



Trustees' Report and Unaudited Financial Statements

SEPTEMBER 2022 – AUGUST 2023

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Photo on this page: Lloyd's Bank Foundation/Ella's. Photo on cover: Tom Price/Ella's



Reference and administrative details for the year ended 31 August 2023

Ella's Home (known as Ella's)

Company number: 12178531

Charity number: 1187529

Registered office and operational address:

Ella's, Pennine Way
30-33 Minories
London
EC3N 1DD

Trustees:

R. Claydon (Chair)
W. Leyland (Treasurer)
A Gregora (left Oct 22)
H. Pring (Left Aug 23)
G. Newbold (Left Aug 23)
E. Imeraj (Joined Sep 22)
E. Shoultz (Joined Jan 23)
C. Davis (Joined Jun 23)
N. Jaffer (Joined Oct 23)

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



'My dark past and my scars are shadows that will never be erased from my memory... But today I am a new person who has found the light and freedom of my dignity.'

ANA

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 was 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 fell into three pillars of work:

- 1. Provide expert care in London**
- 2. Grow influence**
- 3. Run an excellent organisation**

This Impact Report covers September 2022 to August 2023, and marks the end of this three-year strategy.

It contains stories, highlights and numbers from the year, and a summary of our direction for the next five years.

THE YEAR IN NUMBERS

56

women reached

46

children benefiting

41

women in education/training/work

6

new bed spaces

1

new community building

58

sessions including health, art and day trips

'When you are at Ella's, you see life. What life is and can be. I will always be thankful. I will tell the story of Ella's to my children... in 105 years, I will still be talking about Ella's.'

Pillar 1: Provide expert care in London

ABOUT THIS PILLAR

We are a proud and passionate frontline organisation, providing the high quality, tailored care that is crucial to the recovery and long-term safety of survivors of trafficking, exploitation and other forms of violence.

This pillar is focused on providing the best support for as many women as we can.

THE HEADLINES

1. It was a joy to open our new, third safe house this year. This six-bed property in the Tower Hamlets borough of London increased our safe house capacity to 14 women at any one time.
2. A new outreach caseworker was recruited to support survivors affected by sexual violence and their children in neighbourhoods across London. This increased the capacity of our outreach team to 24 women at any one time.
3. Our new community space got up and running and has already been put to great use. We've been able to offer 58 sessions for survivors this year, run by Ella's as well as in collaboration with partners including Bettercups, The Beauty Crop and Talitha Arts. We also hosted specialist mental health workshops for survivors struggling to access adequate support elsewhere.
4. The number of people benefiting from our work rose again this year. Fifty-six women and 46 children benefited, a 34 per cent increase on last year.

THE YEAR AHEAD

We were able to reach more people than ever last year, but the need for our work is growing and there is so much more we want and need to do. We will continue to develop our delivery model next year based on our learning as well as input from our Survivor Advisory Board. This will include further expansion of our safe house accommodation and outreach work, more emphasis and resources for survivor employability and resettlement, and a new children and families support worker to benefit the growing numbers of mums and children at Ella's.



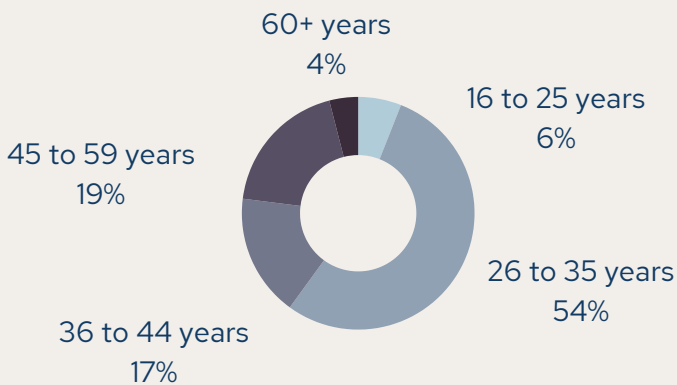
Our community of survivors

2022/23

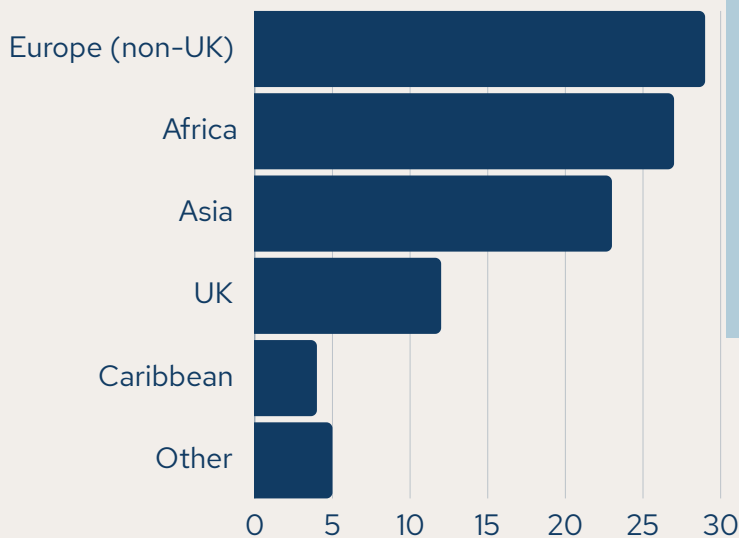
The women we work with are amazing. Here's some information on who they are and what they've been through.



Age



Place of birth (%)



Trauma

Each of the women we work with have survived multiple kinds of trauma. Of the women at Ella's last year:

73%

have experienced sexual exploitation

65%

have experienced trafficking

37%

have experienced domestic servitude

60%

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

In addition, 44 per cent were asylum seekers or had insecure immigration status and 77 per cent had a mental health condition. Six per cent were lesbian. Forty per cent were white, 31 per cent were of Black African and Caribbean descent, and 25 per cent were Asian or Asian British. Just over 44 per cent of women said they were Muslim, 36 per cent Christian and the rest were Buddhist, unknown or of no religion. One hundred per cent of the women at Ella's blew us away this year with their strength and determination to pursue freedom and joy, and we could not be more in awe of them.

Pillar 2: Influencing Change

ABOUT THIS PILLAR

This pillar is about raising awareness and making connections to influence change. Not only does this further and enhance our work with survivors, it helps stop trafficking and raise awareness of the issues facing the women we work with.

THE HEADLINES

1. We continued to work with Stop the Traffik, the Free for Good and ERAW coalitions, and the Coalition to Stop Slavery to promote survivor needs, raise awareness of issues affecting them and work towards a fairer world.
2. Together with our partners and allies across the sector including ATLEU, Hope for Justice and WRC, we have supported campaigning and policy work on a number of issues including the Illegal Migration Act.
3. It's been a joy to continue to share about the amazing women we work with across our growing digital channels. To mark International Women's Day, we worked with poet Shaniqua Benjamin to create and film a spoken word poem written by the women at Ella's, called The World is a Woman.

'Thank you for being there for my Mum when she was feeling sad, and turning her sadness into happiness.'

CHILD OF SURVIVOR

Photo: Tom Price/Ella's

THE YEAR AHEAD

We will continue to build public awareness and engagement and will pursue new partnerships with ambassadors and corporate partners.

We will also continue to increase our engagement with campaigning and policy change, amplifying the views and experiences of survivors wherever and whenever we can. And we will invest more resource into the staff capacity needed to do more in these areas.



Pillar 3: Running an excellent organisation

ABOUT THIS PILLAR

A well run and resourced organisation, and a staff team that is supported and fulfilled, are crucial to our frontline work. Furthermore, we are person-centred and passionate about excellence, and so these things are important to us in their own right.

THE HEADLINES

1. We held our first ever gala dinner (pictured) to raise funds and awareness, and expand our network of support. One hundred guests attended, nearly £18,000 was raised, existing connections were strengthened and new ones were built. Huge thanks to the Fir Tree Trust for their support with the event.
2. With funding from Rosa, we on-boarded a new trustee with lived experience of trafficking and exploitation. We also established a new Survivor Advisory Board to guide our decision making and strategic development.
3. Thanks to support from TRIBE, Quaker Housing Trust and Impact Alchemy we progressed plans to purchase our first Ella's-owned property to strengthen our asset base and provide more safe house accommodation, and expect this to complete early next year.



THE YEAR AHEAD

We will finalise and act on an external review of our governance that we commissioned this year, which will include adding to our board. We will also continue to strengthen our Survivor Advisory Board and put them at the forefront of our development. We will complete the purchase of our first Ella's-owned property, and work towards building a portfolio. Our fundraising strategy will be refreshed to support our new Five-Year Strategy, with an emphasis on taking better care of our existing donors while increasing our supporter base.



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

'I would describe Ella's as a second heaven! The majority of us at Ella's have come from different countries and have been victims of some terrible things. Our worlds are different to that of other people who have not experienced these things... But we know that, with Ella's, there are people who care about us.'

HAPPY



STRUCTURE, GOVERNANCE AND MANAGEMENT

Reference and administrative information set out on page two 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. The board meets quarterly.

Day to day management is conducted by two Co-Directors and their management team. Ella's has 14 staff and receives the support of volunteers. In the year to 31 August 2023, Ella's engaged 69 volunteers.

We have also been fortunate to receive pro bono support from Collect Eco, Anversa Home, Forza, Project Imagine, Beygood Foundation, The Beauty Crop, Sam Cottman Foundation, Travers Smith, Jane King, Land Aid, Lloyds Bank Foundation, Romildamor and Bettercup.

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 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 £724,771, 63 per cent of which came from trusts and foundations, 17 per cent from charitable activities and 20 per cent from public donations.

Of our income, 22 per cent went to raising funds and 78 per cent to charitable activities, which is in line with our expectations based on our size and nature of work.

RESERVES POLICY

At the end of the period, Ella's retained £241,369 including an unrestricted reserve of £142,681. 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 2023, the reserve required was £157,913. A small portion of our reserve was used to open our third house and will be replenished in the coming year.

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 13 March 2024 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 2023, 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:

- (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.

Rob Wilson

14 March 2024

Rob Wilson FCA

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



'Without this kind of support, I don't think women could survive after going through such difficult times. This organisation is good, I would recommend anyone to it. It couldn't be better unless it's in heaven.'

ANNETTE

ELLA'S HOME:

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

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

For the year ended 31 August 2023

	Note	Restricted £	Unrestricted £	2023 Total £	2022 Total £
Income from:					
Donations and legacies	3.	369,986	217,254	587,240	451,319
Charitable activities	4.		120,003	120,003	133,278
Other trading activities	5.	-	17,528	17,528	-
Total income		369,986	354,785	724,771	584,597
Expenditure on:					
Raising funds		5,622	149,680	155,302	86,290
Charitable activities		355,047	193,734	548,781	441,621
Total expenditure	7.	360,669	343,414	704,083	527,911
Net income and movement in funds	8.	9,317	11,371	20,688	56,686
Reconciliation of funds:					
Total funds brought forward		89,371	131,310	220,681	163,995
Total funds carried forward		98,688	142,681	241,369	220,681

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 15 to the accounts.



ELLA'S HOME

Balance sheet				
As at 31 August 2023				
	Note	£	2023 £	2022 £
Fixed assets				
Tangible assets	11.		<u>1,519</u>	<u>1,605</u>
Current assets				
Debtors	12.	24,461		10,785
Cash at bank and in hand		<u>236,774</u>		<u>232,192</u>
		261,235		242,977
Liabilities				
Creditors: amounts falling due within 1 year	13.	<u>21,385</u>		<u>23,901</u>
Net current assets			<u>239,850</u>	<u>219,076</u>
Net assets	14.		<u>241,369</u>	<u>220,681</u>
Funds				
Restricted funds	15.		98,688	89,371
Unrestricted funds			<u>142,681</u>	<u>131,310</u>
Total charity funds			<u>241,369</u>	<u>220,681</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 13 March 2024 and signed on their behalf by



Rebecca Claydon - Chair

ELLA'S HOME: Statement of cash flows

Ella's Home

Statement of cash flows

For the year ended 31 August 2023

	2023 £	2022 £
Cash used in operating activities:		
Net movement in funds	20,688	56,686
<i>Adjustments for:</i>		
Depreciation charges	1,265	1,029
Decrease / (increase) in debtors	(13,676)	15,738
Increase / (decrease) in creditors	(2,516)	(18,460)
Net cash provided by operating activities	5,761	54,993
Cash flows from investing activities:		
Purchase of tangible fixed assets	(1,179)	(742)
Net cash used in investing activities	(1,179)	(742)
Increase in cash and cash equivalents in the year	4,582	54,251
Cash and cash equivalents at the beginning of the year	232,192	177,941
Cash and cash equivalents at the end of the year	236,774	232,192

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 2023.

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.

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:

	2023	2022
Raising funds	22%	15%
Charitable activities	78%	85%

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.

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.

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 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.



2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2022 Total £
Income from:			
Donations and legacies	296,115	155,204	451,319
Charitable activities	-	133,278	133,278
Total income	296,115	288,482	584,597
Expenditure on:			
Raising funds	-	86,290	86,290
Charitable activities	239,709	201,912	441,621
Total expenditure	239,709	288,202	527,911
Net income and net movement in funds	56,406	280	56,686

3. Income from donations and legacies

	Restricted £	Unrestricted £	2023 Total £
Grants > £10,000:			
<i>AB Charitable Trust</i>	-	22,000	22,000
<i>Albert Hunt - Homeless Link</i>	19,664	-	19,664
<i>Charles Hayward</i>	18,800	-	18,800
<i>Enterprise Development Fund</i>	13,000	-	13,000
<i>Lloyds Bank Foundation</i>	-	27,250	27,250
<i>Mopac outreach</i>	42,150	-	42,150
<i>National Lottery Community Fund</i>	50,738	-	50,738
<i>Rosa Fund</i>	24,924	-	24,924
<i>The London Community Fund</i>	25,000	-	25,000
<i>The Swire Charitable Trust</i>	-	30,000	30,000
<i>Tribe Freedom Foundation</i>	125,000	-	125,000
Grants <= £10,000	43,375	14,500	57,875
Other donations	7,335	95,244	102,579
Gifts in kind*	-	28,260	28,260
Total income from donations and legacies	369,986	217,254	587,240

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

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

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

4. Income from charitable activities

	2023 Total £	2022 Total £
Housing benefit	120,003	129,824
Other services	-	3,454
Total income from charitable activities	120,003	133,278

All income in the current and prior period was unrestricted.

5. Income from other trading activities

	2023 Total £	2022 Total £
Gala fundraising dinner	17,528	-

All income in the current period was unrestricted.

6. Government grants

The charitable company receives government grants, defined as funding from MOPAC and The National Lottery Community Fund to fund charitable activities. The total value of such grants in the period ending 31 August 2023 was £92,888 (2022: £48,654). There are no unfulfilled conditions or contingencies attaching to these grants in 2022/23.

7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2023 Total £
Staff costs (note 9)	81,396	286,377	41,576	409,349
Rent	-	73,043	-	73,043
Housing costs	-	51,017	-	51,017
Client support*	-	39,978	-	39,978
Freelancer fees	23,628	-	-	23,628
Fundraising	27,661	-	-	27,661
Other staff costs	-	3,363	5,182	8,545
Training*	60	2,466	2,618	5,144
Professional fees*	-	1,815	10,330	12,145
Monitoring and evaluation	-	5,636	-	5,636
Advocacy and campaigning	-	500	-	500
Office costs*	106	977	30,389	31,472
Accountancy	-	-	4,414	4,414
Insurance	-	1,942	1,942	3,884
Recruitment	-	-	3,953	3,953
Travel	19	2,044	84	2,147
Depreciation	-	400	865	1,265
Volunteers	-	302	-	302
Sub-total	132,870	469,860	101,353	704,083
Allocation of support and governance costs	22,432	78,921	(101,353)	-
Total expenditure	155,302	548,781	-	704,083

*Costs include professional services, housing costs, client support and office costs donated to the charity as gifts in kind.

Total governance costs were £3,300 (2022: £3,000).



7. Total expenditure (continued): prior period comparatives

	Raising funds £	Charitable activities £	Support and governance costs £	2022 Total £
Staff costs (note 9)	48,510	268,131	46,154	362,795
Rent	-	61,783	-	61,783
Housing costs	-	18,172	-	18,172
Client support	-	23,946	-	23,946
Freelancer fees	17,200	-	-	17,200
Fundraising*	10,281	-	-	10,281
Other staff costs	-	1,965	1,826	3,791
Training*	-	6,781	3,271	10,052
Professional fees*	-	1,200	240	1,440
Office costs	-	-	7,106	7,106
Accountancy	-	-	4,228	4,228
Insurance	-	1,142	1,142	2,284
Recruitment	-	-	2,393	2,393
Travel	-	1,029	-	1,029
Depreciation	-	164	865	1,029
Volunteers	-	382	-	382
Sub-total	75,991	384,695	67,225	527,911
Allocation of support and governance costs	10,299	56,926	(67,225)	-
Total expenditure	86,290	441,621	-	527,911

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

8. Net movement in funds

This is stated after charging:	2023 £	2022 £
Depreciation	1,265	1,029
Trustee remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	Nil
Independent examiner's remuneration (excluding VAT)	2,750	2,500

9. Staff costs

Staff costs were as follows:

	2023	2022
	£	£
Salaries and wages	368,847	330,692
Social security costs	32,835	25,063
Pension costs	7,667	7,040
	<u>409,349</u>	<u>362,795</u>
Freelance staff	<u>23,628</u>	<u>17,200</u>
	<u>432,977</u>	<u>379,995</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 £223,511 (2022: £198,830).

	2023	2022
	No.	No.
Average head count	<u>12</u>	<u>13</u>

10. Taxation

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



11. Tangible fixed assets

	Household goods £	Office equipment £	Total £
Cost			
At 1 September 2022	820	2,596	3,416
Additions in year	<u>1,179</u>	<u>-</u>	<u>1,179</u>
At 31 August 2023	<u>1,999</u>	<u>2,596</u>	<u>4,595</u>
Depreciation			
At 1 September 2022	328	1,483	1,811
Charge for the year	<u>400</u>	<u>865</u>	<u>1,265</u>
At 31 August 2023	<u>728</u>	<u>2,348</u>	<u>3,076</u>
Net book value			
At 31 August 2023	<u>1,271</u>	<u>248</u>	<u>1,519</u>
At 31 August 2022	<u>492</u>	<u>1,113</u>	<u>1,605</u>

12. Debtors

	2023 £	2022 £
Trade debtors	7,890	4,482
Prepayments	13,440	2,000
Other debtors	<u>3,131</u>	<u>4,303</u>
	<u>24,461</u>	<u>10,785</u>

13. Creditors: amounts due within 1 year

	2023 £	2022 £
Trade creditors	277	78
Accruals	9,210	9,629
Payroll liabilities	<u>11,898</u>	<u>14,194</u>
	<u>21,385</u>	<u>23,901</u>

14. Analysis of net assets between funds

	Restricted funds £	Unrestricted funds £	Total funds £
Tangible fixed assets	-	1,519	1,519
Current assets	98,688	162,547	261,235
Current liabilities	-	(21,385)	(21,385)
Net assets at 31 August 2023	98,688	142,681	241,369
Prior period comparatives			
	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)
Net assets at 31 August 2022	89,371	131,310	220,681



15. Movement in funds

	At 1 September 2022 £	Income £	Expenditure £	At 31 August 2023 £
Restricted funds				
Albert Hunt	-	19,664	(3,600)	16,064
Arnold Clark Automobiles	1,000	-	-	1,000
Aviva	-	7,335	(5,566)	1,769
B&Q	-	5,000	(956)	4,044
BCBN	-	3,000	(1,340)	1,660
Charles Hayward	5,047	18,800	(16,032)	7,815
Enterprise Development Fund	7,695	13,000	(20,695)	-
Farthing Trust	2,507	3,000	(5,507)	-
Fir Tree	-	2,500	(2,500)	-
Hiscox Foundation	-	3,000	(3,000)	-
Marsh Trust	400	-	-	400
Meeting Needs	5,000	-	(5,000)	-
Merchant Taylor	-	5,000	-	5,000
MOPAC Outreach	-	42,150	(49,499)	(7,349)
Mrs Maud Van Norden's Charitable Foundation	3,000	-	(1,323)	1,677
National Lottery Community Fund (1)	16,106	40,738	(49,809)	7,035
National Lottery Community Fund (2)	-	10,000	(1,127)	8,873
Percy Bilton	-	5,315	(5,315)	-
Peter Stebbing	-	5,000	-	5,000
Reach Fund	-	8,750	(2,000)	6,750
ROSA	-	24,924	(19,665)	5,259
Prism the Gift Fund (Matrix)	5,000	-	(403)	4,597
Screwfix Foundation	5,000	-	(5,000)	-
SMB Trust	-	1,500	(1,500)	-
The 29th May 1961 Trust	1,934	-	(1,934)	-
The Big Give	18,839	1,310	(20,149)	-
Tribe	17,843	125,000	(113,749)	29,094
The London Community Fund	-	25,000	(25,000)	-
Total restricted funds	89,371	369,986	(360,669)	98,688
Total unrestricted funds	131,310	354,785	(343,414)	142,681
Total funds	220,681	724,771	(704,083)	241,369

Purpose of restricted funds

Albert Hunt - Capacity building to purchase home
 Arnold Clark Automobiles - Renovation of new home
 Aviva - Supporting financial wellbeing of service users
 B&Q - Safehouse home improvements
 BCBN - Supporting service users in crisis
 Charles Hayward - Outreach salaries
 Enterprise Development Fund - Business development
 Farthing Trust - Crisis fund
 Fir Tree - Fundraising
 Hiscox Foundation - Support for social enterprise
 Marsh Trust - New home

15. Movement in funds (continued)

Purpose of restricted funds (continued)

Meeting Needs - New home

Merchant Taylor - New home

MOPAC Outreach - Support for outreach worker

Mrs Maud Van Norden's Charitable Foundation - New home

National Lottery Community Fund (1) - Community resettlement scheme

National Lottery Community Fund (2) - Support for social enterprise

Percy Bilton - New home

Peter Stebbing - Safehouse costs

Reach Fund - Capacity building to purchase home

ROSA - Lived Experience Advisory Board

Prism the Gift Fund (Matrix) - Hackney safehouse

Screwfix Foundation - New home

SMB Trust - Safehouse costs

The 29th May 1961 Trust -Service manager salary

The Big Give - Outreach salaries and digital improvements

Tribe - Ella's core objectives

The London Community Fund - Frontline salaries

Funds in deficit

The MOPAC Outreach fund is in deficit at the year end as this project is ongoing and further funds will be received in 2023/24.



15. Movement in funds (continued)

Prior period comparatives

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

16. Operating lease commitments

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

	2023 £	2022 £
Amount falling due:		
Within 1 year	71,216	30,216
Within 1 - 5 years	189,216	60,432
	260,432	90,648

17. Related party transactions

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

Thank you

We are a growing organisation, but we'll never become too big to celebrate and truly appreciate every act of support and encouragement that powers our work. Your generosity changes lives. In the words of Nia, 'I want to thank those who help Ella's and are behind the work of Ella's. They don't know how much they help us.'

We are committed to doing more and better. If you would like to support or partner with Ella's in any way, we would love to hear from you. Together, we can help unlock freedom among women who have survived trafficking and exploitation.

'I have run out of words to express my gratitude to my support worker and [the rest of] Ella's. Your presence in our lives means a lot. When we count our blessings, we count you twice.'

YEMI



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Ella's is a company limited by guarantee (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.

