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CHARITY REGISTRATION NUMBER: 1187293

Hallmark Care Homes Foundation

Unaudited Financial Statements

31 March 2026

MURAS BAKER JONES LIMITED
Chartered accountants
Regent House
Bath Avenue
Wolverhampton
West Midlands
WV1 4EG

Hallmark Care Homes Foundation

Financial Statements

Year ended 31 March 2026

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Hallmark Care Homes Foundation

Trustees' Annual Report

Year ended 31 March 2026

The trustees present their report and the unaudited financial statements of the charity for the year ended 31 March 2026.

Reference and administrative details

Registered charity name	Hallmark Care Homes Foundation
Charity registration number	1187293
Principal office	Hallmark Care Homes 2 Kingfisher House Radford Way Billericay

The trustees

Mrs A Goyal MBE	
A Goyal CBE (chair)	
V Goyal	
Mrs S Goyal	
Ms N Goyal	
Ms J Rayner	
S Cockell	(Resigned 2 June 2025)
Ms K Mc Millan	(Resigned 12 December 2025)
Ms C Whatford CBE	(Resigned 12 December 2025)
R Goyal	(Appointed 2 June 2025)
V Buscemi	(Appointed 30 September 2025)
Ms Y Atherton	(Appointed 12 December 2025)
Ms A Nurse	(Appointed 19 March 2026)

Independent examiner	O Ross Regent House Bath Avenue Wolverhampton West Midlands WV1 4EG

Structure, governance and management

Hallmark Care Homes Foundation is an unincorporated charity which was established on 9 February 2019 under a Trust Deed and was registered by the Charity Commission as a trust on 10 January 2020. Four trustees were appointed initially and four additional trustees were recruited in 2021-22 with a further trustee in 2024. Four new trustees were appointed during 2025-26 while three trustees stood down after four years with thanks for their service. The board appointed Stephen Burke as chief executive in in 2021.

The trustees have received training and information in governance and their legal and financial responsibilities. They have agreed policies and procedures for the governance and management of the foundation and they regularly assess and mitigate key risks. The trustees have also agreed a strategic plan and values for the foundation and oversee its implementation and outcomes. The strategic plan was reviewed and updated in March 2026.

Objectives and activities

Hallmark Care Homes Foundation was founded by Hallmark Care Homes and its board of shareholders in 2020. The foundation aims to ensure that everyone can look forward to ageing well through health and wellbeing, connection and care. It makes grants to charities, researchers, innovators and partnerships to promote and support projects that meet this aim. This includes supporting the current and future care workforce and family carers, improving the quality of care, particularly dementia care, and making quality care sustainable and accessible for all. Ageing well is a life course issue and increasingly our work is focusing on engaging people of all ages to take steps to live healthier and happier as well as longer lives and ensuring people from all communities can benefit. We aim to work in partnership with other organisations to lever in additional funding and create a bigger impact.

Achievements and performance

The first years of the Hallmark Care Homes Foundation were overshadowed by the pandemic and the challenges that Covid-19 created for the care sector. Since 2022, the foundation's work has accelerated, both as a grant maker and as a project deliverer.

The foundation has continued to support the development of the Championing Social Care partnership promoting the positives about social care through Care Home Open Week, Care Sector's Got Talent, the Care Sector Fundraising Ball and Christmas Lunch. All these events continue to grow in impact and fundraising, particularly for the Care Workers Charity. In 2026 we also supported Championing Social Care to lead on Who Cares Wins!, the programme founded by Hallmark Foundation, to encourage students in in schools and colleges to explore the growing variety of careers and working options in social care. The third national Who Cares Wins! conference and exhibition was held in March 2026 and more local/regional events are being planned.

The foundation has undertaken a number of activities and grants for research, policy and practice projects. These included funding the Open University for a research project on relational care, highlighting models of good practice; funding for the ILC-UK's pioneering development of the Better Lives index ranking the best places in the UK to age better; we continue to support the dissemination of a major research project on the views of older people and their families and carers about care homes where they live, 'Thriving in residential care', by My Home Life England and City St George's, University of London. Major new projects launched during the last year include research by Queen Mary, University of London, on the transition to residential care for older people with dementia, in partnership with Alzheimer's Society; development of the London Loo Alliance led by Age UK London to campaign for better access to public toilets for everyone out and about in the capital; research by the Claremont Project on the best creative community activities to help improve older people's brain health; making low cost technology more accessible to improve older people's quality of life with Clarion Futures; and Shared Lives Plus research on recruiting more carers from minority ethnic communities.

The work and priorities of the foundation have been promoted through its website, social media and other activities. The foundation's website also has an impact report about the difference our activities are making. We have reached more people and had increasing influence on ageing and care while operating within limited resources.

Financial review

The financial results for the period are set out on pages 5 & 6. The charity has recorded a surplus of £14,722 (2025 - £22,945). Total income amounted to £357,712 (2025 - £343,050) and total expenditure amounted to £342,990 (2025 - £320,105), resulting in a net operational inflow of £14,722 (2025 - £22,945). The trustees' policy is to maintain its unrestricted funds at a level that allows the charity to commit to future activities with confidence. The trustees will review the total reserves position annually. At the end of the reporting period, there is a surplus of funds of £49,179 (2025 - £34,457).

Plans for future periods

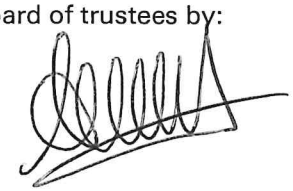
Following development of the trustees' strategic vision, the foundation is implementing its key plans alongside raising awareness of its work. Trustees have adopted a new tagline for the foundation: 'Bold Action for Better Ageing' to reflect our vision of creating a society where everyone can look forward to ageing well through health and wellbeing, connection and care. We champion innovation and practical projects, research and collaboration. The values which underpin our work are innovative, responsive and supportive.

This strategic vision is reflected in the work we are supporting on ageing well across the life course. New projects include a toolkit for employers and their midlife employees to plan for later life, developed by the Open University and Campaign for Learning; a major research project with Anglia Ruskin University on young people's views on living longer and planning ahead to age well; a 'Beyond Midlife' commission convened by the Centre for Social Justice on preparing for a better second half of life; Neighbourly Lab's exploration of how to reduce loneliness among school students so they can age well;

Practical projects improving quality of life for older people living in residential care include Good Gym's younger volunteers exercising while visiting care home residents; danceSing's digital music and movement platform being made available to residents of lower income care homes; Medicalert's bracelets carrying key information for more older people living with dementia; Symphony Sound and Ready Generations project to make care settings more accessible for older people with hearing impairments; and the development of national standards for intergenerational activities in care homes by the National Activity Providers Association.

These projects will report in the coming year. Our website has more details: www.hallmarkfoundation.org.uk.

The trustees' annual report was approved on 30 September 2026 and signed on behalf of the board of trustees by:



A Goyal CBE (chair)
Trustee

Hallmark Care Homes Foundation

Independent Examiner's Report to the Trustees of Hallmark Care Homes Foundation

Year ended 31 March 2026

I report to the trustees on my examination of the financial statements of Hallmark Care Homes Foundation ('the charity') for the year ended 31 March 2026.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

Since the charity'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 Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or

2. the financial statements do not accord with those records; or

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

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



O Ross
Independent Examiner

Regent House
Bath Avenue
Wolverhampton
West Midlands
WV1 4EG

30 September 2026

Hallmark Care Homes Foundation

Statement of Financial Activities

Year ended 31 March 2026

	Note	2026 Unrestricted funds £	2026 Total funds £	2025 Total funds £
Income and endowments				
Donations and legacies	4	357,712	357,712	343,050
Total income		357,712	357,712	343,050
Expenditure				
Expenditure on charitable activities	5,6	342,990	342,990	320,105
Total expenditure		342,990	342,990	320,105
Net income and net movement in funds		14,722	14,722	22,945
Reconciliation of funds				
Total funds brought forward		34,457	34,457	11,512
Total funds carried forward		49,179	49,179	34,457

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

The notes on pages 7 to 13 form part of these financial statements.

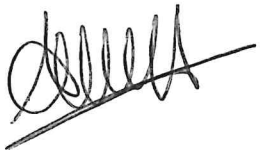
Hallmark Care Homes Foundation

Statement of Financial Position

31 March 2026

	Note	2026 £	2025 £
Fixed assets			
Tangible fixed assets	**13**	252	505
Current assets			
Debtors	**14**	17,962	4,754
Cash at bank and in hand		51,842	47,270
		69,804	52,024
Creditors: amounts falling due within one year	**15**	20,877	18,072
Net current assets		48,927	33,952
Total assets less current liabilities		49,179	34,457
Net assets		49,179	34,457
Funds of the charity			
Unrestricted funds		49,179	34,457
Total charity funds	**17**	49,179	34,457

These financial statements were approved by the board of trustees and authorised for issue on 30 September 2026, and are signed on behalf of the board by:



A Goyal CBE (chair)
Trustee

The notes on pages 7 to 13 form part of these financial statements.

1. General information

The charity is a public benefit entity and a registered charity in England and Wales and is unincorporated. The address of the principal office is 2 Kingfisher House, Radford Way, Billericay, CM12 0EQ.

2. Statement of compliance

These financial statements have been prepared in compliance with FRS 102, 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland', the 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) (Charities SORP (FRS 102)) and the Charities Act 2011.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

There are no material uncertainties about the charity's ability to continue.

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

3. Accounting policies *(continued)*

Incoming resources

All incoming resources are included in the statement of financial activities when entitlement has passed to the charity; it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably.
- legacy income is recognised when receipt is probable and entitlement is established.
- income from donated goods is measured at the fair value of the goods unless this is impractical to measure reliably, in which case the value is derived from the cost to the donor or the estimated resale value. Donated facilities and services are recognised in the accounts when received if the value can be reliably measured. No amounts are included for the contribution of general volunteers.
- income from contracts for the supply of services is recognised with the delivery of the contracted service. This is classified as unrestricted funds unless there is a contractual requirement for it to be spent on a particular purpose and returned if unspent, in which case it may be regarded as restricted.

Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.
- other expenditure includes all expenditure that is neither related to raising funds for the charity nor part of its expenditure on charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

3. Accounting policies *(continued)*

Tangible assets *(continued)*

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Equipment	-	3 years straight line

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Donations and legacies

	Unrestricted Funds £	**Total Funds 2026 £**	Unrestricted Funds £	Total Funds 2025 £
Donations				
Donations	347,712	347,712	304,050	304,050

4. Donations and legacies *(continued)*

	Unrestricted Funds £	**Total Funds 2026 £**	Unrestricted Funds £	Total Funds 2025 £
Sponsorship				
Conference sponsorship/income	10,000	10,000	39,000	39,000
	357,712	357,712	343,050	343,050

5. Expenditure on charitable activities by fund type

	Unrestricted Funds £	**Total Funds 2026 £**	Unrestricted Funds £	Total Funds 2025 £
Charitable grant activities	173,704	173,704	119,500	119,500
Support costs	169,286	169,286	200,605	200,605
	342,990	342,990	320,105	320,105

6. Expenditure on charitable activities by activity type

	Grant funding of activities £	Support costs £	**Total funds 2026 £**	Total fund 2025 £
Charitable grant activities	173,704	168,069	341,773	318,799
Governance costs	–	1,217	1,217	1,306
	173,704	169,286	342,990	320,105

7. Analysis of support costs

	Charitable grant activities £	**Total 2026 £**	Total 2025 £
Staff costs	158,065	158,065	119,100
Governance costs	1,217	1,217	1,305
Legal and professional fees	–	–	12,000
Website and publicity	6,080	6,080	14,062
Bank charges	102	102	102
Insurance	853	853	1,105
Conference costs	2,665	2,665	52,678
Computer costs	253	253	253
Travel costs	51	51	–
	169,286	169,286	200,605

8. Analysis of grants

	2026 £	2025 £
Grants to institutions		
Shared Lives Plus	10,000	–
Claremont Project	6,000	–
City University of London	–	35,000
Innovations in Dementia	10,000	–
Queen Mary University of London	17,291	–
Championing Social Care	49,750	37,500
Dementia Publishing	1,000	–
The Open University	6,700	10,000
Centre for Social Justice	20,000	–
The MedicAlert Foundation	5,000	–
Neighbourly Lab	5,000	–
Dance-Sing Ltd	10,000	–
ARU Foundation	20,746	–
Age UK London	9,217	8,000
Clarion Futures	–	14,000
The International Longevity Centre-UK	3,000	15,000
	173,704	119,500
Total grants	173,704	119,500

9. Net income

Net income is stated after charging/(crediting):

	2026 £	2025 £
Depreciation of tangible fixed assets	253	253

10. Independent examination fees

	2026 £	2025 £
Fees payable to the independent examiner for:		
Independent examination of the financial statements	1,200	1,125

11. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2026 £	2025 £
Wages and salaries	135,186	95,000
Social security costs	17,468	10,599
Employer contributions to pension plans	5,411	13,500
	158,065	119,099

The average head count of employees during the year was 4 (2025: 2).

No employee received employee benefits of more than £60,000 during the year (2025: Nil).

11. Staff costs *(continued)*

Key Management Personnel

Key management personnel include all persons that have authority and responsibility for planning, directing and controlling the activities of the charity. The total compensation paid to key management personnel for services provided to the charity was £43,260 (2025:£41,200).

12. Trustee remuneration and expenses

No remuneration or other benefits from employment with the charity or a related entity were received by the trustees.

13. Tangible fixed assets

	Equipment £
Cost	
At 1 April 2025 and 31 March 2026	758
Depreciation	
At 1 April 2025	253
Charge for the year	253
At 31 March 2026	506
Carrying amount	
At 31 March 2026	252
At 31 March 2025	505

14. Debtors

	2026 £	2025 £
Prepayments and accrued income	17,962	4,754

15. Creditors: amounts falling due within one year

	2026 £	2025 £
Accruals and deferred income	6,200	1,125
Social security and other taxes	3,734	2,917
Hallmark Care Homes Group Holdings Limited	10,943	14,030
	20,877	18,072

16. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £5,411 (2025: £13,500).

17. Analysis of charitable funds

Unrestricted funds

	At 1 April 2025	Income	Expenditure	**At 31 March 2026**
	£	£	£	£
General funds	34,457	357,712	(342,990)	49,179

	At 1 April 2024	Income	Expenditure	At 31 March 2025
	£	£	£	£
General funds	11,512	343,050	(320,105)	34,457

18. Analysis of net assets between funds

	Unrestricted Funds	**Total Funds 2026**
	£	**£**
Tangible fixed assets	252	252
Current assets	69,804	69,804
Creditors less than 1 year	(20,877)	(20,877)
Net assets	49,179	49,179

	Unrestricted Funds	Total Funds 2025
	£	£
Tangible fixed assets	505	505
Current assets	52,024	52,024
Creditors less than 1 year	(18,072)	(18,072)
Net assets	34,457	34,457

Hallmark Care Homes Foundation

Management Information

Year ended 31 March 2026

The following pages do not form part of the financial statements.

Hallmark Care Homes Foundation

Detailed Statement of Financial Activities

Year ended 31 March 2026

	2026	2025
	£	£
Income and endowments		
Donations and legacies		
Donations	347,712	304,050
Conference sponsorship/income	10,000	39,000
	357,712	343,050
Total income	357,712	343,050
Expenditure		
Expenditure on charitable activities		
Wages and salaries	135,186	95,000
Employer's NIC	17,468	10,599
Pension costs	5,411	13,500
Insurance	853	1,105
Other motor/travel costs	51	–
Legal and professional fees	1,217	13,306
Other office costs	102	102
Depreciation	253	253
Charitable Donations	173,704	119,500
Website and publicity costs	6,080	14,062
Conference costs	2,665	52,678
	342,990	320,105
Total expenditure	342,990	320,105
Net income	14,722	22,945