

REGISTERED CHARITY NUMBER: 1055048

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2021
FOR
THE SARA LEE TRUST**

Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

THE SARA LEE TRUST

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FOR THE YEAR ENDED 30 APRIL 2021**

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THE SARA LEE TRUST

**REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 30 APRIL 2021**

TRUSTEES

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

THE SARA LEE TRUST

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021**

The trustees present their report with the financial statements of the charity for the year ended 30 April 2021. 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 2019).

OBJECTIVES AND ACTIVITIES

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 was established in early 1996.

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

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

OBJECTIVES AND ACTIVITIES

OUR ACTIVITIES

About the Sara Lee Trust

For 25 years we have worked to improve the quality of life for people affected by cancer and other life-threatening illnesses across 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 carers, 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 (for 25 years) and the Rye, Winchelsea and District Memorial Hospital (since 2007). The Trust is the only provider of these specialised services in the region.

Our team

The Trust Team of over 20 highly experienced practitioner's support almost 1,000 people per year with the free counselling, therapy care and group support they need to help them through what is often the most difficult time of their life. All Trust practitioner's 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 individual and / or 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.

All Trust services are provided completely free of charge.

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 with, and increasingly through their illness. Improved confidence and mobility can help service users 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. When our resources are not available people sometimes struggle without essential care, resulting in deterioration in health and well-being and placing heightened pressure on mainstream health, social care and other services.

THE SARA LEE TRUST

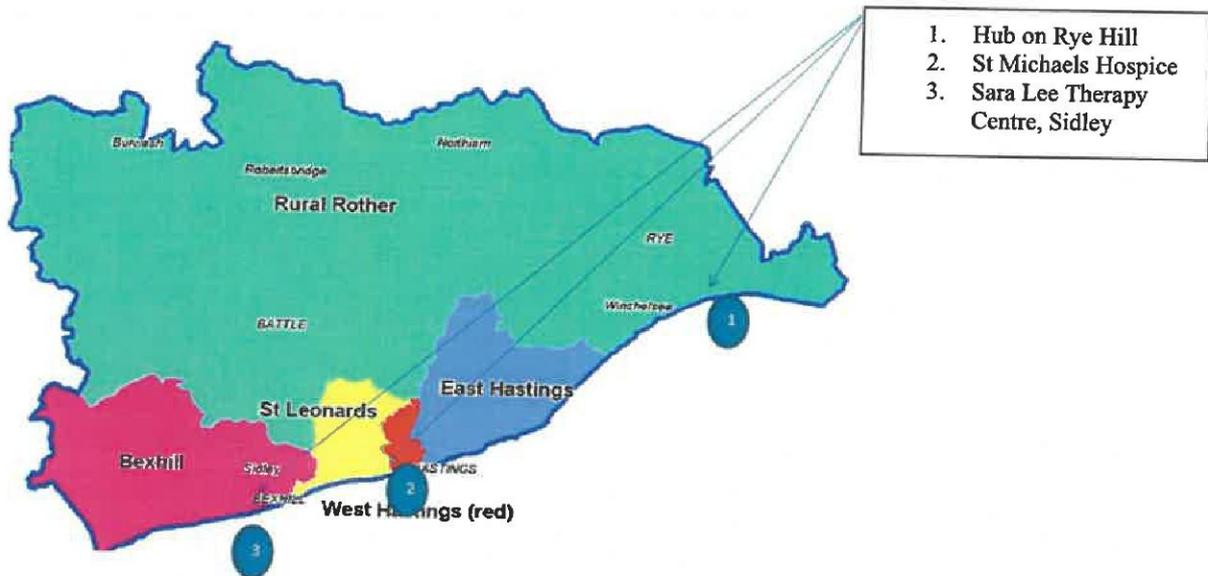
REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

OBJECTIVES AND ACTIVITIES

LOCAL CONTEXT

The Trust provides essential care and support for people living across Hastings and Rother who are affected by cancer and other life threatening illnesses. Locally the level of need for this support and care is extreme.

Trust Therapy hubs across Hastings and Rother



Hastings and Rother have some of the most deprived areas in the country where prevalence rates for cancer are far higher than the national average and many people continue to live with their illness unsupported, resulting in unnecessary suffering and isolation. East Sussex 2018 Joint Strategic Needs & Assets Assessment (JSNA) indicates mortality rates can be as much as 50% higher than the regional average.

Sussex Uncovered 3 is a data-led report that seeks to tell the story of the needs and strengths of our communities across Sussex. This report highlights the continuing inequality across Sussex and that people in the disadvantaged areas of Sussex are more likely to have shorter lives and poorer health. There is a 14.5 year age gap in male life expectancy and 18.9 year age gap in female life expectancy between the most and least deprived areas in Sussex. Hastings & Rother contains 10 of the 15 most deprived wards in Sussex and Hastings is ranked the 13th in the country on the same indicator.

The pressure on our services is already very high with record levels of counselling provided through the pandemic. With The Sussex Cancer Alliance predicting increasing local prevalence rates long into the future, this trend will only but continue.

The Trust is committed to increasing its capacity to meet this extreme level of need.

THE SARA LEE TRUST

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021**

**ACHIEVEMENT AND PERFORMANCE
CHAIRMAN'S STATEMENT**

As we celebrate the wonderful Trust achievements of the last quarter of a century, it is fair to say that so far our 25th anniversary year has not been as we had perhaps envisaged it. Whilst we should and will reflect on our story thus far, we must also focus on the extremely damaging impacts of the pandemic on our individual and collective lives. I am proud to say that the Trust has, for the most part, weathered the storm and I believe will emerge strongly from this difficult time.

This does not mean that the Trust has not been badly affected by the pandemic, far from it. We have had to make some very difficult decisions over the last fifteen months, in particular in relation to our underlying costs as we considered how we could respond to rapidly reducing income levels. It was with great sadness that we implemented a Trust wide cost restructure in the summer of 2020 to reduce financial losses caused by the virtual lockdown of all fundraising and charity retail activities.

Despite the global pandemic, lockdowns and restrictions on meeting other people, we have still supported local people affected by cancer and other life threatening illnesses. We have made changes to our ways of working that have made what we do even more relevant to those we support. Our online and telephone counselling service - which supported a record number of people in 2020 - will continue to help those people who prefer not to meet face to face, or who are too unwell to travel. We are looking forward in this 25th year to resuming all of our services in full, and, in collaboration with our Service User Group and key partners continuing to develop the scope and scale of our services and activities to better meet local need and to make an increasingly positive difference to the lives of many local people for years to come. Rebuilding after the pandemic will not be easy and will take several years but we will continue to ensure that as many people as possible can continue to access our vital services. We hope that you will join us, and support us if you can, as we move forward to the future.

MICHAEL J LEAR

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

ACHIEVEMENT AND PERFORMANCE CHIEF EXECUTIVE'S INTRODUCTION

The Trust is committed to improving the lives of local people affected by life threatening illness. I am very proud that, despite the considerable challenges, Trust practitioners continued to support local people throughout the pandemic with a range of remote services including counselling and group activities. In recognition of the considerable impact of the pandemic on health and well-being therapy capacity was increased and record levels of counselling support provided in year.

Through our monitoring and evaluation processes we know that our services make a real difference and feedback from our service users remains highly positive and compelling. Recent surveys highlight the impact of our services through lockdown:

- Over 95% reported improved well-being and confidence
- Nearly 70% indicated reduced use of mental health services
- Almost 70% reported an improvement to physical health

I give thanks to our extremely dedicated small team who, together with our wonderful volunteers, enable us to provide essential support and care of the highest quality to people affected by life threatening illness across Hastings and Rother.

The past twelve months with the unfolding pandemic and related events have been some of the hardest our organisation has ever faced. It was with great sadness that we had to make a number of redundancies and other infrastructure cost cutting measures across the Trust during the second half of 2020. Our Board of Trustees and I were devastated at having to make these decisions; our people are at the heart of everything we do. We give heartfelt thanks to all those affected for their valued support and contributions to the team and wish them all the very best for the future.

Like many in the charitable sector and beyond, our financial and operational status has shifted away from being secure and progressive and, as a direct result, we have had to drastically alter our plans for the future to reflect reduced income levels and set out a multi-year recovery programme; all without making any cuts to our patient services. We expect to reach pre-pandemic financial and operating targets by April 2025.

The pathway towards the "new normal" and a financially stable future will be difficult and challenging and we are incredibly thankful for the ongoing efforts, support and goodwill of all those involved with the Trust. Your collective efforts are not only very much appreciated but have a huge impact on not only our ability to cope with the damaging impacts of the pandemic but also our pathway to recovery.

I thank you all.

Dan Redsull
Chief Executive Officer

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

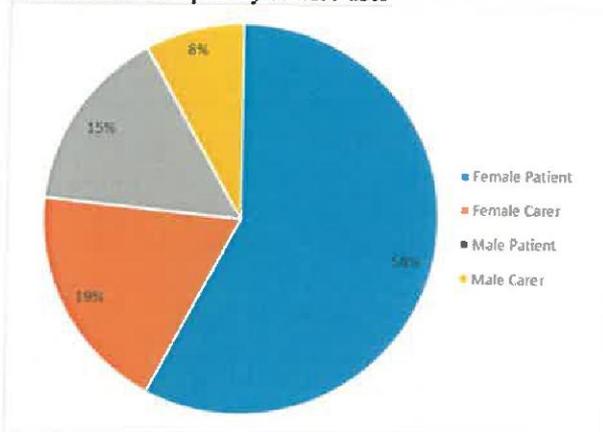
FINANCIAL REVIEW THE SARA LEE TRUST PERFORMANCE REPORT SERVICES

Service provision and activities

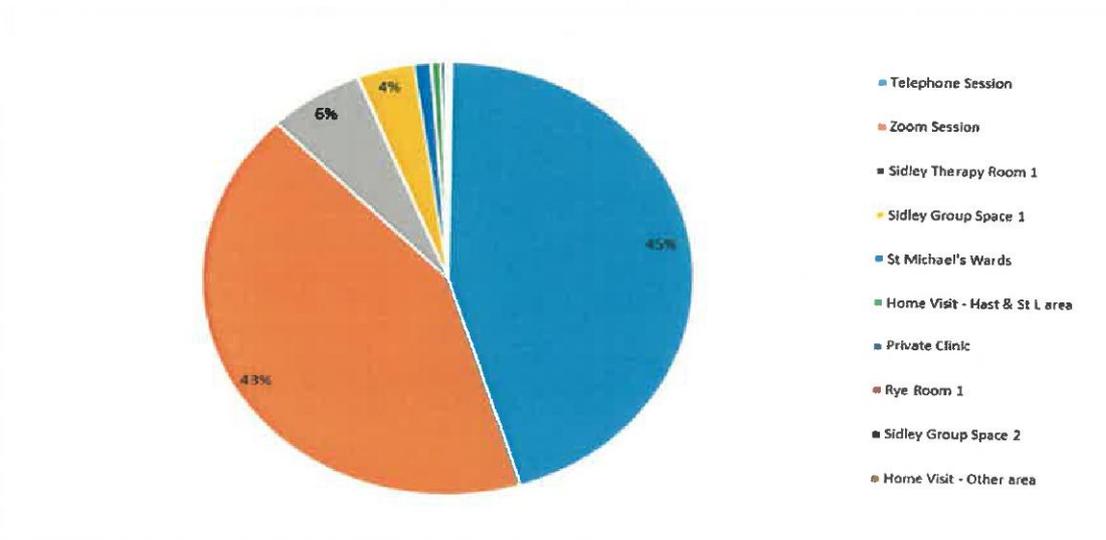
In the financial year 2020/21 the Trust provided 3,880 hours of therapy to 407 individuals. Our ability to meet the exceedingly high level of local need was heavily restricted during the period and a surge in demand for our support and care is expected once we are out of lockdown measures.



Provision of therapies by service user



Location of therapies and activities

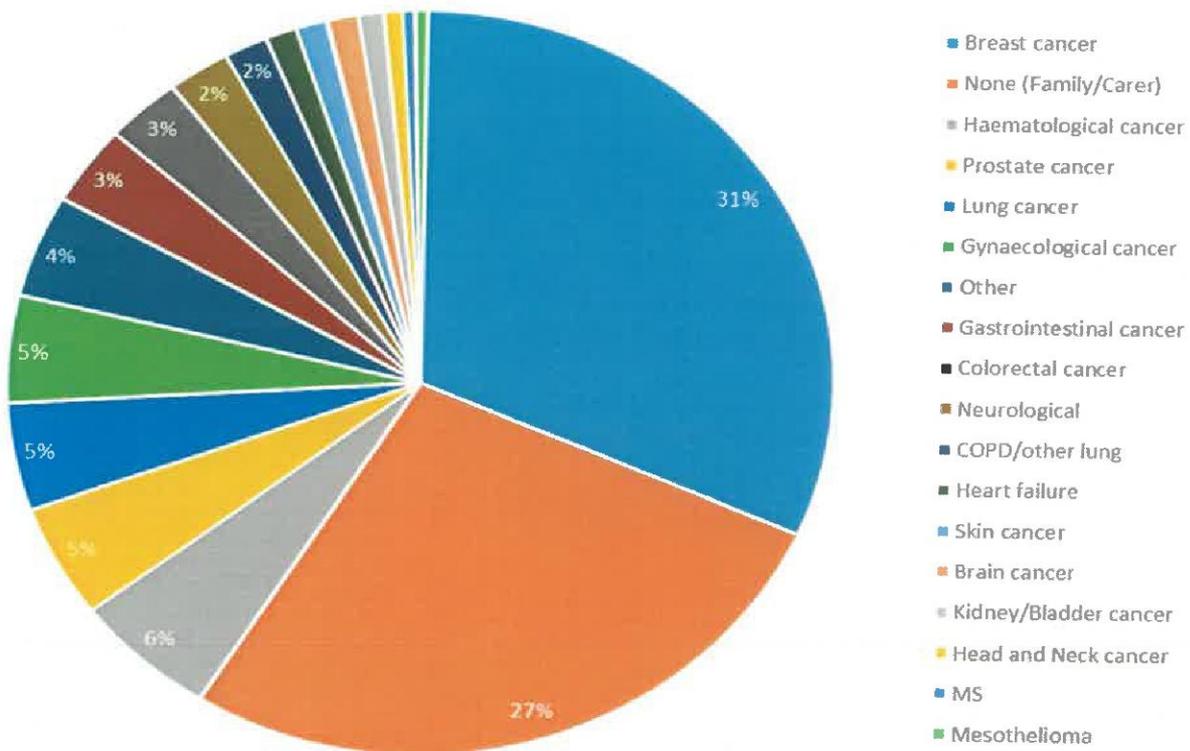


THE SARA LEE TRUST

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021**

**FINANCIAL REVIEW
THE SARA LEE TRUST PERFORMANCE REPORT
SERVICES**

Provision of therapies and activities by diagnosis



THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

In Year Developments

Highlights

- Despite the national restrictions and lockdowns, Trust practitioners continued to support local people with the care they need throughout the pandemic
- Record levels of counselling support were provided during the period
- Considerable progress continues to be made in the I-KNOW-HOW European project (supporting people affected by cancer to help them to remain in / return to an active life and work) with the development of a new Volunteer Support Worker role

Continuity of Care

The global pandemic has had a jolting considerable impact on our services over the last financial year. In order to protect our vulnerable service users, most of whom are in the highest vulnerability category for COVID-19 and shielding at home, the Trust had to make the decision to restrict and at some stages suspend all of its face-to-face services.

Our Therapy team however were very quickly able to put the necessary governance and quality assurance measures in place to enable us to bring forward plans to introduce a telephone and video based counselling service. This enabled a seamless transition from in person to remote services and allowed us to provide continuity of care which is so very important for our service users.

Despite considerable challenges, remote based group activities including gentle yoga, mindfulness and carers' support were also provided through the period. In a year where so many were separated from their loved ones and usual networks for long periods, counselling and group support was absolutely vital and we are proud that we were able to continue to support our local community with the essential care needed at such a critical time.

Increased counselling support

An inevitable consequence of the pandemic was an increased need for counselling. The Trust invested in additional capacity to meet this need and record levels of counselling support was provided in the period.

I-KNOW-HOW

This 3-year collaborative project with partners from Belgium, France, the Netherlands and the UK is about supporting people affected by cancer to help them to remain in / return to an active life and work.

Much of the last year has been focused on further developing and then finalising a coaching role aimed at providing an effective support and signposting for individuals who may be living with cancer, or undergoing or recovering from treatment. As a result of this work the Trust will be piloting a new Volunteer Support Worker role later in 2021.

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 2020 - 2021 Trust Annual Evaluation Report and the 2021-22 Trust Action Plan.

USER FEEDBACK AND CASE STUDY

Examples of service user feedback in 2020

- First class help with depression from having ongoing cancer.
- The Sara Lee Trust is invaluable to this community, always there when other services failed me.
- Thank you Sara Lee for providing the online mindfulness sessions during lockdown. It has been a very positive experience; I think it worked really well. Lovely to see the group regularly during this strange period.
- Very helpful and felt the counsellor had a very sound understanding of me and offered down to earth advice which I appreciated.

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

- I was pleased with my counselling and trust between us. It helped me so much.
- Having been able to access counselling has been invaluable. It has improved my mental wellbeing and enabled me to develop strategies to cope with my ongoing health issues.
- I feel more in control of my emotional wellbeing and whilst I continue to struggle with depression I am significantly less depressed than I was at the beginning of counselling.
- I am feeling less isolated due to the support of those on the Service User Group and the Natural Rhythms group both of which I would never of had if I had not discovered the Sara Lee Trust - I owe them my life (literally).
- I am so grateful to the Sara Lee Trust and cannot believe I found it because the only service I was offered was the MacMillan services who told me they could not help as they had no support in my area. I was in such a bad place but the Sara Lee Trust provided a holistic service to me and have supported me to deal with the challenge of cancer in a "whole" body sense. I know this might sound over the top but I literally owe my life to the Trust. Today I can face cancer head on and deal with the challenges it has brought to my life and know there is always a light at the end of the tunnel, there is hope because the services I have received from the Trust have been compassionate, caring, supportive and above all enabled me to live. It is true the quote on your website, the NHS healed my body but the SLT healed my mind.
- Counselling by telephone opened up my confidence to say what I was really thinking and feeling along with the professionalism and empathy of the counsellor.
- Once again, the Sara Lee Trust has come to my rescue, and for that, I am eternally grateful. A particular thank you to Margareta who fits her role so well and is, beyond doubt, a real asset to the Trust.
- I would not have got through 2020 without help from Liza.

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.

Elaine is a female service user in her mid-fifties living with primary pancreatic cancer which has spread to her lungs and liver. She was an in-patient on St Michael's Hospice ward for a 2 week stay receiving pain management.

When I went into her room for the first time to offer complementary therapy, aromatherapy massage or reflexology her response was "well that's the best thing I have been asked since my diagnosis, yes I would absolutely love nothing more, to see if it can help with the excruciating pain I am in". I focused the reflexology on the digestive system, spine and lungs and worked very gentle directly on her the back in areas where it was painful.

Elaine had a keen interest in complementary therapy and had previously (before diagnosis) had monthly massages, but hadn't felt that she wanted to go back to her therapist, as she didn't know if she had any experience with working with patients living with cancer.

A few days later, I went back to offer another session and Elaine reported that her pain was starting to get much better. She felt it was a combination of the reflexology and different medication she had been prescribed. She said that, following our therapy session she felt a significant reduction in pain and later had her best night sleep in months.

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

While she was on the ward I saw Elaine four times and she reported back that she was now able to start reducing the pain medication she was taking as she didn't like how spaced out it made her feel. She felt that the reflexology and back massages had a big impact on reducing her pain levels. Before discharge I showed her husband how to massage her feet and pointed out the relevant areas to focus on, and I also showed him how to do a gentle back massage so Elaine could still get the benefits she had experienced on the ward at home. He was very attentive and took lots of notes and when I saw him later without Elaine, he thanked me and said it was great that he now had something he could do to help his wife when she is in pain, as previously he had felt helpless.

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 is underpinned by our use of EMIS Web, a nationally recognised patient information system.

Key statistics for 2020/21 (year ending 30 April 2021) include:

Improved mental wellbeing

96% of service users reported improved confidence and wellbeing
85% reported reduced anxiety and depression
Over half (67%) reported reduced use of mental health services

Improved physical health

77% of service users reported an improvement to physical health
52% reported a reduction in symptoms / side effects
A third reported a reduced of GP services

Increased independence and reduced isolation

67% of service users reported feeling less isolated
33% reported participating in new social networks and / or making new friends
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.

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

FINANCIAL REVIEW 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 / community partners

Fundraising for the Trust is delivered by a small team of 4 (1.8 whole time equivalent), supported by our part-time Volunteer Coordinator and many wonderful volunteers. 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 independent activities, which this year took place mostly online and included Hastings Beatles Day Online, quizzes, Christmas activities, and individual fundraising activities.
- While large formal challenge events were cancelled due to Covid-19, The Trust still benefitted from smaller scale events including the 2.6 Challenge, and individual or group challenges including running and walking activities.
- Applications for support to charitable trusts, local businesses and community groups increased this year to help make up for income lost from cancelled activities and face to face fundraising.
- Appeals to the local community and general public to support our work by fundraising, donating to our charity shops and remembering us in their will.

Key highlights:

- Hastings Beatles Day online was successful and raised approximately £3,200 as well as increasing awareness of The Sara Lee Trust.
- Christmas activities including Christmas Draw, a musical Countdown to Christmas on Facebook and an online game, which collectively raised more than £4,500.
- Adoption of further online fundraising channels including Virgin Money Giving, Memory Giving and CAF Donate.
- Development of Friends of The Sara Lee Trust, a semi-independent fundraising group.
- Full redesign and relaunch of The Trust's website.
- A continuing trend of increased support from charitable trusts and foundations.
- Development of community relationships including with venues and local businesses giving raffle prizes etc.
- Launch of campaigns including Afternoon Tea for Sara Lee and The 25 Challenge.
- Further development of public communications channels including enhanced social media activity - particularly with video content.
- Resuming events planning for the future including a Backyard Festival, Elvis Day, Battle of the Bands, Hastings Beatles Day, RunFest Bexhill and Trek to Petra.
- Signing on with The Fundraising Regulator, and ensuring its requirements are met.



THE SARA LEE TRUST

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021**

FINANCIAL REVIEW

Impact of Coronavirus

Fundraising in-person was severely affected by the impact of coronavirus and lockdowns throughout the year. No live events of any size were held, and all formal challenge events, including London Marathon were cancelled. In addition, income from corporate partners fell significantly, and collecting box income and cash donations dropped to near-zero during the lockdowns.

In response, applications to Trusts and Foundations - including for emergency funding - were stepped up during Q1 and Q2, helping to bridge the fundraising gap. Online events and activities were prioritised to keep engaged with our supporters and community, and small scale supporter-led activities were highlighted in all our marketing.

Our digital offer was also reviewed and this has resulted in the launch of our brand new website, increased social media output, including development of video content; along with a larger variety of online fundraising platforms.

During exceptionally difficult circumstances, the Fundraising Team has been able to change its way of working, and alter its focus to maintain income for The Trust through as many streams as possible.

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

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

FINANCIAL REVIEW CHARITY RETAIL

The Trust's well established Trading arm (Charity Retail) continues to sell donated items across our 6 charity shops, supported by our Donation Centre and van team. Our priorities this year have centred around new initiatives, building new relationships and growing ecommerce.

Our charity shops have continued to develop new income streams throughout this difficult year. We now have a well-established eBay shop, selling items to a much wider audience, ensuring our stock generates the income it deserves. We also launched an Etsy shop - focussing on vintage items which we successfully use for more bespoke pieces.

Our Donation Centre has continued to adapt to customer needs. We now have our own in-house PAT testing facility, reducing contractor costs. Our Click & Collect service allows the DC to generate its own income and facilitates direct sales via our Facebook page.

The DC has continued to develop solid partnerships with local companies such as Funnell & Perring Solicitors and Burstow & Hewitt Auction House, in addition to local estate agents and the wider public.

Our Caring Clearance (House Clearance) service is continuing to grow and gain repeat customers. An additional van driver has been recruited and this service is fast developing a reputation in the local area for excellent customer service and value for money.

Shop managers and their volunteer teams have continued to show such commitment to the Trust throughout this year. The pandemic restrictions meant closures across retail at three separate periods over the course of the year. The flexibility and resilience shown by volunteers, shop managers and the DC team was integral to our success each time we reopened. Our customers and donors have continued to support us throughout, with some amazing donations, had it not been for them, we would not be in such a strong position.

As a result of the gaps in trading, our annual contribution to the Trust fell to less than £1,000 - a drop of over 95% against target. Government funding however has shielded the Trust from the worst case scenarios and we are now fully focused on rebuilding and developing momentum. We will continue to invest in our people and assets to facilitate growth in the coming 4-year recovery period.

Our own dedicated retail website, saraleetrustretail.org showcases new ventures. This platform acts as a central hub for donations, volunteering and sales to grow our services and development across new partnerships and platforms. Our following across social media also continues to grow.

Near term priorities remain focused on improving organisational and sales stability, modernising Charity Retail and increasing volunteer support.



THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

FINANCIAL REVIEW

FINANCE

Before the onset of the pandemic, the Trust's intention was to achieve a balanced budget annually whilst delivering continued year on year growth in therapy capacity in order to better meet the extraordinarily high levels of local need. The staged pick up of the costs of therapy services provided in Sidley and its surrounds which is currently part-funded by The National Lottery Community Fund; support that ends in 2022 is part of this longer term plan.

For many charities across the country the impact of the pandemic has been dramatic with many having to constrain and restrict activities and functions to a critical degree. Through the marvellous efforts of our team combined with government support as well as the wonderful generosity of our supporters, the Trust has managed to thus far mitigate the worst possible impacts of the pandemic. We must recognise however that the effects of lockdown and coronavirus in general will have an ongoing negative impact long into the future.

In March 2021, our Board of Trustees approved a four-year budget plan which is based on recovery and building momentum within our key fundraising areas whilst maintaining and then incrementally increasing overall service capacity. Targets remain very challenging with fundraising and retail activities charged with meeting an annual shortfall in unconfirmed income of approximately £150,000. At this stage we are aiming to be back near breakeven by April 2025 at the latest

At year-end the charity had raised £336,760 against expenditure of £332,390 achieving a small surplus of £4,370. This however was only achieved after the implementation of a wide reaching and severe cost cutting programme which removed approximately £75,000 per year from our overall operating costs. Our underlying financial position remains constrained with annual deficits expected until breakeven is reached in 2025.

Along with a large proportion of our contingency reserves, this year's small surplus will be used to fund services whilst our fundraising activities are rebuilt.

RESERVES

It is the policy of the Trust that under normal circumstances, unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to approximately 6 months of recurrent operational expenditure (i.e. £181,000). 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. Under normal circumstances a further reserve would be maintained to ensure that sufficient resources are available to properly maintain Trust fixed assets in the event of a significant drop in funding.

The Board of Trustees has however recognised that we are in exceptional times and that considerable resource needs to be committed towards mitigating against the impacts of the pandemic - in particular to ensure that the essential support and care we provide for so many across the region remains unaffected whilst we rebuild our support activities over the coming years.

Therefore, of the cash and bank reserves at year end (£284,789), £115,789 is committed towards mitigating the impacts of the coronavirus pandemic and £169,000 (equivalent to approximately 5 and 1/2 months recurrent expenditure) has been ring-fenced for operational provisions as referred to above.

As at the 30th April 2021, the Trust held no other uncommitted reserves or balances.

THE SARA LEE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 30 APRIL 2021

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 continues to play an active and often leading role across many important areas. In the last year this has included:

- Reviewing and signing off our annual evaluation report and 2020/21 Trust action plan.
- Helping to design the 2020/21 Annual Services Survey
- Supporting the development of extended support groups and activities
- Working with the team on a variety of fundraising events and activities
- Advising the Trust on how to respond to the Coronavirus pandemic

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
- The National Lottery Community Fund Project Board
- Volunteer Committee
- Delivering Services

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust and constitutes an unincorporated charity.

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.

THE SARA LEE TRUST

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 APRIL 2021**

**STRUCTURE, GOVERNANCE AND MANAGEMENT
TRUSTEES**

The Trust currently has a total of 10 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 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 intends to recruit up to 3 further Trustees over the next financial year.

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 *8th September 2021* and signed on its behalf by:

.....
Trustee

Michael J. Lear
MICHAEL J. LEAR
CHAIRMAN

**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 Sara Lee Trust (the Trust) for the year ended 30 April 2021.

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

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



R Walsh FCCA
Manningtons Chartered Accountants
39 High Street
Battle
East Sussex
TN33 0EE

Date:22/11/21.....

THE SARA LEE TRUST

**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2021**

	Notes	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	110,972	49,402	160,374	218,722
Other trading activities	3	40,366	29,700	70,066	101,521
Investment income	4	62,970	-	62,970	63,169
Other income		43,350	-	43,350	8,897
Total		257,658	79,102	336,760	392,309
EXPENDITURE ON					
Raising funds		56,933	-	56,933	62,437
Charitable activities	5	201,225	74,232	275,457	314,926
General					
Total		258,158	74,232	332,390	377,363
NET INCOME/(EXPENDITURE)		(500)	4,870	4,370	14,946
RECONCILIATION OF FUNDS					
Total funds brought forward		1,394,564	64,296	1,458,860	1,443,914
TOTAL FUNDS CARRIED FORWARD		1,394,064	69,166	1,463,230	1,458,860

The notes form part of these financial statements

THE SARA LEE TRUST

**STATEMENT OF FINANCIAL POSITION
30 APRIL 2021**

		2021	2020
	Notes	£	£
FIXED ASSETS			
Tangible assets	10	6,895	6,641
Investment property	11	<u>1,141,051</u>	<u>1,141,051</u>
		1,147,946	1,147,692
CURRENT ASSETS			
Debtors	12	90,536	101,938
Cash at bank and in hand		<u>284,789</u>	<u>250,056</u>
		375,325	351,994
CREDITORS			
Amounts falling due within one year	13	<u>(60,041)</u>	<u>(40,826)</u>
NET CURRENT ASSETS		<u>315,284</u>	<u>311,168</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>1,463,230</u>	<u>1,458,860</u>
NET ASSETS		<u>1,463,230</u>	<u>1,458,860</u>

The notes form part of these financial statements

THE SARA LEE TRUST

STATEMENT OF FINANCIAL POSITION - continued
30 APRIL 2021

		2021	2020
	Notes	£	£
FUNDS	15		
Unrestricted funds:			
General fund			
Contingency Fund - Operational Activities		178,163	184,604
Contingency Fund - Asset Maintenance		169,000	162,500
Designated Fund - Fixed Assets		25,000	25,000
Revaluation Reserve		951,901	952,460
		<u>70,000</u>	<u>70,000</u>
		<u>1,394,064</u>	<u>1,394,564</u>
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		8,350	3,480
		<u>69,166</u>	<u>64,296</u>
TOTAL FUNDS		<u>1,463,230</u>	<u>1,458,860</u>

The financial statements were approved by the Board of Trustees and authorised for issue on
and were signed on its behalf by:

.....
Trustee

The notes form part of these financial statements

THE SARA LEE TRUST

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 APRIL 2021**

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 2019)', 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 fair value is recognised in the Statement of Financial Activities.

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.

THE SARA LEE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
Donations	32,173	(2)	32,171	42,555
Gift aid	6,353	-	6,353	2,902
Legacies	5,257	-	5,257	25,554
Grants	66,364	49,404	115,768	125,150
Shop income	825	-	825	22,561
	<u>110,972</u>	<u>49,402</u>	<u>160,374</u>	<u>218,722</u>

Grants received, included in the above, are as follows:

	2021 £	2020 £
Big Lottery Fund	49,404	66,008
Other Grants	66,364	59,142
	<u>115,768</u>	<u>125,150</u>

3. OTHER TRADING ACTIVITIES

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
Fundraising events	10,282	-	10,282	46,055
Charitable trust income	30,084	29,700	59,784	55,466
	<u>40,366</u>	<u>29,700</u>	<u>70,066</u>	<u>101,521</u>

THE SARA LEE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021**

4. INVESTMENT INCOME

	Unrestricted funds	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Rents received	62,085	-	62,085	62,142
Interest receivable	<u>885</u>	-	<u>885</u>	<u>1,027</u>
	<u>62,970</u>	<u>-</u>	<u>62,970</u>	<u>63,169</u>

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs	Support costs (see note 6)	Totals
	£	£	£
General	<u>270,586</u>	<u>4,871</u>	<u>275,457</u>

6. SUPPORT COSTS

General	<u>4,871</u>
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Governance costs includes £1,400 (2020: £1,200) for the Independent examiners fee.

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 April 2021 nor for the year ended 30 April 2020.

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 £2,750 has been included within the accounts.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 30 April 2021 nor for the year ended 30 April 2020.

KEY MANAGEMENT PERSONNEL REMUNERATION AND EXPENSES

No employees received total employee benefits (excluding pension contributions) of more than £60,000.

	2021	2020
Salaries	227,565	214,035
Key Management Personnel	37,488	32,445
Employer Pension	4,154	5,075
Social security and other tax	<u>12,904</u>	<u>16,041</u>
	<u>282,111</u>	<u>267,596</u>

THE SARA LEE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021**

8. STAFF COSTS

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

	2021	2020
Support staff	2	2
Fundraising staff	5	5
Therapy staff	<u>11</u>	<u>12</u>
	<u><u>18</u></u>	<u><u>19</u></u>

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	152,716	66,006	218,722
Other trading activities	84,521	17,000	101,521
Investment income	63,169	-	63,169
Other income	<u>8,897</u>	<u>-</u>	<u>8,897</u>
Total	309,303	83,006	392,309
EXPENDITURE ON			
Raising funds	62,437	-	62,437
Charitable activities			
General	227,300	87,626	314,926
Total	<u>289,737</u>	<u>87,626</u>	<u>377,363</u>
NET INCOME/(EXPENDITURE)	19,566	(4,620)	14,946
RECONCILIATION OF FUNDS			
Total funds brought forward	1,374,998	68,916	1,443,914
TOTAL FUNDS CARRIED FORWARD	<u><u>1,394,564</u></u>	<u><u>64,296</u></u>	<u><u>1,458,860</u></u>

THE SARA LEE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021**

10. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Totals £
Cost			
At 1 May 2020	32,587	8,641	41,228
Additions	<u>1,281</u>	-	<u>1,281</u>
At 30 April 2021	<u>33,868</u>	<u>8,641</u>	<u>42,509</u>
Depreciation			
At 1 May 2020	26,019	8,568	34,587
Charge for year	<u>954</u>	<u>73</u>	<u>1,027</u>
At 30 April 2021	<u>26,973</u>	<u>8,641</u>	<u>35,614</u>
Net book value			
At 30 April 2021	<u>6,895</u>	-	<u>6,895</u>
At 30 April 2020	<u>6,568</u>	<u>73</u>	<u>6,641</u>

11. INVESTMENT PROPERTY

	£
Fair value	
At 1 May 2020 and 30 April 2021	<u>1,141,051</u>
Net book value	
At 30 April 2021	<u>1,141,051</u>
At 30 April 2020	<u>1,141,051</u>

The value of the property was considered by the Trustees at year end and found to be reasonable.

A revaluation of the investment property at Silverhill was assessed by the trustees during the year 2017.

THE SARA LEE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

12. DEBTORS

	2021 £	2020 £
Amounts falling due within one year:		
Prepayments and accrued income	<u>5,353</u>	<u>17,200</u>
Amounts falling due after more than one year:		
Other debtors	<u>85,183</u>	<u>84,738</u>
Aggregate amounts	<u>90,536</u>	<u>101,938</u>

13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Taxation and social security	748	8,261
Other creditors	<u>59,293</u>	<u>32,565</u>
	<u>60,041</u>	<u>40,826</u>

14. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds £	Restricted funds £	2021 Total funds £	2020 Total funds £
Fixed assets	4,205	2,690	6,895	6,641
Investments	1,081,335	59,716	1,141,051	1,141,051
Current assets	347,433	27,892	375,325	351,994
Current liabilities	<u>(38,909)</u>	<u>(21,132)</u>	<u>(60,041)</u>	<u>(40,826)</u>
	<u>1,394,064</u>	<u>69,166</u>	<u>1,463,230</u>	<u>1,458,860</u>

THE SARA LEE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021

15. MOVEMENT IN FUNDS

	At 1.5.20 £	Net movement in funds £	Transfers between funds £	At 30.4.21 £
Unrestricted funds				
General fund	184,604	59	(6,500)	178,163
Contingency Fund - Operational Activities	162,500	-	6,500	169,000
Contingency Fund - Asset Maintenance	25,000	-	-	25,000
Designated Fund - Fixed Assets	952,460	(559)	-	951,901
Revaluation Reserve	70,000	-	-	70,000
	<u>1,394,564</u>	<u>(500)</u>	<u>-</u>	<u>1,394,064</u>
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	3,480	4,870	-	8,350
	<u>64,296</u>	<u>4,870</u>	<u>-</u>	<u>69,166</u>
TOTAL FUNDS	<u>1,458,860</u>	<u>4,370</u>	<u>-</u>	<u>1,463,230</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	257,658	(257,599)	59
Designated Fund - Fixed Assets	-	(559)	(559)
	<u>257,658</u>	<u>(258,158)</u>	<u>(500)</u>
Restricted funds			
Ernest Kleinwort	5,000	(5,000)	-
Sussex Community Foundation	2,083	(2,083)	-
Foreshore	200	(200)	-
The Pink Ribbon Foundation	2,000	(2,000)	-
Big Lottery Fund Grant	49,402	(44,532)	4,870
Tesco Bags of Help	500	(500)	-
MIND	11,250	(11,250)	-
Independent Age	8,667	(8,667)	-
	<u>79,102</u>	<u>(74,232)</u>	<u>4,870</u>
TOTAL FUNDS	<u>336,760</u>	<u>(332,390)</u>	<u>4,370</u>

THE SARA LEE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021**

15. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1.5.19 £	Net movement in funds £	At 30.4.20 £
Unrestricted funds			
General fund	163,688	20,916	184,604
Contingency Fund - Operational Activities	162,500	-	162,500
Contingency Fund - Assct Maintenance	25,000	-	25,000
Designated Fund - Fixed Assets	953,810	(1,350)	952,460
Revaluation Reserve	70,000	-	70,000
	<u>1,374,998</u>	<u>19,566</u>	<u>1,394,564</u>
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	2,100	1,380	3,480
The Sobell Foundation	6,000	(6,000)	-
	<u>68,916</u>	<u>(4,620)</u>	<u>64,296</u>
TOTAL FUNDS	<u>1,443,914</u>	<u>14,946</u>	<u>1,458,860</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	309,303	(288,387)	20,916
Designated Fund - Fixed Assets	-	(1,350)	(1,350)
	<u>309,303</u>	<u>(289,737)</u>	<u>19,566</u>
Restricted funds			
Sussex Community Foundation	10,000	(10,000)	-
Foreshore	2,000	(2,000)	-
Chalk Cliff Trust	5,000	(5,000)	-
Big Lottery Fund Grant	66,006	(64,626)	1,380
The Sobell Foundation	-	(6,000)	(6,000)
	<u>83,006</u>	<u>(87,626)</u>	<u>(4,620)</u>
TOTAL FUNDS	<u>392,309</u>	<u>(377,363)</u>	<u>14,946</u>

THE SARA LEE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 30 APRIL 2021**

16. RELATED PARTY DISCLOSURES

A total donation of nil (2020 : £22,561) was received during the year from Sara Lee Trading Limited, this company operates 6 shops on behalf of the charity.

THE SARA LEE TRUST

DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2021

	2021	2020
	£	£
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	32,171	42,555
Gift aid	6,353	2,902
Legacies	5,257	25,554
Grants	115,768	125,150
Shop income	<u>825</u>	<u>22,561</u>
	160,374	218,722
Other trading activities		
Fundraising events	10,282	46,055
Charitable trust income	<u>59,784</u>	<u>55,466</u>
	70,066	101,521
Investment income		
Rents received	62,085	62,142
Interest receivable	<u>885</u>	<u>1,027</u>
	62,970	63,169
Other income		
Government grants	<u>43,350</u>	<u>8,897</u>
Total incoming resources	336,760	392,309
EXPENDITURE		
Other trading activities		
Fundraising events	5,934	11,819
Wages	<u>50,999</u>	<u>50,618</u>
	56,933	62,437
Charitable activities		
Wages	102,853	85,936
Insurance	3,622	3,573
Carried forward	<u>106,475</u>	<u>89,509</u>

This page does not form part of the statutory financial statements

THE SARA LEE TRUST

**DETAILED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 30 APRIL 2021**

	2021	2020
	£	£
Charitable activities		
Brought forward	106,475	89,509
Postage and stationery	1,788	2,655
Sundries	-	186
Therapist fees	141,505	169,414
Aromatherapy & housekeeping	178	2,578
Sanctuary days	90	3,225
Staff training	4,029	17,822
Travelling expenses	265	10,021
Sundry service costs	8,392	8,583
Premises costs	6,671	6,318
Plant and machinery depreciation	954	825
Fixtures and fittings depreciation	73	787
Bank charges	166	60
	<u>270,586</u>	<u>311,983</u>
Support costs		
Information technology		
Computer running costs	-	873
Governance costs		
Accountancy	3,644	870
Independent examiners fee	1,200	1,200
Legal fees	27	-
	<u>4,871</u>	<u>2,070</u>
Total resources expended	<u>332,390</u>	<u>377,363</u>
Net income	<u>4,370</u>	<u>14,946</u>

This page does not form part of the statutory financial statements