

Charity number: 1032433

Charity Name: Friends of Hillside Avenue School
Trustees' Annual Report for the period
1 August 2024 – 31st July 2025

Friends of Hillside Avenue School

Charity Information

Named Trustees during reporting period:

James Hume – Chair

Victoria Macleod – Treasurer

Judith Davison

Alexandra Goodson

Carrie Twinn

Elizabeth Lee

Erin Bunday

Robert Elvin

Sara Richards *from October 2024*

Rebecca Baister *from March 2025*

Susan Buttifant *to October 2024*

Registered Address:

Hillside Avenue Primary School

Hillside Avenue

Norwich

NR7 0QQ

Charity Number:

1032433

Purpose of the charity:

The objects of the Association are to advance the education of the pupils of the School by:

- Providing and assisting in the provision of facilities for education at the School and as an ancillary thereto and in furtherance of this object the Association may engage in activities which support the School and advance the education of the pupils attending it.
- Developing effective relationships between the staff, parents and others associated with the school

Main activities:

The charity has engaged in various fundraising activities during the year, including but not limited to:

- The annual Christmas and Summer fetes
- Running a second-hand uniform shop for the school community
- Organising and distributing branded school uniform (to December 2024)
- Scarecrow Trail through the local community – organised by parents of the school to support the Friends of Hillside.
- Running a Bingo Night
- Organising school photographs and receiving commissions
- Organising two school discos
- Running a Mother's day and Father's day shop

As always, whilst the overriding aim is to generate funds that can ultimately be donated to the school, the charity strives to combine fundraising activities with fun wherever possible, to enrich both the children's and parents experience at school.

Financial Review:

Financial donations to School

The charity has had another successful year fundraising, allowing us make a number of donations to Hillside Avenue Primary and Nursery School. The table below summarises these donations, highlighting a total donation to the school of £27.4k in 24/25, compared to £13.9k in 23/24.

The charity had generated a relatively large cash balance over the last couple of years, and had been working with the school to identify a number of projects where these funds could be best directed. A number of these larger projects took place during 24/25, which the Friends were delighted to offer donations towards.

Nursery Playground equipment	£	5,129.00
Sensory Room Donation	£	5,000.00
Reception playground equipment	£	5,000.00
Contribution to school trips	£	3,775.00
Contribution to library refresh	£	3,138.21
Contribution to school club transport	£	1,025.00
Cooking in classes	£	572.24
Basketball club	£	646.90
Ducklings – Reception	£	530.00
Christmas Parties for classes	£	400.00
Science Week for all classes	£	400.00
Science Assembly for whole school	£	360.00
Reception Yoto equipment	£	321.88
Easter Eggs for school	£	226.85
Electronics /Headphones (Y3)	£	161.91
Donation of flowers to school	£	157.50
Music Rights for performances	£	130.00
Owl Pellets experience	£	120.00
Y6 Reward Badges	£	69.84
Y4 Sleepover	£	67.69
Class storage equipment	£	55.53
Y4 Roman Day	£	52.00
Magnetic Tiles	£	51.98
Teacher Cakes	£	23.00
Santa in school	£	20.00
Ice Lollies Y6 (SATS)	£	15.50
SATS breakfast	£	11.69
Total	£	27,461.72

As at 31st July 2025 the charity held £15.4k in the bank, starting the year with £27.2k in the bank. This reduction in cash of £11.8k is attributable to the large donations to the school, offset by net income from fundraising activity, less the Friends general overheads and asset purchases.

Approximately £7.5k of the July 25 bank balance is being held to fund regular annual contributions to the school such as contributions to school trips. A further £1.6k of the funds generated from the scarecrow fundraiser are also being held for investment in a specific project. During 25-26 we will be working with the school to identify areas where the residual funds and newly raised funds can be best directed, as well as supporting the school in a range of smaller size projects.

Our job as a charity is to put the funds to work for the purposes that they were raised – in line with our charitable objects. All donations from the charity to the school are approved via Committee meetings, after discussion about current funding needs informed by the school, and with input from parents.

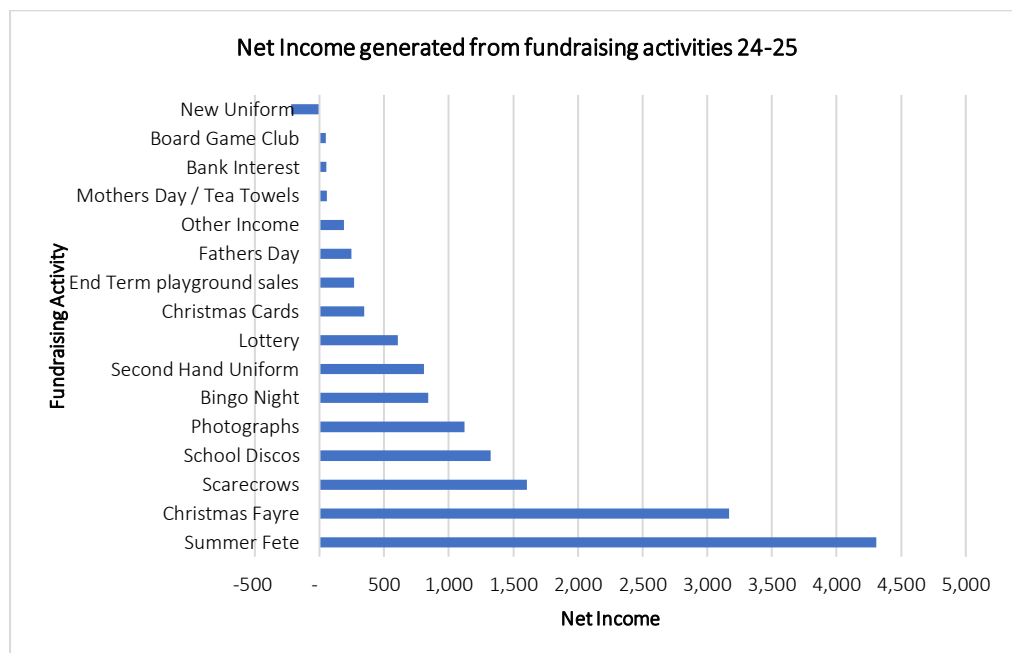
Use of Ring-Fenced Funds

Funds raised by the scarecrow trail in May 25 totalling £1.6k are to be utilised on a project that is in the process of being agreed between the scarecrow sub-committee and the school. These funds are consequently being treated as ring-fenced for a specific purpose.

Fundraising

The 24-25 accounts show that fundraising activities during the year have made a large profit, generating £25.6k in receipts and costing £7.8k in payments. Overall, when uniform stock adjustments are factored in (utilisation of £3.6k of uniform stock brought in prior years), this has resulted in total net income of £14.3k. This represents an increase of £0.2k from the prior year.

The graph below shows the relative contributions from the different fundraising activities, highlighting that a large proportion of our net income continues to come from the Summer Fete, ‘Hillfest’ and Christmas Fayre. Other notable sources of fundraising income for 24-25 were from the Scarecrow trail and School Discos.



School photograph commission generated £1.1k of funds in 24/25. Whilst this continues to be a large contributor to the total annual fundraised amount, it has dropped by £0.7k compared to the prior 2 years. The reduction is linked to changing purchasing patterns of school photographs, and different packages on offer for parents.

The second-hand uniform shop continues to be an important fundraising stream as well as a great service to parents. Income has steadily increased over the last 4 years from £326 in 21/22 to £807 in 24/25. We are extremely grateful to everyone that contributes pre-loved clothing as well as those that continue to support the shop. We hope to build on the momentum during 25/26.

During the year the process for ordering and purchasing new uniform passed across to the school to administer. This means from January 2025 onwards, the Friends of Hillside will no longer be recognising income nor payments in relation to new uniform, nor will they be showing any closing stock in relation to new uniform. The figures in the accounts for 24-25 reflect the transactions up to the point of process change, including the transfer of remaining stock to the school.

Charity Costs

During the year the charity incurred some inevitable costs associated with the overall running of the organisation, including the annual ParentKind membership payment. Other running costs largely consisted of printing costs.

The biggest area of additional investment this year was around dismantling two old existing storage sheds and replacing them with one new shed, costing £1.8k in total. The previous sheds had passed a point of repair, and the damage was such that they were threatening the condition of stock and assets stored within them. The new shed is a fantastic investment, and also helps support the more regular running of the second-hand uniform shop. We anticipate this investment lasting a number of years, and are expecting general running costs to fall back to the usual low level from 25/26.

In total, the running costs and investment costs totalled £2.6k during 24/25.

In summary it has once again been a fantastic year. As with every year, we'd like to pass on a special thank-you to everyone who has donated their time volunteering, supported our events or donated financially. We couldn't have the continued success without their support.

**Friends of Hillside Avenue School
Receipts and Payments to 31st July 2025**

Net Income from Functions		2024/25 Amount	Net 2024/25	Net 2023/24	Net 2022/23		
<i>Christmas Fayre/ Raffle</i>	<i>Income</i>	£ 4,421.26					
	<i>Expense</i>	£ 1,251.68	£ 3,169.58	£ 3,142.60	£ 3,266.55		
<i>Photographs</i>	<i>Income</i>	£ 1,122.55					
	<i>Expense</i>	£ -	£ 1,122.55	£ 1,847.55	£ 1,815.88		
<i>Christmas Cards</i>	<i>Income</i>	£ 344.50					
	<i>Expense</i>	£ -	£ 344.50	£ 318.25	£ 367.76		
<i>School Disco</i>	<i>Income</i>	£ 1,916.59					
	<i>Expense</i>	£ 591.01	£ 1,325.58	£ 1,241.89	£ 522.82		
<i>Summer Fete/ Raffle</i>	<i>Income</i>	£ 6,707.28					
	<i>Expense</i>	£ 2,404.78	£ 4,302.50	£ 2,334.74	£ 3,397.57		
<i>Fathers Day</i>	<i>Income</i>	£ 366.10					
	<i>Expense</i>	£ 118.08	£ 248.02	£ 203.99	£ 263.51		
<i>Mothers Day / Tea Towels</i>	<i>Income</i>	£ 263.20					
	<i>Expense</i>	£ 206.36	£ 56.84	£ 737.72	£ 348.12		
<i>Pond Crowdfunding</i>	<i>Income</i>	£ -					
	<i>Expense</i>	£ -	£ -	£ 119.99	£ 1,405.85		
<i>Lottery</i>	<i>Income</i>	£ 605.50					
	<i>Expense</i>	£ -	£ 605.50	£ 817.00	£ 1,197.50		
<i>Second Hand Uniforms</i>	<i>Income</i>	£ 806.66					
	<i>Expense</i>	£ -	£ 806.66	£ 777.07	£ 571.07		
<i>End Term playground sales</i>	<i>Income</i>	£ 425.74					
	<i>Expense</i>	£ 156.69	£ 269.05	£ 81.71	£ -		
<i>Scarecrows</i>	<i>Income</i>	£ 1,604.72					
	<i>Expense</i>	£ -	£ 1,604.72	£ 944.56	£ -		
<i>Bingo</i>	<i>Income</i>	£ 1,104.11					
	<i>Expense</i>	£ 261.86	£ 842.25	£ -	£ 812.43		
<i>Quiz / Race Night</i>	<i>Income</i>	£ -					
	<i>Expense</i>	£ -	£ -	£ 474.13	£ 203.24		
<i>Floats for events</i>	<i>Income</i>	£ 2,450.00					
	<i>Expense</i>	£ 2,450.00	£ -	£ -	£ -		
<i>Hillfest T-shirts</i>	<i>Income</i>	£ -					
	<i>Stock Adjustment</i>	£ 418.50	£ 418.50	£ 35.39			
<i>New Uniform and Leavers Hoodies</i>	<i>Opening Stock</i>	£ 3,469.40					
	<i>Purchases</i>	£ 2,392.44					
	<i>Income</i>	£ 5,640.81					
	<i>Closing Stock</i>	£ -	£ 221.03	£ 816.46	£ 136.33		
<i>Donations</i>		£ -	£ -	£ 500.00	£ 1,000.00		
<i>Board Game Club</i>		£ 47.21	£ -	£ -	£ -		
<i>Bank Interest</i>		£ 53.22	£ -	£ -	£ -		
<i>Other Income</i>		£ 187.99	£ 187.99	£ 89.82	£ 290.21		
Total Net Income		£	14,346.64	£	14,172.11	£	12,787.14

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25/9/25

Friends of Hillside Avenue School
Receipts and Payments to 31st July 2025

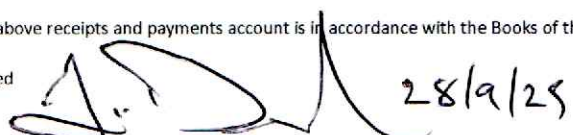
	2024/25	2023/24	2022/23
	£	£	£
Total Net income from Page 1	14,346.64	14,172.11	12,787.14
Less 24/25 Overheads			
<i>Printing / Laminating costs</i>	230.61		
<i>Parentkind</i>	172.00		
<i>Lottery Licence</i>	20.00		
<i>Other</i>	109.98		
Less 24/25 Equipment purchases			
<i>New storage shed</i>	1,860.00		
<i>Event Entertainment Equipment (Fetes)</i>	116.58		
<i>Drinks Tokens</i>	23.79		
<i>Laminator</i>	29.98		
<i>BBQ utensils events</i>	12.50		
Total Overheads / Purchases	2,575.44	1,201.93	601.89
Less Provided for School			
Nursery Playground equipment	5,129.00		
Sensory Room Donation	5,000.00		
Reception playground equipment	5,000.00		
Contribution to school trips	3,775.00		
Contribution to library refresh	3,138.21		
Contribution to school club transport	1,025.00		
Cooking in classes	572.24		
Basketball club	646.90		
Ducklings - Reception	530.00		
Christmas Parties for classes	400.00		
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Science Assembly for whole school	360.00		
Reception Yoto equipment	321.88		
Easter Eggs for school	226.85		
Electronics /Headphones (Y3)	161.91		
Donation of flowers to school	157.50		
Music Rights for performances	130.00		
Owl Pellets experience	120.00		
Y6 Reward Badges	69.84		
Y4 Sleepover	67.69		
Class storage equipment	55.53		
Y4 Roman Day	52.00		
Magnetic Tiles	51.98		
Teacher Cakes	23.00		
Santa in school	20.00		
Ice Lollies Y6 (SATS)	15.50		
SATS breakfast	11.69		
Total Donations to Hillside Avenue Primary School	27,461.72	13,955.85	4,419.46
Surplus / Deficit to General Fund	- 15,690.52	- 985.67	7,765.79
General Fund			
Balance 1st August	31,066.63	32,052.30	24,286.51
Deficit for Year	- 15,690.52	- 985.67	7,765.79
Balance 31st July	15,376.11	31,066.63	32,052.30
Represented by:-			
Uniform stock	-	3,887.90	7,532.46
Cash - Current bank account	1,322.89	27,178.73	24,519.84
Cash - Savings account - General funds	12,448.50	-	-
Cash - Savings account - Ring fenced funds (scarecrow)	1,604.72	-	-
Total	15,376.11	31,066.63	32,052.30

Notes to the accounts

- Hillfest T-shirts - Purchases of t-shirts have been recognised in expenditure in 24/25. T-shirts will be utilised during 25/26.
- At the end of the financial year, a small quantity of unsold stock is held. This will be fully utilised at fundraising events during 25/26 on a first in first out basis.

The above receipts and payments account is in accordance with the Books of the Association

Signed



28/9/25

Independent Examiner

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25/9/25

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28/9/25

Independent Examiner