buddy bag foundation

making a difference to children in emergency care

Annual Report

2025

Report of the Trustees and Unaudited Financial Statements for the year ended 31st December 2025 for The Buddy Bag Foundation.

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Report of the trustees

The trustees present their report together with the consolidated financial statements of the Buddy Bag Foundation (the charity) for the year ended 31 December 2025.

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 (FRS102) (effective 1 January 2019) – (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and the Charities Act 2011.

Buddy Bag Foundation is a Charitable Incorporated Organisation (CIO) registered with the Charity Commission for England and Wales on 17 December 2015.

Founder's Report

The Buddy Bag Foundation
Trustees' Annual Report 2025

Founder's Report

My name is Karen Williams OBE, Co-Founder and Chief Executive of The Buddy Bag Foundation. I remain passionate about improving the lives of children who find themselves in emergency care through no fault of their own.

The idea for the Buddy Bag Foundation was inspired during a visit to Australia in 2014. After researching the support available in the UK, I recognised a significant unmet need and established what became The Buddy Bag Foundation.

A Buddy Bag provides children entering emergency care with essential items and comfort at one of the most traumatic times in their lives.

During 2025 we distributed 7,878 (2024:7,603). Buddy Bags. Since formation we have delivered 73,263 (2024: 65,385 Buddy Bags, organized 424 (2024: 370) Buddy Bag Brigades and engaged 6,865 (2024: 5,731 volunteers.

Cathedral Products continued to support BBF with improved storage and fulfilment.

2025 was a year of change and implementing a long term plan for the sustainability of the Buddy Bag Foun-dation. This involved amending our purpose to widen our offering to include the launch of the Buddy Fund.

I am pleased to introduce the Buddy Fund, launched in August 2025 with a vision to create a sustainable source of support for those in need. The Fund was established to build a lasting foundation that enables continued assistance through responsible fundrais-ing, careful stewardship of resources, and community support. Our goal is to ensure the Buddy Fund grows into a long-term initiative that makes a meaningful dif-ference for future generations. We are proud to have donated since August 2025 a total of £10,991.

We celebrated our 70,000th Buddy Bag in August with our volunteers at an Afternoon Tea celebration. December 2025 we celebrated our 10th Anniversary a huge milestone for BBF.

Reaching the 10-year milestone of BBF is a moment of great pride and gratitude. What began as a shared vision has grown into a meaningful journey built on commitment, collaboration, and the continued support of our community. I would like to thank everyone who has contributed to BBF's success over the past decade – our supporters, partners, volunteers, and team members. As we celebrate this achievement, we remain focused on the future and committed to building on our foundations to create an even greater impact in the years ahead.

January 2026 saw the introduction and rollout of the Buddy Bag Foundation Fold Away Bag, an innovative and cost-effective solution designed with dignity, prac-ticality and sustainability in mind. NYAS research found that 4 in 5 care experienced children and young people surveyed said their belongings had been moved in a black bin liner.

On behalf of the Trustees, thank you to every volun-teer, supporter, donor and corporate partner whose generosity continues to make this work possible.

Karen Williams OBE
Co-Founder, Chief Executive and Trustee

Objectives and Activities

A Buddy Bag contains new toiletries, pyjamas, underwear, stationery, a book and a teddy bear. Each costs approximately £25.

Buddy Bags are distributed to women's refuges throughout Great Britain and tailored for children from newborn babies to teenagers.

Buddy Bag Brigades bring volunteers together to pack Buddy Bags while supporting community engagement and corporate volunteering.



Buddy Fund launch August 2025

The aim of creating a sustainable source of support for individuals and communities in need. Established as a long-term initiative, the Fund was created to provide ongoing assistance, strengthen financial resilience, and ensure that support can continue to be delivered where it is needed most. Since its launch, the Buddy Fund has focused on building a strong foundation through responsible fundraising, effective resource management, and community partnerships to secure a lasting positive impact for the future.

2025 was a year of change and implementing a long term plan for the sustainability of the Buddy Bag Foundation. This involved amending our purpose to widen our offering to include the launch of the Buddy Fund.

The Trustees have had due regard to the Charity Commission's guidance on public benefit throughout the year reviewing our governance policies and procedures.

Objectives and Activities

Delivering Support to Children in Crisis

The Buddy Bag Foundation continues to provide practical and emotional support to children entering emergency care across Great Britain. Every Buddy Bag distributed represents a child who has received comfort, dignity and essential items during an exceptionally difficult time.

During the year ended 31 December 2025: Buddy Bags

	2025	2024	Formation to 31st Dec 2025
Buddy Bags Distributed	7878	7,603	73,263
Number of Buddy Bag Brigades	56	55	424
Number of Volunteers Engaged	1134	973	6865
Women's Refuges Supplied	262	253	450

From August 2025 to 31st December 2025: Buddy Fund

	2025	2024	August 2025 to 31st December 2025
Applications approved	48	0	48
Payments Approved	18,510	0	18,510
Children supported	82	0	82

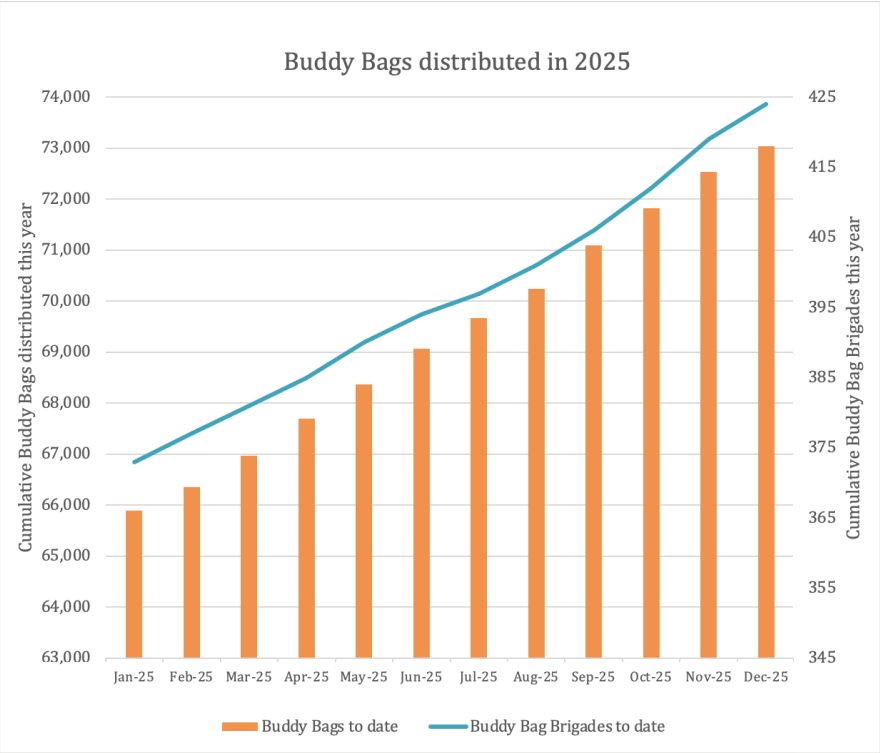
During 2025 the Foundation continued to focus on strengthening its operational infrastructure, relocating its warehousing and fulfilment arrangements and introducing efficiencies that will support future growth and improve long-term sustainability.

Fundraising and Donations

The generosity of individuals, community groups, charitable organisations and businesses continues to be fundamental to the success of The Buddy Bag Foundation.

Financial donations, sponsorship and gifts in kind enable the Foundation to purchase essential items for Buddy Bags and from August 2025 the Buddy Fund.

Our campaign encouraging volunteers to knit Buddy Bears and produce handmade toiletry bags and pencil cases. Hundreds of supporters across the UK contributed handcrafted items, demonstrating the remarkable commitment of our volunteer community while helping to reduce the overall cost of each Buddy Bag.



Ambassador

Our volunteer Ambassador network continues to expand across the UK, with representatives supporting the Foundation in areas including York, Essex, Cardiff, North Wales, South Wales and Rugby.

Working alongside local volunteers and supporters, Ambassadors raise awareness, organise fundraising activities. This growing network is helping extend the Foundation's reach while building strong local partnerships.

Buddy Bag Brigades

Buddy Bag Brigades remain at the heart of the Foundation's work, bringing together volunteers, community groups and corporate partners to pack Buddy Bags for children entering emergency care.

Regular Brigades continued to be held in Lichfield and Sutton Coldfield, while the Foundation's growing network of Ambassadors and corporate supporters enabled events to take place across Birmingham, the West Midlands, York, North Wales, Rugby, London and Essex.

These events not only provide practical support for vulnerable children but also strengthen community engagement, encourage volunteering and create valuable opportunities for organisations to fulfil their corporate social responsibility objectives.



Patrons and Supporters

The Foundation is grateful for the continued support of its Patrons, Olivia Hill, Molly Windsor and Jess Phillips MP, together with our long-standing supporter, Dr Hilary Jones.

Their advocacy helps raise awareness of the needs of children entering emergency care and supports the
Foundation's mission to reach more children across Great Britain.

Volunteers

Since the charity was established, more than **6,865 volunteers** have donated their time and skills to support our work. During 2025 alone, **1134 volunteers** took part in Buddy Bag Brigades and other activities.

Volunteers contribute in many different ways, including packing Buddy Bags, supporting fundraising events and producing thousands of handcrafted Buddy Bears, toiletry bags and pencil cases.

The Trustees extend their sincere thanks to every volunteer whose commitment and generosity continue to make our work possible.

The Queen's Award for Voluntary Service





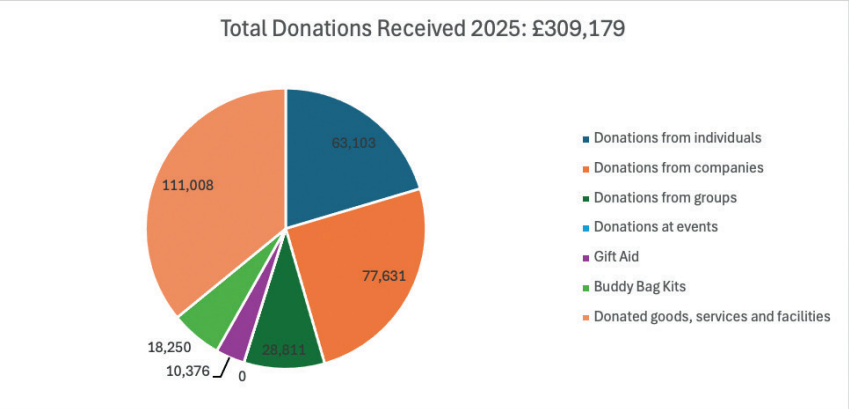
Financial Review

The Charity has received a small increase in donations on 2024 levels with donations of buddy bag kits seeing the most increase on last year. Income from donations and legacies increased by £5,026 (1.7%) from to £304,153 in 2024 to £309,179 in 2025. Increased cash donations of £198,171 (2024: £190,881) were received during the year.

Donations received included:

Groups
Barry and Peggy High Foundation £25,000
Future Echo Charitable Trust £10,000
Masons Province Grand Chapter of Warwickshire £3,500
Masonic Charitable MCF £2,080

Companies
Quilter Foundation £10,000
Sharegift £10,000
Utility Warehouse £10,000
MFG LLP £4,330
CEWE Ltd£4,200
Blueberry Wellbeing £3,000
Cincinnati Global £2,400
Wells Fargo £19,344



These amazing results reflect the consistent effort made by the ambassadors, supporters and co-founders.

Other trading activities

Other trading activities comprise income from online fundraising events, workshop team building events and sales of toys. November 2022 we launched our Shopify Sales Site, selling our BBF branded "I am Loved" Pyjamas, Buddy Bear and "Buddy Book" written by Laura Ewers and donated to BBF (all profits donated to BBF). The Pyjamas and Buddy Bear are promoted on a B1G1 basis. BBF donates a pair of Pyjamas or Bear to a child in emergency care. Sales of teambuilding workshops totaled £14,709 (2024: £21,454).

Donated goods, professional services and donated facilities

The Charity is very grateful for the generous donations of goods, professional services and facilities it has received. We continue to see an interest in volunteers knitting toys and sewing toiletries bags and pencil cases. This year donations of goods, services and facilities totaled £111,008 (2024: £113,272), similar to last year.

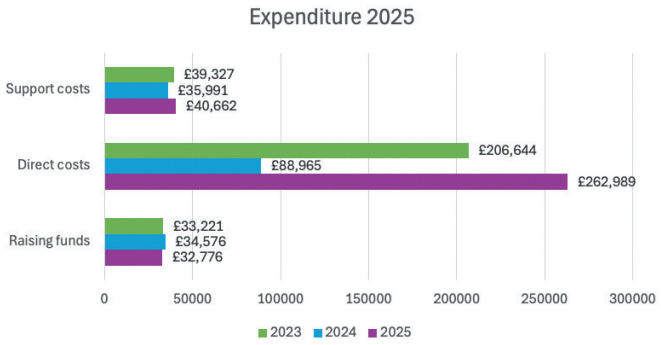
Non-cash donations received this year include:
Knitted toys and other goods received for Buddy Bags £71,414
Donated membership £10,599
Other donated services £8,850
Storage Facilities £17,880
Donated venues for Buddy Bag Brigades £1,715

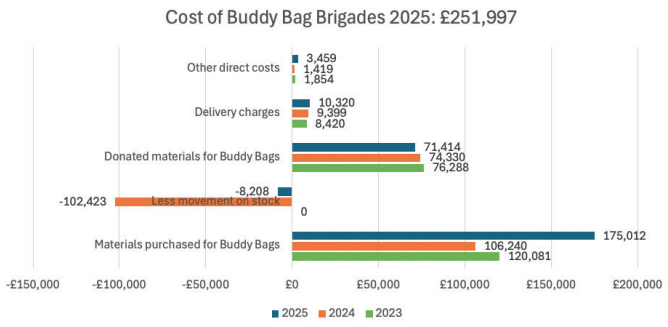
We thank the hundreds of volunteers who have each donated a few hours of their time to support the Buddy Bag Brigades, and the many volunteers who generously hand knit so many cuddly toys and make toiletry bags and pencil cases. We are grateful to all the organisations and individuals who generously sponsored and donated their professional services and venues. Together, our work becomes possible.

As stated in the accounting policy note 1, donated goods, donated professional services and donated facilities are recognised as income in the Consolidated Statement of Financial Activities. The general volunteer time of the volunteers attending Buddy Bag Brigade events and other events is not recognised.

Expenditure

Expenditure on raising funds totaled £32,776 (2024: £34,576). Designated expenditure of £32,776 consisted of processing charges on income received, website expenses, accounting expenses and donated networking costs.





Karen Williams OBE has been successful in sourcing the materials purchased for Buddy Bags at reduced cost. This is a continuous process to ensure reliability of deliveries and consistent quality of the items whilst ensuring value for money.

Support costs totaled £40,289 (2024: £35,618), comprising £24,958 from unrestricted funds and £15,331 from designated funds.

Designated funds and angels

Restricted funds donations to the Charity are specifically designated to cover administration costs. In 2019 a new program of Angels was successfully launched. The Angels make donations to support the Charity's administration costs. At 31 December 2025, designated funds totaled £72,566 (2024: £44,644).

Financial position

The Trustees are very satisfied with the financial position as at 31 December 2025. The Charity had £303,115 at the bank (2024: £302,417). Total reserves held at 31 December 2025 were £424,434 (2024: £421,574). Of this, unrestricted reserves were £351,868 (2024: £376,930) and designated reserves were £72,566 (2024: £44,644).

The charity aims to hold free reserves sufficient to fund a minimum of nine months of operating expenditure. This is calculated as if the charity had to buy all facilities, goods and services at market values. This policy is regularly reviewed by the Trustees. At 31 December 2025, the available reserves was in excess of this minimum, the trustees regularly monitor available reserves and have taken steps to reduce cash reserves held in line with the charities strategic plan.

Financial prospects

The charity is in an excellent financial situation; with sufficient cash to finance ongoing supplies of buddy bags.

The income of the charity has increased and the Charity hopes to continue on this upward trend to be able to supply as many Buddy Bags as we can to refuges as the demand has sadly not declined.

Structure, Governance and Management

Governing document

The Buddy Bag Foundation is a Charitable Incorporated Organisation governed by its Constitution amended on 3 March 2018. It is registered with the Charity Commission in England and Wales, registered number 1164916.

Appointment of trustees

Trustees are appointed for a term of one year by a resolution passed at a properly convened meeting of the Charity trustees.

In selecting individuals for appointment as a Charity trustee, the Charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Trustee induction and training

New trustees receive a copy of the current version of the constitution and the latest Trustees' Annual Report and Unaudited Financial Statements.

The CEO gives individual induction to new trustees, informing them about the work of the Foundation, the expectations of the board and the decision-making processes.

Trustees and advisory board members are expected to provide evidence of relevant GDPR training within half a year of joining the board.

Trustees and advisory board members provide evidence of their DBS certificates every few years.

Organisation

The Constitution provides for a maximum number of 12 trustees serving on the board of trustees, which administers the charity. The board of trustees meets between four and six times per year.

From its members, the board of trustees nominates a Chairman, a Chief Executive and a Treasurer, who manage the day-to-day operations of the charity.

The board of trustees is supported by an advisory board, who provide additional advice and expertise. They make non-binding recommendations to the board of trustees. Members of the advisory board are appointed by the board of trustees, who also have the authority, in its sole and absolute discretion, to remove any member of the advisory board at any time for any reason.

The Foundation does not have any employees and it does not provide any remuneration to any of its trustees or advisory board members.

Subsidiary company

Under the law of England and Wales, charities may engage in some types of trading, subject to restrictions.

To enable additional fundraising activities, (for example running fundraising balls and providing events on a commercial basis to businesses), on 8 June 2018 the Trustees incorporated The Buddy Bag Ltd as a wholly owned subsidiary company limited by shares incorporated in England and Wales.

Related parties

Karen Williams OBE (Trustee) and Chris Williams (Co-Founder) are the parents of Harry Williams (Trustee). The Charity's internal processes and procedures ensure that duties are segregated appropriately to trustees outside the Williams family

Advisory board

The advisory board members serving during the year ended 31 December 2025and since the year end were as follows: Advisory Board - Charlotte Shutt, Imogen Allen, Jane Galvez, Terry Burrows and Asha Patel. By order of the board of trustees on 15/10/2026.

And signed on its behalf by: K Walker Stack (Vice Chair)

Reference and Administrative Details

Charity registered number: 1164916
Registered address:
Unit 16 Maybrook Road
Maybrook Business Park
Minworth
Sutton Coldfield
B76 1AL

Trustees

The trustees serving during the year ended 31 December 2025 and since the year end were as follows:

Chairman	D. Whitbrook	Resigned 7/5/25
CEO	K Williams OBE	
	D M Fielding	Resigned 13/02/2026
	P Tranter	Resigned 31/12/24
	H E Williams	
	N Rogers	Appointed 11/03/2026
	D Tyrell	
	S Billingham	Appointed 1/6/24 Resigned 28/5/25
	K Walker Stack	Appointed 1/11/24
	C Florey	Appointed 1/11/24 Resigned 16/9/25
Trustees	A Khanna	Appointed 1/1/25
Treasurer	E Fitzpatrick	Appointed 31/03/25
	P Coughlin	Appointed 11/03/2026

Independent Examiner's Report to the Trustees of The Buddy Bag Foundation ('the Group')

I report to the charity trustees on my examination of the consolidated accounts of the Group comprising The Buddy Bag Foundation ('the Charity') and its sub-sidiary undertakings for the year ended 31 December 2025 which are set out on pages 17 to 25.

Responsibilities and basis of report

As the trustees of the Charity you are responsible for the preparation of the consolidated accounts of the Group in accordance with the requirements of the Charities Act 2011 ('the 2011 Act') and you have chosen to prepare consolidated accounts for the Group. You are satisfied that the accounts of both the Charity and the Group are not required by charity law to be audited and have chosen instead to have an independent examination.

I report in respect of my examination of the consolidated accounts. I have carried out my examination under section 145 of the 2011 Act. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the accounts. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the consolidated accounts present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

Independent examiner's statement

Since the Trust's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Certified Chartered Accountants, which is one of the listed bodies.
I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records with respect to the Trust were not kept as required by section 130 of the 2011 Act and with respect to its subsidiaries were not kept as required by section 386 of the Companies Act 2006; or

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

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

4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

Signed DocuSigned by: 3E1F5724670A43C...

Michelle Vincent FCCA

30 October 2026

Fruition Accountancy Limited, Unit 4 Three Spires House, Station Road, Lichfield WS13 6HX

Consolidated statement of financial activities

FOR THE YEAR ENDED 31 December 2025

	Note	Unrestricted Funds £	Designated Funds £	Total Funds 2025 £	Total Funds 2024 £
INCOME					
Donations and legacies	2	233,150	76,029	309,179	304,153
Other trading activities	3	14,751		14,751	21,877
Investment income		15,357		15,357	6,273
Total income		263,258	76,029	339,287	332,303
EXPENDITURE					
Raising funds	4		32,776	32,776	34,576
Charitable activities					
Direct costs	5	262,989		262,989	88,965
Support costs	5	24,958	15,331	40,289	35,618
Depreciation and Amortisation	10-11	373		373	373
Total expenditure		288,321	48,107	336,427	159,532
NET INCOME/(EXPENDITURE)		(25,062)	27,922	2,860	172,771
RECONCILIATION OF FUNDS					
Total funds brought forwards		376,930	44,644	421,574	248,803
Total funds carried forwards		351,868	72,566	424,434	421,574

The notes form part of these financial statements

Balance sheet as at 31 december 2025

The financial statements were approved by the Board of Trustees on 30 October 2026and were signed on its behalf by:

K Walker Stack (ACTING Chairman)

Signed by:
Kathryn Walker Stack
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		Group		Charity	
		2025	2024	2025	2024
	Note	£	£	£	£
FIXED ASSETS					
Intangible Assets	10	136	153	136	153
Tangible Assets	11	357	713	357	713
Investment	7			100	100
Total fixed assets		493	866	593	966
CURRENT ASSETS					
Stock	9	114,529	106,232	114,529	106,232
Debtors	12	11,525	7,215	21,421	19,075
Cash at bank and in hand		303,290	311,726	303,115	302,417
Total current assets		429,344	425,173	439,065	427,724
Creditors falling due within one year	13	(5,404)	(4,465)	(15,224)	(7.116)
Net current assets		423,941	420,708	423,841	420,608
NET ASSETS		424,434	421,574	424,434	421,574
FUNDS OF THE CHARITY					
Designated income funds	14	72,566	44,644	72,566	44,644
Unrestricted funds	14	351,868	376,930	351,868	376,930
TOTAL CHARITY FUNDS		424,434	421,574	424,434	421,574

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 December 2025

1 Accounting policies

a) Basis of preparing the financial statements

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 (FRS102) (effective 1 January 2019) – (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and the Charities Act 2011.

The Buddy Bag Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

b) Group financial statements

These financial statements consolidate the results of the charity and its wholly owned subsidiary The Buddy Bag Ltd on a line-by-line basis. Transactions and balances between the charity and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two entities are disclosed in the notes to the charity's balance sheet.

c) Going concern

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

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 amounts of assets and liabilities within the next reporting period.

d) Income

Donated 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), the general volunteer time of the volunteers attending Buddy Bag Brigade events and other events is not recognised. Refer to the trustees' annual report for more information about their contribution.

On receipt, donated goods, 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.

e) Expenditure

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

f) Fixed Assets – Intangible Assets

Intangible Assets are recognised at cost less accumulated amortisation and any impairment.
Trade Mark – amortised over 10 years

g) Fixed Assets – Tangible Assets

Tangible Assets are recognised at cost less accumulated amortisation and any impairment.
Depreciation on computer equipment is calculated over 3 years straight line.

h) Investments

Investment in the subsidiary company is valued at cost less provision for impairment.

i) Stocks

Stock is valued at net realisable value, which is deemed to be market value for a charity, as there is

no income received for the stock as a result of the charitable purpose. A full stock take was carried out at 31st December 2025 and this is recognised in the Financial Statements to 31st December 2025.

i) Debtors

Trade debtors are amounts due from customers for services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established where there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

j) Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

k) Trade creditors

Trade creditors are obligations to pay for goods and services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if there is no unconditional right at the end of the reporting period to defer settlement of the creditor for at least 12 months after the reporting date. If there is an unconditional right to defer settlement for at least 12 months after the reporting date, they are reported as non-current liabilities.

l) Taxation

The charity is exempt from tax on its charitable activities.

m) Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Designated funds can only be used for particular designated purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

2 Income from donations and legacies

	Unrestricted Funds	Designated Funds	Total Funds 2025	Total Funds 2024	2025 percent of total	Change	Percent change
	£	£	£	£	%	£	%
Donations from individuals	30,852	32,251	63,103	66,658	20.4%	(3,555)	5.3%
Donations from companies	44,452	33,179	77,631	84,152	25.1%	(6,521)	7.7%
Donations from groups	28,811		28,811	31,037	9.3%	(2,226)	7.2%
Donations at events				826	0.0%	(826)	100.0%
Gift Aid	10,376		10,376	6,958	3.4%	3,418	49.1%
Buddy Bag Kits	18,250		18,250	1,250	5.9%	17,000	1360.0%
Donated goods, services and facilities	100,409	10,599	111,008	113,272	35.9%	(2,264)	2.0%
	233,150	76,029	309,179	304,153	100.0%	5,026	1.7%

3 Other trading activities

	Unrestricted Funds	Designated Funds	Total Funds 2025	Total Funds 2024	2025 percent of total	Change	Percent change
	£	£	£	£	%	£	%
Sales of Buddy Bear toys/PJs	42		42	423	0.3%	(381)	90.0%
Sales of workshops and team building events	14,708		14,708	21,454	99.7%	(6,746)	31.4%
	14,751		14,751	21,877	100.0%	(7,126	32.6%

4 Raising funds expenditure

	Unrestricted Funds	Designated Funds	Total Funds 2025	Total Funds 2024	2025 percent of total	Change	Percent change
	£	£	£	£	%	£	%
Processing charges on income received		993	993	777	3.0%	216	27.8%
Fundraising event expenses		1,151	1,151	764	3.5%	387	50.7%
Website and promotional expenses		30,632	30,632	33,035	93.5%	(2,403)	7.3%
		32,776	32,776	34,576	100.0%	(1,800)	5.2%

5 Cost of charitable activities

	Unrestricted Funds	Designated Funds	Total Funds 2025	Total Funds 2024
	£	£	£	£
DIRECT COSTS – Buddy Bags				
Materials purchased for Buddy Bags	175,102	-	175,102	106,240
Less movement on stock	(8,297)	-	(8,297)	(102,423)
Donated materials for Buddy Bags	71,414	-	71,414	74,330
Delivery charges	10,320	-	10,320	9,399
Other direct costs	3,459	-	3,459	1,419
Cost of Buddy Bags	251,998	-	251,998	88,965

	Unrestricted Funds	Designated Funds	Total Funds 2025	Total Funds 2024
	£	£	£	£
DIRECT COSTS-Buddy fund				
Goods purchased for Buddy Fund	10,737		10,737	-
Delivery charges	254		254	-
Cost of Buddy Fund	10,991		10,991	-
Direct Costs	262,989		262,989	88,965

The movement in stock during the year has decreased by £94,126, this is as a result of a large increase in stock during 2024, following changes in operations, storage and accounting policies.

	Unrestricted Funds	Designated Funds	Total Funds 2025	Total Funds 2024
	£	£	£	£
SUPPORT COSTS				
Storage costs	3,750		3,750	2,453
Storage facilities donated	17,880		17,880	3,125
Administrative services		643	643	704
Insurance	1,229		1,229	
Donated services received and venues for trustee meetings	2,100		2,100	500
Donated premises for Head Office				11,250
Other support costs		14,208	14,208	17,586
Other support costs – Buddy fund		480	480	
Support costs	24,958	15,331	40,289	35,618
Total charitable activities expenditure	287,947	15,331	303,278	124,583

Included in Other Support Costs are the following:

GOVERNANCE COSTS

Independent Examiners Fee	720	720

6 Trustees' remuneration and benefits

The Charity Trustees were not paid nor received any other benefits from employment with the charity in the year (2024: £nil).

Trustees' expenses

As part of fundraising activities, the charity and its subsidiary company have sold team-building workshops to businesses. Trainers and facilitators have been engaged to deliver these fundraising activities, which included one of the Trustees. Trustees' expenses represent the cost of delivering these workshops, including travel and subsistence costs totaling £4,444 for two trustees. (2024: £8,539 – one Trustee).

7 Investment in subsidiary

The charity holds 100 shares of £1 each in its wholly owned trading subsidiary company The Buddy Bag Ltd which is incorporated in England and Wales. These shares are allotted, called up and fully paid. The company is going to be used for non-primary trading activities. Available profits are gift aided to the charity under a deed of covenant. A summary of the results of the subsidiary is shown below:

	2025	2024
	£	£
Net operating income	9,896	11,860
Net profit	9,896	11,860
Amount gift aided to the charity under Deed of Covenant	(9,896)	(11,860)
Retained in subsidiary	0	0
The assets and liabilities of the subsidiary were:		
	31 Dec 2025	31 Dec 2024
	£	£
Current assets	10,623	14,041
Current liabilities	(10,523)	(13,941)
Total net assets	100	100
Aggregate share capital and reserves	100	100

8 Parent charity

The parent charity's gross income and results for the year are disclosed as follows:

	2025	2024
	£	£
Gross income	324,537	310,426
Net income	2,860	£172,771

9 Stock

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Stock of Buddy Bags and Buddy Bag components	114,529	106,232	114,529	106,232
	114,529	106,232	114,529	106,232

10 Fixed Assets – Intangible Assets

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Trade Mark at cost	170	170	170	170
Less amortisation	34	17	34	17
Net Book Value at 31.12.2025	136	153	136	153

11 Fixed Assets – Tangible Assets

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Equipment at cost	1,069	1,069	1,069	1,069
Less depreciation	712	356	712	356
Net Book Value at 31.12.2025	357	713	357	713

12 Debtors

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Income receivable donations and Gift Aid	8,960	1,815	8,960	1,815
Prepaid expenses	1,715		1,715	
Debtors	850	5,400	850	5,400
Owed from Subsidiary Company			9,896	11,860
	11,525	7,215	21,421	19,075

13 Creditors: Amounts falling due within one year

	Group		Charity	
	2025	2024	2025	2024
	£	£	£	£
Trade creditors	1,996	2,536	1,969	1,054
Accruals and deferred income	1,719	1,320	1,119	720
Other creditors	1,689	609	1,689	610
Payable to subsidiary company			10,447	4,732
	5,404	4,465	15,224	7,116

14 Movement in funds

Current year

	At 1 January 2025	Income & Gains	Expenditure & Losses	At 31 December 2025
	£		£	£
Designated Funds	44,644	76,029	(48,107)	72,566
Unrestricted Funds	376,930	263,258	(288,321)	351,868
Total Funds	421,574	339,286	(336,427)	424,434

14 Movement in funds

Previous year

	At 1 January 2024	Income & Gains	Expenditure & Losses	At 31 December 2024
	£		£	£
Designated Funds	18,499	60,822	(34,677)	44,644
Unrestricted Funds	230,304	271,481	(124,855)	376,930
Total Funds	248,803	332,303	(159,532)	421,574

Purpose of Designated funds

Designated funds are donations and donated goods, services and facilities which are specifically to cover the administration costs.

15 Analysis of Net Assets by Fund

	Unrestricted Funds	Designated Funds	**Total Funds 2025**
	£	£	**£**
Intangible fixed assets	136		136
Tangible fixed assets	357		357
Current assets	356,778	72,566	429,344
Creditors less than 1 year	(5,404)		(5,404)
Net assets	351,867	72,566	424,433

	Unrestricted Funds	Designated Funds	Total Funds 2024
	£	£	£
Intangible fixed assets	153		153
Tangible fixed assets	713		713
Current assets	380,529	44,644	425,173
Creditors less than 1 year	(4,465)		(4,465)
Net assets	376,930	44,644	421,574

16 Related party disclosures

The subsidiary company, The Buddy Bag Limited, was owed £10,447 by the parent, The Buddy Bag Foundation, at 31st December 2025 and The Buddy Bag Foundation was owed £9,896 by the Buddy Bag Limited for the corporate charitable donation.

Buddy Bag Foundation Angels

It is thanks to the benevolence and generosity of our Angels, whose financial assistance and support ensures the long term sustainability and continuation of the Buddy Bag Foundation.

By providing support to fully develop processes and systems which not only increase reliability and growth but ensure the foundations long term future
https://buddybagfoundation.co.uk/our-angels/



Recognising Outstanding Contributions – BBF 10th Anniversary celebration

The Buddy Bag Foundation Annual Awards, held during December 2025, celebrated the outstanding commitment of our volunteers, Ambassadors and supporters.

The 2025 award recipients were:

- Volunteer of the Year: Sylvia Kerris
- Ambassador of the Year: Marisha and Robin Place
- Going the Extra Mile Award: Ruth Warlow
- Top Fundraiser: Warwickshire Freemasons
- Corporate Social Responsibility Award: Cathedral Products
- Making a Difference Award: Mark Tonks

These awards recognise the exceptional individuals and organisations whose dedication has made a lasting difference to children entering emergency care.





Buddy Bag Foundation Angels

Fundraising Activities

Throughout 2025 supporters organised a wide variety of fundraising events, including sponsored walks, hiking challenges, golf days and numerous community initiatives.

Every fundraising activity, regardless of size, has helped the Foundation continue providing Buddy Bags to children when they need them most. The Trustees are grateful to everyone who has chosen to support the Foundation through fundraising, volunteering and advocacy.





Corporate Partnerships and Support

Partnering with The Buddy Bag Foundation



Strong partnerships with businesses continue to play a vital role in the success of The Buddy Bag Foundation. Through corporate social responsibility (CSR) programmes, organisations across the UK are helping to provide practical support for children entering emergency care while making a positive contribution to their local communities.

Working with the Foundation enables organisations to:

- Make a tangible difference to vulnerable children in their local area.
- Strengthen employee engagement through meaningful volunteering opportunities.
- Support team development by participating in Buddy Bag Brigades and Buddy Bag Kit events.
- Enhance relationships with customers, clients and local communities.
- Demonstrate a genuine commitment to social responsibility.

We are grateful to the many organisations that have supported us during the year, including Places for People, Wells Fargo, Unity Bank, City Energy, Twillo, Webmark, See Media, Shaftesbury, Quilter, Cewe, Balfour Beatty. Their continued commitment enables us to extend our reach and increase the number of children we can support.





Corporate Partnerships and Support



Corporate Suppliers

The Foundation benefits from the generosity of a number of organisations that donate facilities, services and products, helping us maximise the value of every donation received.

Cathedral Products now provides storage and fulfilment services for Buddy Bag stock and completed bags, supporting the distribution of Buddy Bags to women's refuges across Great Britain.

This new partnership has significantly improved operational efficiency, enabling us to manage stock more effectively, purchase items in greater volumes and respond more quickly to requests from refuges.

Awards



31st December 2020 –
Karen Williams, Co-Founder was awarded an OBE for her Services to Domestic Violence.

October 2022 -
We were delighted to receive the Queens Award for Voluntary Service awarded as part of the Queens Jubilee and presented at Birmingham Hippodrome by the Lord Lieutenant.

April 2025 –
Action Coach – Winners "Community of the Year" Award

"We're thrilled to announce that the Buddy Bag Foundation has been awarded the 'Community Impact ' category award at the BizX 2025 awards! This recognition is a testament to the incredible work and unwavering support of our amazing supporters and volunteers. Thank you to Action Coach Anu Khanna for donating a free membership to BBF as part of their CSR."

Ghost Design is proud to support the creation of the BBF Annual Report as part of its corporate Social Responsibility (CSR) commitment, contributing design expertise to communicate BBF's impact, achievements and future ambitions.

Linkedin.com/thebuddybagfundation

instagram.com /buddybagfoundationofficial

facebook.com/BuddyBagFoundation