

# Trustees' Report and Unaudited Financial Statements

**SEPTEMBER 2021 – AUGUST 2022**





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Photo (this page and cover): Tom Price/Ella's



# Reference and administrative details for the year ended 31 August 2022

## **Ella's Home (known as Ella's)**

**Company number: 12178531**

**Charity number: 1187529**

## **Registered office and operational address:**

The Arc Club  
72 - 76 Digby Road  
Homerton  
E9 6HX

## **Trustees:**

R. Claydon (Chair)  
W. Leyland (Treasurer)  
A. Gregora (resigned October 2022)  
H. Pring  
G. Newbold  
E. Imeraj (appointed September 2022)  
E. Shoultz (appointed January 2023)

## **Bankers:**

The Co-operative  
P.O. Box 250  
Skelmersdale  
WN8 6WT

## **Independent examiners:**

Godfrey Wilson Limited  
Chartered accountants and statutory  
auditors  
5th Floor Mariner House  
62 Prince Street  
Bristol  
BS1 4QD

## **Co-Directors:**

Emily Chalke  
Minke van Til

*'I am so happy to be starting a new chapter in my life. At Ella's, I've been made to feel like I am special for the first time. And because of that, I have come to know that I am indeed special!'*



## **SHIRENE**

Where we use survivor names, please assume these have been changed for the protection of the women we work with.

# Introduction

**Our mission at Ella's is to do everything we can to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.**

To help us achieve our mission, we launched a three-year strategy in September 2020. This strategy is focused on strengthening our organisation, to provide a sustainable foundation for our work and to maximise the impact of our work among survivors.

Our strategic goals and plans fall into three pillars of work:

- 1. Providing expert care in London**
- 2. Growing influence**
- 3. Running an excellent organisation**

This report marks the end of the second year of our current three year strategy, September 2021 to August 2022.

## THE YEAR IN NUMBERS

47

**women benefiting**

39

**women in education/  
training/work**

29

**children benefiting**

20

**women supported  
through court**

23

**frontline partnerships**

23

**amazing volunteers**



*'Ella's is unique among women's organisations because it feels like a family.'*

**AYESHA**

# Pillar 1: Providing expert care in London

## ABOUT THIS PILLAR

The survivors we work with at Ella's have been through trauma and abuse worse than most people could imagine. The need for what we do is urgent and growing.

This pillar is focused on providing excellent care for increasing numbers of women.

## THE HEADLINES

1. Building on our revised service model introduced last year, we embedded a third stage of support led by our newly recruited Community and Resettlement Coordinator. As a result, women have more of the social and community support they need to move on from Ella's confidently and step safely into independence. We were also able to open this work out to include women from other support organisations, a first for Ella's and something to celebrate.
2. Our new safe house was due to open in early 2022, but, disappointingly, the purchase fell through at the last minute due to circumstances beyond our control. We continue searching for a replacement property whilst exploring new routes and partnerships to allow us to open at least one new house in 2023.
3. We achieved our goal to increase our reach this year. Forty-seven women and 29 children benefited from our work between September 2021 and August 2022, an 18.5 per cent increase on last year.

## THE YEAR AHEAD

As well as expanding our safe house capacity this next year, we have received funding from the Ministry of Justice via MOPAC to recruit an outreach caseworker to support survivors affected by sexual violence and their children across London.

We will also develop our approach to mental health provision for the women we work with, and will source new, safe community spaces to host our expanding programme of sessions for survivors.

## WHAT WE DO

For anyone new to Ella's, we are an organisation providing urgent and long-term support for women who have survived trafficking and exploitation.

Our mission is to ensure survivors of trafficking and exploitation have all they need to recover and build lives that are safe and free.

To achieve this, we offer safe house accommodation for women when they are most vulnerable, care to help them recover and move forward, and long-term community-based support to help survivors build safe, independent lives.

**For more, visit [www.ellas.org.uk](http://www.ellas.org.uk)**

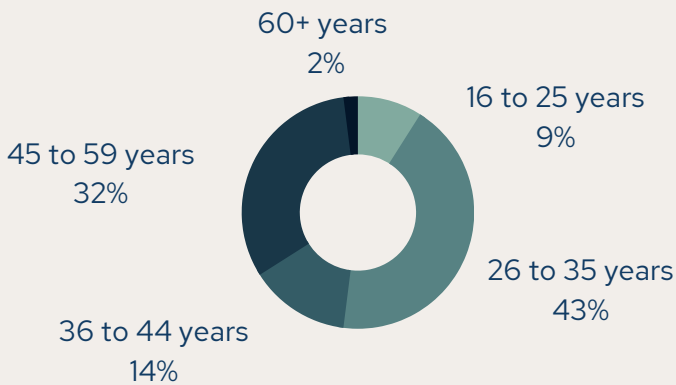


# Our community of survivors 2021/22

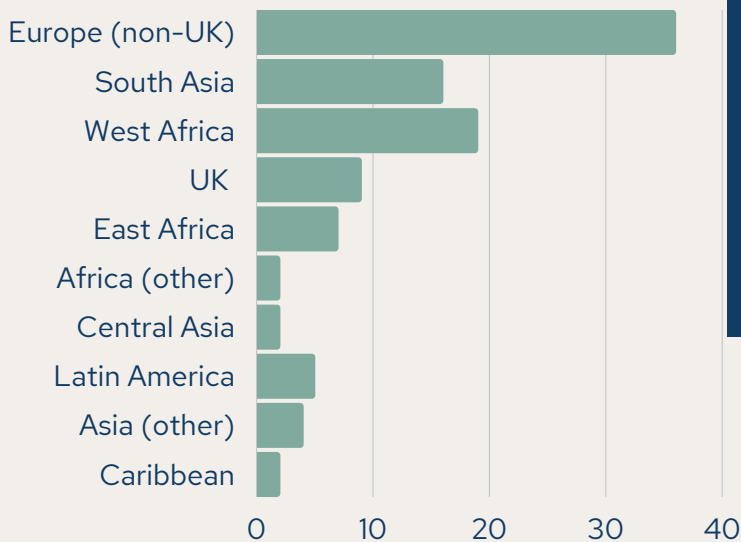


The women we work with are amazing. Here's some information on who they are and what they've been through.

## Age



## Place of birth



## Trauma

The women we work with have survived multiple kinds of abuse. Of the women at Ella's this last year:

**61%** have experienced trafficking

**70%** have experienced sexual exploitation

**88%** have experienced domestic servitude

**70%** have experienced other forms of abuse including honour-based violence, FGM (Female Genital Mutilation) and domestic violence

In addition, 11% of women had a physical disability and 84% had a mental health condition. Nine per cent were lesbian and one was non-binary. In terms of race and ethnicity, 30% of women were of Black African and Caribbean descent, 20% were Asian and Asian British, and 50% were White. Just over 43% of women said they were Christian, 39% Muslim and the remainder Buddhist or of no religion. One hundred per cent of the women at Ella's are incredible, inspiring, unique individuals and it's a privilege to walk with them during their time with us.



Amazing  
100%



# Pillar 2: Growing influence

## ABOUT THIS PILLAR

To see survivors safe and supported, end trafficking and tackle violence against women and girls, we must all do our part and work together – organisations, individuals, media and those in power.

This pillar is about raising awareness and making connections to influence change.

## THE HEADLINES

1. We joined two more coalitions this year: the End Violence Against Women Coalition (EVAW), and the new Coalition to Stop Slavery of which we are a founding and steering group member.
2. We worked closely with StopTheTraffik and others this year to deliver the Power of 10 project, to encourage and facilitate openness across the sector regarding the sharing of data to disrupt trafficking. We continue to be an active member of the resulting Trafficking Analysis Hub.
3. We have seen growth across all of our social media and other communications channels. We also worked with media outlets including the Daily Express and BBC, as well as brands such as TRIBE to raise awareness and amplify survivor stories among the public.

## THE YEAR AHEAD

We will grow our coalition and partnership working further to ensure survivor voices and interests are heard, and will invest in our website to increase digital reach and engagement. We will seek new connections with networks and corporate partners, and pursue fresh opportunities to share stories from Ella's on film.



# Pillar 3: Running an excellent organisation

## ABOUT THIS PILLAR

This pillar covers safe and effective policies and procedures, providing a supportive and enjoyable working environment for our brilliant staff and volunteers, and ensuring the sustainable future growth of Ella's to reach more women.

## THE HEADLINES

1. To strengthen and complement our existing monitoring and evaluation framework, we designed an enhanced service user feedback process in order to further track, evidence and improve our work.
2. To ensure survivors are truly at the heart of all we do, we planned and pursued funding to recruit, establish and maintain a Survivor Advisory Panel, as well as a trustee with lived experience.
3. We have been working closely with survivors, as well as consulting with staff and external advisors, to lay the foundation for a social enterprise pilot next year. We have also been taking advice from property specialists to inform our business plan, to include the purchase of our own property for use as safe houses.

## THE YEAR AHEAD

We will roll out our expanded service user feedback process and our work to establish a Survivor Advisory Panel, and will ensure a trustee with lived experience is in place

and supported.

We will also pilot at least one social enterprise idea, and continue to explore the purchase of property. In addition, we will hold our first gala dinner event to strengthen and build new relationships with major donors, business and corporate partners.





# Governance report

The objects of the charity are for the public benefit. They are listed with the Charity Commission as follows:

1) to provide relief for women and other victims affected by human trafficking and sexual exploitation including, but not limited to, the provision of safe and restorative accommodation, counselling, medical care, financial assistance, education and other services to support long-term aftercare and recovery; and

2) to advance public awareness and understanding of issues surrounding sexual exploitation and human trafficking throughout the United Kingdom and elsewhere.

## Our support

Our support for women is tailored to every individual, including help with:

- Medical care/therapies
- Emotional support
- Education/skills training
- Employment opportunities
- Reuniting with family
- Finding and moving into new homes
- Immigration and legal support
- Bringing abusers to justice
- Emergency money and essentials
- Budgeting/managing money
- Confidence/life skills
- Community integration
- Attending appointments
- Moving countries if wanted

Photos throughout: Tom Price/Ella's



## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

Reference and administrative information set out on page 2 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice – Accounting and Reporting by Charities (effective from January 2019).

Ella's is overseen by a board of six trustees, up from five last year and with increased diversity including lived experience of trafficking.

### **RISK MANAGEMENT**

At Ella's we are acutely aware of the vulnerability of those that we work with, and our staff and volunteer team. Our policies are designed to manage and mitigate against such risks as well as those challenges that could hinder the organisation's own short and long term sustainability. All such

The board meets quarterly. Day to day management is conducted by two Co-Directors and their management team. Ella's has 13 staff members and receives the support of volunteers. On 31 August 2022, Ella's had 22 active volunteers.

We have also been fortunate to receive pro bono support from Romildamor, Texel, Resonance, Emma Scott, Iain Patterson and Dr Reem Shafiq, and continued strategic management advice from Caplor Horizons.

risks are captured in our risk register.

In recognition of our growth and the increased demand for our services, we review the risk register every quarter and key risks are reviewed by the trustees at each board meeting.

### **FINANCIAL REVIEW**

Ella's' focus over the year was to increase stability by maintaining a strong reserve and to lay a foundation for future growth. Income grew to £584,000, 57 per cent of which came from trusts and foundations, 22 per cent from charitable activities and 21 per cent from public donations. Of our income, 15 per cent went to raising

funds and 85 per cent to charitable activities, which is in line with our expectations based on our size and nature of work. Ella's has responded to the cost of living crisis by providing occasional extra payments to our staff, as well as fundraising specifically to the women we work with via crisis support.

### **RESERVES POLICY**

At the end of the period, Ella's retained £220,681 including an unrestricted reserve of £131,310. Our reserve policy is to maintain an unrestricted reserve of three months running costs to protect against any unforeseen loss of income.

At 31 August 2022, the reserve required was £127,913. Movement in funds was such that our unrestricted reserve remained stable. This continues to be the appropriate reserve in preparation for future growth.

# Declarations

## **Statement of responsibilities of the trustees**

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing those financial statements the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose

with reasonable accuracy at any time the financial position of the charity and which 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 for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £1 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

## **Independent examiners**

Godfrey Wilson Limited were re-appointed as independent examiners to the charitable company during the period and have expressed their willingness to continue in that capacity.

Approved by the trustees on 3 May 2023 and signed on their behalf by:

**Rebecca Claydon - Chair**



# Independent Examiner's Report

To the trustees of:

## **Ella's Home**

I report to the trustees on my examination of the accounts of Ella's Home (the charitable company) for the year ended 31 August 2022, which are set out on pages 13 to 28.

## **Responsibilities and basis of report**

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

Having satisfied myself that the accounts of the charitable company 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 the charitable company's accounts 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**

Since the charitable company'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:

accounting records were not kept in respect of the charitable company as required by section

(1) accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or

(2) the accounts do not accord with those records; or

(3) the accounts do not comply with the accounting requirements of section 396 of the 2006 Act 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.

3 May 2023

**Laura Richards ACA**

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD



*'I know the help, skills and people I've found at Ella's will benefit me long into the future. Although I won't be living at Ella's, the feeling of safety will stay with me.'*

**SHARON**

## ELLA'S HOME:

### Statement of financial activities (incorporating an income and expenditure account)

**For the year ended 31 August 2022**

	Note	Restricted £	Unrestricted £	2022 Total £	2021 Total £
<b>Income from:</b>					
Donations and legacies	3.	296,115	155,204	<b>451,319</b>	349,242
Charitable activities	4.	-	133,278	<b>133,278</b>	148,581
<b>Total income</b>		<b>296,115</b>	<b>288,482</b>	<b>584,597</b>	497,823
<b>Expenditure on:</b>					
Raising funds		-	86,290	<b>86,290</b>	81,044
Charitable activities		239,709	201,912	<b>441,621</b>	369,008
<b>Total expenditure</b>	6.	<b>239,709</b>	<b>288,202</b>	<b>527,911</b>	450,052
<b>Net income and movement in funds</b>	7.	<b>56,406</b>	280	<b>56,686</b>	47,771
<b>Reconciliation of funds:</b>					
Total funds brought forward		32,965	131,030	<b>163,995</b>	116,224
<b>Total funds carried forward</b>		<b>89,371</b>	<b>131,310</b>	<b>220,681</b>	163,995

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 14 to the accounts.





## ELLA'S HOME: Balance sheet

<b>As at 31 August 2022</b>				
	Note	£	2022 £	2021 £
<b>Fixed assets</b>				
Tangible assets	10.		<u>1,605</u>	<u>1,892</u>
<b>Current assets</b>				
Debtors	11.	10,785		26,523
Cash at bank and in hand		<u>232,192</u>		<u>177,941</u>
		<b>242,977</b>		204,464
<b>Liabilities</b>				
Creditors: amounts falling due within 1 year	12.	<u>23,901</u>		<u>42,361</u>
<b>Net current assets</b>			<u>219,076</u>	<u>162,103</u>
<b>Net assets</b>	13.		<u>220,681</u>	<u>163,995</u>
<b>Funds</b>				
Restricted funds	14.		89,371	32,965
Unrestricted funds				
General funds			<u>131,310</u>	<u>131,030</u>
<b>Total charity funds</b>			<u>220,681</u>	<u>163,995</u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477(2), and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the Company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

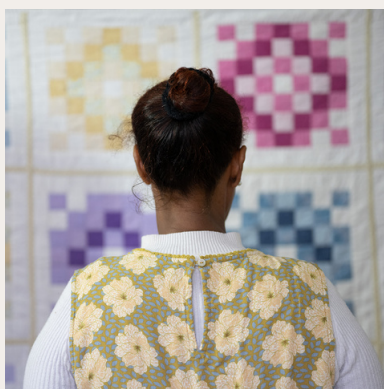
Approved by the trustees on 3 May 2023 and signed on their behalf by

Rebecca Claydon - Chair

## ELLA'S HOME: Statement of cash flows

For the year ended 31 August 2022		
	2022 £	2021 £
<b>Cash used in operating activities:</b>		
Net movement in funds	56,686	47,771
<i>Adjustments for:</i>		
Depreciation charges	1,029	782
Decrease / (increase) in debtors	15,738	(26,523)
Increase / (decrease) in creditors	<u>(18,460)</u>	<u>40,808</u>
<b>Net cash provided by operating activities</b>	<u>54,993</u>	<u>62,838</u>
<b>Cash flows from investing activities:</b>		
Purchase of tangible fixed assets	<u>(742)</u>	<u>(2,674)</u>
<b>Net cash used in investing activities</b>	<u>(742)</u>	<u>(2,674)</u>
<b>Increase in cash and cash equivalents in the year</b>	<b>54,251</b>	60,164
Cash and cash equivalents at the beginning of the year	<u>177,941</u>	<u>117,777</u>
<b>Cash and cash equivalents at the end of the year</b>	<u><u>232,192</u></u>	<u><u>177,941</u></u>

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.



## **ELLA'S HOME:**

Notes to the financial statements. For the year ended 31 August 2022.

### **1. Accounting policies**

#### ***a) Basis of preparation***

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ella's Home 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.

#### ***b) Going concern basis of accounting***

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

#### ***c) Income***

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income from housing benefit is recognised when entitlement to claim is met.

#### ***d) Donated services and facilities***

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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, 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) Interest receivable***

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.



## ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2022.

### 1. Accounting policies (continued)

#### f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

#### g) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

#### h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities.

These costs have been allocated between cost of raising funds and expenditure on

charitable activities based on the proportion of staff costs as follows:

	2022	2021
Raising funds	15%	18%
Charitable activities	85%	82%

#### i) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Household goods 5 years straight line basis.

Office equipment 3 years straight line basis.

Items are capitalised where the purchase price exceeds £500.

#### j) 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.

#### k) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

## ELLA'S HOME:

Notes to the financial statements. For the year ended 31 August 2022.

### 1. Accounting policies (continued)

#### *l) Creditors*

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.

the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation of fixed assets as described in note (i) above.

#### *m) Financial instruments*

The charitable company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently recognised at amortised cost using the effective interest method.

#### *n) Accounting estimates and key judgements*

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in



## 2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2021 Total £
<b>Income from:</b>			
Donations and legacies	252,925	96,317	<b>349,242</b>
Charitable activities	-	148,581	<b>148,581</b>
<b>Total income</b>	<b>252,925</b>	<b>244,898</b>	<b>497,823</b>
<b>Expenditure on:</b>			
Raising funds	-	81,044	<b>81,044</b>
Charitable activities	232,844	136,164	<b>369,008</b>
<b>Total expenditure</b>	<b>232,844</b>	<b>217,208</b>	<b>450,052</b>
<b>Net income and net movement in funds</b>	<b>20,081</b>	<b>27,690</b>	<b>47,771</b>

## 3. Income from donations and legacies

	Restricted £	Unrestricted £	2022 Total £
Grants > £10,000:			
<i>Tribe Freedom Foundation</i>	70,000	-	<b>70,000</b>
<i>The London Community Fund</i>	50,000	-	<b>50,000</b>
<i>National Lottery</i>	39,939	-	<b>39,939</b>
<i>City of London - City Bridge Trust</i>	25,000	-	<b>25,000</b>
<i>The Swire Charitable Trust</i>	-	23,871	<b>23,871</b>
<i>AS Charitable Trust</i>	-	20,000	<b>20,000</b>
<i>Enterprise Development Fund</i>	13,000	-	<b>13,000</b>
<i>Charles Hayward</i>	12,200	-	<b>12,200</b>
Grants <= £10,000	58,785	14,250	<b>73,035</b>
Other donations	27,191	93,183	<b>120,374</b>
Gifts in kind *	-	3,900	<b>3,900</b>
<b>Total income from donations and legacies</b>	<b>296,115</b>	<b>155,204</b>	<b>451,319</b>



### 3. Income from donations and legacies (continued): Prior period comparatives

	Restricted £	Unrestricted £	2021 Total £
Grants > £10,000:			
<i>The Barrow Cadbury Trust</i>	48,690	-	<b>48,690</b>
<i>MOPAC</i>	30,398	-	<b>30,398</b>
<i>Tribe Freedom Foundation</i>	30,000	-	<b>30,000</b>
<i>AXA</i>	15,336	11,847	<b>27,183</b>
<i>The London Community Fund</i>	25,000	-	<b>25,000</b>
<i>City Bridge Trust</i>	25,000	-	<b>25,000</b>
<i>Smallwood Trust</i>	24,611	-	<b>24,611</b>
Grants < £10,000	53,890	10,222	<b>64,112</b>
Other donations	-	63,648	<b>63,648</b>
Gifts in kind *	-	10,600	<b>10,600</b>
<b>Total income from donations and legacies</b>	<b>252,925</b>	<b>96,317</b>	<b>349,242</b>

\*Gifts in kind include legal advice, room hire, fundraising and other consultancy services donated to the charity.

### 4. Income from charitable activities

	2022 Total £	2021 Total £
Housing benefit	<b>129,824</b>	143,963
Other services	<b>3,454</b>	4,618
<b>Total income from charitable activities</b>	<b>133,278</b>	<b>148,581</b>

All income in the current and prior period was unrestricted.

### 5. Government grants

The charitable company receives government grants, defined as funding from MOPAC and Greater London Authority (THRIVE) to fund charitable activities. The total value of such grants in the period ending 31 August 2022 was £18,715 (2021: £30,398). There are no unfulfilled conditions or contingencies attaching to these grants in 2021/22.

## 6. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2022 Total £
Staff costs (note 8)	48,510	268,131	46,154	<b>362,795</b>
Rent	-	61,783	-	<b>61,783</b>
Housing costs	-	18,172	-	<b>18,172</b>
Client support	-	23,946	-	<b>23,946</b>
Freelancer fees	17,200	-	-	<b>17,200</b>
Fundraising*	10,281	-	-	<b>10,281</b>
Other staff costs	-	1,965	1,826	<b>3,791</b>
Training*	-	6,781	3,271	<b>10,052</b>
Professional fees*	-	1,200	240	<b>1,440</b>
Office costs	-	-	7,106	<b>7,106</b>
Accountancy	-	-	4,228	<b>4,228</b>
Insurance	-	1,142	1,142	<b>2,284</b>
Recruitment	-	-	2,393	<b>2,393</b>
Travel	-	1,029	-	<b>1,029</b>
Depreciation	-	164	865	<b>1,029</b>
Volunteers	-	382	-	<b>382</b>
<b>Sub-total</b>	<b>75,991</b>	<b>384,695</b>	<b>67,225</b>	<b>527,911</b>
Allocation of support and governance costs	10,299	56,926	(67,225)	-
<b>Total expenditure</b>	<b>86,290</b>	<b>441,621</b>	<b>-</b>	<b>527,911</b>

\* Costs include professional services, training and development, and fundraising support donated to the charity as gifts in kind. Total governance costs were £3,000 (2021: £2,280).



## 6. Total expenditure (continued): prior period comparatives

	Raising funds £	Charitable activities £	Support and governance costs £	2021 Total £
Staff costs (note 8)	36,141	161,295	78,971	<b>276,407</b>
Rent	-	60,048	-	<b>60,048</b>
Housing costs	-	31,861	-	<b>31,861</b>
Client support	-	13,401	-	<b>13,401</b>
Freelancer fees	12,600	-	-	<b>12,600</b>
Fundraising*	11,762	-	-	<b>11,762</b>
Other staff costs	-	-	11,557	<b>11,557</b>
Training	-	8,869	1,183	<b>10,052</b>
Professional fees*	-	-	8,310	<b>8,310</b>
Office costs	-	-	4,223	<b>4,223</b>
Accountancy	-	-	3,668	<b>3,668</b>
Insurance	-	-	2,276	<b>2,276</b>
Recruitment	-	-	1,407	<b>1,407</b>
Travel	-	1,315	-	<b>1,315</b>
Depreciation	-	164	618	<b>782</b>
Volunteers	-	383	-	<b>383</b>
<b>Sub-total</b>	<b>60,503</b>	<b>277,336</b>	<b>112,213</b>	<b>450,052</b>
Allocation of support and governance costs	20,541	91,672	(112,213)	-
<b>Total expenditure</b>	<b>81,044</b>	<b>369,008</b>	<b>-</b>	<b>450,052</b>

Costs include professional services and fundraising support donated to the charity as gifts in kind.

## 7. Net movement in funds

This is stated after charging:	2022 £	2021 £
Trustee remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Independent examiner's remuneration (including VAT)	<b>3,000</b>	<b>2,280</b>



## 8. Staff costs

Staff costs were as follows:	2022 £	2021 £
Salaries and wages	330,692	245,939
Social security costs	25,063	24,799
Pension costs	<u>7,040</u>	<u>5,669</u>
	<u>362,795</u>	<u>276,407</u>
Freelance staff	<u>17,200</u>	<u>12,600</u>
	<u><u>379,995</u></u>	<u><u>289,007</u></u>

No employee earned more than £60,000 during the year.

The key management personnel of the charitable company comprise the Trustees, the Co-Directors, and the Management Team. The total employee benefits of the key management personnel were £198,830 (2021: £173,268).

	2022 No.	2021 No.
Average head count	<u>13</u>	<u>10</u>

## 9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

## 10. Tangible fixed assets

	Household goods £	Office equipment £	<b>Total £</b>
<b>Cost</b>			
At 1 September 2021	820	1,854	<b>2,674</b>
Additions in year	-	742	<b>742</b>
At 31 August 2022	<u>820</u>	<u>2,596</u>	<b><u>3,416</u></b>
<b>Depreciation</b>			
At 1 September 2021	164	618	<b>782</b>
Charge for the year	<u>164</u>	<u>865</u>	<b><u>1,029</u></b>
At 31 August 2022	<u>328</u>	<u>1,483</u>	<b><u>1,811</u></b>
<b>Net book value At 31 August 2022</b>	<u>492</u>	<u>1,113</u>	<b><u>1,605</u></b>
At 31 August 2021	<u>656</u>	<u>1,236</u>	<b><u>1,892</u></b>

## 11. Debtors

	<b>2022 £</b>	2021 £
Trade debtors	<b>4,482</b>	22,406
Prepayments	<b>2,000</b>	-
Other debtors	<b>4,303</b>	4,117
	<b><u>10,785</u></b>	<u>26,523</u>

## 12. Creditors: amounts due within 1 year

	<b>2022 £</b>	2021 £
Trade creditors	<b>78</b>	262
Accruals	<b>9,629</b>	10,215
Payroll liabilities	<b>14,194</b>	31,884
	<b><u>23,901</u></b>	<u>42,361</u>

### 13. Analysis of net assets between funds

	Restricted funds £	Unrestricted funds £	Total funds £
Tangible fixed assets	-	1,605	1,605
Current assets	89,371	153,606	242,977
Current liabilities	-	(23,901)	(23,901)
<b>Net assets at 31 August 2022</b>	<b>89,371</b>	<b>131,310</b>	<b>220,681</b>
<b>Prior period comparatives</b>			
	Restricted funds £	Unrestricted funds £	Total funds £
Tangible fixed assets	-	1,892	1,892
Current assets	32,965	171,499	204,464
Current liabilities	-	(42,361)	(42,361)
<b>Net assets at 31 August 2021</b>	<b>32,965</b>	<b>131,030</b>	<b>163,995</b>





## 14. Movement in funds

	At 1 September 2021 £	Income £	Expenditure £	At 31 August 2022 £
<b>Restricted funds</b>				
Arnold Clark Automobiles	-	1,000	-	<b>1,000</b>
Aviva	-	5,007	(5,007)	-
Charles Hayward	-	12,200	(7,153)	<b>5,047</b>
City of London - City Bridge Trust	13,886	25,000	(38,886)	-
Enterprise Dev Fund	-	13,000	(5,305)	<b>7,695</b>
Farthing Trust	2,960	5,000	(5,453)	<b>2,507</b>
Greater London Authority Thrive Fund	-	10,000	(10,000)	-
Marsh Trust	-	400	-	<b>400</b>
Meeting Needs	-	5,000	-	<b>5,000</b>
Money Saving Expert	5,641	670	(6,311)	-
MOPAC Emergency support	-	8,715	(8,715)	-
Mrs Maud Van Norden's Charitable Foundation	-	3,000	-	<b>3,000</b>
National Lottery	-	39,939	(23,833)	<b>16,106</b>
Prism the Gift Fund (Matrix)	-	5,000	-	<b>5,000</b>
Screwfix Foundation	-	5,000	-	<b>5,000</b>
The 29th May 1961 Trust	-	10,000	(8,066)	<b>1,934</b>
The Big Give	-	22,184	(3,345)	<b>18,839</b>
The Neighbourly Foundation - B&Q Foundation	-	5,000	(5,000)	-
Tribe	4,934	70,000	(57,091)	<b>17,843</b>
VAWG The London Community Fund	5,544	50,000	(55,544)	-
<b>Total restricted funds</b>	<u>32,965</u>	<u>296,115</u>	<u>(239,709)</u>	<b><u>89,371</u></b>
<b>Unrestricted funds</b>				
General funds	<u>131,030</u>	<u>288,482</u>	<u>(288,202)</u>	<b><u>131,310</u></b>
<b>Total unrestricted funds</b>	<u>131,030</u>	<u>288,482</u>	<u>(288,202)</u>	<b><u>131,310</u></b>
<b>Total funds</b>	<u><u>163,995</u></u>	<u><u>584,597</u></u>	<u><u>(527,911)</u></u>	<b><u><u>220,681</u></u></b>

### Purpose of restricted funds

Arnold Clark Automobiles - Renovation of new home  
 Aviva - Supporting financial wellbeing of service users  
 Charles Hayward - Outreach salaries  
 City of London - City Bridge Trust - Frontline management and outreach salaries  
 Enterprise Dev Fund - Business development  
 The Farthing Trust - Crisis fund  
 Greater London Authority Thrive Fund - Resilience project  
 Marsh Trust - New home  
 Meeting Needs - New home  
 Money Saving Expert - Budgeting support  
 MOPAC Emergency support - Frontline salaries  
 Mrs Maud Van Norden's Charitable Foundation - New home  
 National Lottery - Community resettlement scheme

## 14. Movement in funds (continued)

### Purpose of restricted funds (continued)

Prism the Gift Fund (Matrix) - Hackney safehouse

Screwfix Foundation - New home

The 29th May 1961 Trust - Service manager salary

The Big Give - Outreach salaries and digital improvements

The Neighbourly Foundation - B&Q Foundation - Safehouse home improvements

Tribe - Ella's core objectives

The London Community - Frontline salaries

<b>Prior period comparatives</b>	At 1 September 2020 £	Income £	Expenditure £	At 31 August 2021 £
<b>Restricted funds</b>				
Albert Hunt	-	5,000	(5,000)	-
AXA	-	15,336	(15,336)	-
B&Q	-	4,869	(4,869)	-
City Bridge Trust	-	25,000	(11,114)	13,886
Enterprise Development Fund	-	10,000	(10,000)	-
Farthing Trust	-	7,000	(4,040)	2,960
Fir Tree	-	3,000	(3,000)	-
Money Saving Expert	-	6,021	(380)	5,641
MOPAC Fund	12,884	-	(12,884)	-
Mopac Salaries	-	30,398	(30,398)	-
Peter Stebbing	-	5,000	(5,000)	-
Quakers	-	8,000	(8,000)	-
Screwfix	-	5,000	(5,000)	-
The Smallwood Trust	-	24,611	(24,611)	-
The Barrow Cadbury Trust - COVID-19 Support Fund	-	48,690	(48,690)	-
Tribe	-	30,000	(25,066)	4,934
VAWG The London Community Fund	-	25,000	(19,456)	5,544
<b>Total restricted funds</b>	<u>12,884</u>	<u>252,925</u>	<u>(232,844)</u>	<u>32,965</u>
<b>Unrestricted funds</b>				
General funds	<u>103,340</u>	<u>244,898</u>	<u>(217,208)</u>	<u>131,030</u>
<b>Total unrestricted funds</b>	<u>103,340</u>	<u>244,898</u>	<u>(217,208)</u>	<u>131,030</u>
<b>Total funds</b>	<u><u>116,224</u></u>	<u><u>497,823</u></u>	<u><u>(450,052)</u></u>	<u><u>163,995</u></u>

## 15. Operating lease commitments

The charity had operating leases at the year end with total future minimum lease payments as follows:

	2022 £	2021 £
Amount falling due:		
Within 1 year	30,216	46,271
Within 1 - 5 years	<u>60,432</u>	<u>81,000</u>
	<u>90,648</u>	<u>127,271</u>

## 16. Related party transactions

There were no related party transactions in the current or prior year.

*'When I was at Ella's, I was surrounded by so many good people. And because of that, my life felt good again. You feel like you can live. Women need help to get their lives back on track. Otherwise they will just end up back in the bad situations they were in before.'*

**MILANA**



Photo of Milana: Paul David Drabble/Daily Express



# Thank you

Every message of encouragement, every hour of time given, every financial gift and piece of advice has helped us this year.

Ella's is a safe place, but it's also a big community with big ambitions and a huge heart, and we're thankful for every member.

We are committed to continuing to grow in order to have a greater impact among more women. If you would like to support or partner with Ella's, we would love to hear from you.

Together, we can help unlock freedom among women who have survived trafficking and exploitation.

*'In the past, I was alone and helpless. But now I know what I need to know about, to live safely. I don't feel helpless anymore.'*

**MAY**



**ELLA'S**

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Ella's is a company limited charity (company number 12178531) with a registered office address (England and Wales). We are also a charity registered in England and Wales, charity registration number 1187529.

