30 Balmoral Place, Thornton Village, Cleveleys FY5 5HU - Tel 0300 102 3263

Charity Registration Number 1195961

Trustees Annual Report For Period 1st January 2025 – 31st December 2025

President – Mr John Cross

Chairlady – Mrs Michelle Carter

Board – Pauline Hernen

- Keith Carter
- David Bannister
- Allison Major
- Karen Murphy
- Gordon Major

Bankers - NatWest Plc

Victoria Square

Thornton Cleveleys

FY5 3LZ

Structure, Governance and Management

Mrs Michelle Carter Founder and Chairlady has been chairing throughout the year , along with vice chair Pauline Hernen, community hub to be finished and up and running. This has now happened and is growing at speed.

This is what our general public have been requesting from us for a while now and it was in our planning for 2025, however with the recent young suicides and attempted suicide from one student who is known to us, we felt we had no choice but to bring it forward as quickly as possible.

We have now sourced the Kindness Community Hub in May 2024 from a lovely lady within our local area who whole heartedly believed in our cause, Kindness Counts uk will now be able to supply resources to our schools they have been asking for, the pastoral leads can now make use of the counselling and sensory rooms along with the function room by the usual way of the Grant Request forms they already use for all resources given in schools.

We also have other member and volunteers who we could not manage without who help with the running of fundraising and crafting, crocheting, and knitting of merchandise for events, and group that can now meet within the Community Hub.

The day to day running of the charity is carried out by the board then passed down regularly to the other volunteers. We do not have anyone at kindness counts uk that draws a wage from the charity we all do the work totally voluntary.

Volunteers

Without our dedicated team of volunteers, the organisation simply could not exist. They provide support across all areas of kindness counts uk in fundraising, crafting collection tins and recycling and public donations. This year we are also supporting from our Community Hub:-

- Blue Skies - Recycling donation bucket as well as easter eggs and Christmas presents to the children's wards
- Food Bank – Recycling buckets
- Homeless Hounds – recycling buckets

- Poverty Truth – recycling buckets
- Helping Hearts
- Fleetwood Menshed

Review of Risks

The broad along with Mrs Alison Major our Safe Guarding Officer review any new risks that may present themselves both within events and the day to day running of the charity itself, and within the community hub, if any risk is identified and cannot be rectified immediately a board meeting will be called and measure put into place with any given situation halted until our safe guarding officer is satisfied all policies and procedure are adhered too. We have also just put another volunteer through her safe guarding certification Mrs Elaine Smith.

Objectives and activities

- Promote Awareness of Kindness Counts Uk
- Reduce young suicide through resources provided
- Reduce self-Harming through resources provided
- Raise Funds to supply resources to schools and communities for anti-bullying resources repetitive kindness making children more aware of how unkind behaviour affects others.
- Use our social media platforms to spread kindness awareness and discourage unkind and anti-social behaviour within schools and communities to promote good mental health.
- Place more kindness post boxes out
- Source our therapist to help with CAMS team

We have now been throughout this year been providing First Aide, Stop Bleed and CPR programme to all primary and secondary schools along the Fylde Coast with excellent feed back with our resident tutor Harry.

We have also have taken on board our resident counsellor Sarah who visits both primary and secondary schools through her counselling skills

The charity's 3 year business plan is to translate these objectives into a vision that become reality, along with going further with public request which are:-

- A Kindness counts uk safe hub, bringing local charities working together.
- Grow our youth champions within schools, our extensive research shows 86% of children turn to another child NOT an adult or teacher .
- Bringing schools, businesses, and communities as one in kindness, so that the businesses around each school support it.

This we now have managed to do today our Community Hub is open the builders have finished hub one and the doors were opened May 2024. We are overwhelmed how local businesses and the community have come together to support it.as well as helping to get it finished, we have now acquired our counsellor with our pastoral teams to work both within the hub and our schools.

Whilst our charity grows from strength to strength making a kinder community through the resources we provide. We have now achieved a level of confidence in our youth champions and pastoral teams that support them, even though they are victims of bullying to be able to speak at local charity events and sing too in front of large audiences, is a massive achievement and a big well done to our support teams we have. They will take this confidences forward to help other victims of bullying within their school environment. One young lady saying to her counsellor "Kindness Counts uk Saved her life". This makes my team very proud to be doing what we are doing making a difference.

We are in regular contact with our schools so that we know as much as we are able that our resources are being used to the best possible outcome and that our youth champion can see that if they need more from us we are there to help and provide the funding for resources as soon as physically possible and they become available to us. This year alone (2024) we have acquired even more schools 6 in total and another 22 youth champions . We also pride ourselves in becoming the Charity of a secondary school for the next 5 years. We now have four high schools with youth champions and kindness resources and hopefully this we grow next year too.

Achievements Against Objectives Set

We have surpassed our objectives and obtained more support than we thought in such a short space of time we never thought that we would have to bring our community hub forward due to the number of attempted suicides, and the response of the overwhelming public and businesses that it is getting in the help that people are bringing to the table .We also now had our talent competition winners preforming Infront of thousands at the Blackpool Santa Dash, Brian House charity event as well as our Over Coming Adversity Winner appearing in the Britain's Got Talent Audition for 2025. So it's all watch this space! What a confidence boost for them.

Performance Of Fundraising Activities Against Objectives Set

The whole community have embraced kindness counts uk saying there is a great need for it, all trustees and volunteers have work really hard again this year and the accounts reflect this has we have not just been able to provide the resources requested from us ,as well has doing a Christmas grotto with our very own father Christmas and giving out presents for the children from the community hub.

Review Of The Charity's Financial Position At The End Of The Period

We are pleased with our position fundraising has gone really well despite trustee members being an ongoing illness problem and we finished the year on a plus side, to carry us into the new year where we have a couple of quiet months and the we know the hub will be ok with the rent and school resources from there.

The Charity Principal Source Of Funds (Including Any Fundraising)

We have collection tins within local businesses, as well as recycling buckets.

We run a Saturday night lottery bonus ball and have a licence to do so from Wyre licence team SL019.

We are regularly fundraising.

Schools do competitions and have non uniform day for us.

And some private donation from freemasonry along with merchandise, school summer fairs & Christmas fairs as well as our Kindness hub.

A Description Of The Principal Risks Facing The Charity

- Possibility of lack of volunteers in the future as the charity becomes more successful.

Type Of Governing Document

CIO

How Is The Charity Constituted

We have regular board meeting which are documented, these are then filtered down to all our members and volunteers we then will be having our AGM at the end of the year for any changes to be implemented and new trustees put into positions if needed

Michelle and the board recruit new trustees and or volunteers if and when they are needed as well as kindness counts uk being approached by the general public to become members, once a new trustee/volunteer has shown an

interest in joining the team they first fill out the volunteers form. The board meet and decide together. Once a decision has been made they will be presented with charity commission pack as well as kindness counts policy and procedure pack explained and signed, uniform and ID badges given with the next meeting date given, once DBS has clear. If DBS does not clear that person does not go any further within the business and apologies are given.

All members are required to attend regular meetings and always when carrying our kindness charity work to be working to policy and procedure and wearing uniform and ID badge.

The charity's organisational structure and any wider network with which the charity works.

Founder/Chairlady – Michelle Carter

Broad Members

Pauline Hernen

Mark Spragg

David Bannister

Keith Carter

Alison Major

Gordon Major

Karen Murphy

Volunteers/ Trustees

Paul Bunny

Gereldene Greenhalgh

William Banks

Emma Jackson

Callum Baxter

Chynalouise Courtney

Jenny Green

Janna banks

Janice Cartmel

Christine Sutherland

Ian Armistead

Karen Armistead

Susan Machan

Samantha Gearing

Brett McCarthy

Youth Ambassador Emilie Major

Youth champions Between 3 and 12 children within each school

Relationships with any related parties

Wyre Brough Council Licensing SL3019

Schools & LCC

Donna's Dream House – via Recycling Dump Bins (Not Monetary Collections)

Blue Skies – (As Above inc Easter Eggs & Christmas presents to the childrens wards))

Cleveleys/Blackpool Food Bank – (As Above)

Homeless Hounds – As Above)

Poverty Truth – (As Above)

Voted Charity for the next five years – Cardinal Allen Fleetwood

Achievements This Year

Our schools have fully embraced the help we are giving them and the resources they are receiving.

More and More schools coming onboard all the time with new youth champions

Opening our Kindness Community Hub 12 months early

Being within four high schools . As well as advertisements video on all local bus transport monitors inside the buses talking to the children about being kind and how bullying affects others.

SUMMARISATION

We feel we have achieved a great deal in a short space of time, both within our local community, schools and within the business world. The fantastic support we are receiving from everyone, and on our social media platforms communities are growing daily with our kindness weekly quotes & poems daily put out along with regular kindness updates throughout the week. This will now be followed by updates and maybe even a pod cast from the community hub 2 in the near future. We have 36 platforms and a radio station in Fleetwood that advertises for us.

We have identified the need for our post boxes for kind acts within schools and supermarkets, helping teachers and communities to reduces bullying along with this now spilling into anti-social behaviour onto our streets within our communities. We will now bring this to the community hub rewarding an outstanding community act of kindness on a monthly basis.

We feel bringing schools, communities and businesses together as one supporting each other is the way will make a stronger nicer community for our local public and younger generation to grow up in..

Our kindness safe place hub being within the centre of Cleveleys and on a main bus route/tram stop on the main street to achieve maximum access for our children that need us, as well as the general public having access too, they are able to come and support other charities within the hub they may not otherwise be able to access through either mobility or other reasons.

This is done via our recycling bin donations and when full our board of trustees along with a youth champion/ambassador can the either take to the relevant charity, again showing kindness and responsibility of our youth champions. (Bringing the community together with our youth and charities) or the charity themselves can collect.

The hub will also house crafting and other activities for the younger generations along with counselling facilities, sensory room and hopefully teach our young one much needed skills like CPR and first aid course, BSL, Nutrition etc.

Here at Kindness Counts uk we always listen to our younger generations along with the guidance from our pastoral leads and managers, the community hub we keep evolving as they advise us on the resources that are needed to make a kinder safer place to help them grow into confident adult to benefit themselves their families and our communities

We are now in Talks with one of our schools in Blackpool and are working very closely with the pastoral team and headmaster to make this school our piloting school from January 2025. Where all resources especially teaching programmes will first go through their stringent pastoral team and manager and recommendation and adjustments made if needed between both kcuk and the school before being rolled out to all schools.

Kindness Counts U.K. Accounts 2025

Opening Balance		£ 800.13				£ 7,130.00
Payments	**Month**	**Quarter**	**Hub**	**Quarter**	**Loan H1**
January	£ 361.44		£ 1,759.84		£ 280.00
February	£ 808.63		£ 462.94		£ 280.00
March	£ 963.11	£ 2,133.18	£ 437.11	£ 2,659.89	£ 280.00
April	£ 1,771.98		£ 499.11		£ 280.00
May	£ 5,995.57		£ 1,067.13		£ 280.00
June	£ 1,232.87	£ 9,000.42	£ 508.81	£ 2,075.05	£ 280.00
July	£ 1,318.74		£ 5,460.00		£ 280.00
August	£ 6,865.32				£ 280.00
September	£ 1,671.28	£ 9,855.34	£ 83.84	£ 5,543.84	£ 280.00
October	£ 1,853.22		£ 501.20		£ 280.00
November	£ 2,053.68		£ 64.40		£ 280.00
December	£ 2,025.99	£ 5,932.89	£ 128.34	£ 693.94	£ 280.00
Total	£ 26,921.83	£ 26,921.83	£ 10,972.72	£ 10,972.72	£ 3,360.00

Income	**Month a/c 22311351**	**Quarter**	**Hub a/c 22393013**	**Quarter**	**Bank Balance a/c 22311351**
Opening Balance					£ 800.13
January	£ 377.37		£ 3,193.53		£ 816.06
February	£ 564.90				£ 572.33
March	£ 1,447.81	£ 2,390.08	£ 100.00	£ 3,293.53	£ 1,057.03
April	£ 1,139.64		£ 12.75		£ 424.69
May	£ 5,567.21		£ 5,092.79		£ 3.67
June	£ 1,726.18	£ 8,433.03	£ 1,451.52	£ 6,557.06	£ 489.64
July	£ 6,199.51		£ 352.99		£ 5,370.41
August	£ 2,229.17		£ 44.00		£ 734.26
September	£ 1,146.58	£ 9,575.26	£ 37.00	£ 433.99	£ 209.56
October	£ 3,016.72		£ 502.00		£ 1,373.06
November	£ 1,291.14		£ 171.60		£ 610.52
December	£ 2,391.43	£ 6,699.29	£ 44.00	£ 717.60	£ 975.96
Total	£ 27,097.66	£ 27,097.66	£ 11,002.18	£ 11,002.18	

	Opening Balance	£ 800.13
	Payments	£ 37,894.55
	Income	£ 38,099.84
	Closing Balance	£ 1,005.78
Outstanding Loan	Hub 1	Hub 2
	£ 3,770.00	£ 3,770.00

£ 5,498.00	
Loan H2	
£ 432.00	
£ 432.00	
£ 432.00	
£ 432.00	
£ 1,728.00	

Bank Balance a/c 22393013	
£ 1,433.69	
£ 970.75	
£ 633.64	
£ 147.28	
£ 4,172.94	
£ 5,115.65	
£ 8.64	
£ 52.64	
£ 6.16	
£ 6.96	
£ 114.16	
£ 29.82	

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WWW.kindnesscountsuk.org.uk

Charity Number – 1195961

Michellekindnessnesscountsuk@gmail.com

Examiners Report of Accounts 2024 Kindness Counts Uk

Having read Kindness Counts Uk 2025 accounts for the year, feel that a lot of hard work has been put into acquiring the second hub for the children to gain their classroom and community meeting room that's very much needed, with parents bringing their children out of main stream school.

Thankfully the public and local businesses have got on broad and reciprocated this in the donation amount of funds within the figures presented. Although much less than last year due to an ongoing illness of the chairlady which started with her heart attack in January . However a very pleasing productive year.

Now that the hubs are up and running the figures coming in will hopefully carry on and the community and schools along the Fylde coast can only benefit from this, with more therapists, teachers and pastoral managers along with training resources as well as equipment going into the schools for the coming years.

The bank again is always in credit and this has always been the case throughout the year even through the challenging quiet first three months of any financial year. So hopefully at KCUK's AGM the Broad will remain the same and the treasurers will carry on their good work in relation to book keeping and collection tins the rest of the accounts will now go to Miller Roskell in Thornton .

Even though a lot of the expenditure has gone into providing resources for the children in both hubs and its resources KCUK has also provided schools all their resources including teaching programs and counselling in schools reducing CAHMS lists. that has been a fantastic achievement. As well, the low income families that our pastoral leads send to the hub also being supplied with uniforms, prom outfits and Christmas presents too.

Mrs M Carter
20th September 2025