donations Gia via	41,377	76,944
Gift aid Legacies	4,822	3,997
Grants	25,152 96,375	6,552 82,687
Shop income	38,489	10,008
	206,215	180,188
Other trading activities		
Fundraising events Charitable trust income	37,722	64,823
Charlagic trust income	41,028	39,916
	78,750	104,739
Investment income		
Rents received Interest receivable	62,292	62,488
interest receivable		708
	63,303	63,196
Total incoming resources	348,266	348,123
EXPENDITURE		
Other trading activities		
Fundraising events	21,381	10,733
Wages	37,714	36,467
	59,095	47,200
Charitable activities		
Wages Recruitment Costs	61,697	60,372
Rates and water	-	598 95
Insurance	3,411	3,761
Light and heat	-	193
Postage and stationery Carried forward	1,664	3,557
Carricu forward	66,772	68,576

This page does not form part of the statutory financial statements

DETAILED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 30 APRIL 2019

	2019	2018
	£	£
Charitable activities		
Brought forward	66,772	68,576
Sundries	113	1,085
Therapist fees	151,496	131,470
Aromatherapy & housekeeping	2,456	3,239
Sanctuary days	4,393	4,247
Staff training	3,630	1,136
Travelling expenses	5,899	3,782
Sundry service costs	4,973	7,928
Premises costs	14,457	47,691
Plant and machinery depreciation	777	777
Fixtures and fittings depreciation	1,994	2,057
Bank charges	60	125
	257,020	272,113
Support costs		
Information technology		
Website running costs	-	1,219
Computer running costs	19,614	21,217
	19,614	22,436
Governance costs		
Accountancy	750	750
Independent examiners fee	600	600
Professional Fees		600
	1,350	1,950
		1,930
Total resources expended	337,079	343,699
		<u> </u>
Net income	11,189	4,424

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