

Little Village Annual Report and Accounts 2020





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A word from our Founder

As I write this, it is almost two months since I stood down from the CEO role at Little Village. Even with a bit of distance, I could not be more proud of our work in 2020. This report shows what a difference we made to thousands of families across London. The Little Village community – our staff, volunteers, donors, and financial supporters – together have shown what love in action looks like; it has been an enormous privilege to lead that journey for five years.

It's fair to say that 2020 was not the year we expected or planned for. You'll read here how we had to completely redesign the support we offered to families. I want

"I'm so excited to watch Little Village continue to grow under Sophie's brilliant leadership."

to acknowledge the extraordinarily challenging circumstances in which we were working. Yes, the logistics were tough, but really what I'm referring to here is the disproportionate

and unfair way in which the pandemic landed on the families we were supporting. These are families who were already living on the edge. The emotional, economic and social toll on them has been profound and we saw that at first hand.

As 2021 unfolds, we need to see a lot more action to protect and build up families with babies and young children. We may be emerging from the worst of the public health crisis, but with unemployment only



due to peak in the autumn, the economic crisis is continuing to diminish the lives of many families in poverty. Of course, Little Village will carry on doing everything we can to support families through providing everything parents need – from cots to socks – for the babies and toddlers. But this work alone will not solve poverty.

I'm so excited to watch Little Village continue to grow under Sophie's brilliant leadership. She brings so much to the table, but most importantly, she shares our fundamental belief that every child deserves the best possible start in life. There's no room for compromise here, and you'll see from our plans for 2021 and beyond that we will be redoubling our work to act as a force for change, as well as continuing to support families across London.

Sophie Parker

Welcome from our CEO

2020 has demonstrated the incredible power of the movement that has grown up around Little Village, through the way that the whole organisation pivoted during the pandemic to a 'Virtual Village' delivery model, while supporting more families than ever before.

We are incredibly grateful to all the volunteers, donors and supporters who have been part of reaching a record number of families this year.

We know we're just a sticking plaster if we only focus on practical help without also looking at the reasons that have led people to us. We believe that child poverty can and must be eradicated.

During 2020, Little Village has also enabled families we've supported to make that case powerfully in the media, drawing attention to the fact that Covid-19 has made an already difficult situation much, much worse for so many families with young children.

As we move out of lockdown restrictions, we know that these families will still be facing significant struggles and our work to meet those needs will continue during 2021 and beyond.

I am so honoured to have been given the opportunity to step into Sophia's (very big) shoes to lead this vital work and I'm really looking forward to working alongside many more supporters, volunteers and donors to grow our Village and deepen our impact.

Sophie Livingstone MBE



The Trustees present their Annual Report and the audited financial statements for the year ended 31 December 2020. Included within the Trustees' report is the directors' report as required by company law.

Reference and administrative information set out on page 74 forms part of this report. The financial statements comply with current statutory requirements, the memorandum and articles of association and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102 ('Charities SORP').



About Little Village

About Little Village

Who we are

Our vision

Our dream is that every child in the capital has the essential things they need to thrive, and that everyone can play a part in achieving that goal.

Our mission

Our mission is to make it as easy as possible for families to help each other to thrive.

What we do

Little Village is like a food bank, but for clothes, toys and equipment for babies and children up to the age of five. We accept donations of excellent condition, pre-loved items, which are passed on to families who need support. The items are a gift, given with love, from one family to another.

We operate out of three main centres in London (in the boroughs of Wandsworth, Camden and Southwark) and are powered by an incredible group of around 500 committed volunteers. We've grown to be one of the largest 'baby banks' in the UK, supporting over 11,000 children since we launched in 2016 – including 7,281 children in 2020 alone.

The families who come to Little Village are referred to us by a network of 1,825 professionals from more than 500 organisations, such as midwives, social workers, and children's centres. When families come into one of our centres, they are welcomed with love and kindness and treated with dignity. Volunteers help them choose the items they need from our

extensive stock of high-quality donated clothes, toys, buggies, beds and more. Families are able to return every three months, as their needs evolve, and are encouraged to donate back to Little Village any items that they have finished using.

Although we call ourselves a 'baby bank', we provide so much more than just high-quality kit to families – at the core of what we do is a desire to build connections across communities, and to create opportunities for people to thrive.

We've always argued that our work should not only serve to support families who are struggling, but should also act as a force for change when it comes to the existence of child poverty. We're committed to playing our part in ending child poverty and we believe that every child deserves the best possible start in life.

The need we respond to

Little Village recently commissioned research, supported by the Joseph Rowntree Foundation, into the rates, persistence and depth of poverty in families with young children. The analysis revealed that of the 4.2 million children living in poverty in the UK, 1.3 million are under the age of five. This means that 34% of children living in families with at least one child under five now live in poverty – and this rate is even higher in London, where it stands at 43%. Our analysis found that some households with young children are at much higher risk of poverty – with poverty rates of over 50% for children in lone parent families, black and minority

ethnic families and those with parents aged under 25.

Our research also found that London has the deepest poverty rate of anywhere in the UK. The average family income for children in poverty is 66% of the poverty line – this equates to an average weekly income after housing costs of £248 for a couple with two children under five or £173 for a single parent with two children under five.

These levels of poverty translate into parents not being able to afford essentials such as nappies and wipes for their babies. We surveyed over 50 baby banks in 2020 and found that 8 in 10 said that the Covid crisis was leaving families without the basics, with a similar number worrying that children in poverty will go hungry. We know that the early years are critical to a child's wellbeing and development. Living in this kind of poverty has long-term implications – 88% of our referral partners that we surveyed worry that children in poverty will fall behind in developmental and educational terms.

Yet a feature of London is that alongside deep levels of poverty, there is also vast wealth, with rich and poor families living cheek by jowl. And many people want to find ways of supporting other local families whilst also ensuring that all the baby/toddler items that they have accumulated do not end up in landfill. Little Village was created to respond to this fundamental need.

What started as a 'baby bank', collecting and gifting high quality kit to local families experiencing tough times, has become

so much more. People come to us with material needs, but through the Little Village community we're able to meet an additional set of universal needs: the need for connection, for confidence and for a sense of belonging. Little Village helps alleviate material poverty, but it also builds community and gives people opportunities to thrive. We believe that everyone has times in life when they need help, and times in life when they're able to offer help. That's what Little Village is there for.

Our Strategic Objectives for 2020-24

Helping more children

We want to help more children living in poverty by opening more centres (either major hubs or smaller satellites) so that we can serve families right across London.

Offering families broader support

We want to ensure that Little Village offers families more than just 'kit' by also providing emotional support and if necessary, referrals to other organisations.

Building our volunteer programme

Volunteers are at the heart of Little Village and our volunteer programme offers people from all backgrounds opportunities to grow and thrive. We have an explicit focus on developing skills and helping people back to the labour market when this is what they want.

Being a force for change

We believe that every child deserves the best possible start in life. Our focus is on

changing unhelpful and damaging attitudes and beliefs towards child poverty as well as campaigning for policy change.

Building a resilient organisation

It is critical that our strategic objectives are supported by a strong and resilient organisation, with sustainable funding, a forward-thinking approach to people management and development and robust financial and operational systems.

Our values

Solidarity

We bring people together across economic and social divides, united in a shared belief that every parent deserves to give their kids the best possible start in life.

Love

Everything we pass on to families is a gift, not a handout. We see love as an action – an act of donating precious baby kit, of volunteering valuable time and of offering solidarity during tough times.

Sustainability

We achieve our mission whilst treading lightly on the planet, joining forces with other parts of the circular economy to reduce waste and promote re-use.

Thriving

This means having a sense of agency, belonging, and hope. And these are the qualities we focus on in how we work as well as what we do.



Achievements of the year

Achievements of the year

Helping more children

In a time of increased need, we were proud to be able to help more families than ever before by changing the way we worked. We were unable to work from our Southwark site for much of the year due to social distancing constraints, and in our remaining sites had to work with a much-reduced volunteer team. Our move to a delivery model meant we had to put limits on which boroughs we could support families from; something we had never done before. We were only able to deliver to inner London boroughs and those boroughs bordering our sites. Despite all of these constraints, we answered 3,614 requests for support with kit and clothing (compared to 3,236 in 2019).

In order to still provide support to families in outer London, and help those in inner London who were struggling to access core essentials, we launched a new offer of “Hygiene Essentials”. A box of one month’s supply of hygiene and household products plus nappies, enough for every member of the family, was delivered directly to the family’s door. This enabled us to answer a further 2,151 requests for support.

Between these two strands of activity, we responded to 5,765 requests for support, an increase of 78% on 2019. We sent out 7,281 packs to children – of either Hygiene Essentials (toiletries and nappies), or full deliveries of clothing and kit as well as toiletries and nappies.

We had planned to open our first ever satellite site in Roehampton during 2020, co-locating with a children’s centre, but the Covid-19 pandemic forced us to postpone this. This will now open in early 2021.

We also started planning the opening of a new centre in Wembley which will enable us to support many more families in north west London. A site has been identified and we have begun to develop a strategy for engaging and collaborating with the local community.

Offering families broader support

Our centres are designed to be somewhere that families can come to pick up clothing and kit, but also to act as a place for support

– this can mean just a cup of tea and a chat or directing families towards other agencies who can offer additional help. The decision to close our centres to external visitors in March 2020 was therefore a devastating one for us to have to make.

Whilst we knew that we would be able to get parcels out to families, we worried that it would be difficult to maintain the connection we have with them. We decided to start offering support over the phone. Over 7,300 calls were made to families in 2020. Having a chat at a time of high anxiety and social isolation proved to be a crucial part of the help we could provide. We made 129 onward referrals to other agencies including other family support organisations, the Citizen’s Advice Bureau and food banks.



Above The Duchess of Cambridge meets our founder Sophia, as part of the Supporting Baby Banks initiative.

Building our volunteer programme

What we have achieved this year wouldn’t have been possible without our incredible volunteers. They’re the lifeblood of Little Village and we worked hard to keep our volunteer programme running throughout the pandemic. During the year, 499 volunteers donated over 12,000 hours of their time. We are proud of the fact that we were able to increase volunteer numbers above 2019 and that we didn’t see any real decrease in the number of volunteering hours.

In 2020, we weren’t able to develop and deepen our volunteer programme as much as we hoped we might. Nevertheless, we took care to design a wide range of

volunteering roles which could accommodate the different circumstances people found themselves in during periods of lockdown – on-site, at home and on the road. We were also very grateful to the volunteers who stepped up to support us with organisational support for communications, design and transport logistics.

Being a force for change

Alongside our operational work, we’ve done a lot to raise the profile of the disproportionate impact Covid-19 has had on low-income families who were already living on the edge before the pandemic took hold. For example, our survey of referral partners formed the basis of an extended report on Channel 4 News about these issues, and was



Above An example of hygiene products gifted to families during the height of the pandemic.

Achievements of the year

also covered in newspapers such as *The Sun*, *The Guardian* and *The Sunday Mirror*.

We also conducted a new survey of more than 50 baby banks across the UK which formed the basis of a campaign we worked on with the Duchess of Cambridge and two other baby banks. As well as extensive profile-raising work for the issue of child poverty, this initiative has so far secured well over £100,000 of brand-new donations of essential kit from British brands such as Boden, John Lewis and Marks and Spencer.

At the heart of our advocacy work is a desire to provide an opportunity for the families we've helped to tell their own stories. We created an Ambassador group of mums we've previously supported and were very proud to be able to introduce two of them, Ella-Mae and Amy, to the Duchess of Cambridge during a Zoom call also involving our Chief Executive. The conversation covered getting babies to sleep, the challenges of weaning and what it feels like to want the best for your children while struggling to get by on a very low income.



Above Volunteers from the Ahmadiyya Muslim Youth Association delivering emergency supplies to families.

Achievements of the year

Building a resilient organisation

People

During the third and fourth quarters, we ran a recruitment process to find a replacement for our Chief Executive and Founder, Sophia Parker. We received over 100 high quality applications for the role and conducted a very comprehensive and thorough assessment process. Sophie Livingstone MBE was offered the role and started as Chief Executive in February 2021.

Membership of the senior management team was formalised to include a Chief Executive, a Head of Programmes, a Head of Operations, a Head of Finance and a Head of People - with Heads of Fundraising and Advocacy and Communications being recruited in 2021. All team members have six- and twelve-month objectives with a formal review and development process being developed.

We launched a full programme of work on how to become an anti-racist organisation, including a staff survey, the provision of educational resources and a development workshop led by an external facilitator. We created two working groups focused on reviewing our culture and working practices and these will continue to meet during 2021.

Fundraising

2020 was a highly successful year for Little Village's fundraising - despite very limited resources, we were able to beat our fundraising target for the year and

successfully diversify our sources of income. Our Chief Executive, supported by an external fundraising consultant, was successful in securing additional Covid emergency funding from The National Lottery Community Fund and also managed to secure donations from new supporters to Little Village. These included a mix of trusts and foundations, corporates and High Net Worth Individuals. We were also successful in securing a large number of individual donations, with over 1,400 individuals donating to our Virtual Village and Merry Little Christmas campaigns. We are enormously grateful to all those who have supported our work in 2020.

At the end of 2020, we launched a successful search for a Head of Fundraising who joined us in March 2021.

Processes and technology

We've worked hard to ensure our management processes (for example, project planning, objective setting and review meetings) have kept pace with our organisational growth.

We launched a technology project to ensure our use of the Salesforce system makes our operations as smooth and efficient as possible. It will support fundraising, volunteer management and referral management.

Governance

During the third quarter, we initiated a review of our governance and a project team was created, with members of the Board working alongside staff. The objective of the project was to review Little Village's governance arrangements to ensure they follow best

practice and to add strategic and operational decision-making processes. The review has identified the need to increase diversity within the Board, and for Trustees to develop a deeper understanding of the charity. This review underlined an organisational commitment to the involvement of a broader range of stakeholders (such as families supported and volunteers) in the decision-making processes. The project team will continue to work on this during 2021.

A focus on Covid-19 and Virtual Village

The challenges we faced

- Increasing need: as the pandemic hit, it was obvious that more families than ever would be relying on our support. The impact on the self-employed or those working in certain sectors of the economy was immediate and many families found themselves requiring our help for the very first time. There was a particular need for nappies and hygiene products, which were either out of stock in supermarkets due to stockpiling in early lockdown, or prohibitively priced in local shops.
- Volunteers and staff: a high proportion of our staff and volunteers are parents of nursery or primary school aged children. When the pandemic started, Little Village was therefore greatly impacted by schools closing and the

- need to provide childcare. A number of staff members and volunteers also needed to shield due to their age or pre-existing medical conditions.
- Keeping everyone safe: our centres are usually busy, vibrant places filled with families, children, staff and volunteers. The need for social distancing made it impossible to run any sessions with families and severely curtailed the number of staff and volunteers we could have on site at any one time.
- Securing donations: we usually rely on people bringing donations of clothing, toys and kit directly to our centres. This became impossible given lockdown guidance and social distancing requirements. We also initially struggled to secure a stock of essentials such as nappies and wipes given supermarket shortages.
- Offering broad support to families: being more than just a baby bank is key to Little Village's identity. But when we closed our sites, we lost the ability to interact with families face to face and to offer them wider support.

Our response

Having made the very difficult decision to close our centres to families in March 2020, the Little Village team mobilised to develop an alternative model, and Virtual Village was born. We succeeded in totally reinventing our delivery model whilst meeting increased demand and staying true to our values.

Key changes included:

- Referrals: we worked closely with our referral partners to prioritise and focus our efforts on families who most urgently needed our support. This narrowed our referral criteria for clothing and kit supplies to newborn babies (women 30 weeks pregnant and babies up to three months old) and those with nothing (often recent migrants or those escaping domestic violence). Due to the move to a delivery model, we also had to limit the boroughs we were able to serve to inner London boroughs plus those neighbouring our sites.
- Donations: to avoid people coming into our centres with donations, we created 17 community donation points across London. Volunteers gave up space in their houses to take in donations and took care of cleaning, sorting and organising.
- Sorting and preparing parcels for families: we secured pro-bono warehouse space to make it possible to keep operations going while observing social distancing. Across all our sites, we created team bubbles, introduced PPE and increased cleaning to make volunteering with us safe.
- Hygiene Essentials packs: to address the need for essential toiletries and nappies we set up a partnership with Easho, a third-party distributor. This enabled us to support an increased number of families without putting undue pressure on our existing sites, and to continue to provide some level of support to families who either did not meet our tighter referral criteria or who lived outside the boroughs we were able to deliver to. We delivered hygiene packs which included a month's supply of toiletries and nappies for every member of the immediate family, by Parcelforce direct to the family home.



Above Our family liaison team have been making 100 phone calls a week, to offer support to families.

Achievements of the year

- Deliveries: we built a network of drivers to deliver all our clothing and kit parcels to families and pick up larger donations such as cots. These included bikers at Pedal Me, volunteers from the British Red Cross, companies such as Central Moves who were unable to do their usual removals work, and a network of volunteers driving Zip Vans.
- Supporting families: we set up a totally new support system for families over the phone - training our at-home team of volunteers to call families, check on what items they needed and see whether we could support them through onward referrals to other organisations.
- None of this would have been possible without the determination and hard work of the staff team and the incredible support of our volunteers. Staff roles were completely redesigned to take account of those who needed to be at home and those who had to juggle additional caring responsibilities. Volunteers also demonstrated enormous flexibility by trading in their usual responsibilities for acting as donation hubs, making deliveries or supporting families over the phone.



Above Long-standing volunteer Philippa, sorting through stock at our Battersea hub.

Achievements of the year

What we've learnt

The Covid-19 pandemic has brought significant challenges but has also been an opportunity for the organisation to learn. These are some of our initial conclusions:

- There's very broad support for our work. Little Village started off as a movement of parents against poverty. But since March 2020, we've attracted an entirely new demographic of volunteers beyond parents of young children, to include older people and younger workers on furlough. With this new realisation that so many people want to help, we need to focus on removing some of the barriers to their involvement.
- A delivery/pick up service is extremely popular. Families have really valued receiving items at home, particularly bulky ones such as buggies and cots. Being able to collect large items from families who are donating has also been very popular. We'll be reviewing how we can maintain a cost-effective delivery/pick-up service after the pandemic.
- Simple interventions work. We worried that complicated digital solutions for communicating with families wouldn't be inclusive, and so we relied instead on simple phone-calls. This enabled us to reach more families in a straightforward way.
- The topic of child poverty resonates. The Covid-19 pandemic has opened many people's eyes to the level of need that exists. However, there are still unhelpful perceptions around the causes of child poverty and a huge amount of work needs to be done to dispel them. We believe that we have a strong platform to engage people with these issues.
- We need to have the right spaces to serve high levels of demand. This past year has confirmed the huge levels of need that exist for our service right across London. We need to ensure we have sites that are large enough to service this demand, and flexible enough to accommodate both delivery-based and face-to-face models. We have also learnt that people really care about helping others in their local area and this underlines the need for us to have additional smaller satellite or co-located sites.
- We need to pace ourselves. Little Village is lucky to have hugely committed and highly motivated staff members and volunteers. The speed and flexibility demonstrated in the spring of 2020 was impressive and enabled us to support 60% more families in 2020 than we had done in 2019. However, there is no doubt that this left many employees and volunteers exhausted and drained, and it was clear that working at that pace was simply not sustainable. As the pandemic evolved, we have focused on nurturing our staff and ensuring that team members have enough time and space to connect with each other, despite working in different locations.

Our impact



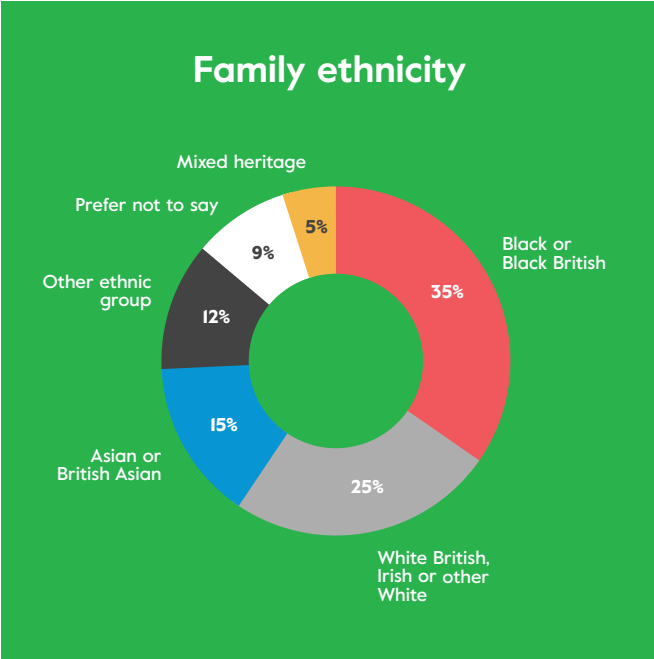
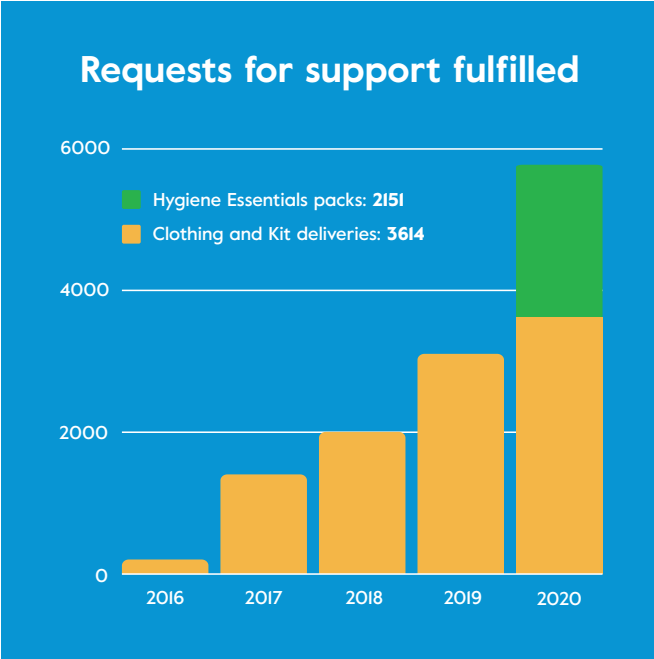
Location of families supported by Little Village in 2020

The introduction of Hygiene Essentials packs enabled us to support families across every London borough and significantly increase the number of families supported, despite the operational challenges of Covid and our focus on inner London boroughs for deliveries of kit and clothing.

The size of each red circle represents the number of people supported by Little Village in each London borough.

Who we supported

This year we supported more people than ever before – and a diverse cross-section of the community.



How we supported them

Families receiving kit and clothing received on average £850 worth of kit (if valued as new) with deliveries including record numbers of buggies to enable families to get out and

about, safe places to sleep and clothes and shoes to keep children warm and dry. Our core offering of essential kit and clothing was augmented by toiletry packs supplied through the Hygiene Essentials programme supporting families with essential toiletry packs.

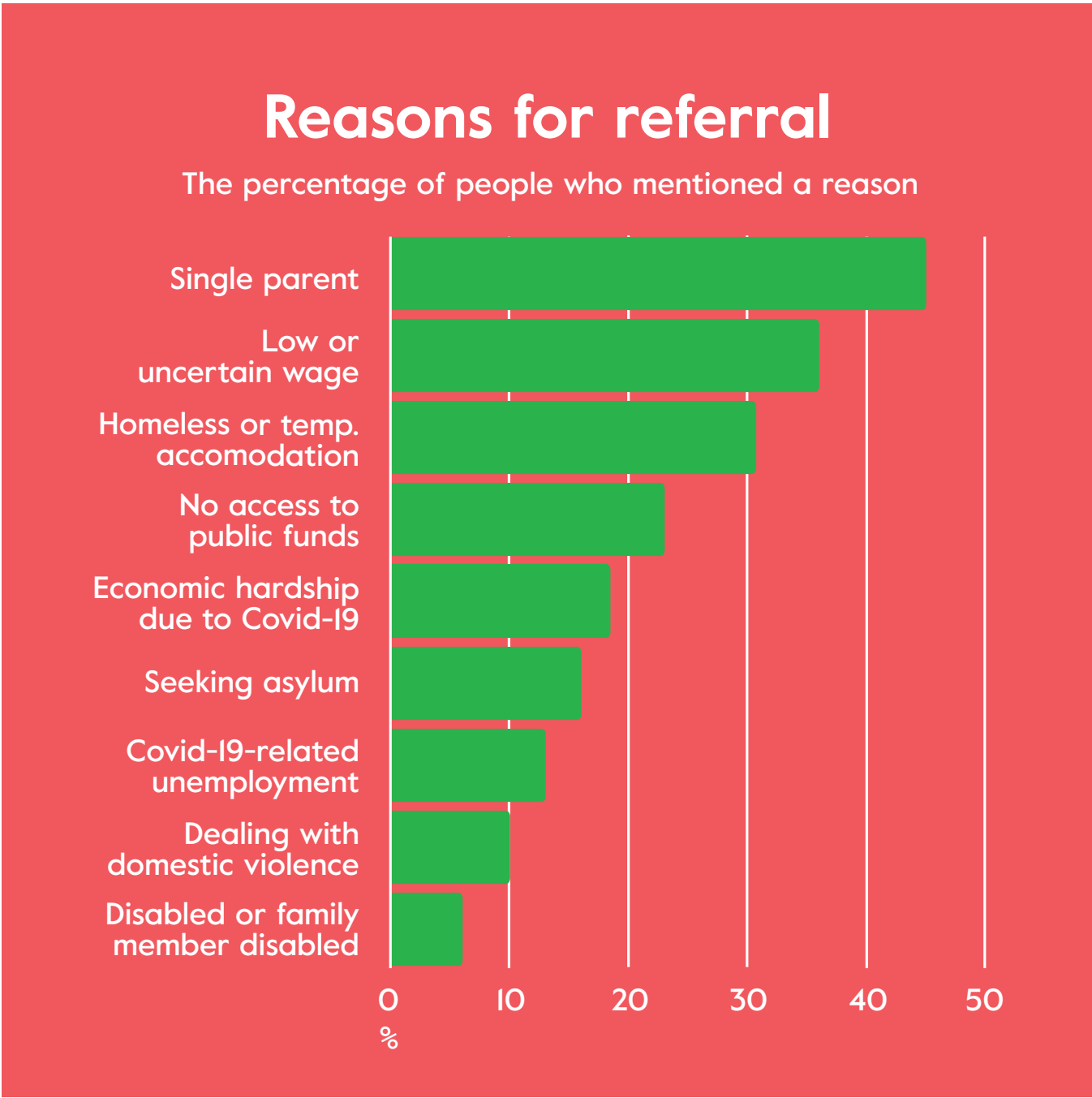


* This represents the 'as new' value of the donated items gifted to families as well as the value of new items bought such as mattresses and hygiene products. This shows what it would have cost families to buy this kit new. The financial statements show the second hand value of donated goods in line with the Charities SORP

Why we supported them

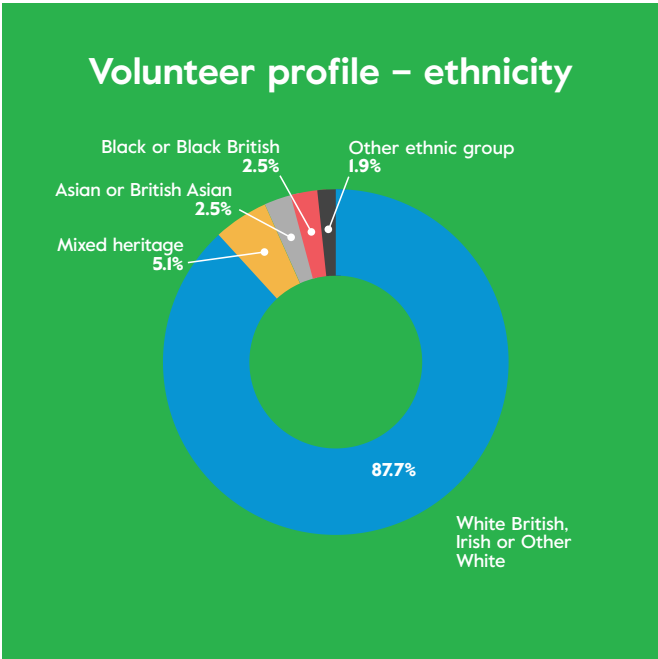
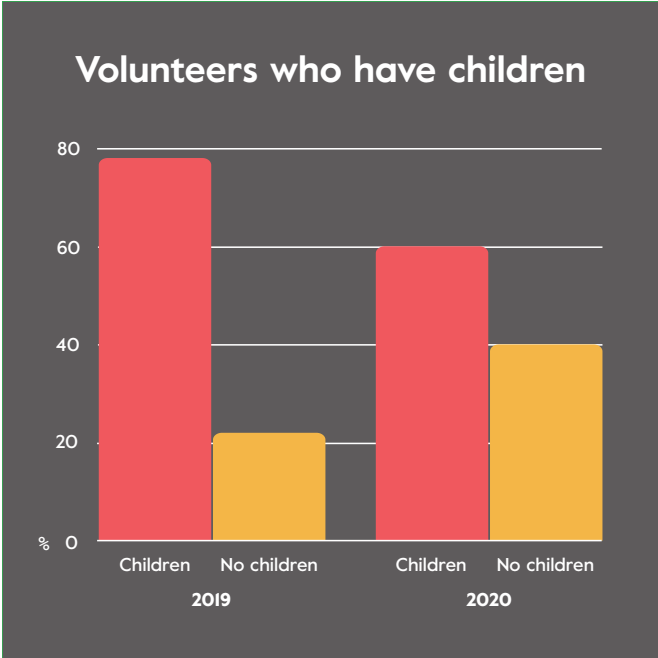
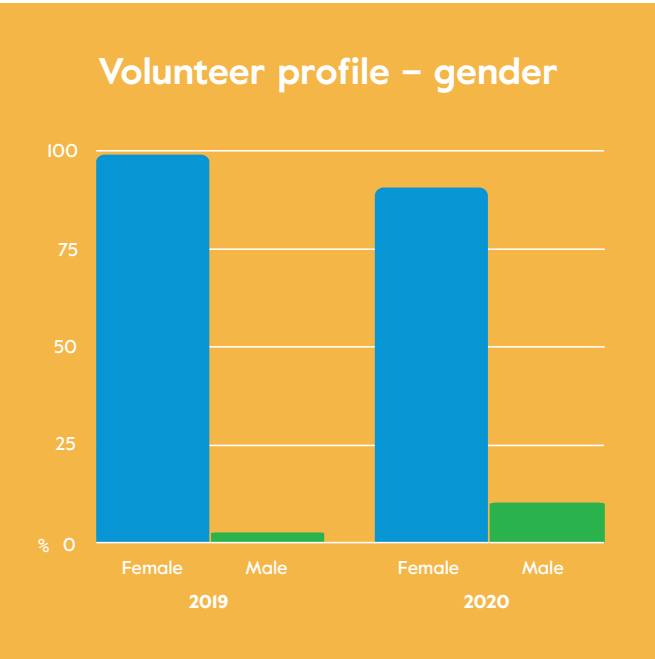
Whilst many factors stayed consistent year on year (single parent families, proportion homeless or in temporary accommodation), we saw a rise in those citing domestic

violence as a reason for support and specific economic hardships relating to Covid-19. Those with no access to public funds continued to struggle, particularly as Covid-related unemployment hit sectors such as hospitality.



Our volunteers

Whilst the impact of Covid-19 has given us the opportunity to diversify our volunteer pool in some respects, in others we still have a lot of work to do.



The impact we have...

...with our families...

Feedback from families shows there are four key benefits from our services:

1. The meeting of primary needs – a safe place to sleep, ways to feed hygienically, clothes to stay warm and dry;
2. The meeting of secondary needs – enabling families to get out and about to essential appointments or engage with their community;
3. Reducing difficult budget decisions – provision of these items can temporarily ease the hard choices about how to use limited budgets, for example mums not buying hygiene products for themselves to ensure they have budget for nappies for their children.
4. Creating ‘head space’ – the reduction in anxiety worrying about how to provide for children means parents have the space to think and plan for the future.

“Thanks a million for the Argos vouchers. I was able to buy two board games for my three-year-old that kept him busy and helped us bond together. I wrapped them up and put them under a mini Christmas tree. My son could not wait until Christmas and on Christmas day his first words were: ‘Can I open my gifts, now?’ I had never celebrated Christmas before with gifts under the Christmas tree but the voucher provided me with the impetus to do so and now I know

that it will be part of our lives for years to come. So I want to thank you for helping us make this Christmas, a very special one. Wishing you and all the other members of Little Village a great year ahead!”

“I want to say thank you not just for (supporting me) but for listening to me. Tonight you listened to me and it’s the first time I’ve spoken to anyone, not even my best friend. I try to be brave and the one who makes people laugh. Thank you for everything you and Little Village has done for me and my family. I am so grateful for everything you have done.”

“Thank you for helping us give our children the start in life they deserve.”

“My refuge worker told me about Little Village. I was embarrassed to ask for help but I soon realised there was absolutely no need to feel ashamed. They gave me absolutely everything: a pram, clothes, bottles, nappies... The day I came into Little Village was the first time anyone had ever made me a cup of tea. It makes me emotional now to think about it.”

...with our referral partners

74% of our referral partners told us they wouldn’t be able to obtain the items families receive from us from any other source.

“Thank you to you and your team for the amazing work you do. I refer to your service much more frequently than I’d like to – particularly this year – it makes such

a difference to vulnerable women and their families to know there is support like this available. Well done to your team for keeping these families supported through all the complications this year. “

“Thank you for everything that Little Village does. Your support has been so helpful for so many of the families we work with (who are destitute and not allowed to access the benefits system due to immigration status). Although it is angering that so many families are let down by the state, the existence of Little Village and similar organisations makes it possible for some families to meet their basic needs - we see so often how much of a difference this can make.”

...with our volunteers

70% of our volunteers say that volunteering has a positive impact on their mental health

71% feel positive that they are making a difference to their local community

48% say they have grown in confidence from volunteering

82% say they get to mix with people from different backgrounds, which they would not ordinarily

And during Covid specifically:

76% said they that it helped that they felt like they were making a difference during the pandemic

“The volunteering experience (...) makes you put your own life into perspective too and in turn be very grateful for the basic things you take for granted each day e.g., having enough nappies each month or being able to clothe, clean and feed your children adequately.

Additionally it has improved the quality of my life in that it has given me much needed daily adult interaction (with my Little Village colleagues and the families we liaise with) and an opportunity to problem solve in complex situations, learn new skills and improve others (e.g., navigating a new database, finding out about services on offer, communication skills etc.).

And it’s good to be part of a huge team... one of the many cogs in the Little Village machine that can make a world of difference to a family; sometimes the difference between sinking or swimming.”

“When I was made redundant due to the Coronavirus pandemic in June, the opportunity to volunteer with Little Village really helped me cope with that situation. It provided some structure and a sense of purpose that redundancy had taken away from me, and being able to help families with young children, especially as a mother of a young child, really opened my eyes to the difficulties some families in London face, and the stark inequalities, and I am really glad to be able - in a very small way - try and use my skills and time to help.”

Our impact in a nutshell


It costs £266 to answer a request for support, but that money does so much...

£266 gives:


- A family liaison call, giving human connection
- Signposting to additional support services
- Delivery of £850 worth of kit (on average – this can rise to £1,100 for a family with a newborn) providing
 - A safe place to sleep
 - The means to get out and about
 - Stimulus for play and growth
 - Warm and practical clothing
 - Hygienic means to feed
 - Essential toiletries and nappies
- A family's story the chance to be heard
 - Educating communities on the impact of child poverty
 - Advocating for change
- H2O & CO2 savings from the re-use and recycling of clothing and kit
 - Reduced use of landfill
 - Reduced need for over-production
- A volunteer placement giving personal growth
 - Skills
 - Confidence
 - Network building
 - Community cohesion
- An improvement in mental wellbeing and reduced anxiety as parents feel better about being able to give their children the start in life that they deserve

Our volunteers


Below are some of the roles our volunteers have played for us this year.



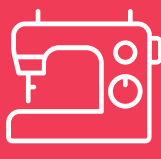
Family packer




Interpreting & translation




eBay selling




Sewing & mending




Stock sorter




Advice signposting




Transport co-ordinating




Christmas campaign packer




Home stock sorter




Driver




Proof reading




Fundraiser




Home donation hub




Buggy repairs




Database procurement




Tip runner




Phone-based family liaison



Cot checking and repairs



Washing & ironing



Team lead

Review of the year

Income and expenditure

Little Village relies on grants and donations to fund all of our work. The charity’s income during 2020 in the form of grants and monetary donations was £1.6m, representing a very significant increase over the previous year, when the equivalent figure was £391k. The single largest source of grant income in 2020 was The National Lottery Community Fund, from whom Little Village received £493k, of which £22k remained unspent at the end of the year. The majority of the remaining income was received from other grant-making organisations (including trusts and foundations), corporate donors and individuals.

Total expenditure for the year was £914k (2019: £398k), excluding the value of donated goods which were passed on to our beneficiary families. Staff costs were our most significant expense (£437k) and increased as we added to our staff count (with an increase from 7 to 12 on an FTE basis) as our operations expanded. The Covid pandemic also led to an increase in certain operating costs as we shifted to the Virtual Village delivery-only

model and began to distribute hygiene packs (whose contents are purchased rather than donated).

The four-year trend shown in the table below summarises total income and expenditure, including restricted and unrestricted funds. The value of donated goods that Little Village has passed to families is excluded (refer to ‘Donations in kind’ below for further information).

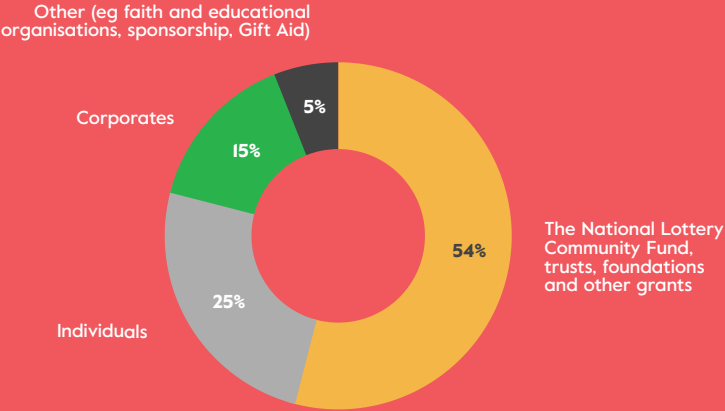
Donations in kind

In line with best practice according to the Charities SORP, the value of donated goods

given out during the year is also included in these accounts. Specifically, they are recognised in both income and expenditure, at the same amount, when they are distributed to beneficiary families rather than when they are received by Little Village. No balance sheet value is assigned to any items held at the year-end.

The total value of donated goods given out by Little Village in 2020 was £514k (2019: £471k), which is included in both income and expenditure. To value these donated goods for the purposes of the income and expenditure

Analysis of grants and donations



£'000	2017	2018	2019	2020
Income (excluding donated goods)	96	340	394	1,636
Expenditure (excluding donated goods)	(43)	(212)	(398)	(914)
Surplus/(deficit)	53	128	(4)	722
Total reserves (unrestricted and restricted)	60	188	184	906

disclosures, we take a second-hand market value estimate of each type of item. Baby clothing is valued on the basis of bundles, reflecting both how they would typically be sold second hand, and the way in which we distribute bundled clothing to families.

Significant events affecting financial performance and financial position during the year

The Covid-19 pandemic and the associated restrictions and lockdowns had a profound effect on all aspects of Little Village’s operations: our staff, volunteers, plans, operational model and, most importantly, the families whom we support. The temporary closure of our sites necessitated a rapid re-design of our operations, switching to a delivery-based model (known as Virtual Village). Recognising the dramatic increase in the need for the type of support that Little Village provides, we have

seen an outpouring of generosity from a range of donors, both existing and new. This generosity continued throughout 2020 and into 2021, manifesting itself in a successful Christmas fundraising campaign, and in the response to the media coverage that Little Village received.

Whilst our plans for 2020 were significantly altered as we responded to the Covid-19 pandemic, we reached 2021 with strong finances and a renewed commitment to our strategy. While we have updated this strategy to reflect the lessons we have learned from Covid and our experience in operating Virtual Village, we believe the growth model and associated priorities are still leading us in the right direction.

Reserves

The Trustees continually monitor the charity’s financial position and specifically review its required level of reserves each year. This

review takes into account the types of income and the risks and uncertainties associated with each; the level of fixed costs including salaries and property rent; variable costs associated with providing our services; the needs of the families whom we support; the funds required to achieve our strategic goals; and any one-off expenditure planned in the foreseeable future.

The Trustees have agreed to designate a portion of the charity’s unrestricted reserves towards meeting the costs of upgrading our premises and IT infrastructure. A project to fit out our Wembley premises is planned for 2021, and we are seeking a new site in south London: ensuring that these premises are suitably configured and equipped not only enables the charity to function efficiently, but also creates a welcoming environment in which to receive the families whom we support. A planned enhancement to our IT systems will improve the way in which we manage referrals,

£’000	Unrestricted funds		Restricted funds	Total
	General	Designated		
Income (excluding donated goods)	757		879	1,636
Expenditure (excluding donated goods)	(76)		(838)	(914)
Surplus/(deficit)	681		41	722
Brought forward 1 January 2020	157	-	27	184
Transfer to Designated Fund	(150)	150		
Carried forward 31 December 2020	688	150	68	906

handle larger items of stock and organise our volunteering resources. This new designated reserve represents £150k.

The Trustees have agreed that the minimum level of general unrestricted reserves should be sufficient to cover our fixed and variable costs for a period of between three and six months (amounting to between £270k and £540k). As at 31 December 2020, general unrestricted reserves, excluding the designated fund, stood at £688k. Held within this figure is the target minimum balance described above. The Trustees are comfortable with holding reserves above our minimum level in the context of continued uncertainty in the face of the Covid-19 pandemic and a challenging economic and fundraising environment. It is our intention that the surplus amount will enable us to invest in our capacity to support more families over the coming years.

Movements on unrestricted and restricted reserves for the financial year are summarised in the table on page 32. Consistent with the presentation of the income and expenditure analyses shown above, the value of donated goods passed to beneficiary families is excluded from both income and expenditure.

Going concern

The social and economic repercussions of the Covid-19 pandemic will continue to be felt for some time to come, meaning that Little Village is operating in a generally uncertain environment. The principal risk that Little Village faces is our ability to sustain the

level of income needed to support the ever-increasing number of families who seek our help. Taking these factors into account, the Trustees have reviewed the level of reserves currently held, along with the budgeted income and expenditure, and have concluded that the charity’s funds will be sufficient to sustain its activities for a period of at least twelve months from the date of finalising these accounts. Accordingly, the accounts have been prepared on a going concern basis.

Investment policy

In addition to the balance held in the charity’s current accounts, cash is placed in short and medium term interest-bearing deposits with UK incorporated banks, in order to maximise the charity’s interest income while at the same time diversifying its exposure to individual institutions. The maturity of deposits is determined having regard to the charity’s predicted level and timing of outgoings. The Trustees currently do not consider other forms of investment to be appropriate.

Structure, governance and management

Structure, governance and management

Governance

The organisation is a charitable incorporated organisation (CIO), registered as a charity on 18 October 2016.

The charity was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

In the event of winding-up, members of the charity have no liability to contribute to its assets and no personal responsibility for settling its debts and liabilities. The Trustees are members of the charity but this entitles them only to voting rights. The Trustees have no beneficial interest in the charity.

Appointment and induction of Trustees

Roles are openly advertised and Trustees are recruited through an interview process led by nominated members of the Board. New Trustees receive an induction programme which includes meetings with key members of the management team, a briefing pack and a site visit. All Trustees commit to volunteering with Little Village at least once a quarter so that they have a good understanding of the work that the charity does.

In 2020, the Board decided there was a need to recruit new Trustees with more diverse backgrounds and with lived experience of childhood poverty. A Trustee recruitment process was launched in the first quarter

of 2021, with support from Pari Dhillon of the Social Justice Collective. This has resulted in the successful appointment of three new Trustees, Marcia Holmes, Alan Lally Francis and Katharine Sacks Jones who joined the Board on 21 June 2021.

In 2020, the Chair introduced an annual review and objective setting process for all Board members. Trustees are appointed for a three-year term with the option to renew for one further three-year term.

Organisational structure and decision making

The Board of Trustees has collective responsibility for everything that the charity does, including the legal responsibility to ensure it is controlled and properly managed. The Board delegates responsibility for operational management to the Chief Executive. The Chief Executive leads the senior management team to develop plans, policies and processes following the Board's advice and approval. As at 31st December 2020, the rest of the senior management team comprised a Head of Programmes, a Head of Operations, a Head of People and a Head of Finance. The charity has since recruited a Head of Fundraising who joined in March 2021 and a Head of Advocacy and Communications who started in June 2021.

The Board of Trustees is responsible for the strategic direction of the charity and meets quarterly together with the Chief Executive and senior management team to review

progress and to ensure the charity is on track to meet its objectives. The Board has one sub-committee, covering Finance and Fundraising, which also meets once a quarter.

During the summer of 2020, the charity's CEO, Sophia Parker, announced to the Board that she planned to resign. The then Chair of the Board, Sophie Livingstone, notified the board of her intention to apply for the role and she resigned from the Board of Trustees on 4th September 2020. The Board conducted a rigorous, open and transparent recruitment process led by the replacement Chair, Olivia Gillan-Bower. The role was openly advertised, the shortlisting of applications was done on an anonymised basis and two independent parties were involved in the selection process. Sophie Livingstone was found to be the strongest candidate and was offered the role of Chief Executive, starting in February 2021.

Remuneration policy

All Trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in note 12 to the accounts.

In setting salaries, Little Village strives to pay at a competitive level within the sector and considers changes in the cost of living/inflation and changes to roles and responsibilities. The charity also takes into account the need to remain prudent so that salary costs are sustainable both at the current time and

in the future. All employees are paid at least the London living wage as defined by the Living Wage Foundation. During 2020, a salary benchmarking exercise was conducted and as a result, most staff received a 5% pay rise to bring salaries more into line with relevant benchmarks.

The Board of Trustees reviews and agrees the annual remuneration of the Chief Executive and agrees the remuneration level of senior staff, in conjunction with the Chief Executive.

All the charity’s staff work part-time and Little Village is committed to creating roles that enable people to balance purpose-driven work with other priorities in life.

Equity, diversity and inclusion

We are working towards a goal where our staff team, volunteers and Trustees fully reflect and are representative of the diversity and difference in the lived experiences of the families we support and where individual differences and contributions are truly recognised and valued.

We reviewed our recruitment practices in 2020 and this led to two commitments being made when recruiting for a new staff role, namely to disclose the salary and not to require a university degree. We are committed to removing bias within the recruitment process and we are trialling new approaches in pursuit of this objective.

At the end of 2020, Little Village established two working groups focusing on culture and organisational practices to identify additional changes which can be made to increase diversity and ensure inclusivity at the charity. One area which is being researched is whether offering only part-time roles is impeding our ability to attract more diverse candidates to Little Village.

Volunteers

The Trustees are grateful for the enormous contribution made by Little Village volunteers across a variety of roles (typically collecting donations, sorting and packing them, making deliveries, liaising with families). The charity is truly powered by its incredible volunteers and they are one of Little Village’s most critical and valuable assets. There were 499 active volunteers during 2020.

Fundraising

Fundraising was led by the Chief Executive with support from an external fundraising consultant. Little Village understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate and we ensure we conduct our fundraising in an ethical way. We did not receive any complaints about our fundraising. We keep up to date with changing regulation and ensure we comply with it by changing processes if needed. Heading into 2021 we will be

a member of the Fundraising Regulator and our new Head of Fundraising will be reviewing our existing fundraising policy for Board approval.

Principal risks and uncertainties

The charity has a risk register in place which sets out key risks (covering governance, financial, operational, external and reputational, legal and compliance risk) and how they are managed. The risk register is formally reviewed annually by the Board but noted on a quarterly basis at each Board meeting.

The Trustees and Chief Executive have identified the following as key risks facing Little Village:

- A breach of the charity’s safeguarding policy. This is mitigated by ensuring that all staff, volunteers and Trustees receive safeguarding training and that a safeguarding briefing is given at the beginning of volunteering sessions;
- A shortfall in income leading to a breach of the reserves policy. This risk is managed by having forward planning around fundraising and diversifying fundraising streams. In addition, there is regular monitoring of financial performance throughout the year so that mitigating measures can be put in place, if needed;
- Loss of key staff or Trustees. This is mitigated by having a clear business continuity plan

for each key area to include deputies for key roles/ areas and by developing a People Strategy which includes performance management and development. A Trustee review programme has also been introduced;

- The impact of any adverse external events which would have an impact on the ability to deliver the service. A disaster and emergencies plan, built on Little Village’s Covid-19 emergency plan, is being developed to mitigate this risk;
- The loss of one of the key sites that Little Village operates from. This is mitigated by ensuring that the charity has sufficient capacity and flexibility at other sites to provide temporary cover if needed.

Policies

Policies for all relevant areas are maintained, including safeguarding (adult and child), health and safety, data protection, conflicts of interest, finance and fraud. Policies are reviewed annually and approved by the board.

Public benefit

The Trustees have referred to the guidance contained in the Charity Commission’s general guidance on public benefit when reviewing the charity’s aims and objectives and in planning its future activities. In particular, the

Trustees consider how planned activities will contribute to the aims and objectives that have been set.

Related parties

We work in partnership with a wide range of organisations, such as Citizen’s Advice, Home-Start and statutory services such as midwifery teams, health visitors and local authorities. We have no related parties or related party transactions.



Our plans for the future

Our plans for the future

It is clear that the need for Little Village is not going to diminish as we emerge from Covid-19 restrictions. We will continue to expand our support to families across London and to reflect on what we've learned during our Virtual Village Covid operations to continuously improve our model.

That is likely to include retaining direct deliveries to those families unable to travel to us due to distance or circumstances, but we are also keen to start welcoming families back into our hubs, enabling them to receive the warm Little Village interaction that so many have appreciated over the past five years, along with the ability to choose items for their children themselves.

Our new hub in Wembley will open during the second half of 2021, expanding our work to the borough of Brent as well as a new satellite operation opening in a children's centre based on the Alton Estate in Roehampton. We will be seeking new properties for stand-alone hubs and collaborative partnerships where we can co-locate additional 'satellites', with a focus on south and east London.

We will also be building on our work as a 'force for change' that has been so successful at highlighting the impact of child poverty during the pandemic, to draw attention, alongside those we've supported, to the continuing challenges faced by families with young children living in poverty. Our new Head of Advocacy and Communications will help develop this work. We will also continue to gather evidence from baby banks across the UK, enabling us to collectively tell a national story about the impact of child poverty and the needs baby banks are meeting.



Thank you

It takes a village

It really does take a village to make our work happen – families, volunteers, referral partners, donors of baby kit, financial supporters and our incredible staff – all working together to ensure children have what they need to thrive.

We are so grateful to everyone who has helped us make an incredibly challenging year also our most impactful to date. That has only been possible through an extraordinary collective effort. We look forward to growing our village in 2021 and beyond.

Our volunteers, all 499 of them, who have donated 12,000 hours to endlessly bundle, sort, package up, clean, drive, and call families. You are all superheroes and the lifeblood of our work. Special thanks to Dee and Sunette.

Our 500+ referral partners and collaborators, who make us stronger, and who together with Little Village form a vital 'first line of defence' for families who are struggling. Special shout out to Shellie and the Happy Baby team, Debra Kroll, Kirsteen McDonagh, Jackie Reid Rodney, Estera Patrichi, Varsha Baburam, the team at Dad's House, Brenda Richardson, Keith Preddie, also our foodbank partners at Wandsworth, Norwood and Brixton, Square Mile. TALK Wandsworth, Citizens' Advice, Parent Champions, City Harvest. So many more, all those of you who have filled in our referral forms at the end of long shifts

Thank you

and worked closely with us to get support to families who need it most.

The consultants and companies that quietly support us with their professional services, often pro-bono or at reduced charge, without whom we couldn't keep going. Carine Wallace, Sandy Gravette, Nicola Sweeney, Sunette Ramirez-Espain, Ark, Bravand, NannyPaye, Coyote, Big Yellow, Ian Shenstone, Glimpse, Box Move, Easho, ZipVan, PedalMe, Herman's Green Van, Care and Custody, The Kindness Offensive, the London Dog Walking Company, Onfleet, First Mile, LinkLaters, Third Sector Accounting, Sarah, Cheryl and the Be Good team.

Our lovely landlords, building managers, and cleaners. We know we are not the tidiest or most contained of tenants and we are so grateful for your patience and encouragement. Currently STCA and the Living Centre, Marstons, and Southwark Council, and soon to be Uncle.

The Trusts and Foundations who have so generously stepped in with core funding, and emergency funding, and project funding, to keep our doors open. Special thanks to The 29th May 1961 Charitable Trust, 52 Lives, The Aim Foundation, AKO Foundation, Christopher A. Holder, David Cock Foundation, Department for Digital, Culture, Media and Sport's Community Match Challenge, The Everest Trust, Global's Make Some Noise, The Grace Trust, The Hampstead Wells and Campden Trust, The Henhurst Charitable Trust, Lund Trust, a

charitable fund of Lisbet Rausing and Peter Baldwin, Segelman Trust, South London Opportunity Fund, Southwark Council Common Purpose, Thrale Almshouse and Relief in Need Charity, Two Magpies Fund, True Colours Trust, The National Lottery Community Fund, Wandsworth Grant Fund, The Wimbledon Foundation. We were particularly proud to have been awarded funding by a community panel of residents with experience of Camden's inequality through Camden Giving's participatory funding model.

The businesses who have volunteered, donated from their own profits, or gifted us beautiful stock so incredibly generously this year. Not everyone wants to be publicly acknowledged, but here are a small handful of our wonderful supporters to whom we are so grateful: the wonderwoman CJ at Sals Shoes, lovely Karen at Pram Depot, Nicky's Crafting Crew, Wandsworth Dons, Micralite, Silver Cross, JoJo Maman, Bloom and Blossom, Marks and Spencers, Boden, Mamas and Papas, Bramley, Matalan, Green People, My Little Coco, Child's Farm, Sainsburys, Frugi, Tesco, The White Company, Trotters, Kit and Kin, Kokoso Baby, DHL Express, Auree Jewellery, Regents Place, Footlocker, Soles4Souls, Mackie PR, Recognised Store, Phoenix Court, Raise Your Hands, John Lewis Partnership, Katie's Pilates, Piccolo, Antipodream, Another Fox, Peas and Pod Boxes, Luca and Luca, Avery Row, Pop My Way, Olivia Rubin, Evolve Gym, Ivy T-shirts, The Hashtag Movement, Jamila at Free the Fro, Philips Avent.

The companies who have fundraised and dug deep to help us: 3i Group plc, Ahren Innovation Capital LLP, Bank of America, BlackRock, Blevins Franks Charitable Foundation, CBRE Global Investors Limited, Cedar, Cosmedic Supplies, CVC, Devonshires Solicitors LLP, Euclid Transactional UK Limited, Evolve353, Fabrix, Fortress Investment Group LLC, The Francis Crick Institute, Just Imagine, Kennis Wiser (Ltd), Lionpoint Group (UK) Ltd, Prestbury Investment Holdings Limited, Prinova Europe Ltd, Raise Your Hands, Regent's Place Community Fund, Revcap, Ruder Finn UK Ltd, SamKnows and Savills Catering Ltd.

The schools and faith groups who have encouraged such generosity from within their own communities. Bertrum House, St Christopher's, The Village Prep School, Fircroft School, UCS, Grimsdell School, Dulwich College and DUCKS, Alleyns, JAGS, Dulwich College, Hornsby House, Harris East Dulwich Primary, Telferscot, St William of York, Dalmain Primary, Cavendish School, Marmalade Schools and Marmalade Cat nursery, St Michael's Church, Butterfly Lane Nursery, Rocket Productions, St Michael's Church Cobham Close, Church of St Mary and St John, St Luke's, BCS Brotherhood.

The journalists and media experts who have worked with us to tell the story of the families we've supported with respect and care. Katie Razzall, Jackie Long, Amy-Claire Martin, the whole team at On Road and of course our friends Sound Delivery for their tireless championing of this work, and our

friends at the Joseph Rowntree Foundation including Grace Hetherington, David Leese and Sarah Campbell.

And finally, well over 1,200 individuals have generously supported our work this year, with donations ranging from £5 to £70,000. Every single one of these contributions matters. We can't share all your names but if you were one of those people, thank you, from the bottom of our hearts.

Statement of Trustees' responsibilities

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities SORP
- Make judgements and estimates that are reasonable and prudent
- State whether applicable UK Accounting Standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- 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 charitable group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- There is no relevant audit information of which the charity's auditors are unaware
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

Statement of Trustees’ responsibilities

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity’s website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

Third Sector Accountancy Limited were appointed as the charity’s auditors during the year and have expressed their willingness to continue in that capacity.

The Trustees’ Annual Report has been approved by the Trustees and signed on their behalf by

O.C. Gillan-Bower

Olivia Gillan-Bower, Chair

11 / 08 / 2021

Financial statements

Year ended 31 December 2020
Little Village
Charity number 1169735

Independent auditor's report to the Trustees of Little Village

Opinion

We have audited the financial statements of Little Village (the 'charity') for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2020 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Annual Report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees’ responsibilities statement set out on page 45, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity’s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor’s responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under Section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

Capability of the audit in detecting irregularities, including fraud

Based on our understanding of the group and environment in which it operates, we identified the principal risks of non-compliance with laws and regulations related to pension legislation, tax legislation, employment legislation, health and safety legislation, and other legislation specific to the area in which the charity operates, and we

considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the reporting requirements under the Charities SORP and FRS102, and the Charities Act 2011.

We evaluated management’s incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principle risks were related to the pressure on management to achieve particular results. Audit procedures performed by the engagement team included:

- Review of policies and training records;
- Discussions with management including consideration of known or suspected instances of non-compliance;
- Evaluating management’s controls designed to prevent and detect irregularities;
- Identifying and testing journal entries; and
- Challenging assumptions and judgments made by management.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council’s website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor’s report.

Use of the audit report

This report is made solely to the charity’s Trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity’s Trustees those matters we are required to state to them in an auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity’s Trustees as a body for our audit work, for this report, or for the opinions we have formed.

Third Sector Accountancy Limited

Third Sector Accountancy Limited, Statutory Auditor
Holyoake House
Hanover Street
Manchester
M60 0AS

Third Sector Accountancy Limited is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

11 / 08 / 2021

Statement of Financial Activities (including Income and Expenditure account) for the year ended 31 December 2020

		Unrestricted funds	Restricted funds	Total funds 2020	Unrestricted funds	Restricted funds	Total funds 2019
	Notes	£	£	£	£	£	£
Income from:							
Donations and legacies	3	1,268,716	815,612	2,084,328	665,317	196,706	862,023
Charitable activities	4	-	63,904	63,904	-	-	-
Other trading activities	5	1,650	-	1,650	1,594	-	1,594
Investments	6	1,086	-	1,086	1,220	-	1,220
Total income		1,271,452	879,516	2,150,968	668,131	196,706	864,837
Expenditure on:							
Raising funds	7	8,799	57,524	66,323	20,253	17,699	37,952
Charitable activities	8	581,616	780,552	1,362,168	605,505	225,898	831,403
Total expenditure		590,415	838,076	1,428,491	625,758	243,597	869,355
Net income/ (expenditure) for the year	10	681,037	41,440	722,477	42,373	(46,891)	(4,518)
Net movement in funds for the year		681,037	41,440	722,477	42,373	(46,891)	(4,518)
Reconciliation of funds							
Total funds brought forward		157,389	26,604	183,993	115,016	73,495	188,511
Total funds carried forward		838,426	68,044	906,470	157,389	26,604	183,993

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

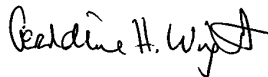
Balance sheet as at 31 December 2020

	Note	2020 £	2020 £	2019 £	2019 £
Fixed assets					
Tangible assets	15		720		1,957
Total fixed assets			720		1,957
Current assets					
Debtors	16	36,065		3,332	
Cash at bank and in hand	17	1,001,785		189,404	
Total current assets		1,037,850		192,736	
Liabilities					
Creditors: amounts falling due in less than one year	18	(132,100)		(10,700)	
Net current assets			905,750		182,036
Total assets less current liabilities			906,470		183,993
Net assets			906,470		183,993
The funds of the charity:					
Restricted income funds	20		68,044		26,604
Unrestricted income funds	21		838,426		157,389
Total charity funds			906,470		183,993

The notes on pages 56 to 74 form part of these accounts.

Approved by the Trustees and signed on their behalf by:


Olivia Gillan-Bower (Chair)


Geraldine Wright (Treasurer)

Statement of Cash Flows for the year ending 31 December 2020

	Note	2020 £	2019 £
Cash provided by/(used in) operating activities	23	811,295	(45,793)
<i>Cash flows from investing activities:</i>			
Dividends, interest, and rents from investments		1,086	1,220
Cash provided by/(used in) investing activities		1,086	1,220
Increase/(decrease) in cash and cash equivalents in the year		812,381	(44,573)
Cash and cash equivalents at the beginning of the year		189,404	233,977
Cash and cash equivalents at the end of the year		1,001,785	189,404

Notes to the accounts for the year ended 31 December 2020

I. Accounting policies

The principal accounting policies adopted, judgments and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a. Basis of preparation

The financial statements have been prepared in accordance with 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) issued in October 2019 - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Little Village meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest £ sterling.

b. Judgments and estimates

The Trustees have made no key judgments which have a significant effect on the accounts.

The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next reporting period.

c. Preparation of the accounts on a going concern basis

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements and in particular the potential implications of the Coronavirus (COVID-19) pandemic. Changes have been made to the operations to enable the charity to continue to support and serve the needs of its beneficiaries at an even enhanced level. This is also due to the very positive and generous response of the general public, the charity's individual, corporate and trust supporters, and local authorities. The budgeted income and expenditure is sufficient with the level of reserves of the charity to be able to continue as a going concern. Please refer to further comments in the Trustees' Annual Report.

d. Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of a provision of a specified service is deferred until the criteria for income recognition are met.

e. Donated services, facilities, and goods

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised; refer to the Trustees' Annual Report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

The charity received a wide range of donations from the general public of second hand baby and children's clothing, cots, buggies and various other types of goods needed for babies and young children. All these donations are passed on to families in need free of charge. These donations were valued at an estimated second hand value of £514,476 and recorded both as income and expenditure in the accounts. The second hand value of these gifts is recognised in the accounts when they are distributed to the beneficiary. The stock of second hand goods is not recognised in the accounts because it would be impractical to record this information, and the costs of attempting to do so would outweigh any benefit to the users of the accounts or the charity.

f. Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

g. Fund accounting

Unrestricted funds are available to spend on activities that further any of the purposes of charity.

Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose.

Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

h. Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of a fundraiser, fundraising events, marketing, merchandise and website costs, and their associated support costs.
- Expenditure on charitable activities includes the costs of operating baby and

young children's clothing banks undertaken to further the purposes of the charity and their associated support costs.

- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

i. Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The bases on which support costs have been allocated are set out in note 9.

j. Tangible fixed assets

Individual fixed assets costing £1,000 or more are capitalised at cost and are depreciated over their estimated useful economic lives on a straight line basis as follows:

Furniture, fixtures and fittings	33%	(previously 10%)
Computer equipment	33%	

k. Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l. Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a range of fixed term deposits up to 12 months only.

m. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated

reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n. Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

o. Pensions

Employees of the charity are entitled to join a defined contribution ‘money purchase’ scheme. The charity’s contribution is restricted to the contributions disclosed in note II. Outstanding contributions at the year end were £4,262 which were paid in full by the end of February 2021. The costs of the defined contribution scheme are included within support and governance costs and allocated to the funds of the charity using the methodology set out in note 9.

2. Legal status of the charity

The charity is a charitable incorporated organisation registered with the Charity Commission and has no share capital. The registered office address is disclosed on page 74.

3. Income from donations and legacies

	Unrestricted £	Restricted £	Total 2020 £	Unrestricted £	Restricted £	Total 2019 £
Donations and grants	754,240	815,612	1,569,852	194,094	196,706	390,800
Donated goods for beneficiaries	514,476	-	514,476	471,223	-	471,223
Total	1,268,716	815,612	2,084,328	665,317	196,706	862,023

4. Income from charitable activities

	Unrestricted £	Restricted £	Total 2020 £	Unrestricted £	Restricted £	Total 2019 £
Ark / Department for Digital, Culture, Media and Sport	-	57,154	57,154	-	-	-
Camden Giving Covid-19 Emergency Fund	-	6,000	6,000	-	-	-
The Hampstead Wells & Campden Trust	-	750	750	-	-	-
Total	-	63,904	63,904	-	-	-

5. Income from other trading activities

	Unrestricted £	Restricted £	Total 2020 £	Unrestricted £	Restricted £	Total 2019 £
Course fees	1,368	-	1,368	1,526	-	1,526
Clothes recycling	282	-	282	68	-	68
Total	1,650	-	1,650	1,594	-	1,594

6. Investment income

	Unrestricted £	Restricted £	Total 2020 £	Unrestricted £	Restricted £	Total 2019 £
Income from bank deposits	1,086	-	1,086	1,220	-	1,220
	1,086	-	1,086	1,220	-	1,220

7. Cost of raising funds

	Unrestricted £	Restricted £	Total 2020 £	Unrestricted £	Restricted £	Total 2019 £
Staff costs	-	14,599	14,599	12,320	-	12,320
Fundraiser's fees	-	29,433	29,433	-	17,500	17,500
Donation/online fees	4,967	627	5,594	2,125	-	2,125
Sponsored event costs	1,727	-	1,727	3,124	36	3,160
Marketing	897	56	953	654	-	654
Website costs	721	10,848	11,569	1,461	141	1,602
Investment management costs	350	-	350	-	-	-
Governance costs (see note 9)	-	488	488	103	22	125
Support costs (see note 9)	137	1,473	1,610	466	-	466
	8,799	57,524	66,323	20,253	17,699	37,952

8. Analysis of expenditure on charitable activities

	Total 2020 £	Total 2019 £
Staff salary costs	383,298	203,739
Other staff costs	6,133	4,406
Volunteer costs	790	467
Accommodation	61,594	41,977
Donated goods for beneficiaries	514,476	471,223
Bought goods for beneficiaries	247,379	27,431
Consumables	16,719	7,897
Consulting and freelance	17,226	28,147
Insurance	2,009	414
Delivery and collection costs	39,230	4,957
Travel	377	1,260
Depreciation	1,237	1,237
Sundry costs	16,619	13,500
Governance costs (see note 9)	12,821	5,230
Support costs (see note 9)	42,260	19,518
	1,362,168	831,403
Restricted expenditure	780,552	225,898
Unrestricted expenditure	581,616	605,505
	1,362,168	831,403

9. Analysis of governance and support costs

	Support £	Governance £	Total 2020 £	Support £	Governance £	Total 2019 £
Staff costs	31,660	7,050	38,710	11,417	4,155	15,572
Subscriptions	2,038	-	2,038	341	-	341
Consulting/Freelance	5,836	1,459	7,295	1,367	-	1,367
Database expense	4,096	-	4,096	6,859	-	6,859
Independent examination	-	-	-	-	960	960
Accountancy services	240	4,800	5,040	-	240	240
	43,870	13,309	57,179	19,984	5,355	25,339
Support and governance costs are allocated to cost of raising funds and charitable activities in proportion to the staff time spent in those activities:						
Fundraising	1,610	488	2,098	466	125	591
Charitable activities	42,260	12,821	55,081	19,518	5,230	24,748
	43,870	13,309	57,179	19,984	5,355	25,339

10. Net income/(expenditure) for the year

This is stated after charging/(crediting):	2020 £	2019 £
Depreciation	1,237	1,237
Auditor's remuneration - audit fees	3,800	-
Auditor's remuneration - accountancy fees	1,240	-
Independent examiner's fee	-	960

II. Staff costs

Staff costs during the year were as follows:	2020 £	2019 £
Wages and salaries	402,023	217,457
Social security costs	26,660	10,823
Pension costs	7,924	3,351
	<u>436,607</u>	<u>231,631</u>
Allocated as follows:		
Cost of raising funds	14,599	12,320
Charitable activities	383,298	203,739
Support costs	31,660	11,417
Governance costs	7,050	4,155
	<u>436,607</u>	<u>231,631</u>

No employees received employee benefits in excess of £60,000 (2019: Nil).

The average number of staff employed during the period was 24 (2019: 16).

The average full time equivalent number of staff employed during the period was 12 (2019: 7).

The key management personnel of the charity comprise the Trustees and the Chief Executive Officer, Head of Programmes, Head of Operations, Head of Finance and Head of People. The total employee benefits of the key management personnel of the charity were £149,734 (2019: £76,698).

12. Trustee remuneration and expenses, and related party transactions

Neither the management committee nor any persons connected with them received any remuneration or reimbursed expenses during the year (2019: Nil).

Aggregate donations from related parties were £2,500 (2019: £nil).

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

No Trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity, including guarantees, during the year (2019: nil).

13. Government grants

There were no unfulfilled conditions and contingencies attaching to the grants.

The government grants recognised in the accounts were as follows:	2020 £	2019 £
The National Lottery Community Fund	493,125	133,406
HS2 Camden fund	33,333	16,667
Groundwork	-	20,000
Southwark Borough Council - Common Purpose	1,250	3,750
Wandsworth Borough Council	4,680	-
Ark / Department for Digital, Culture, Media and Sport	57,154	-
Coronavirus Job retention scheme grant	9,560	-
	<u>599,102</u>	<u>173,823</u>

14. Corporation tax

The charity is exempt from tax on income and gains falling within Chapter 3 of Part II of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. No tax charges have arisen in the charity.

15. Fixed assets: tangible assets

Cost	Fixtures and fittings £	Computer equipment £	Total £
At 1 January 2020	1,027	2,684	3,711
At 31 December 2020	1,027	2,684	3,711
Depreciation			
At 1 January 2020	428	1,326	1,754
Charge for the year	342	895	1,237
At 31 December 2020	770	2,221	2,991
Net book value			
At 31 December 2020	257	463	720
At 31 December 2019	599	1,358	1,957

16. Debtors

	2020 £	2019 £
Grants receivable	21,527	-
Other debtors	126	186
Prepayments and accrued income	14,412	3,146
	36,065	3,332

17. Cash at bank and in hand

	2020 £	2019 £
Short term deposits	404,909	-
Cash at bank and on hand	596,876	189,404
	1,001,785	189,404

18. Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	22,771	4,951
Other creditors and accruals	9,127	2,758
Deferred income	91,581	-
Taxation and social security costs	8,621	2,991
	132,100	10,700

19. Deferred income

	2020 £	2019 £
Deferred grant brought forward	-	33,352
Grant received	91,581	-
Released to income from charitable activities	-	(33,352)
Deferred grant carried forward	91,581	-

20. Analysis of movements in restricted funds

	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2020 £
All sites					
The National Lottery Community Fund	-	493,125	(470,808)	-	22,317
Ark/Department for Digital, Culture, Media & Sport	-	57,154	(56,453)	-	701
Global's Make Some Noise (Global Charities)	-	20,000	(20,000)	-	-
Anonymous Donor 1	-	68,500	(62,802)	-	5,698
Anonymous Donor 2	-	68,500	(62,802)	-	5,698
The Joseph Rowntree Foundation	-	31,549	(31,549)	-	-
Tides Foundation/BlackRock	-	8,987	(3,157)	-	5,830
Easho Wishlist	-	14,933	(14,933)	-	-
Xmas 2020 Campaign	-	53,765	(53,765)	-	-
Camden Site	-				
Camden Giving	3,882	1,989	(5,871)	-	-
HS2 Camden Fund	16,667	33,334	(33,475)	-	16,526
Crick Community Chest, The Francis Crick Institute	1,055	-	(1,055)	-	-
Camden Giving Covid 19 Emergency Fund	-	6,000	(6,000)	-	-
Two Magpies Fund	-	15,000	(6,815)	-	8,185
The Hampstead Wells & Campden Trust	-	750	(750)	-	-
Southwark Site					
London Borough of Southwark – Common Purpose	-	1,250	-	-	1,250
Eastwood Site					
Wimbledon Foundation	-	-	-	-	-
Community Fund	5,000	-	(5,000)	-	-
London Borough of Wandsworth	-	4,680	(2,841)	-	1,839
Total	26,604	879,516	(838,076)	-	68,044

Comparative period

	Balance at 1 January 2019 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2019 £
All sites					
The National Lottery Community Fund	44,583	133,406	(177,989)	-	-
Aviva 2018/2019	227	5,000	(5,227)	-	-
M&G	-	2,501	(2,501)	-	-
Camden Site				-	
Camden Delivery	131	-	(131)	-	-
Camden Giving	1,560	7,597	(5,275)	-	3,882
HWCT	5,000	-	(5,000)	-	-
HS2 Camden Fund	-	16,667	-	-	16,667
Crick Community Chest	-	2,785	(1,730)	-	1,055
Wandsworth Site					
QBE	3,222	-	(3,222)	-	-
The Co-op	4,030	-	(4,030)	-	-
Greggs Foundation	1,965	-	(1,965)	-	-
Groundwork	730	-	(730)	-	-
BPST	5,000	-	(5,000)	-	-
Groundwork	5,000	20,000	(25,000)	-	-
HQ					
The White Stuff	22	-	(22)	-	-
Big Lottery	2,025	-	(2,025)	-	-
Southwark Site				-	
Common Purpose	-	3,750	(3,750)	-	-
Eastwood Site				-	
Wimbledon FCF	-	5,000	-	-	5,000
Total	73,495	196,706	(243,597)	-	26,604

Name of restricted fund	Description, nature and purposes of the fund
Camden Delivery	individual donor, to fund delivery costs at Camden site
QBE	donation for operation at Wandsworth site
The White Stuff	grant for story telling project at HQ
The Co-op	grant for operation at Wandsworth site
Big Lottery	grant for story telling project at HQ and Wandsworth sites
Big Lottery	grant for staff costs at all sites and specific other costs at HQ
Greggs Foundation	grant for Wandsworth outreach project
Groundwork	grant for Wandsworth outreach project
Aviva 2018	grant to fund purchase of new mattresses
Camden Giving	grant for Camden outreach project (Camden Green Points)
Hampstead Wells and Campden Trust	grant for fund charity co-ordinator post in Camden
Battersea Power Station Foundation	grant for operation at Wandsworth site
Groundwork	grant for operation at Wandsworth site
Wimbledon Foundation Community Fund	grant for operation at Wimbledon Eastwood site
Aviva 2019	grant to fund purchase of new mattresses
M&G	corporate donation for mattresses and buggy repairs
HS2 Camden Fund	restricted to Camden, supporting communities during HS2
Southwark Borough Council – Common Purpose	grant for projects which support healthier and more engaged communities
Crick Community Chest, The Francis Crick Institute	grant to move and expansion or Camden site
Ark/Department for Digital, Culture, Media and Sport	support 2500 children – provisions needed to keep them clean, clothed and warm
Global’s Make Some Noise (Global Charities)	warehouse development, satellite sites and hubs, support core costs/overheads
Easho Wishlist	family hygiene packs
Xmas 2020 Campaign	voucher scheme for families in need over Xmas
Anonymous Donor 1	operation and development of Little Village
Anonymous Donor 2	operation and development of Little Village
The Joseph Rowntree Foundation	to fund post of Head of Media and Communicatioons
Tides Foundation/BlackRock	towards Virtual Village project
Camden Giving Covid-19 Emergency Fund	towards 300 families in Camden, essential packages project, supplying one months’ worth of essential sanitary supplies for babies and adults
Two Magpies Fund	towards Volunteer Development Manager post (Camden)
The Hampstead Wells & Campden Trust	15 hygiene packs for families in Hampstead Wells area
Wandsworth Borough Council	towards costs for Eastwood Satellite operation

2I. Analysis of movements in unrestricted funds

	Balance at 1 January 2020 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2020 £
General fund	157,389	1,301,048	(620,011)	(150,000)	688,426
Designated fund	-	-	-	150,000	150,000
	<u>157,389</u>	<u>1,301,048</u>	<u>(620,011)</u>	<u>-</u>	<u>838,426</u>

Comparative period

	Balance at 1 January 2019 £	Income £	Expenditure £	Transfers £	Balance at 31 December 2019 £
General fund	<u>115,016</u>	<u>668,130</u>	<u>(625,757)</u>	<u>-</u>	<u>157,389</u>
	<u>115,016</u>	<u>668,130</u>	<u>(625,757)</u>	<u>-</u>	<u>157,389</u>

Name of unrestricted fund	Description, nature and purposes of the fund
General fund	The free reserves after allowing for all designated funds
Designated fund	To upgrade premises and IT infrastructure

22. Analysis of net assets between funds

	General fund £	Designated funds £	Restricted funds £	Total 2020 £
Tangible fixed assets	720	-	-	720
Net current assets/(liabilities)	687,706	150,000	68,044	905,750
Total	688,426	150,000	68,044	906,470

Comparative period

	General fund £	Designated funds £	Restricted funds £	Total 2019 £
Tangible fixed assets	1,957	-	-	1,957
Net current assets/(liabilities)	155,432	-	26,604	182,036
Total	157,389	-	26,604	183,993

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

	2020 £	2019 £
Net income/(expenditure) for the year	722,477	(4,518)
Adjustments for:		
Depreciation charge	1,237	1,237
Dividends, interest and rents from investments	(1,086)	(1,220)
Decrease/(increase) in debtors	(32,733)	(2,990)
Increase/(decrease) in creditors	121,400	(38,302)
Net cash provided by/(used in) operating activities	811,295	(45,793)

Reference and administrative information

Charity number	1169735
Registered office and operational address	St Mark's Church, 53 Rowfant Road, London SW17 7AP
Trustees	<p>The Trustees who served during the year and up to the date of this report were as follows:</p> <p>Olivia Gillan-Bower, Chair (appointed 04/09/20) Geraldine Wright, Treasurer (appointed 15/04/20) Helen Murphy, Secretary Caley Eldred Marcia Holmes (appointed 21/06/21) Nijma Khan Mary Kuhn (resigned 24/03/21) Alan Lally-Francis (appointed 21/06/21) Sophie Livingstone MBE (resigned 04/09/20) Jennie Lucas Katharine Sacks-Jones (appointed 21/06/21)</p>
Key management	<p>Sophia Parker, Chief Executive (resigned 08/02/21) Sophie Livingstone MBE, Chief Executive (appointed 08/02/21) Nadine Adamski, Head of Fundraising (appointed 15/03/21) Emily Compston, Head of Operations Clare Hill, Head of People Sophia Moreau, Head of Advocacy and Communications (appointed 21/06/21) Aniq Read, Head of Finance Rebecca Wilson, Head of Programmes</p>
Bankers	<p>HSBC UK Bank plc, 1 Centenary Square, Birmingham B1 1HQ Santander UK plc, Bridle Road, Bootle, Merseyside L30 4GB</p>
Auditors	Third Sector Accountancy Limited, Holyoake House, Hanover Street, Manchester M60 0AS.

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