# PERCENT FOR GOOD
# ANNUAL REPORT FOR THE YEAR 1.1.2025 - 31.12.2025

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## Chair's Introduction

2025 was the year Percent for Good moved from proof of concept to a live, operating giving platform. Building on the foundations laid in 2024, we saw money flow through the model for the first time: donations were received into all five of our Cause Portfolios, totalling £28,787, and the  income to Percent for Good itself for the year reached £24,013, and the systems, partnerships and governance we put in place last year proved themselves in practice.

We spent £18,361 over the course of the year, the majority of which was overheads and administration – the cost of running a small, lean charity as we build the infrastructure to scale. We rebuilt our website to better tell the story of the Cause Portfolios and make it easier for donors to give with confidence, and we advanced a series of discussions with potential corporate partners who would roll out Percent for Good giving to their own employees.

Signing up donor partners has proved harder than we expected at this stage. As a newer venture, companies understandably want to see a track record before committing, and building that confidence takes time. Our partnerships with the major payroll giving providers, Charities Trust and CAF, should help us build that track record over the years ahead, giving corporates the reassurance they need to come on board.

In the meantime, the case for what we are doing has only strengthened. Charitable giving in the UK continues to gently decline, which makes access to the causes we support as valuable as it has ever been. Percent for Good carefully curates each Cause Portfolio to give donors access to some of the most impactful small and mid-sized charities in the UK, so that they can give with confidence without having to do their own due diligence into who they are giving to.

We were proud to be recognised for this approach in 2025, winning the award for Most Innovative Fundraising Charity of the Year at the Greater London Enterprise Awards – a welcome endorsement of the model from outside our own network at an early stage in our journey.

We also continued to strengthen the team behind Percent for Good. We were delighted to welcome Sara Gilbert to the Board of Trustees, and to bring Neville Vyas, ex Head of Distribution at Impax Asset Management, and Greg Gormley, CEO and Founder of SkootEco, on board as two additional Ambassadors, alongside Robert Gardner. Their experience and networks will be a real asset as we look to grow our reach.

Our ambitions for 2026 and beyond remain exactly as they were: to attract more companies and individuals to donate through the Cause Portfolios, and to grow our reach so that we can help more people who are in need of support. We are also planning to launch a new Cause Portfolio in the year ahead, adding to the five thematic areas donors can already choose to support.

Thank you to everyone who has supported Percent for Good this year – our donors, our delivery partners, our portfolio charities, our trustees and our new ambassadors. 2025 showed that the model works. The task now is to grow it.

Mark Lyttleton

Chair of Trustees

**Our Goals for 2025 were to:**

1: convert our growing pipeline of conversations with companies into signed delivery partnerships,

2: grow the number and value of donations flowing into our five Cause Portfolios, from both individuals and companies, and

3: strengthen our profile, governance and team so that we are ready to scale.

**1. Converting conversations into partnerships**

During 2025, we continued and deepened the conversations with companies that we began in 2024, discussing payroll giving and CSR activities and how Percent for Good could make giving simpler and more impactful for their employees. A number of these discussions progressed well over the year, though converting interest into signed corporate partnerships has taken longer than we had hoped.

The main obstacle remains one of confidence: as a newer venture, companies want to see evidence of a track record before committing their own giving programmes to us. This is a natural and expected part of building a new charity, and our relationships with Charities Trust and CAF – both established, trusted names in payroll giving – put us in a strong position to build that track record over time.

**2. Growing donations to our Cause Portfolios**

2025 was the first year in which we saw regular donations flow into all five of our Cause Portfolios – Nature and the Environment, Health and Wellbeing, the Cost of Living Crisis, Social Mobility, and Education and the Arts. We attracted a number of individual donors to the portfolios over the course of the year, alongside our total income of £24,013. A full breakdown of donations by portfolio is below –

| | |
|---|---|
| Nature & Environment - | £3,755 |
| Health & Wellbeing - | £8,755 |
| Cost of Living Crisis - | £8,767 |
| Education & Arts - | £3,755 |
| Social Mobility - | £3,755 |

This progress matters because charitable giving in the UK generally continues to gently decline, making the support these portfolios provide to some of the country's most impactful small and mid-sized charities more valuable than ever.

**3. Strengthening our profile, governance and team**

We rebuilt our website in 2025 to better reflect the Percent for Good offering and make it easier for prospective donors and partners to understand the Cause Portfolios. We were also proud to win the Most Innovative Fundraising Charity of the Year award at the Greater London Enterprise Awards, a valuable piece of external recognition as we build our reputation.

We welcomed Sara Gilbert to the Board of Trustees, further broadening the experience available to us, and expanded our Ambassador Programme with the addition of Neville Vyas and Greg Gormley, alongside Robert Gardiner. Both bring valuable networks and credibility as we look to grow awareness of Percent for Good.

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## 1. Reference and Administrative Details

- Charity Name: Percent for Good
- Charity Number: 1192835
- Registered Address: Field House, Hindon Lane, Tisbury, Salisbury, SP3 6QQ
- Trustees: Mark Lyttleton, Sianne Haldane, Ross Mitchinson, Rupert Welchman, Sara Gilbert
- Bank: The Co-Operative Bank
- Independent Examiner: Not required this year

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## 2. Structure, Governance, and Management

Percent for Good is a Charitable Incorporated Organisation (CIO), governed by a board of trustees who met regularly during 2025. Trustees serve on a voluntary basis and bring experience from the finance, non-profit, and legal sectors. Day-to-day operations continued to be delivered by trustees and external contractors on a pro bono or preferential basis.

In 2025, we welcomed a new trustee, Sara Gilbert, further strengthening the board.

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## 3. Objectives and Activities

**Charitable Objectives:** To advance charitable purposes by making grants to UK-registered charities in sectors aligned with public benefit.

**Core Activities in 2025:**

- Rebuilt our website to better showcase the Cause Portfolios and make giving easier for donors.
- Advanced discussions with a number of potential corporate delivery partners to roll out Percent for Good giving to employees.
- Attracted individual donors to all five Cause Portfolios, with donations flowing regularly for the first time.
- Deepened partnerships with Charities Trust and CAF to build our payroll giving track record.
- Won Most Innovative Fundraising Charity of the Year at the Greater London Enterprise Awards.

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## 4. Achievements and Performance

- Received total income of £24,013 for Percent for Good.
- The five Cause Portfolios received £28,787 in donations – all of which flowed direcly to the underlying charities within the portfolios.
- Rebuilt and relaunched our website.
- Won Most Innovative Fundraising Charity of the Year, Greater London Enterprise Awards.
- Welcomed a new Trustee, Sara Gilbert, and two more Ambassadors – Neville Vyas and Greg Gormley.
- Advanced a series of discussions with potential corporate delivery partners, laying the groundwork for future partnerships.

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## 5. Financial Review

- **Total Income:** £24,013
- **Expenditure:** £18,361, the majority of which was administration costs associated with running the charity.
- **Grants Made:** Donations were received into all five Cause Portfolios during the year.
- **Reserves Policy:** All year-end funds are designated to operational purposes and to the Cause Portfolios. No unrestricted reserves are maintained at this stage.

**Risk Management:** The main risk remains operational sustainability, in particular the time it is taking to convert corporate discussions into signed delivery partnerships. This is being addressed through a low-cost operating model, close oversight by the trustees, and our partnerships with established payroll giving providers.

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## 6. Plans for the Year Ahead:

- Convert our pipeline of corporate discussions into signed delivery partnerships
- Continue to grow donations across all five Cause Portfolios from individuals and companies
- Launch a new Cause Portfolio
- Build on our payroll giving partnerships with Charities Trust and CAF to establish a stronger track record
- Grow our reach so that we can help more people who are in need of support
- Continue to grow our Board and Ambassador Programme

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## 7. Trustees' Declaration

The trustees declare that they have approved this annual report and the accompanying financial statements.

Signed on behalf of the board:

Mark Lyttleton

Chair of Trustees

Date:  14th September 2026

# Percent For Good

Charity No. 1192835

Company No. CE024401

Trustees' Report and Unaudited Accounts

31 December 2025

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the unaudited financial statements of the charity for the year ended 31 December 2025.

REFERENCE AND ADMINISTRATIVE DETAILS

Company No. CE024401

Charity No. 1192835

Registered Office

23A Borneo Street
London
SW15 1QQ

Directors and Trustees
The Directors of the charitable company are its Trustees for the purposes of charity law.
The following Directors and Trustees served during the year:

S.L.V. Gilbert
S.D. Haldane
M. Lyttleton
R.J. Mitchinson
R.T. Welchman

Accountants

Amity Services Ltd
4 Whitchurch Parade
Whitchurch Lane
Edgware
HA8 6LR

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The above report has been prepared in accordance with the provisions applicable to companies subject to the small companies regime as set out in Part 15 of the Companies Act 2006 and in accordance with the Charities SORP (FRS 102).

Signed on behalf of the board

M. Lyttleton
Trustee
30 September 2026

## Independent Examiner's Report to the trustees of Percent For Good

I report to the charity trustees on my examination of the financial statements of Percent For Good for the year ended 31 December 2025.

### Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act.

Having satisfied myself that the financial statements of the Charity are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's financial statements as carried out under section 145 of the Charities Act 2011 ('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.

### Independent examiner's statement

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

- accounting records were not kept in accordance with section 386 of the 2006 Act ; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the accounting requirements under section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the financial statements 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 financial statements to be reached.

Amity Services Ltd
4 Whitchurch Parade
Whitchurch Lane
Edgware

HA8 6LR
30 September 2026

Percent For Good
Statement of Financial Activities
for the year ended 31 December 2025

| | Notes | Unrestricted funds 2025 £ | Total funds 2025 £ | Total funds 2024 £ |
|---|---|---|---|---|
| Income and endowments from: | | | | |
| Donations and legacies | 4 | 24,013 | 24,013 | 3,575 |
| Total | | 24,013 | 24,013 | 3,575 |
| Expenditure on: | | | | |
| Other | 5 | 19,262 | 19,262 | - |
| Total | | 19,262 | 19,262 | - |
| Net gains on investments | | - | - | - |
| Net income | | 4,751 | 4,751 | 3,575 |
| Transfers between funds | | - | - | - |
| Net income before other gains/(losses) | | 4,751 | 4,751 | 3,575 |
| Other gains and losses | | | | |
| Net movement in funds | | 4,751 | 4,751 | 3,575 |
| Reconciliation of funds: | | | | |
| Total funds brought forward | | 3,575 | 3,575 | - |
| Total funds carried forward | | 8,326 | 8,326 | 3,575 |

Percent For Good
Summary Income and Expenditure Account
for the year ended 31 December 2025

| | 2025<br>£ | 2024<br>£ |
|---|---|---|
| Income | 24,013 | 3,575 |
| Gross income for the year | 24,013 | 3,575 |
| Expenditure | 19,262 | - |
| Total expenditure for the year | 19,262 | - |
| Net income before tax for the year | 4,751 | 3,575 |
| Net income for the year | 4,751 | 3,575 |

Percent For Good
Balance Sheet

at 31 December 2025

| Company No. CE024401 | Notes | 2025 | 2024 |
|---|---|---|---|
| | | £ | £ |
| Current assets | | | |
| Cash at bank and in hand | | 9,226 | 3,575 |
| | | 9,226 | 3,575 |
| Creditors: Amount falling due within one year | 7 | (900) | - |
| Net current assets | | 8,326 | 3,575 |
| Total assets less current liabilities | | 8,326 | 3,575 |
| Net assets excluding pension asset or liability | | 8,326 | 3,575 |
| Total net assets | | 8,326 | 3,575 |
| The funds of the charity | | | |
| Restricted funds | 8 | | |
| Unrestricted funds | 8 | | |
| General funds | | 8,326 | 3,575 |
| | | 8,326 | 3,575 |
| Reserves | 8 | | |
| Total funds | | 8,326 | 3,575 |

These accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.
For the year ended 31 December 2025 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.
The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

Approved by the board on 30 September 2026

And signed on its behalf by:

M. Lyttleton
Trustee
30 September 2026

Percent For Good
Statement of Cash flows
for the year ended 31 December 2025

| | 2025<br>£ | 2024<br>£ |
|---|---|---|
| Cash flows from operating activities | | |
| Net income per Statement of Financial Activities | 4,751 | 3,575 |
| Adjustments for: | | |
| Increase in trade and other payables | 900 | - |
| Net cash provided by operating activities | 5,651 | 3,575 |
| Net cash from investing activities | - | - |
| Net cash from financing activities | - | - |
| Net increase in cash and cash equivalents | 5,651 | 3,575 |
| Cash and cash equivalents at the beginning of the year | 3,575 | - |
| Cash and cash equivalents at the end of the year | 9,226 | 3,575 |
| Components of cash and cash equivalents | | |
| Cash and bank balances | 9,226 | 3,575 |
| | 9,226 | 3,575 |

## 1 Accounting policies

### 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) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

### Change in basis of accounting or to previous accounts

There has been no change to the accounting policies (valuation rules and method of accounting) since last year and no changes have been made to accounts for previous years.

### Fund accounting

| | |
|---|---|
| Unrestricted funds | These are available for use at the discretion of the trustees in furtherance of the general objects of the charity. |
| Designated funds | These are unrestricted funds earmarked by the trustees for particular purposes. |
| Revaluation funds | These are unrestricted funds which include a revaluation reserve representing the restatement of investment assets at their market values. |
| Restricted funds | These are available for use subject to restrictions imposed by the donor or through terms of an appeal. |

### Income

| | |
|---|---|
| Recognition of income | Income is included in the Statement of Financial Activities (SoFA) when the charity becomes entitled to, and virtually certain to receive, the income and the amount of the income can be measured with sufficient reliability. |
| Income with related expenditure | Where income has related expenditure the income and related expenditure is reported gross in the SoFA. |
| Donations and legacies | Voluntary income received by way of grants, donations and gifts is included in the the SoFA when receivable and only when the Charity has unconditional entitlement to the income. |
| Tax reclaims on donations and gifts | Income from tax reclaims is included in the SoFA at the same time as the gift/donation to which it relates. |
| Donated services and facilities | These are only included in income (with an equivalent amount in expenditure) where the benefit to the Charity is reasonably quantifiable, measurable and material. |
| Volunteer help | The value of any volunteer help received is not included in the accounts. |
| Investment income | This is included in the accounts when receivable. |
| Gains/(losses) on revaluation of fixed assets | This includes any gain or loss resulting from revaluing investments to market value at the end of the year. |
| Gains/(losses) on investment assets | This includes any gain or loss on the sale of investments. |

Expenditure

| | |
|---|---|
| Recognition of expenditure | Expenditure is recognised on an accruals basis. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates. |
| Expenditure on raising funds | These comprise the costs associated with attracting voluntary income, fundraising trading costs and investment management costs. |
| Expenditure on charitable activities | These comprise the costs incurred by the Charity in the delivery of its activities and services in the furtherance of its objects, including the making of grants and governance costs. |
| Grants payable | All grant expenditure is accounted for on an actual paid basis plus an accrual for grants that have been approved by the trustees at the end of the year but not yet paid. |
| Governance costs | These include those costs associated with meeting the constitutional and statutory requirements of the Charity, including any audit/independent examination fees, costs linked to the strategic management of the Charity, together with a share of other administration costs. |
| Other expenditure | These are support costs not allocated to a particular activity. |

Taxation

The charity is exempt from corporation tax on its charitable activities.

Freehold investment property

Investment properties are measured initially at cost and subsequently at fair value at each balance sheet date and are not depreciated. All gains or losses are taken to the Statement of Financial Activities as they arise.

Stocks

Stock is included at the lower of cost or net realisable value. Donated items of stock are recognised at fair value which is the amount the charity would have been willing to pay for the items on the open market.

Trade and other 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.

Cash and cash equivalents

Cash and cash equivalents comprise cash at bank and on hand, demand deposits with banks and other short-term highly liquid investments with original maturities of three months or less and bank overdrafts. In the statement of financial position, bank overdrafts are shown within borrowings or current liabilities. In the Statement of Cash Flows, cash and cash equivalents are shown net of bank overdrafts that are repayable on demand and form an integral part of the company's cash management.

Trade and other creditors

Short term creditors are measured at the transaction price. Other 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.

Research and development

Expenditure on research and development is written off in the year in which it is incurred.

Foreign currencies

Monetary assets and liabilities denominated in currencies other than the functional currency of the charity are translated at the rates of exchange prevailing at the end of the reporting period.
Transactions in currencies other than the functional currency of the charity are recorded at the rate of exchange on the date that the transaction occurred.
All exchange differences are are taken into account in arriving at net income/expenditure.

Leased assets

Where the charity enters into a lease which entails taking substantially all the risks and rewards of ownership of an asset, the lease is treated as a finance lease.
Leases which do not transfer substantially all the risks and rewards of ownership to charity are classified as operating leases.
Assets held under finance leases are initially recognised as assets of the charity at their fair value at the inception of the lease or, if lower, at the present value of the minimum lease payments. The corresponding liability to the lessor is included in the balance sheet date as a finance lease obligation.
Lease payments are apportioned between finance expenses and reduction of the lease obligation so as to achieve a constant rate of interest on the remaining balance of the liability. Finance expenses are recognised immediately, unless they are directly attributable to qualifying assets, in which case they are capitalised in accordance with the charity's policy on borrowing costs.
Assets held under finance leases are depreciated in the same way as owned assets.

Operating lease payments are recognised as an expense on a straight-line basis over the lease term.
In the event that lease incentives are received to enter into operating leases, such incentives are recognised as a liability. The aggregate benefit of incentives is recognised as a reduction of rental expense on a straight-line basis.

Pension costs

The charity operates a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid the company has no further payments obligations. The contributions are recognised as expenses when they fall due. Amounts not paid are shown in accruals in the balance sheet. The assets of the plan are held separately from the company in independently administered funds.

Receipt of donated goods, facilities and services

All donated goods, facilities and services received are recognised within incoming resources and expenditure at an estimate of the value to the charity.

2 Company status

The company is a private company limited by guarantee and consequently does not have share capital.

3 Statement of Financial Activities - prior year

| | Unrestricted funds 2024 | Total funds 2024 |
|---|---|---|
| | £ | £ |
| Income and endowments from: | | |
| Donations and legacies | 3,575 | 3,575 |
| Total | 3,575 | 3,575 |
| Net income | 3,575 | 3,575 |
| Net income before other gains/(losses) | 3,575 | 3,575 |
| Other gains and losses: | | |
| Net movement in funds | 3,575 | 3,575 |
| Reconciliation of funds: | | |
| Total funds carried forward | 3,575 | 3,575 |

4 Income from donations and legacies

| | Unrestricted | Total 2025 | Total 2024 |
|---|---|---|---|
| | £ | £ | £ |
| | 24,013 | 24,013 | 3,575 |
| | 24,013 | 24,013 | 3,575 |

5 Other expenditure

| | Unrestricted | Total 2025 | Total 2024 |
|---|---|---|---|
| | £ | £ | £ |
| | 18,305 | 18,305 | - |
| General administrative costs | 57 | 57 | - |
| Legal and professional costs | 900 | 900 | - |
| | 19,262 | 19,262 | - |

6 Staff costs

No employee received emoluments in excess of £60,000.

7 Creditors:

amounts falling due within one year

| | 2025 | 2024 |
|---|---|---|
| | £ | £ |
| Other creditors | 900 | - |
| | 900 | - |

8 Movement in funds

| | At 1 January 2025 | Incoming resources (including other gains/losses) | Resources expended | At 31 December 2025 |
|---|---|---|---|---|
| | | £ | £ | £ |
| Restricted funds: | | | | |
| Unrestricted funds: | | | | |
| General funds | 3,575 | 24,013 | (19,262) | 8,326 |
| Total funds | 3,575 | 24,013 | (19,262) | 8,326 |

9 Analysis of net assets between funds

| | Unrestricted funds | Total |
|---|---|---|
| | £ | £ |
| Net current assets | 8,326 | 8,326 |
| | 8,326 | 8,326 |

10 Reconciliation of net debt

| | At 1 January 2025 | Cash flows | At 31 December 2025 |
|---|---|---|---|
| | £ | £ | £ |
| Cash and cash equivalents | 3,575 | 5,651 | 9,226 |
| | 3,575 | 5,651 | 9,226 |
| Net debt | 3,575 | 5,651 | 9,226 |

11 Related party disclosures

*Controlling party*

The company is limited by guarantee and has no share capital; thus no single party controls the company.

Percent For Good
Detailed Statement of Financial Activities
for the year ended 31 December 2025

| | Unrestricted funds 2025 £ | Total funds 2025 £ | Total funds 2024 £ |
|---|---|---|---|
| Income and endowments from: | | | |
| Donations and legacies | | | |
| | 24,013 | 24,013 | 3,575 |
| | 24,013 | 24,013 | 3,575 |
| Total income and endowments | 24,013 | 24,013 | 3,575 |
| Expenditure on: | | | |
| Other expenditure | | | |
| | 18,305 | 18,305 | - |
| | 18,305 | 18,305 | - |
| General administrative costs, including depreciation and amortisation | | | |
| Software, IT support and related costs | 57 | 57 | - |
| | 57 | 57 | - |
| Legal and professional costs | | | |
| Accountancy and bookkeeping | 900 | 900 | - |
| | 900 | 900 | - |
| Total of expenditure of other costs | 19,262 | 19,262 | - |
| Total expenditure | 19,262 | 19,262 | - |
| Net gains on investments | - | - | - |
| Net income | 4,751 | 4,751 | 3,575 |
| Net income before other gains/(losses) | 4,751 | 4,751 | 3,575 |
| Other Gains | - | - | - |
| Net movement in funds | 4,751 | 4,751 | 3,575 |
| Reconciliation of funds: | | | |
| Total funds brought forward | 3,575 | 3,575 | - |
| Total funds carried forward | 8,326 | 8,326 | 3,575 |