



The Princess Project

(A Charitable Incorporated Organisation)

Report and Financial Statements

Year ended 31 March 2019

Charity Number 1155021

Page numbers

	Page
Report of the Trustees	3-22
Independent Examiners Report	23
Statement of Financial Activities	24
Balance Sheet	25
Statement of Cash Flows	26
Notes to the accounts	27-38

The Princess Project

Report of the Trustees for the year ended 31st March 2019

The trustees present their trustees annual report together with the financial statements of the charity for the year ended 31st March 2019. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's governing document, the Charities Act 2011 and 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 published on 16 July 2014.

Objectives and activities for the public benefit

The objects of the Princess Project as set out in its governing document are:

- the promotion of social inclusion for the public benefit amongst mothers between the ages of 16 to 30 who are socially excluded, by means of employment, financial hardship, age, substance abuse or dependency, relationship/family breakdown, poor educational or skills attainment, poor physical or mental health. This is achieved by providing a befriending scheme and drop-in support, to relieve the needs of those mothers and their children and to assist them to integrate into society.
- to advance education in accordance with Christian principles by running parenting courses, and to teach or provide training for parents in other life skills such as nutrition, budgeting and first aid.
- to relieve financial hardship among new parents and their dependents by providing good quality second hand baby and toddler clothing, equipment and toys free of charge.
- to relieve financial hardship among local families by equipping parents with the skills and opportunity to be able to make and sell a range of goods.
- to advance the Christian faith in accordance with our statement of faith.

The trustees confirm that they have referred to the Charity Commission's guidance on public benefit when reviewing the charity's aims and objectives and in planning future activities. The objects are achieved through a variety of activities:

- Mum2Mum Befriending Service
- Princess Project New Mum gifts
- Parenting Groups and Courses
- Shine Course
- Totcycle
- Drop-in support
- Supporting mums in the community
- Providing supported volunteering opportunities
- Running free family-friendly events

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

A review of our achievements and performance: How our activities delivered public benefit

Princess Project Expansion

Our work in Medway really took off this year. We held a launch event in Christ Church, Luton in May, and started building relationships with other agencies and organisations working with vulnerable families in the Medway towns. We were approached by West Kent Housing and offered the use of their community hub in Gillingham, in an area of multiple deprivation, to start running a Mums' Hub, and Totcycle. We launched our Gillingham Hub in November 2018 with a brand new volunteer team, and we are starting to build a real community of previously isolated mums in that area.



Princess Project volunteers and staff at the opening of the Gillingham Hub

In January we were awarded Tampon Tax funding to grow and develop our work in the Medway towns, which allowed us to grow our Princess Project team by employing Alison Jackson, who was already volunteering for us, as a part-time Medway based community support worker. Having Alison in post has helped us to support mums across a wide geographical area who are unable to get along to the Hub. Alison has been able to visit, deliver baby and toddler items, and provide signposting and other support to many isolated and vulnerable families across the Medway area.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Mum2Mum Befriending Service

Twelve young mums received one-to-one support through the Mum2Mum befriending service between April 2018 and March 2019. Three of these mums were continuing a befriending journey they had started the previous year. One finished taking part in Mum2Mum as she no longer needed that level of support. The unique, consistent, long term nature of the support we provide means that total numbers receiving support are low, but the impact on each individual is considerable.



Mum2Mum participants Jess and Lucy and their beautiful babies

There were nine new referrals to Mum2Mum over the course of the year. Several of these referrals were from Early Help teams, with mums also being referred to us by the community midwifery and health visiting teams, the Maternal and Infant Mental Health Service (MIMHS) and social services. We have also internally referred isolated young mums who have visited one of our Hubs and whom we have identified as needing further support.

The most common reason for referral was isolation- the mums had few (if any) friends and wanted someone to talk to, and a reason to go out and about. The need for support with specific parenting issues was another reason for referral, as were mental and physical health challenges, domestic violence, and mums needing help and support with children with additional needs.

"I think Mum2Mum is a great idea for people like me when feeling alone. It has helped to motivate me to try different groups with my daughter. I've gained a friend in my befriender."

Activities undertaken by mum-befriender pairs varies greatly as the needs of each individual mum are so different. For some isolated mums, just meeting up for coffee and a chat with their befriender once a fortnight makes all the difference. One of our mums had been through the care system herself, and lacked self-confidence and also lacked confidence in her parenting skills. Having a befriender come alongside her as a maternal role model and provide her with consistent, supportive, loving care has made all the difference. Her social worker has recognised how much her parenting skills have improved, and she now has a circle of 'mum' friends that she met at our Hub that she meets up with regularly. It has been a privilege to watch her blossom as she finds love and acceptance and starts to realise her own self-worth.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Other mums are facing complex situations and multiple hardships. In situations where many professionals are involved, our befrienders can be there to see things from a mum's perspective, and to advocate for her where necessary. One of our more challenging referrals this year has been a young mum who herself has learning difficulties, and has faced a significant amount of trauma and hardship in her life, and whose son also has additional needs. Although her befriender has not been able to meet up with her in person very often due to mum's rather chaotic lifestyle, she has been supporting her over the phone and by text message, has attended meetings at her son's school, and has helped her to understand the need to work alongside other agencies trying to help her, rather than to fight against them. These may seem to be small interventions but both mum and her family tell us that they are making a big difference to her.

"Taking part in Mum2Mum has made me come out of my shell and talk to people more, and not be shy."

This year we ran a befriender training course, and trained up an additional 3 Medway befrienders, and 1 Maidstone-based befriender. Our committed volunteer befrienders are one of our greatest resources at the Princess Project. Because of their consistency and dedication we are able to offer our support for up to two years, a luxury that state-funded support services are unable to provide. We estimate that our volunteer befrienders donated over 400 volunteer hours during this financial year. All our volunteer befrienders are Christians, and members of local churches. This means that they are supported in their role by a wider church family as well as by the Princess Project team. Befrienders commit to praying regularly for the mums they are meeting with, and are always ready and willing to discuss their faith with the mum they are befriending if she asks them about it- to give a reason for the hope that they have.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Princess Project New Mum Gifts

Over the course of the year we gave away around 100 gifts to new mums. Although these contain a couple of bits for the baby, most of the items in the baskets are small gifts for the mums- toiletries, scented candles etc. These are all good quality, individually wrapped items- we want to bless the mums that receive them, to make them feel valued and special, and not alone; that they are seen, and known, to us and to God. The boxes also contain information about relevant Princess Project services and activities, so that new mums can access them and have a point of contact at the charity.



Making up new mum gifts in Medway; the contents of a gift box

The baskets were given out by:

- **Princess Project staff and volunteers.** All new parents accessing one of our groups or services, plus any new mum known to the Project, are offered one of our boxes.
- **Children's Centres in Maidstone and Medway.** All vulnerable new mums accessing new baby clinics and groups are offered a gift box on their second visit. This encourages potentially isolated new mums to access the Children's Centres and the wide range of activities and support services they offer.
- **Teenage parent antenatal team (Maidstone).** All teenage mums enrolled in antenatal classes with the specialist midwife are given a Princess box on completion of the course. This gives the young mums an added incentive to keep coming along to the classes, and thus get the opportunity to effectively prepare for the birth of their baby.

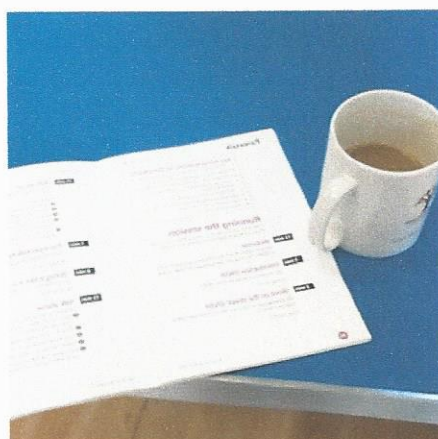
Almost all the items used to fill the baskets are donated, by our generous supporters. These gifts are individually wrapped by staff and volunteers at Princess box making evenings. This year a total of 16 volunteer hours were donated to make sure that new mums in Maidstone and Medway could feel loved and appreciated by receiving such a special gift.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Parenting Groups and Courses

This year we ran a Parentalk course for the young mums resident at Willowbrook Place teenage parent unit. Parentalk is a resource produced by the charity Care for the Family, which teaches parenting skills in an informal, non-judgmental way. Group discussion is a big part of the course, and indeed is the part that participants often say they have enjoyed most. Because of their friendly, informal nature these courses facilitate relationships being formed between the parents, who often keep in contact with both the Princess Project and each other once the course has ended, thus further reducing social isolation. We aim to create a safe, open environment where parents feel able to be honest about what is going well for them and what isn't, and to talk about any questions they have or problems they may be facing.



Parentalk was run by a Princess Project staff member, supported by 1 volunteer per session. In total 10 volunteer hours were donated this year to ensure that these young mums felt equipped and confident in their role as parents, for which we are extremely grateful. We also appreciate the supporters who bake cakes for Parentalk, so that parents can enjoy a homemade treat with their cup of tea!

All the parents who complete Parentalk are given a pamper voucher from Anthea and Philip Mitchell at Hair Professional salon in Maidstone for a haircut and beauty treatment. This is an added incentive to see the course right through to the end, and is a great treat for hard-working mums. We are very grateful to Anthea and Philip for providing these gifts as a way of rewarding the commitment these parents have shown to improving their family lives.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Shine Course



This year we ran the Shine Course for the first time. This course helps women and girls to better understand their value, strengths and potential. Shine celebrates everyone's uniqueness, and explores the fact that we all have the power of choice and a voice; that every girl and woman can purposefully make decisions that shape their future in a positive way, set goals and build confidence to live out a life filled with purpose.

The first course was held at Fusion Healthy Living Centre in Park Wood and attended by 5 women, culminating in an end-of-course celebratory tea party!

We received a grant in January 2019 from the People's Health Trust to cover all of our work in Park Wood for 12 months, including the Shine course, for which we are extremely grateful.

The course was run by a member of staff who was assisted by two committed volunteers, who were new to the Princess Project team. Between them they donated 28 volunteer hours to make the Shine course happen.

"The Shine course helped me to see that taking care of myself and giving myself a bit more love is really important... I also met some lovely ladies who I am still friends with."

"The Shine course was great, I was accepted for who I am and I have found my worth and tapped into it a few times and done something I thought I'd never do. I now know I have worth and strength."

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Totcycle (Park Wood)

Totcycle is our baby and toddler goods exchange, providing good quality second hand baby and toddler clothes, toys, books and equipment free of charge to anyone who needs it. Totcycle is held once a month in Park Wood, Maidstone, and is typically accessed by 30-40 families every month, with 317 total visits over the course of this financial year. Parents are encouraged to bring along any items they no longer need and take away the things they do. This service is not means tested and does not need a referral to access, meaning we see families unknown to other support services. Most of our new visitors to Totcycle hear about it by word of mouth, or via social media.



A typical busy Totcycle session

This year we found new homes for numerous large items such as cots, prams, stairgates, Moses baskets, car seats, high chairs and baby bouncers as well as large quantities of clothing, toys, nappies and toiletries, and also helped meet many needs between Totcycle events in response to requests for help directly from families themselves or from other agencies supporting them, such as Social Services or Early Help teams. By providing often high-value baby goods free of charge, we are helping to relieve the financial burden often experienced by low-income families.

"Totcycle has helped in rough situations, when my children have growth spurts and I can't afford clothes."

Totcycle is also a social event, with most parents staying for a cup of tea and a chat once they've picked up the items they need- it has become the largest regular gathering of parents in the Park Wood area. This year we were happy to welcome several members of staff from Golding Homes (the largest social landlord in the area) who came along to volunteer for us as part of the Golding Giveback initiative. We really valued the extra help, and it was a great insight for the Golding Homes staff into what we do- most of the visitors to Totcycle are Golding Homes tenants.

"Totcycle has made a big difference to me- you were here for me and my boys when I was low on money and I got clothing and other items. I have moved on to be a volunteer and meet new people."

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

We never cease to be amazed at the generosity of the general public who donate a constant supply of high-quality baby and toddler items. If we don't have what we need, we ask our wonderful social media following and without fail the need is met. Not only does this bless the families who visit Totcycle, it also has a significant environmental benefit as it recycles items with life left in them and keeps them out of landfill.

Totcycle is run by two members of staff and between six and eight volunteers per session. This is a very labour-intensive event and would not be possible without the dedicated team of volunteers who donated around 200 hours between them this year.

"I like being able to meet new mums my age, and all the staff are friendly. I feel very welcome."

We are very grateful to Rev Canon Arthur Houston and Christ Church Park Wood PCC, who generously give us our Park Wood office space and storage space as a gift in kind, and host us on Totcycle days, and also to the People's Health Trust who gave us a grant to fund our work in Park Wood.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Drop-in Support

Gillingham and Maidstone Hubs

Our Hubs provide a safe, welcoming environment for vulnerable mums, as well as access to Totcycle. We provide play activities for babies and pre-schoolers, helping children of isolated families start to engage with their peers; however these are mum-focussed groups and so, uniquely, mums do not need to have a child with them to attend. We engage many mums who find it difficult to access traditional baby/toddler groups, e.g. mums with mental health needs, mums for whom English is not their first language, young parents, and mums who are homeless or in temporary accommodation.

We have permanent storage facilities at the Hub, allowing us to sort and store our Totcycle donations more efficiently. Mums are helped on a one-to-one basis to find items they need, which gives the team time and space to get to know each individual, and pray for them if they'd like us to, and also means we can more effectively match need with demand.



Gillingham (left) and Maidstone (right) Hubs

Our Hubs were visited 561 times during the last financial year, and there were 160 visits to Totcycle. We are developing a real sense of community at both of our Hubs, with mums starting to build relationships of trust with both our Princess Project team, and each other. We welcome visits from outside agencies, and frequently mums are brought along for the first time by their health visitor, early help worker or social worker. We have also developed a relationship with a couple of mother and baby foster carers, for whom the Hub is a great environment for mums in foster care to spend some time with their babies in a supportive, safe environment.

“Coming to the Hub makes me feel more relaxed, and my daughter loves playing with her friends and making new friends.”

“Tea and cake is a bonus but the staff are amazing! So welcoming and friendly.”

We have a committed team of twelve Hub team volunteers who work on a rota basis. Between them we estimate they have given over 350 volunteer hours this year- a truly amazing contribution.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

We are very grateful to Rev Andrew Royal and the leadership team at the URC, who continue to make us so welcome, and to Moat Housing who provide us with the venue for our Gillingham Hub free of charge.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Fusion coffee mornings

This year we have held weekly drop-in sessions for mums in Park Wood at the Fusion Healthy Living Centre. Although numbers have been relatively low (on average 2-3 mums per session) this has provided a great opportunity to get to know some of our mums better, especially those who find busier environments such as Totcycle daunting.

Many other organisations also use the café, which makes it easy for us to signpost our mums to the other services on offer, for example Citizen's Advice and Victim Support.

This service has been run by a Princess Project staff member, and like all of our Park Wood services, from January 2019 has been funded by a grant from the People's Health Trust, for which we are very grateful.



The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Supporting mums in the community

This year our staff team have provided intensive support to at least 20 mums and their families who were experiencing a variety of challenges, such as bereavement, ill health, and domestic violence. We have been able to accompany mums to (among other things) hospital appointments, PIP assessments, and court appearances, providing both practical and moral support.

Some interventions are very short term but can still have a huge impact. This year we received a referral from another charity in London who had been supporting a young mum- she had just been moved to Maidstone by her London Borough, knew nobody, and they were extremely concerned about her. One of our team visited, and found a distressed young mum who had not spoken to anyone since arriving in Maidstone, could not stop crying, wasn't eating, and said the only reason she had not taken her own life was her beautiful baby girl, who she clearly adored. We delivered essential baby items (they were both sleeping on the floor of an unfurnished flat), made an emergency referral to mental health and early help services, helped mum and baby register with a GP, sat with the baby in the waiting room whilst mum was receiving urgent help and support for her mental health, and sourced food for the family from a local food bank. We matched her with a befriender to provide ongoing support, however she was desperate to move back to London, which she did within a few weeks. Without a few weeks of intensive help and support, the outcome for this little family could have been very different.

We have also been able to use our relationships with local authorities and partner agencies to ensure the voices of our mums are heard at every level of local decision-making- our CEO is part of the Young Parent Working Group, the Voluntary and Community Children and Young People's Group, and the Health Inequalities group.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Providing Supported Volunteering Opportunities

We have provided many opportunities for our service users to volunteer throughout the year. Ten of our service users have volunteered at Totcycle, four at the Hubs, and one continues in a leadership role, sitting on our trustee board. This year we also introduced a Park Wood steering group, gathering together some of our Park Wood mums to help evaluate and improve our local services- we will be implementing some of the changes they have suggested next year.



Community Support Worker Beth (back right) with some of our mum volunteers

These opportunities to work as part of a team and make a positive contribution have been valued by the mums themselves, and been of real benefit to the organisation as well.

As well as boosting their self-esteem and confidence, volunteering with us has helped them with their employability and life skills also- two of these volunteers have subsequently gone into paid employment.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Running free family friendly events

During the summer of 2018 we ran two family picnics, one in Mote Park and one in Park Wood. Like all our events, these were free of charge, and we provided games for the children to play, and a safe, welcoming space for parents to come and spend some time together. We also held special Hub holiday sessions during the Easter and summer holidays, open to older siblings as well as our usual preschool clientele. Events such as these help to develop and strengthen the relationships we have with our mums, and also provided a welcome respite for some of our single mums for whom the six-week long summer holidays are particularly challenging. We had stalls at the Children's Centre Family Fun Day and Park Wood summer fete, providing free activities to local families, and giving us a great opportunity to meet mums who haven't yet heard about us and tell them what we do and how we might be able to support them.

Our Christmas events are always especially popular. This year we held Christmas parties at our Gillingham and Maidstone Hubs, and a family party in Park Wood, all of which were visited by our very own Santa (the alter ego of Princess Project trustee Rev Phil Goodey!) All of our parties featured fun, food, presents, and, thanks to the generosity of one of our supporters, each of our mums and their children went away with a booklet telling the Nativity story, reminding us all of the real meaning of Christmas. Each of our mums received a Christmas gift, and as many of our mums are solo parents, for some this was the only gift they received. Hillsong Church donated beautiful gifts for all the mums taking part in Mum2Mum through their Angel Tree project, and also donated Christmas hampers to some of our families in particular need.



Fun at the Park Wood party and selfies with Santa!

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Financial Review

The Princess Project's principal source of funding continues to be from donations and grants totalling £39,997. As well as the specific grants already mentioned from Kent Community Foundation (Tampon Tax funding for the work in Medway) and a grant for our work in Park Wood from the People's Health Trust, the charity received a grant of £1,000 from Golding Vision to cover the hall hire costs for our Maidstone town centre Hub.

In the 2018/9 financial year 25% of donations come from donated goods and services, a similar figure to the 2017/18 financial year. These represent storage, office and meeting space; items for new mum gifts as well as the boxes themselves; tombola and raffle prizes; printing of course notes and promotional materials; vouchers for haircuts, and payroll and accountancy/independent examination services. We are tremendously grateful for this support and without it we couldn't have provided the level of services we have achieved. The value of all donated goods and services are matched by corresponding costs shown either within direct charitable activity costs or support costs within the year.

The remainder of income from donations comes from generous donations from individuals, organisations and grant funders. Donations from individuals have remained stable, and donations from organisations have more than doubled (£4,000 in 18/19 compared with £1,853 in 17/18) thanks to a generous donation from St Peter's Church, Ightham. Grant income has also risen slightly, from £15,450 in 17/18 to £16,643 in 18/19, reflecting the continuing confidence funders have in our organisation as we demonstrate a proven track record of service delivery and grant management.

Income from other trading activities represents fundraising income and this totals £9,375, a slight increase on the previous year. £7,500 of this came from being the main beneficiary of a local music festival, with the remainder coming from several smaller fundraising events.

Reflecting our organisational growth, the costs of charitable activities have risen significantly from £31,203 in 2017/8 to £40,068 in 2018/19. This is largely due to increasing staff and support costs, but running costs continue to be relatively low due to much of our charitable activity being carried out by our team of dedicated volunteers.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Risk Management

The board of Trustees continues to assess, identify and address areas of risk and to put controls in place to minimise these. Key controls include:

- Formal agendas and minutes for all Board meetings;
- Regular financial reviews including preparation of management accounts, budgeting and reviews of reserve levels;
- Formal procedures for safeguarding children and vulnerable adults;
- Regular review of compliance with data protection legislation;
- Risk assessments of all publicly attended activities;
- Development of written policies and procedures surrounding volunteer grievance, equal opportunities and diversity, media and social networking, confidentiality, lone working and personal safety, and talking about faith guidelines;
- Development of strategic plans; and
- Regular training for staff and volunteers.

Reserves Policy

The trustees understand the importance of maintaining a level of reserves to enable them to continue to offer services during periods of financial uncertainty. During the year the trustees assess the current level of expenditure and the need to hold reserves to meet the notice costs associated with the employment of the staff team in the event of a sudden change in circumstances. The trustees consider that a reserve level of £5,664 was sufficient to meet these costs and to fund the current level of volunteer led activity for 2 months.

The total free reserves of the Princess Project after adjusting for fixed assets and restricted funds amount to £5,424.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Plans for the future

Our plans for 2019/20 include:

- To investigate the possibility of replicating some or all of our services more widely
- Consolidating our Park Wood services into a weekly Hub
- Continuing to develop Princess Project Medway
- Continue to build relationships with Maidstone and Medway churches and professionals
- Grow our team (both staff and volunteers) to reflect the increasing demand for our services
- Continuing to raise the profile of the charity.

Structure, Governance and Management

The charity is a registered Charitable Incorporated Organisation (charity number 1155021) and is governed by the terms of its constitution.

Trustees are appointed by the current trustees. Trustees retire by rotation every 3 years and can stand for re-election at that time. The constitution stipulates that there should be a minimum of 3 trustees and a maximum of 12. The day to day operation of the charity is delegated to the CEO who is also a member of the trustee board (with Charity Commission approval). When skills gaps are identified by the board, potential new trustees are sought from the local church community and serve user groups to meet these needs.

The trustee board meets at least 4 times per year, and more often where needed.

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Key management personnel remuneration

The trustees consider the board of trustees and the chief executive as comprising the key management personnel of the charity in charge of directing and controlling the charity and running and operating the charity on a day to day basis. With the exception of the CEO, who is paid, with Charity Commission approval, all trustees give of their time freely and no trustee remuneration was paid in the year.

Details of trustee expenses and related party transactions are disclosed in note 10 to the accounts. Trustees are required to disclose all relevant interests and register them with the CEO and in accordance with the charity's policy withdraw from decisions where a conflict of interest arises.

The pay of the charity's CEO and community support workers is reviewed annually. The current level of pay for the CEO is benchmarked against a project worker within a small charitable organisation, and we pay the community support workers the hourly rate recommended by the Living Wage Foundation.

Reference and administrative information

Trustees

Jane Negus	Chair of Trustees
Neil Sampson	Secretary
Julie Samson	Treasurer
Emma Tanner	CEO
Rev. Phil Goodey	
Georgina Tomlin	
Helen Williamson	

Principal Office The Princess Project, Christ Church, Park Wood, Maidstone, Kent ME15 9JW

Independent Examiner Edward Rands FCA, 16 Mill Close, Shepshed, Loughborough, Leicestershire LE12 9UA

Principal Banker CAF Bank, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4JQ

The Princess Project

Report of the Trustees for the year ended 31st March 2019 (continued)

Trustees' responsibilities in relation to the financial statements

The charity trustees are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the charity trustees to prepare financial statements for each year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, of the charity for that period.

In preparing the financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the applicable Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures that must be disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the Trust deed. They are also responsible for safeguarding the assets of the charity and taking reasonable steps for the prevention and detection of fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website in accordance with legislation in the United Kingdom governing the preparation and dissemination of financial statements.

Approved by the trustees on 13th January 2020 and signed on their behalf by:



Jane Negus
Chair

Independent examiner's report to the trustees of The Princess Project

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2019 which are set out on pages 24 to 38.

Responsibilities and basis of report

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

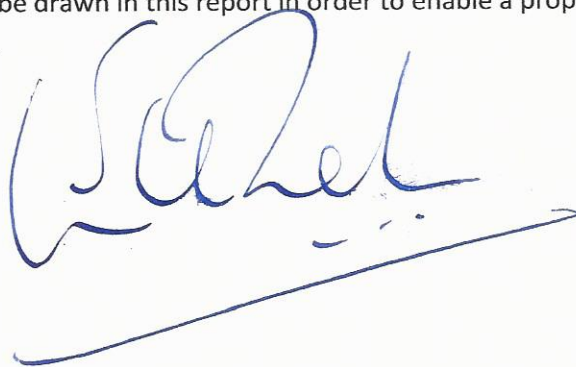
Independent examiner's statement

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 charity 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.

Edward Rands FCA
16 Mill Close
Shepshed
Loughborough
Leicestershire
LE12 9UA



Date:

18 January 2020

Statement of Financial Activities
For the year ended 31st March 2019

	Notes	Unrestricted 2019 £	Restricted 2019 £	Total 2019 £	Unrestricted 2018 £	Restricted 2018 £	Total 2018 £
Income from:							
Donations	2	20,834	19,163	39,997	27,166	6,985	34,151
Other trading activities	3	9,375	-	9,375	9,067	-	9,067
Total		30,209	19,163	49,372	36,233	6,985	43,218
Expenditure on:							
Raising funds	4	4,392	-	4,392	7,502	-	7,502
Charitable activities	5	30,895	9,173	40,068	25,216	5,987	31,203
Total		35,287	9,173	44,460	32,718	5,987	38,705
Net Income/(Expenditure)		(5,078)	9,990	4,912	3,515	998	4,513
Reconciliation of funds							
Total funds brought forward	13/14	10,669	1,175	11,844	7,154	177	7,331
Total funds carried forward		5,591	11,165	16,756	10,669	1,175	11,844

The Princess Project

Balance Sheet

As at 31st March 2019

	Notes	2019 £	2018 £
Fixed Assets			
Tangible Fixed Assets	7	167	123
Current Assets			
Debtors	8	1,060	380
Cash		<u>18,296</u>	<u>11,878</u>
Total Current Assets		19,356	12,258
Creditors: amounts falling due in one year	9	2,767	537
Net Current Assets		16,589	11,721
Net Assets		<u>16,756</u>	<u>11,844</u>
Total funds of the charity:	15		
Unrestricted Funds		5,591	10,669
Restricted Funds		<u>11,165</u>	<u>1,175</u>
Total Funds		<u>16,756</u>	<u>11,844</u>

J Negus

Jane Negus
Chair

Julie Samson

Julie Samson
Treasurer

Approved by the Trustees on the 13th January 2020

Statement of Cash Flows

For the year ended 31st March 2019

		2019	2018
	Notes	£	£
Net cash inflow from operating activities	16	6,418	1,492
Increase in cash for the year		6,418	1,492
Cash at the start of the year		11,878	10,386
Cash at the end of the year		18,296	11,878

Notes to the Accounts

For the year ended 31st March 2019

1. Accounting Policies

Basis of preparation and going concern

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), and the Charities Act 2011. The charity constitutes a public benefit entity as defined by FRS 102.

The Trustees consider that there are no material uncertainties about the Princess Project's ability to continue as a going concern. Income arises from a combination of donations, grants and fundraising activities. The highest area of cost is associated with the employment of the Chief Executive Officer (CEO) and community support workers (CSWs). The level of reserves necessary to meet these costs and the continuing costs of volunteer-led activities is kept under constant review by the Trustees. In addition, the reserves policy includes amounts to protect the ongoing work of the charity should income levels reduce.

Income

Income, including income tax recovered on amounts received by way of Gift Aid, is recognised in the Statement of Financial Activities once the charity has entitlement to the resources, it is certain that the resources will be received and the monetary value of the incoming resources can be measured with sufficient reliability.

Donated goods and services

Included within donations is the estimated value of gifts in kind and goods or services donated to the charity where the amounts are material, readily quantifiable and measurable. Such estimates are based on the market price the charity would otherwise have paid.

Resources expended

Liabilities are recognised as resources expended as soon as there is a legal or constructive obligation committing the charity to the expenditure. All expenditure is accounted for on an accruals basis and has been classified under headings which aggregate all costs related to the category.

An amount equal to the donation income recognised on gifts in kind (not for resale) and goods or services received free of charge is included within the most relevant category of expenditure to which the donation relates.

Total resources expended include the allocation of support costs to the various expenditure categories set out in the Statement of Financial Activities. Support costs have been allocated to activities on a basis consistent with the use of resources as shown in note 12.

Other costs relate to raising funds as set out in note 4 and costs relating to charitable activities as set out in note 5.

Grants

Grants are received from various funders and are recognised on receipt.

Notes to the Accounts (continued)
For the year ended 31st March 2019

1. Accounting Policies (continued)

Value added Tax

Value added tax is not recoverable by the charity, and as such is included in the relevant costs in the Statement of Financial Activities.

Tangible fixed assets

Assets are reviewed on an individual basis and capitalised when an ongoing benefit will be provided to the charity. Depreciation is provided at the following rates in order to write off the assets over their estimated useful lives.

Equipment	33% straight line
-----------	-------------------

A full year's charge is made for the year in which an asset is purchase. No depreciation is charged in the year of disposal.

Impairment losses are recognised when there is an indication of impairment and the asset's recoverable amount is less than its carrying amount.

Accrued Income

Accrued income represents the amounts claimed for Gift Aid due on donations received before 31 March 2019 which had not yet been recovered from HMRC.

The charity had no trade debtors in the year

Cash at bank and in hand

Cash includes cash held in the charity's bank accounts and a small amount of petty cash.

Accruals and Deferred Income

Accruals comprise unpaid staff expenses relating to the period which were paid shortly after the year end.

At 31 March 2019, deferred Income represented amounts collected for tickets for the Fundraising Ball which was held in May 2019. There was no deferred income at 31 March 2018.

The charity had no trade creditors in the year.

Pensions

The charity made pension contributions for the CEO of £1293 during the year.

Restricted and Unrestricted Funds

Restricted funds are to be used for specified purposes as laid down by the donor. Expenditure which meets these criteria is identified to that fund. Unrestricted funds are donations and other income received or generated for the objectives of the Charity without further specified purpose and are available as general funds.

Notes to the Accounts (continued)
For the year ended 31st March 2019

2. Donations

	Unrestricted	Restricted	Total 2019	Total 2018
	£	£	£	£
Donations from Individuals	6,485	2,520	9,005	8,830
Donations from organisations	4,000	-	4,000	1,853
Grants	-	16,643	16,643	15,450
Donations of goods and services	10,349	-	10,349	8,018
Total Income	20,834	19,163	39,997	34,151

Grants were gratefully received from:

Kent Community Foundation	-	8,972	8,972	5,000
People's Health Trust	-	6,671	6,671	-
Golding Vision	-	1,000	1,000	200
Monckton Whitehead Charitable Foundation	-	-	-	1,000
Samuel Bentlif Annuity	-	-	-	8,000
Cobtree Charitable Trust	-	-	-	750
Help A Maidstone Child	-	-	-	500
Total	-	16,643	16,643	15,450

3. Income from other trading activities

	Unrestricted	Restricted	Total 2019	Total 2018
	£	£	£	£
Ball	-	-	-	7,052
Music on the Green	7,500	-	7,500	-
Other Fundraising events	1,875	-	1,875	2,015
Total Income from other trading activities	9,375	-	9,375	9,067

Notes to the Accounts (continued)
For the year ended 31st March 2019

4. Costs of raising funds

	Unrestricted	Restricted	Total	Total
	£	£	2019	2018
			£	£
Staff Costs	2,079	-	2,079	1,710
Music on the Green	1,131	-	1,131	-
Masquerade Ball	-	-	-	5,139
Promotional Materials	40	-	40	103
Support Costs (note 12)	1,142	-	1,142	550
Total cost of raising funds	4,392	-	4,392	7,502

Notes to the Accounts (continued)
For the year ended 31st March 2019

5. Costs of Charitable Activities

	Mum2Mum befriending	Princess Project Gift Boxes	Parenting Groups and Courses	Totcycle	Drop-in support	Shine
	£	£	£	£	£	£
Staff Costs	3,565	1,485	891	3,268	1,485	594
Refreshments	45	-	-	35	58	25
Gifts for Mums	-	1,537	347	-	-	-
Resources and equipment	-	-	81	-	193	100
Christmas Party	-	-	-	-	-	-
Promotional Materials	40	40	40	40	40	40
Rental	-	-	-	107	-	140
Support Costs (note 12)	2,006	802	535	1,873	802	268
Total costs	5,656	3,864	1,894	5,323	2,578	1,167

	Outreach events	The Hub	121 Support	Total 2019	Total 2018
	£	£	£	£	£
Staff Costs	1,485	5,347	3,862	21,982	19,782
Refreshments	-	289	-	452	248
Gifts for Mums	979	-	-	2,863	2,360
Resources and equipment	-	279	-	653	333
Christmas Party	84	-	-	84	93
Promotional Materials	40	40	40	360	820
Rental	-	1,255	-	1,502	1,205
Support Costs (note 12)	803	2,943	2,140	12,172	6,362
Total costs	3,391	10,153	6,042	40,068	31,203

£9,173 of the costs of charitable activities were charged to restricted funds (2018 – £5,987).

Notes to the Accounts (continued)
For the year ended 31st March 2019

6. Net Movement in Funds

Net movement in funds is stated after charging:

	Total 2019 £	Total 2018 £
Independent Examination	800	800
Accounting work by Independent Examiner	800	800
Depreciation of owned fixed assets	206	271

7. Tangible Fixed Assets

	Equipment Total 2019 £	Equipment Total 2018 £
Costs		
As at 1 st April 2018	854	854
Additions	250	-
As at 31 st March 2019	1,104	854
Depreciation		
As at 1 st April 2018	731	460
Charge for the year	206	271
As at 31 st March 2019	937	731
Net Book Value		
As at 31 st March 2019	167	123
As at 31 st March 2018	123	394

Notes to the Accounts (continued)
For the year ended 31st March 2019

8. Debtors

	2019	2018
	£	£
Gift Aid Tax recoverable	1,060	380
	<u>1,060</u>	<u>380</u>

9. Creditors: amounts falling due within one year

	2019	2018
	£	£
Accruals	399	272
Other taxes and social security	-	265
Deferred Income (note 9a)	2,368	-
	<u>2,767</u>	<u>537</u>

9a. Deferred Income

	2019	2018
	£	£
Brought Forward at 1 st April 2018	-	3,600
Released in the year	-	(3,600)
Deferred in the year	2,368	-
Carried Forward at 31 st March 2019	<u>2,368</u>	<u>-</u>

Deferred income relates solely to prepaid tickets for the Hollywood Ball held in May 2019.

10. Related party transactions

During the year, payroll payments, including pension and Employer's National Insurance, totalling £21,387 were made to Emma Tanner, the CEO, who is a Trustee employed with Charity Commission approval. In addition to payroll payments, the CEO was reimbursed expenses arising from her role as CEO totalling £1,514 (2017 – £1,285). £215 of this was for mileage and the remainder was to reimburse out of pocket expenses to directly fund charitable activity. Key management personnel of the charity are considered to comprise the CEO and the other Trustees. Other than the CEO, none of the Trustees received any remuneration during the year (2018 – nil).

Notes to the Accounts (continued)
For the year ended 31st March 2019

11. Staff Costs

	2019	2018
	£	£
Wages and salaries	27,783	24,729
Social security costs	1,610	1,599
Pension costs	1,293	1,231
	<u>30,686</u>	<u>27,559</u>

Including the CEO (see note 10), there were three employees during the year (2018 – 2).

The full balance of the Employer's National Insurance Contributions of £1,610 were met by the annual employment allowance.

No employee received a salary exceeding £60,000 during the year (2018 – none).

Details of remuneration received by the Trustees are set out in note 10.

Notes to the Accounts (continued)
For the year ended 31st March 2019

12. Support Costs

The support costs of the charity have been allocated as follows based on time spent on each activity by the CEO and other employees:

	%	2019 £	2018 £
Mum2Mum Befriending	15	2,006	864
Princess Project Boxes	6	802	314
Parenting Courses and Groups	4	535	550
Totcycle	14	1,873	1,021
Drop-in Support	6	802	393
Shine	2	268	
Outreach events	6	803	314
The Hub	22	2,943	1,885
121 Support	16	2,140	1,021
Cost of raising funds	9	1,142	550
	100	13,314	6,912

Support Costs were made up as follows

	2019 £	2018 £
Staff Costs	5,644	2,931
Printing, Postage and Stationery	645	-
Volunteers' expenses	87	35
Website costs	72	64
Travel	391	84
Phone and broadband	262	263
Office costs	4,227	1,579
Insurance	386	356
Governance costs	1,600	1,600
	13,314	6,912

Governance costs included the donated services of the Independent Examiner and the costs of meeting space for board meetings.

Notes to the Accounts (continued)
For the year ended 31st March 2019

13. Unrestricted Funds

	2019	2018
	£	£
Balance brought forward	10,669	7,154
Excess of income over expenditure	(5,078)	3,515
Balance carried forward	<u>5,591</u>	<u>10,669</u>

Notes to the Accounts (continued)
For the year ended 31st March 2019

14. Restricted Funds

	As at 1 st April 2018	Income	Expenditure	As at 31 st March 2019
	£	£	£	£
CEO employment fund	-	2,460	2,460	-
Community Support Worker salary	-	60	60	-
Kent Community Foundation (Hub)	894	-	894	-
Golding Vision (laptop)	200	-	200	-
Kent Community Foundation (TV)	81	-	81	-
Golding Vision (Hub rent)	-	1,000	550	450
People's Health Trust	-	6,671	2,549	4,122
Kent Community Foundation (Medway)	-	8,972	2,379	6,593
	1,175	19,163	9,173	11,165

The CEO employment fund relates to donations made by individuals towards the employment costs of the CEO. This income has been applied towards the staff costs included within charitable activities.

A monthly donation of £5 has been received throughout the year ended 31 March 2019 towards the employment costs of the Mums' Community Support Worker. This income has been applied towards the staff costs included within charitable activities.

The Kent Community Foundation has made a grant towards the funding of the Mums' Hub in Maidstone town centre. This income has been applied towards the running costs of the Hub included within charitable activities.

Golding Vision made a grant of £200 in the previous year towards the purchase of a laptop computer for the use of the Mums' Community Support Worker. With the agreement of Golding Vision, this amount was applied towards the purchase of software and virus protection for a laptop which was donated during the year.

The Kent Community Foundation (TV) fund arose from the underspend of a grant received in 2015/16. With the agreement of the Foundation, the underspend was allocated towards the purchase of a television for our parenting courses which has been capitalised in the accounts. The carried forward amount represents the restricted net book value of the television.

During the year, Golding Vision made a grant of £1,000 to cover the hall hire costs for our Maidstone town centre Hub.

The People's Health Trust has made a grant starting 1st January 2019 to cover our work in Park Wood (Totcycle, Fusion drop-in and Shine course). This income has been applied towards the running costs of these services (including staff costs) included within charitable activities.

Kent Community Foundation (Tampon Tax funding) made a grant starting 1st January 2019 towards our work in Medway (Mum2Mum, new mum gifts, Hub). This income has been applied towards the running costs of these services (including staff costs) included within charitable activities.

Notes to the Accounts (continued)
For the year ended 31st March 2019

15. Analysis of Net Assets between Funds

	Tangible Fixed Assets	Net Current Assets	At 31 March 2019	At 31 March 2018
	£	£	£	£
Restricted Funds	-	11,165	11,165	1,175
Unrestricted Funds	167	5,424	5,591	10,669
	167	16,589	16,756	11,844

16. Reconciliation of net movement in funds to net cash flow from operating activities

	2019	2018
	£	£
Net movement in funds	4,912	4,513
Add back depreciation	206	271
Less gift in kind - laptop	(250)	-
(Increase)/decrease in debtors	(680)	222
Increase/(decrease) in creditors	2,230	(3,514)
Net cash inflow from operating activities	6,418	1,492