



eikon helping young people in Surrey

The Eikon Charity
**Annual Report and
Financial Statements
2024/25**



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Being a young person today



“Being a young person today can feel really overwhelming sometimes. There’s so much pressure to figure out who you are while constantly being judged, even for things like the music you listen to or how you dress. Everyone’s trying to create an identity in a world full of content, but your choices can get picked apart by your own friends.”

“Social media is a big part of our lives. It’s how we talk to friends, but it’s also where people say horrible things and spread toxic or extreme views, and it can be hard not to compare yourself to others. You see people our age being told to have a ‘grindset’¹ like influencers in their 20s. It makes you feel like you’re already behind or not doing enough.”

“School doesn’t help either. There’s a huge amount of stress about grades and what you’re going to do when you’re older, even though we’re still young and just want to enjoy life. Friendships can be intense too. We’re all going through stuff and stuck together all the time, so it’s easy to fall out or feel left out.”

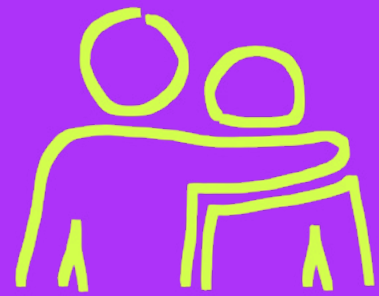
“Then there’s stuff like body image, sexuality, and mental health. People pretend to be supportive, but not always in real life, especially in school, where it feels like you can’t be honest without being labelled. And with all that going on, we’re still aware of things like climate change and wars, but it already feels like we’ve got enough on our shoulders.”

“Honestly, I do enjoy being young, trying new things, learning, not having to work, but sometimes it feels like there’s just too much pressure to be everything at once.”

Taken from an interview with a 14-year-old

¹ **Grindset:** noun: “A “grindset” is a mindset focused on working constantly to achieve professional power and financial gain, to the exclusion of pretty much everything else in life. Characterised by an extreme focus on achieving materialistic goals, the grindset applauds the sacrifice of personal health and well-being in favor of professional and financial achievement.” Co-authored by [Jennifer Mueller, JD](#) Reviewed by [Allison Broennimann, PhD](#). Available at <https://www.wikihow.com/Grindset> accessed on 30th June 2025.

How we are responding



Young people today are growing up in a world that feels increasingly overwhelming. Alongside pressures at school, social media, and climate anxiety, many are also facing the harsh realities of poverty, family breakdown, housing instability, and ill health or disability. Some live with the stress about having enough food or a safe place to sleep. Others are caring for siblings or coping with the impact of trauma and loss. Many tell us they feel judged, exhausted or invisible. As adults, we recognise that life has become more complex and more challenging to navigate, and this is especially true for young people.

Everything we do is grounded in the core belief that every child deserves to feel safe, heard and supported.



listen

Our values continue to guide how we respond:

- **We elevate and amplify the voices of children and young people**, shaping services around their experiences.
- **We act with compassion and without judgement**, offering care in a way that respects individuality and need.
- **We take responsibility for the part we play** in shaping young people's futures and influencing the systems around them.
- **We work together**, with families, schools, commissioners and communities, because collaboration creates lasting impact.

At Eikon, we listen. The voices of children and young people contribute to shaping our work. By sharing their experiences, they help us gain a deeper understanding of their lives. This, in turn, shapes how we respond, through immediate support, the design of preventative services and resources, and long-term system change.

And we act.

Deliver, develop and grow

We support thousands of children and young people across Surrey every year, while also enabling the adults around them to provide good care and guidance. Whether it's through safe spaces, one-to-one support, school-based clubs, group work or residential, our dedicated staff and volunteers go above and beyond to be there when it matters most.

We are developing new services in response to emerging needs. Most notably, High Five!, our new programme for primary-aged children, is now fully underway, offering early support to build resilience and confidence before challenges take root. We are expanding delivery across communities, with tailored support for neurodivergent young people, LGBTQ+ groups, children experiencing

high anxiety, and parents and carers navigating complex family dynamics.

Building on this work, we are also developing a new Family Wellbeing Service to respond to the rising and complex needs of parents and carers of children experiencing emotionally based school non-attendance (EBSNA), neurodevelopmental conditions, anxiety, behavioural challenges, and difficulties with emotional regulation. The service will offer tailored, evidence-informed support that combines practical guidance, system navigation, and resilience-building strategies.

Being agile is essential to who we are. As the world around children continues to change at pace, so too does our approach. We are responsive, flexible, and guided by what we hear and see every day.

BEING AGILE IS ESSENTIAL TO WHO WE ARE. AS THE WORLD AROUND CHILDREN CONTINUES TO CHANGE AT PACE, SO TOO DOES OUR APPROACH.

Using evidence to influence

We are investing in understanding why children are struggling, so we can respond in ways that make a lasting difference.

In 2024-25, our CEO took a three-month study leave to explore the root causes behind the rise in poor mental health among children and young people. The insights gathered have directly informed our new strategic direction and have laid the foundation for a dedicated **Evidence and Influence** function.

In the final quarter of the year, we began exploring how to structure ourselves for greater impact and started planning how to secure the funding needed to support this next phase. Our ambition is to apply what we're learning to influence systemic change, strengthen partnerships, and expand access to early help and preventative support across Surrey and beyond.



Strengthening our foundations

Alongside service delivery, we are building a stronger, more sustainable organisation. We are investing in safeguarding, staff development, clinical supervision, inclusion, and modernising our internal systems to meet growing demand.

We are also diversifying our funding base, in particular increasing our fundraising income, giving us greater freedom to respond to the needs of children and families.

Strategically, we are preparing for the future and are refreshing our longer-term direction.

All reaffirming our mission to:

- **Empower** children and young people to stay safe and well.
- **Enable** the adults around them to provide support.
- **Commit to be there** when young people need us most.

These pillars guide our work as we implement our 2025–28 strategy – expanding high-impact programmes, amplifying evidence and lived experience, and helping to shape a system that supports prevention, not just crisis response.

CEO and Chair Update



The past year has been one of both growing challenge and opportunity.

We are now operating in a time of significant national change. A new government brings fresh priorities, alongside the uncertainty of substantial structural reform within the NHS and local authorities. Amid these shifting sands, children and young people are facing intensifying pressures, including digital overload, academic stress, and social disconnection, which are contributing to a sharp rise in poor mental health².

And yet, we remain hopeful. Why? Because every challenge we face also reinforces why our work is essential.

At Eikon, we've responded with clarity and agility. We've adapted our strategy to be even more responsive to need. We've strengthened our commitment to prevention, early help, and systemic influence, so that children and families receive the right help at the right time. Our values - compassion, responsibility, and partnership - remain at the heart of our work and guide every decision we make.

We are supporting more children than ever, and doing so with growing insight and impact through investment in a new Evidence and Influence function. We've listened carefully to what young people have told us, and their experiences are shaping both our services and our strategy. And crucially, we've supported our people, because a resilient workforce is central to a resilient charity.

As the external environment grows more complex, our agility becomes even more vital. But we cannot, and will not, let the turbulence in the system be felt by the children who rely on us. Instead, we'll continue to support, nurture relationships, and provide spaces where children can be themselves.

We are grateful for every staff member, volunteer, partner, donor and friend who stands with us. It's your belief in what we do that allows us to deliver the right help, at the right time, to the children who need us most.

Thank you for continuing to walk alongside us.

Chris Hickford MBE – Chief Executive
Nigel Goddard – Chair of Trustees

"I CAN
Smile"
AGAIN



Our year at a glance



Children supported with targeted one-to-one and group support...

1,079

Young
children 0-11
(Read more P.13)

1,435

Young people
12 and over
(Read more P.18)

1,474

Professionals and
parents/carers
(Read more P.25)

Empowered, with prevention work, an additional **17,290** through the Smart Moves® programme, an additional **609** through our Wellbeing Ambassadors programme.

Our core focus is to empower children and young people to understand and adopt tools and techniques to thrive early on. Where early help hasn't been enough or an issue is more deeply embedded, we provide support in a way that is right for the child or young person and their family.

Sometimes that will be one-to-one sessions, and sometimes that will be through group work. However it's delivered, we provide a judgement-free safe space and work with young people to find their own solutions.



We asked children and young people directly what they thought. Here's what they said...

"I felt that the things about my wellbeing that matter most to me and my family were listened to..."

4.3 out of 5 stars



"How would you rate your overall service experience?"

4.6 out of 5 stars



"How happy would you be to use this service again if needed?"

4.5 out of 5 stars



89%

Agreed that "Eikon gave me the support that met my needs, at the right time".

89%

"The support Eikon gave me improved my situation."

Support that lasts beyond our time together

91%



"Eikon has given me the tools to help me make informed choices when it comes to my personal wellbeing in the future."

87%



"I know which support networks are available to support me in the future."

96%



"I would recommend Eikon to a friend who needed support."

Our Outcomes Framework



Eikon uses a consistent Outcomes Framework across all services to better understand and demonstrate the difference we make to the lives of young people. This comprises of Goal Based Outcomes and an Experience of Service Questionnaire. Developed in partnership with the Anna Freud Institute, Child Outcomes Research Consortium, Surrey Wellbeing Partnership, the Tavistock & Portman NHS Foundation Trust, the Eikon Safeguarding Team, and a Youth Engagement Panel, the framework ensures our support is meaningful, measurable, and shaped by young people themselves.

Goal Based Outcomes (GBO)

GBOs provide young people with the opportunity to set goals based on what they want to achieve. We track progress at the beginning, during, and end of our work, helping us understand the **distance travelled** and the personal impact of our support.

Experience of Service Questionnaire (ESQ)

The ESQ captures young people's voices at the end of support, using both qualitative and quantitative questions. Aligned with our organisational goals it provides us with insights in to our services alongside User Voice.



Why It Matters

Measuring outcomes helps us ensure we're doing what works. It keeps young people's goals and experiences at the heart of what we do, helping us continue to improve and advocate effectively.

Through the Activities and Performance section of this report, we have referenced both Goal Based Outcomes and Experience of Service Questionnaire answers for a selection of our services.



Activities and Performance

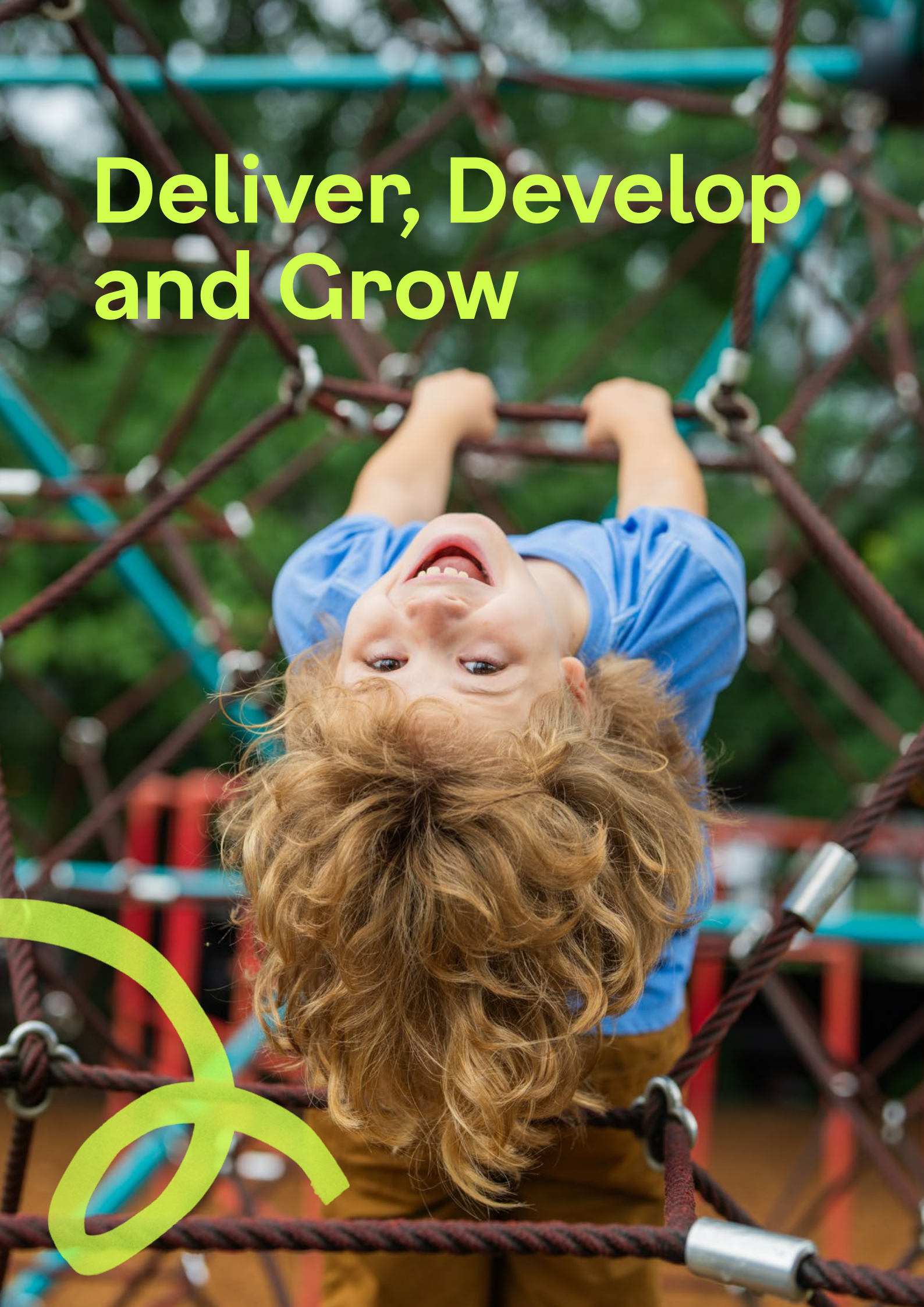
Over the past year, our dedicated practitioners have worked tirelessly across Surrey to provide consistent, trusted support to the children, young people, and families who need us most. This section showcases the breadth of our activities and the measurable difference we're making together. It also reflects our ongoing commitment to listening to young people, adapting to emerging needs, and collaborating with our partners to deliver meaningful and lasting change.

This year, we have laid out our Activities and Performance section around the three strategic objectives that guided our work in 2024-25:

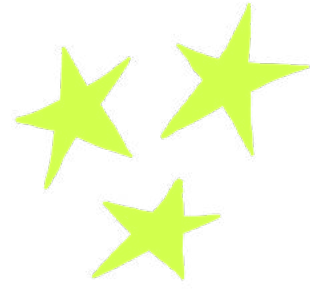
- **Deliver, Develop and Grow**
- **Influence to Collaborate**
- **Further strengthen our Charity**

As we look ahead, our updated 2025-28 strategy builds on this foundation and sets out refreshed aims and enablers to guide our work into the future.

Deliver, Develop and Grow



Children (6-11 year-olds)



Who

Children aged six to 11 in Surrey, particularly those experiencing or at risk of developing social, emotional or mental health challenges. This includes children in primary schools,

neurodivergent children, and those needing additional support with transitions, anxiety, resilience and confidence.

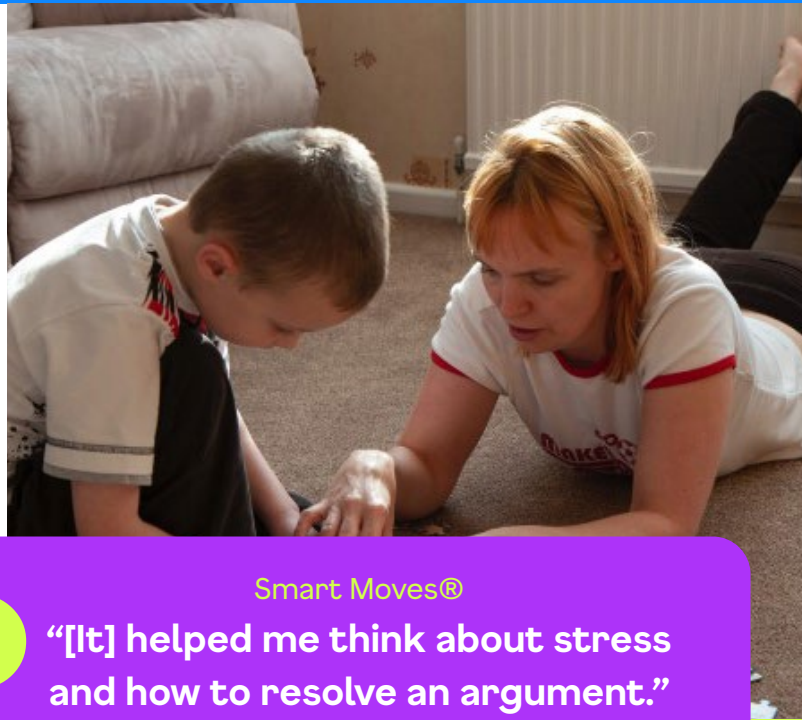
What

We deliver early, accessible, empowering support to children through:

- **One-to-one and group sessions** led by our Counsellors, Emotional Wellbeing Practitioners, Community Wellbeing Practitioners and Early Intervention Practitioners.
- Tailored programmes such as:
 - **Smart Moves®**, a teacher-led, evidence-based resource designed to help children in Years 6 and 7 build resilience and confidence as they navigate the transition from primary to secondary school.
 - **High Five!**, Eikon's early-intervention programme for primary-aged children, designed to build resilience, confidence and wellbeing before challenges take root. Delivered in schools and shaped by teacher, parent and pupil input, it includes wellbeing groups, assemblies, resources for families, and parent coffee mornings – all aimed at supporting children aged six-11 as they grow and prepare for secondary school.
 - **Wellbeing Ambassadors**, empowering pupil voice on emotional wellbeing. After completing interactive training, ambassadors promote positive mental health among their peers by launching wellbeing initiatives, sharing tools like the Five Ways to Wellbeing, and contributing to a whole-school approach to mental health.
 - **Making Links**, a group programme for neurodivergent children that supports social confidence and connection. Led by our team of Emotional Wellbeing Practitioners with specialist knowledge in neurodevelopment, Making Links brings together small groups of eight to 11-year-olds to meet peers with similar needs and participate in child-led, often sensory, activities such as baking and slime making. Run over ten weeks, the sessions are designed to help children build confidence when interacting with others, making new connections, and trying new things, while also enhancing their understanding and acceptance of their own and others' needs.

Why

Demand rose sharply. During 2024, there was a 157% increase in children under ten seeking mental health support in Surrey³. Without early support, these challenges can deepen, affecting education, wellbeing, and relationships well into adolescence. By building resilience and providing safe, supportive spaces from an early age, we equipped children with the tools to navigate life's challenges and thrive.



Smart Moves®

“[It] helped me think about stress and how to resolve an argument.”

- 11 year old participant

How

Smart Moves®

In 2024-25, our Smart Moves resources were used by 17,290 young people across Surrey and beyond, at 187 schools during the year. This includes 2,250 Smart Moves booklets for Special Educational Needs and Disabilities (SEND). Aimed at pupils in Years 6 and 7, Smart Moves equips children with practical, learnable skills to help them navigate change with confidence. Through the lens of the Boing Boing Resilience Framework, pupils participate in teacher-led sessions that focus on building friendships, problem-solving, coping strategies, and taking personal responsibility.



Heath, and Waverley to support emerging social, emotional, and mental health needs. Our EIPs worked with schools for a full academic term, providing one-to-one support for Key Stage 2 children and small group targeted support for children in Key Stages 1 and 2⁴.

High Five!

2024-25 saw the development and delivery of the programme across Runnymede and Elmbridge. Thanks to funding from the Community Foundation of Surrey, we aim to expand our reach over the next four years. We are also planning a teacher training programme to be rolled out in 2025, which will help ensure the long-term impact and sustainability of the programme.

High Five! was delivered in 14 schools across Surrey, supporting 285 children and young people, along with their parents and carers.

Early Intervention

Practitioners (EIPs)

During 2024-25 we established a new dedicated early help service for primary school-age children in Runnymede, Surrey

Wellbeing Ambassadors

Thanks to funding from Surrey's Emotional Wellbeing and Mental Health Alliance, this programme is available free of charge to schools in Surrey.

During 2024-25, we trained 609 Wellbeing Ambassadors at 38 schools. In July 2024, we hosted our first-ever Eikon Wellbeing Ambassadors Conference for primary schools, welcoming students and staff from six schools across Surrey. It was inspiring to see young people engaging in a variety of wellbeing activities and exchanging ideas with their peers. Use your phone's camera to scan the QR code and watch a video featuring staff and children from the Wellbeing Ambassadors Conference.



Support

“I supported a friendship group in making more positive choices during playtime. We used role-play and reflection to help them make changes and recognise the choices available. We created rules that everyone agreed on, and they presented these to their class. I have since spoken to my contact at the school, who has said the changes have made a significant impact, and their playtime is now full of fun rather than consequences for negative actions.”

- Eikon Early Intervention Practitioner



“My favourite thing about the group is all the activities we get to do and I get to see people like me every week.”

- Young Person taking part in the ‘Making Links’ group

Making Links

During 2024-25, we supported 48 neurodivergent children through our ‘Making Links’ programme.

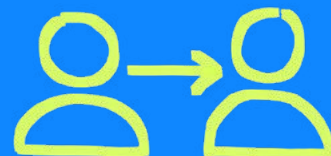
Children who were initially anxious or reluctant to attend often grew more comfortable and engaged as the weeks progressed. As one young participant said,

“Before I didn’t want to come to the group, now I want to go every day.”

- Young Participant

One-to-One and Group Work

One-to-one support remained a core part of our service in 2024-25, with 355 children under 12 being supported in this way. Our **Community Wellbeing Practitioners** and **Emotional Wellbeing Practitioners** supported children, young people, and their families in navigating challenges related to mental health and emotional wellbeing. In addition, our **Counsellors** provided both one-to-one and group support for children aged six and above, helping them manage emotions and develop positive coping strategies.



Goal Based Outcomes - Across all services



93%

of children made a positive movement towards their goals.



66%

of children made a meaningful change*.

Who's Who at Eikon

Counsellors

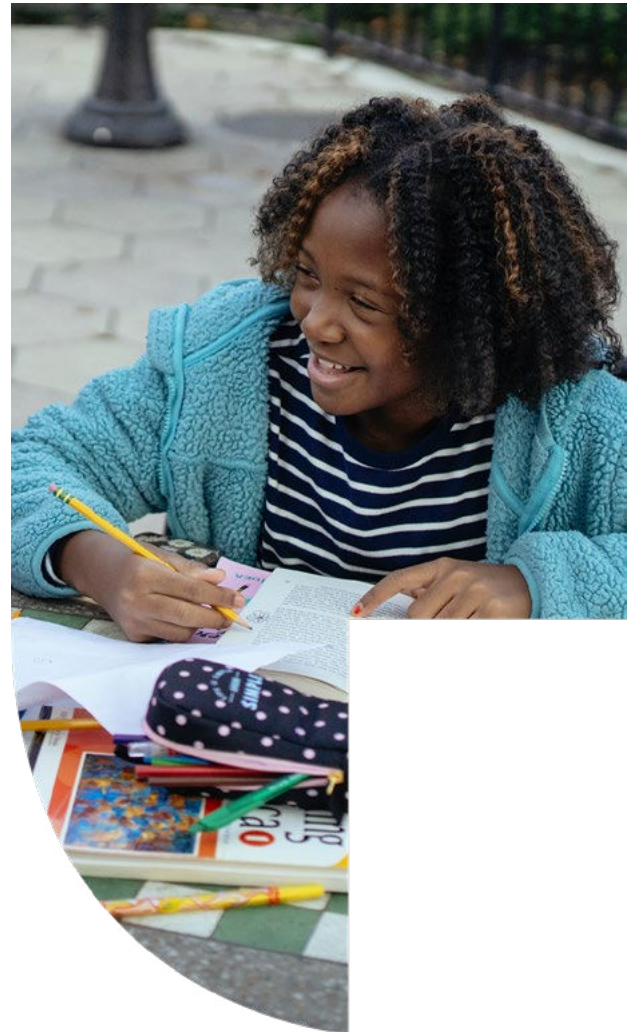
Specialist professionals who offer safe, confidential spaces for children and young people to talk about their feelings, worries, and experiences. Counsellors work one-to-one or in small groups, using creative, behavioural and therapeutic techniques to help young people understand and manage their mental health. They are skilled in supporting more complex or intense difficulties, starting with children as young as six.

Emotional Wellbeing Practitioners (EWPs)

Practitioners who help young people explore challenges and build resilience in nurturing, informal environments. Using creative approaches, they support children to set personal goals and develop practical skills to improve wellbeing. EWPs offer one-to-one and group support, often as an alternative to more formal therapeutic services.

Community Wellbeing Practitioners (CWPs)

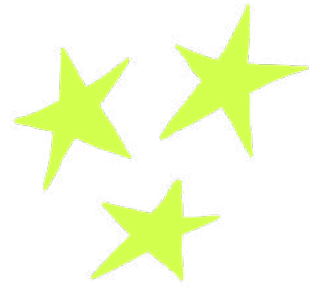
Practitioners who work closely with schools, health services and community partners to provide early help and joined-up support. They engage directly with children, young people and their families through individual sessions, group programmes, and community-based workshops. CWPs focus on reaching young people quickly and coordinating care across the different areas of their lives.



“Through our sessions, the young person recognised that his health anxiety was linked to being unwell, but that his underlying daily stress was much higher. By focusing on this, he noticed a big shift in perspective and a reduction in pressure, which led to improved mood and motivation overall. I was proud of his engagement and the positive impact it had on his life.”

- Eikon Emotional Wellbeing Practitioner

Young People (12-18 year olds)



Who

Young people aged 12-18 across Surrey experiencing poor mental health, emotional distress, or at risk of anti-social behaviour or social isolation. Additionally, targeted support for young carers, neurodivergent individuals, and LGBTQ+ young people.



What

We support young people to feel safe, heard and equipped to thrive through:

- One-to-one and group support delivered in schools and the community.
- Targeted transition programmes on transition from primary to secondary school, school-based clubs and drop-in spaces.
- Specialist youth services in the community, including support for LGBTQ+ young people.
- Volunteer-led mentoring.
- Projects promoting social connection and reducing risk, such as **Safer Streets** and **We Move**.

“YOU'RE NOT
alone”

Why

Young people today are navigating extraordinary pressures, from mental health challenges and identity struggles to caregiving responsibilities and experiences of social exclusion. Demand for support is high, and we respond early and collaboratively to reduce harm, prevent escalation, and build confidence and resilience for the future.

How

Youth Support Practitioners (YSP)

In 2024-25, our Youth Support Practitioners were embedded in two Surrey secondary schools, delivering tailored one-to-one support, safe spaces, and group activities for vulnerable young people, including young carers and Year 7 students. In September 2024, our Youth Support Practitioner led a transition programme at Fullbrook School, supporting new Year 7s in building resilience, confidence, and trusted relationships. Following positive feedback, the programme was extended, with all participants recommending it for future cohorts.

We also supported young carers through weekly clubs, social activities, including a Ninja Warrior trip, a visit to Goodwood Farm Estate, drama sessions, and a residential respite trip to Henley Fort. At Kings College, we worked alongside the Home School Link Worker to help the school achieve the Action for Carers Angel Award, recognising its commitment to young carers.

“Eikon has helped me in many ways, including my self-confidence and how to take care of myself. I believe it is a really fun way and an effective way to help the Kings community – it has greatly improved my mental health, and I could not be more grateful.”

– Young Person supported by a Youth Support Practitioner at Kings College.

Early Intervention Coordinators

In 2024-25, our Early Intervention Coordinators (EICs) continued to focus on early help and prevention, supporting secondary school-aged young people as they faced emerging challenges. Working as part of the Mindworks Surrey Schools-Based Needs Team, our three EICs took 248 referrals from a cluster of secondary schools across Runnymede, Surrey Heath, and Waverley.

As key links between schools and Surrey’s mental health services, they collaborated closely with colleagues from Surrey and Borders Partnership NHS Foundation Trust to ensure each young person received support tailored to their individual needs. Across the year, EICs provided 488 sessions of one-to-one support for young people and parents and carers, as well as 706 group sessions across 104 groups and school-based events.

Garden Club

Held regularly at the Eikon Hopes and Dreams Garden at Fullbrook School, our Garden Club provides students with a safe, calm space to connect, grow, and thrive. Throughout 2024-25, young people took the lead on projects, including making seasonal decorations, organising a Christmas quiz, and planting passionfruit seeds in the greenhouse. They also led on tidying the garden, planting bulbs, and even took on the challenge of crocheting pumpkin hammocks.

Garden volunteers supported students in themed activities such as harvesting and seed collecting, helping them take pride in growing their own food and encouraging healthy eating.



"Given opportunities to learn and make mistakes, the young people feel comfortable to be themselves and to share."

- Garden Volunteer

Volunteer Mentors

Our Volunteer Mentors supported young people in school for one-to-one sessions, providing a safe space for students to be listened to. A longstanding Eikon service, in 2024-25, we increased our number of mentors to 16 and continued to provide support in six schools in Surrey. We had 84 new referrals for support over the year across 459 one-to-one sessions, highlighting the continued demand for this service.

"Being able to volunteer in such a hands-on role gives me the opportunity to make a real difference to young people in need of support, and that's really rewarding. If we can help the next generation become happier and healthier, then we're all winners."

- Volunteer Mentor



Specialist Community Projects

This year, we continued to deliver our **Safer Streets** programme, commissioned by Runnymede Borough Council to engage, support, and empower young people living in Addlestone. The focus of this work was to collaborate with young people, particularly those involved in anti-social or risk-taking behaviours, to promote positive development and reduce harmful outcomes.

The programme was completed in Spring 2025, with 148 children and young people supported through group work, and 33

children and young people supported on a one-to-one basis.

The **We Move** pilot programme ran over the summer of 2024, designed under a contract with Runnymede Borough Council to support young people at risk of anti-social behaviour who would not engage in typical group settings. By helping them to build key skills such as resilience, teamwork, and self-esteem, we empowered young people to take a more proactive and confident approach to preventing, managing, and responding to emotional wellbeing challenges.



“The sheer amount of positive change that the groups have provided and we have seen across different age groups from Year 7 to 10 has been genuinely heart-warming to see.”

- Secondary School Teacher

Summer Transitions

The **Summer Transitions Project** aims to help young people in Year 6 build their resilience and enhance their wellbeing as they transition from primary to secondary school. In 2024-25, we supported 19 Year 6 students to complete the project, helping them work towards their personal goals.

A young person reported that these sessions helped them with knowing who to go to for support, school routines, making good decisions, being organised, managing emotions, building confidence, overcoming challenges, and learning how to make healthy friendships. A parent told us that on his first day of school, their son “came back in good spirits, so the course worked perfectly as no nerves at all.”



IAmMe

Thanks to a generous grant from The National Lottery Community Fund, we were able to increase our support for LGBTQ+ young people across Surrey. The funding enabled us to add extra sessions to our LGBTQ+ Youth Groups and organise day trips to keep young people engaged, connected, and supported. We're also pleased to have increased access to one-to-one emotional wellbeing sessions and counselling, delivered by our dedicated LGBTQ+ Practitioners, directly supporting 52 young people through one-to-one sessions and group work. We have scaled our partnership and engagement work, which has been critical for raising awareness of our services, connecting with external organisations and for referrals now and in the future.



“I generally feel happier after sessions... I can't wait for the next one.”

Emotional and Community Wellbeing Practitioners

As highlighted on page 17, we have three teams providing one-to-one support in the community. Our support is tailored to each young person's individual needs, and our practitioners use a range of focused, evidence-based approaches to create nurturing spaces where children and young people can explore their anxieties and experiences. This support empowers them to set and achieve their own personal goals.



Heads Up!

Delivered in schools over eight weeks, Heads Up! helps young people gain a better understanding of their minds and bodies through games and interactive activities. Initially designed for students in Years 7 and 8, the programme has expanded due to its success over the past two years. It has since been adapted for use with Years 5 and 6, and this year, it has been further amended to support LGBTQ+ young people.

Over 2024-25, 296 children and young people attended Heads up! group sessions, delivering 1,776 moments of support.

“I believe that Heads Up! has given all our students the internal strength and confidence to make changes in their lives. I could tell you something positive about every child who was part of this programme. I would absolutely recommend Heads Up! to other schools. I want them to stay with us here forever! The impact that it has had on our students is tremendous.”

- Teacher at school supported by our Heads Up! Programme

“This young person had developed a rigid nightly routine of checking plug sockets out of fear, which caused ongoing distress. Through our work together, we explored the root of his worries, looked at how his mindset was maintaining the cycle of anxiety, and gradually introduced a new approach. He began using a “worry window” each night - a designated time to acknowledge and park his worries instead of letting them control his routine.

Over time, the need to check the sockets reduced, and now he no longer feels the urge to do it. He reports that the worries he once had have faded, and he feels more in control and less anxious. Seeing his confidence grow and knowing he now has tools to manage his worries independently was a very proud and rewarding moment.”

- Eikon Emotional Wellbeing Practitioner

Goal Based Outcomes

Working with Eikon LGBTQ+ Practitioners



100%

of children made a positive movement towards their goals.



100%

of children made a meaningful change*.

Working with Eikon Emotional Wellbeing Practitioners



96%

of children made a positive movement towards their goals.



71%

of children made a meaningful change*.

Experience of Service Questionnaire

Safer Streets - 96% of young people said that ‘Eikon has given me the tools to help me make informed choices when it comes to my personal wellbeing in the future.’

* The Child Outcomes Research Consortium identifies a meaningful change as a goal that has improved by 3 or more points (on a scale of 0-10). Research and evidence support the belief that this reflects an immediate change and, furthermore, a sustainable change.



☀️
"THEY GAVE ME
HOPE"
♡

Parents, Carers and Professionals



Who

We work alongside parents, carers, and professionals who support children and young people across Surrey. This includes families of neurodivergent children and young people, early emotional and behavioural concerns, identity development, school-related challenges, and life transitions. We also work with school leaders, teachers, SENCOs, learning support staff, public health practitioners, and local authority colleagues.

Our collaboration with professionals also extends to colleagues within Mindworks Surrey and the Surrey Wellbeing Partnership, as well as public health professionals and local authority teams. Each plays a vital role in creating supportive environments that promote the wellbeing and development of children and young people.

What

We enable parents, carers and professionals to respond with confidence, knowledge and compassion, embedding sustainable support networks around children and young people. This year, we provided:

- **Group programmes and workshops** including High Hopes! and Finding Balance, helping parents and carers develop practical strategies and build resilience.
- **One-to-one sessions** for parents and carers of neurodivergent and LGBTQ+ young people, offering tailored guidance and support.
- **Coffee mornings, webinars and drop-ins** hosted by Early Intervention Practitioners creating welcoming spaces to share concerns and access advice.
- **Whole-school transformation** through

Smart Schools, enabling leadership teams to embed mental health as a strategic priority.

- **Classroom-ready resources** like Smart Moves® and Smart Moves® Next Steps to support children transitioning into secondary school.
- Training for school staff to help embed **student-led initiatives** such as Wellbeing Ambassadors, equipping pupils to promote mental health within their school communities.
- **Specialist training and consultancy**, supporting professionals working with children who are neurodivergent, experiencing Emotionally Based School Non-Attendance (EBSNA), or at risk of poor emotional wellbeing.

We provide some of our services within **Mindworks Surrey** as a founding member of the **Surrey Wellbeing Partnership**.

Why

When children and young people struggle, families and educators often feel overwhelmed and under-resourced. Many parents and carers tell us they feel isolated, while professionals describe a lack of time and tools to respond to complex needs. By strengthening the knowledge, skills, and confidence of adults, we help create consistent, caring support systems that enable children to thrive.

A teacher described:

“The training helped our leadership team reflect on our practice and push forward with confidence.”

One parent shared:

“As a parent, you can find some of the experiences young people face really confusing and unnerving. I am thankful for the parent sessions because they were a space where I could learn more about the journey my young person is on and know how to support them better. Thank you for providing me that space.”

How

Our support this year included:

High Hopes!

We delivered an eight-week outdoor confidence-building programme for children aged 10–16 in partnership with Surrey Outdoor Learning and Development. Whilst young people built resilience through activities, their parents and carers participated in parallel support sessions and attended the final celebration. The event aims to bring together families for an intensive and transformative weekend where young people and their parents and carers can gain essential resilience skills. **Watch our short video to hear how our High Hopes programme supported Caitlin and her family.**



Finding Balance

This programme supported parents of children under 12 who experienced extreme stress responses. Families participated in online group sessions that explored stress triggers and communication, followed by tailored one-on-one conversations to help them apply their learning. Over the year, 96 families benefited from this programme.



Early Intervention Support

Our Early Intervention Practitioners hosted regular coffee mornings in schools, as well as webinars and drop-in conversations. These sessions provided a welcoming space for parents and carers to share their concerns, ask questions, and receive guidance.

Supporting Neurodivergent Children: Parent and Carer Workshops

We ran free five-week workshops in schools, covering key topics such as 'Identifying and Supporting Additional Needs,' 'Emotional and Mental Health,' and 'Navigating the System.' Parents and carers received information packs and had the opportunity to connect with others, share strategies, and learn

from real-life experiences. Many reported increased confidence in supporting their children, a better understanding of their needs, and a stronger sense of community, along with reassurance that they are not alone.

LGBTQ+ Parent and Carer Support

Our LGBTQ+ Practitioners provided confidential one-to-one sessions to help parents and carers understand, affirm, and support their young people. This support significantly boosted young people's confidence in embracing their identities. 12 parents and carers were supported by our LGBTQ+ Practitioners, this included one-to-one support, direct parent work and signposting.



“One mum had a light bulb moment when I reminded her, she is the CEO of her life... Another realised she was comparing her daughters and made a shift. Home got smoother.”

– Sarah, ND Practitioner

High Five!

The programme included follow-up parent sessions where parents and carers actively engaged in key activities their children had experienced and received a downloadable parent handbook, reinforcing wellbeing strategies at home. Gathering parent feedback was a vital part of the programme. We sought their insights on the course, their child's progress, and any areas where they would have appreciated further support.

Discovery Team

As part of Mindworks Surrey's Access and Advice Team, the Discovery Team directs referrals to the appropriate services. This includes referrals to Eikon's one-to-one or group support, as well as to partner services within the Surrey Wellbeing Partnership. During 2024-25, the Discovery Team signposted 3,994 young people to services, including those delivered by Eikon. 636 of these young people were supported by Eikon's Mindworks-funded services.

“The signposting has helped us connect families to the right support at the right time, without delay.”

- Discovery Team Partner Practitioner



Smart Schools

Over the past year, we collaborated with senior leaders from 40 schools as part of our Smart Schools programme. We carried out a comprehensive audit and worked together to set a 'whole school approach' goal. We created tailored sessions to build action plans, assess risks and measure progress towards these goals. This was achieved through meetings, training sessions and reflective supervision. By working with these schools, we fostered environments that are supportive and understanding of mental health and wellbeing issues. This approach enabled children, young people, staff, parents and carers to feel supported and to thrive.

“The training helped our leadership team reflect on our practice and push forward with confidence.” - Headteacher, Surrey Secondary

Smart Moves®

As detailed on page 14, Smart Moves® is a programme that helps children transition from primary to secondary school. During 2024 -25, we supplied teachers with guides to facilitate lessons related to the programme. These guides equipped teachers with the information they needed to plan and deliver a series of short, evidence-based sessions, ensuring that young people developed the resilience and confidence necessary for stepping up to secondary school. These resources were used by 17,290 young people across Surrey and beyond at 187 schools during the year. This includes 2,250 SEND booklets.

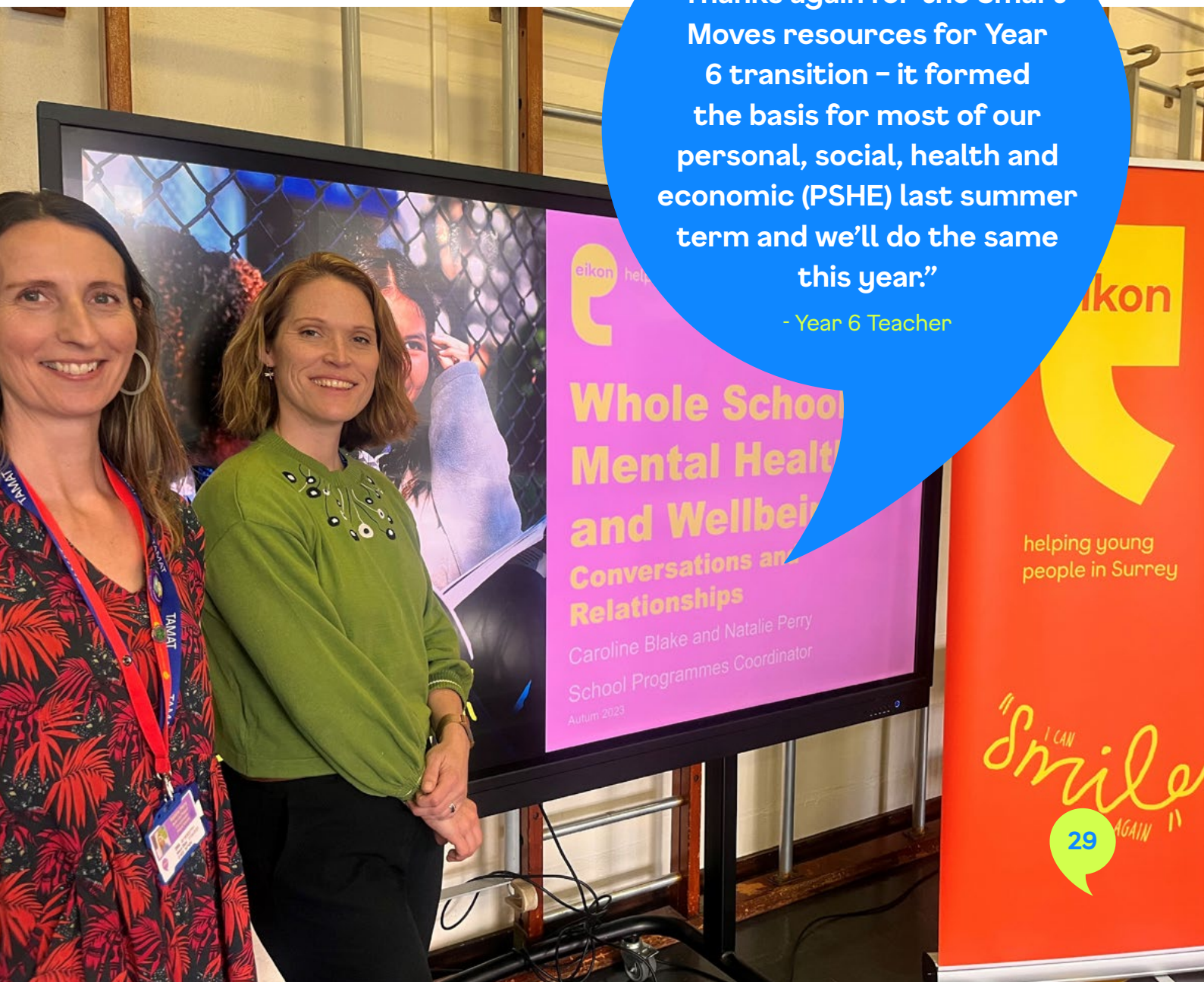
Wellbeing Ambassadors

We train pupils to become wellbeing leaders in their schools through interactive workshops, supported by Eikon practitioners. To ensure long-term impact, we equip school staff with guidance and a complete resource pack to help embed the programme into school life. The training is available both in person and as a downloadable toolkit, enabling teachers and professionals to champion wellbeing alongside their student ambassadors confidently.

Smart Moves®

“Thanks again for the Smart Moves resources for Year 6 transition – it formed the basis for most of our personal, social, health and economic (PSHE) last summer term and we’ll do the same this year.”

- Year 6 Teacher



"I just want to express my deepest gratitude to Georgie for the incredible support she provided through Eikon. My daughter was really struggling with anxiety, and as a parent, it's heartbreaking to feel helpless. My daughter was booked in to see Georgie, and after a couple of sessions, she suggested that I take part in some online classes designed to support my daughter."

"I'll be honest, I was sceptical at first. I genuinely felt like I had already tried everything. I even thought I might have to tell a few white lies just to report back some kind of progress. But what I didn't expect was for the classes to make such a huge difference."

"The change in my daughter has been beyond anything I thought possible. She started hitting goals that, at one point, I wasn't sure we'd ever achieve. And these weren't small steps, they were significant milestones."

"Georgie is absolutely incredible at what she does. Her support, understanding, and expertise have not only helped my daughter but have also empowered me as a parent. I will always be thankful for the care and dedication she showed throughout the process. She truly made a difference in our lives."

- Parent of young person supported by an Emotional Wellbeing Practitioner



Experience of Service Questionnaire

"I am a Parent or Carer and My Child has received support"



"The fact that things my son would benefit from was verbalised to the school finally."

"I am Teacher or Member of the Support Staff and My Pupil(s) has received support"



"All children were very positive about engaging with the support. Pupils were able to report strategies that they have learned. There have been indicators that the support has had a positive impact."

"I am a Head Teacher or SENCO"



"Being able to extend our provision in terms of offering friendship group / emotional wellbeing support... Having an external contact to reach out to to ask for advice / resources...It has been a pleasure to work with Eikon."

How We're Scaling Up

Eikon has developed a **Family Wellbeing Service**, set to launch in 2025. This new initiative will offer bespoke, evidence-informed support for parents and carers of children with:

- **Emotionally Based School Non-Attendance (EBSNA).**
- **Neurodevelopmental conditions.**
- **Anxiety and behaviour concerns.**
- **Resilience and emotional needs.**

Initially piloted in Elmbridge and Runnymede, the programme will be scaled across Surrey over five years, aligned with our early help strategy.

We are also collaborating with YMCA East Surrey to deliver tailored one-to-one and group support for families. This programme will provide advice and support through group work and tailored one-to-one sessions with parents or carers on how to support their child's emotional wellbeing and mental health challenges.

By equipping parents, carers and professionals with strategies, resources and confidence, we build communities where children feel understood and supported – at home, in school, and everywhere in between.



Influence through Collaboration



We know that direct support can change lives. But to help more children and young people stay well, we must also influence the systems and environments that surround them. That's why, alongside developing and delivering services, we have invested time and energy this year in building partnerships and sharing learning across Surrey.

Working Together in Practice

Over the past year, we collaborated closely with a wide range of partners to deliver more integrated support for children, young people, and families. This included:

- **Surrey County Council:** Working together on the PINS project (Partnership for Inclusion of Neurodiversity in Schools), helping schools create more inclusive environments for neurodivergent children.
- **Surrey Youth Focus:** Co-hosting communities of practice events across the county, bringing professionals together to explore how best to support neurodivergent young people. Together, we also participated in the Royal Holloway

University Festival of Social Science, contributing to an event exploring the risks and benefits of social media for young people.

- **Royal Holloway University, Surrey Youth Focus and Mindworks:** Creating and delivering the first EBSNA Conference, focusing on emotionally based school non-attendance.
- **Runnymede Borough Council:** Developing new approaches to supporting local young people and families.
- **Within Mindworks Surrey:** Contributing to participation and co-production work and supporting Whole School Approach initiatives.
- **Surrey Wellbeing Partnership:** Taking part in 'ways of working' groups to promote consistency and shared learning across services.

These collaborations reflect our belief that when we work together, we can create change that extends beyond individual support. We are working together to build stronger systems around every child.





From Insight to Action

We also began to explore the bigger picture behind rising levels of declining mental health among children and young people.

Through focused research led by our CEO, Chris Hickford, we sought to better understand the social and environmental changes affecting children's wellbeing. The findings, shaped by global evidence, lived experience and practitioner insight, are already influencing our strategic direction.

We found that changes in childhood experience over the last decade have been profound. From the pressures of a competitive education system to the shift from childhood being play-based to mainly tech-based, many children are growing up with fewer opportunities for connection, freedom, and resilience-building play. These insights have helped renew our focus on what matters most.

We are using what we've learned to:

- **Develop new services and tools for parents and carers**, recognising their role in creating environments where children can stay well and thrive.
- **Expand services for younger children**, including through our High Five! programme, which builds resilience in primary-aged pupils.
- **Lay the groundwork for a knowledge exchange event**, bringing together researchers, practitioners and policymakers to share learning and shape action on the root causes of the crisis.
- **Share our early help and prevention model** with broader audiences, positioning Surrey as a potential testbed for scalable, evidence-led approaches.

This work reflects our belief that the rising need we see is not inevitable: decisions, systems, and culture influence it, all of which can be changed.

We know change doesn't happen overnight. However, by combining real-world insight with strategic action, we are helping to shape a future in which more children stay well and fewer reach a crisis point.

Further strengthen our charity

Safeguarding at Eikon

Safeguarding remains at the heart of everything we do. We remain focused on ensuring that all staff and volunteers are equipped to protect and promote the welfare of children and young people.

Our safeguarding approach is robust, with comprehensive policies and procedures that are regularly reviewed and updated annually. These procedures reflect not only statutory requirements but also the evolving challenges faced by children and families in today's world. Safeguarding is not a standalone practice at Eikon; it is deeply embedded in our organisational culture and everyone's responsibility.

This year has presented new and complex safeguarding challenges. In response, we have remained agile and proactive in updating our practice and delivering relevant training. Our approach is informed by regular staff feedback, internal data trends, and national safeguarding developments. This year, our most recent training initiatives were implemented directly in response to feedback from frontline teams, ensuring our workforce remains both responsive and well-supported. Following a noticeable increase in domestic abuse disclosures, we provided

targeted staff training to ensure our teams feel confident and competent in recognising and responding to these issues.

We remain active participants in multi-agency safeguarding networks across Surrey. Our Designated Safeguarding Manager regularly attends the local authority safeguarding sector meetings, ensuring that Eikon has a voice in the wider safeguarding landscape and stays aligned with current strategies and legislative updates.

Our SafeLink group includes representatives from teams across Eikon and meets regularly to discuss safeguarding themes and issues. A key focus has been on strengthening support for parents and carers who are often the first line of defence in managing online risks and establishing healthy digital boundaries with their children.

Looking ahead, we remain committed to data-driven decision-making, reviewing trends in safeguarding concerns and service usage to identify areas of increased need.

In a year marked by increased complexity and demand, we are proud to have maintained a safeguarding approach that is dynamic, informed, and rooted in care for the young people and families we support.

Equality, Diversity, Inclusion and Belonging (EDIB)

Equality, Diversity, Inclusion, and Belonging (EDIB) remain central to our identity and culture at Eikon because we know that when our people feel safe, respected, and able to be themselves, they can do their best work in supporting young people.

In 2024–25, we deepened our commitment to this work, becoming more intentional in embedding EDIB across all aspects of organisational life.

The EDIB steering and working group continued to play a pivotal role in shaping and guiding this progress. Through regular discussions, practical actions, and ongoing reflection, the group has helped ensure that EDIB is not a stand-alone initiative, but a golden thread woven through everything we do.

Strengthening Participation and Representation

We actively worked to increase the visibility and representation of staff within the EDIB group. By offering multiple pathways for involvement, whether through attending meetings, providing feedback, or sharing resources, we ensured that participation was as inclusive and accessible as possible.

Promoting Awareness and Learning

We created more touchpoints throughout the organisation to increase understanding of EDIB and its impact. This included championing learning moments from lived

experience. For example, after a practitioner attended a session on cultural inclusion, the learning was cascaded across the organisation via a shared video, followed by a discussion in the EDIB group. This single experience inspired plans that are now being integrated into our wider development strategy.

We are also proud to have started developing a dedicated EDIB strategic plan. This plan enables us to intentionally link EDIB with other priorities and ensure the work remains live, reflective, and responsive to the needs of our team and the communities we serve.

Listening and Responding

We know that creating a culture of belonging means listening, genuinely and consistently. Our Wellbeing Group continues to play a vital role in this, with the introduction of an anonymous feedback tool that provides a safe and confidential space for staff to share their experiences and ideas. The Wellbeing Group monitors this tool and ensures all voices can be heard, even when conversations feel difficult. It helps surface themes that inform action, supporting a culture of trust, inclusion and continuous improvement.

Together, these efforts reflect our belief that everyone at Eikon should feel safe, valued, and able to bring their whole selves to work. We're proud of the progress we've made, and we remain committed to learning, listening and growing, so that EDIB is not just what we say, but who we are.

listen

Our Staff and Volunteers

The talent, dedication and compassion of Eikon's staff and volunteers once again made a profound difference to the lives of children and young people this year. Our people achieved excellent outcomes by working together with a shared purpose: helping young people thrive.

We saw stronger teamwork across the organisation and deepened collaboration with external partners. Our culture of support and belonging continues to grow, bringing our mission to life through everyday action.

In June 2024, we marked Volunteer Week with a celebratory afternoon tea in the Eikon Garden, our opportunity to say thank you to the volunteers who generously give their time, skills and energy in support of young people. Their contribution remains invaluable.

We also continued to strengthen our volunteer mentoring programme, supported by our Volunteer Mentor Manager. Volunteers bring a powerful presence into schools, offering young people the empathy, guidance and encouragement they need to believe in themselves.

We are fortunate to have volunteers who nurture our Hopes & Dreams Garden each week, and those who support us in the office, helping the charity run smoothly behind the scenes. Their time and care make a tangible difference, whether creating a welcoming space for young people to find calm and connection, or ensuring our teams are well supported in their work.

We are also grateful to our Board of Trustees, who freely give their expertise and commitment to guide Eikon's direction. Like all our volunteers, their generosity of time and wisdom helps ensure that more children and young people can thrive.

Over the summer of 2024, our whole team came together for a highly energising away day focused on connection and learning.

Sessions included:

- **Understanding participation** – utilising the Lundy model⁵ to explore how children's voices can be heard and influence decisions that affect their lives.
- **Wellbeing in action** – bite-sized activities throughout the day showed how simple, accessible steps can make a real difference to everyday wellbeing.
- **Deepening understanding** – examining the root causes of mental health decline in young people and the essential role of youth work, and also the benefits of community engagement.



⁵ <https://corc.uk.net/the-lundy-model-of-participation/> (accessed 14th July 2025).

Employee Pay and Benefits

We continue to support our people with a competitive, fair pay and benefits framework. Using a respected external job evaluation and benchmarking tool, we ensure salaries remain aligned with sector expectations and the value of each role. In April 2024, we implemented a cost-of-living pay increase to help with rising expenses.

We operate a high-trust hybrid working culture that empowers staff to balance their professional commitments with personal wellbeing. This approach combines the benefits of in-person collaboration with the flexibility of remote working, recognising that our team members have diverse needs and circumstances. By trusting our people to manage their time and responsibilities effectively, we foster a culture of

accountability and respect, where everyone feels valued and supported to thrive. We continue to review and adapt our working practices to ensure our approach remains responsive, inclusive and sustainable.

To further promote wellbeing, our Wellbeing Group hosted a 'Take a Moment' event in February 2025 – an opportunity for staff and volunteers to connect, pause and try out practical self-care ideas.

Our Employee Assistance Programme remains in place for staff, volunteers and their families, providing access to 24/7 support. Clinical supervision remains available to those working directly with children and young people, acknowledging the complexity and emotional weight of their work.

Leadership and Development

This year we successfully recruited talented individuals into new project roles and celebrated a number of internal promotions and development moves. Swift and effective recruitment enabled us to fill vacancies with skilled, mission-aligned people. We're proud of our focus on talent development and the career progression opportunities we provide. By nurturing internal growth and supporting external development goals, we build an agile and confident team ready to meet the needs of young people.

We're proud of the skill and dedication across the organisation, and we're investing to develop it further. Throughout the year, we built planning and strategy capability across teams. In March 2025, we brought managers and leaders together to enhance organisational planning for 2025-26. These collaborative sessions sharpened integration across workstreams and encouraged joined-up thinking.

Recognising the increasingly complex landscape in which we operate, we continued to embed coaching and clinical supervision as essential supports for leaders and practitioners working in a volatile, uncertain, complex, and ambiguous environment.

Looking ahead, we're excited to grow our learning offer, with ambitions to roll out more consistent role-specific training and clear career development pathways for all.



Fundraising Highlights



Our donors and fundraisers are essential to ensuring children and young people get the support they need, when and how they need it.

Trusts and Foundations

Grants remain our largest and most stable source of voluntary income, providing both unrestricted and project-specific funding that is vital to our work. We're incredibly fortunate to be supported by a wide range of national, regional, and local grant-makers, and we're deeply thankful for their continued commitment to children and young people in Surrey.

We are especially grateful to those funders who demonstrate long-term trust in our work by awarding multi-year grants. These commitments are invaluable; they bring financial and employment stability and enable us to plan for the future with confidence. We'd like to thank The National Lottery Community Fund, Community Foundation for Surrey, William Wates Memorial Trust, Walton Charity and St. James's Place Charitable Foundation for this steadfast support.

We also welcomed new partners to the Eikon family, including the Openwork Foundation and the John Coates Charitable Trust. We are excited to begin working with you and look forward to the journey ahead. We are also

so grateful to those such as Guildford Poyle Charities who continue to support us year-on-year.

Matched funding has played a critical role in increasing the impact of our campaigns. We're especially thankful to the Reed Foundation for their continued support of The Big Give Christmas Challenge, helping us unlock further generosity from the wider public.

Finally, we'd like to acknowledge the value of unrestricted grants in enabling us to stay responsive to children's needs. These flexible funds, such as those from the Garfield Weston Foundation, allow us to act swiftly and invest in core services where the need is greatest. We are immensely grateful for the trust this represents.

Thank !
= you

Major Donors

We can only support as many young people as we do thanks to a deeply committed community of long-term supporters. These individuals are at the heart of Eikon's mission, and each year, this group grows stronger, united by a shared determination to ensure that local children are safe, heard and supported.

Many of our major donors choose to provide **unrestricted funding**, allowing us to direct vital resources wherever they are most urgently needed. But their impact doesn't stop there. Their support often extends far beyond financial contributions, whether by forging new introductions, volunteering their time, or helping to raise awareness through events and advocacy.

One particularly memorable example of this commitment occurred in April 2024, when a group of six supporters – led by Eikon's CEO, Chris Hickford MBE – undertook the formidable **Walk the Wight** challenge. They completed the 35-mile coastal route around the Isle of Wight in under 10 hours, climbing a total ascent even greater than Ben Nevis.

Their efforts raised substantial funds from across their networks, further strengthening Eikon's ability to be there for children and young people.

The generosity of our major donors has supported a range of essential services and projects this year, including **clinical supervision and safeguarding**, as well as the ongoing development of Eikon's **Hopes & Dreams Garden** – a place of growth, calm, and transformation for the young people who visit it. We are especially grateful for the donors who have chosen to 'support the supporters', recognising the importance of wellbeing for the adults who care for and work with children every day.

Over the past year, we've also created more opportunities for our dedicated donors to connect, exchange ideas and inspire one another. Their continued belief in Eikon's work is a powerful force for good, helping us to equip the next generation with the skills, confidence and support they need to thrive.



Community Support

The incredible generosity of our local community continually inspires us. From schools and churches to sports clubs and local groups, their collective support is vital in helping us reach children and young people

across Surrey. These community champions raise funds, spread awareness, and create a lasting impact through their energy and commitment.

This year, we were honoured to receive support from:



Woking District Rotary, who donated £4,000 toward our Youth Support Practitioner programme



Christ Church Esher, whose Christmas Appeal raised £2,000

We were also touched by the creative and thoughtful ways local organisations chose to give. Some marked **Christmas Jumper Day** by raising funds in their workplaces, while others **donated in lieu of client gifts**, sharing Eikon's story through their Christmas cards and deepening awareness of our mission.

Looking ahead, we are thrilled to have been chosen as the **Clandon Regis Golf Club Captains' Charity of the Year**. Planning for our annual golf day, set to take place in the

following financial year, began in earnest this year, including confirmed sponsorships from **Vail Williams**, **Xpress Legal Services**, and **Stanhope-Seta** as our main sponsor. The men's team captain is also running the **London Marathon** for Eikon, an inspiring show of dedication and belief in our cause.

Our heartfelt thanks to everyone who took the time and effort to support Eikon, you are an essential part of our story.



Corporate Partnerships

Our corporate partners play a crucial role in enabling us to deliver impactful work across Surrey. This year's partnerships demonstrated the powerful difference that business communities can make when they invest their resources, energy, and goodwill in supporting children and young people.

Highlights include:

- **Vail Williams**, who selected us as their Regional Charity of the Year for the first of two years. Their fundraising efforts included two bike challenges and the Denbies Santa Run, with further contributions planned through our upcoming golf day.

- **Skipton Pride Alliance**, who selected Eikon out of a shortlist of 15 UK wide charities and whose generous donation is supporting LGBTQ+ inclusion and wellbeing.
- **Waitrose**, whose continued commitment raised funds through community grants and bucket collections across six Surrey branches this year.

We are incredibly grateful to all our corporate partners for their commitment and generosity. Their support provides vital funding that enables us to be there for children and young people when they need us most.

Campaigns and Events

Our fundraising campaigns and events remain a powerful way for individuals and organisations to connect with Eikon's mission, raising vital funds and spreading awareness of the importance of early support for children and young people. This year, supporters went the extra mile, sometimes literally, to make a difference.

London Marathon

In April 2024, we were lucky to have **14 incredible runners** take on the London Marathon in support of Eikon. This flagship challenge event raised **over £30,000**, a phenomenal contribution that will directly support our frontline services.





Denbies Santa Run

We returned once again in December to the scenic trails of **Denbies Wine Estate** for our annual **Santa Run**. **31 walkers and runners**, braving cold and rain and sleet in festive attire, raised **over £3,000** to help children and young people across Surrey thrive. It was a wonderful reminder of how fun, community spirit and purpose can come together to create meaningful impact.

Christmas Star Appeal

New this year was our **Christmas Star Appeal**, which added a creative and personal touch to our festive fundraising efforts. Featuring hand-decorated stars designed by children and young people we support, the appeal raised **£1,000**. These stars carried messages of hope, resilience and imagination, and offered donors a powerful connection to the young people whose lives they are helping to change.

Matched Funding Campaigns

We also successfully delivered two major matched funding campaigns through **The Big**

Give: Kind2Mind in May and the Christmas Challenge in December. Together, these appeals raised **£30,000**, with donations generously doubled by matched funders, including the **Reed Foundation**. This powerful incentive continues to resonate with supporters, encouraging even greater generosity when it matters most.

Fundraising with a Difference

Among the year's more daring efforts was a **supporter who took to the skies** for a sponsored skydive. Plummeling from thousands of feet to raise funds for Eikon, they demonstrated the extraordinary lengths our supporters will go to in helping children feel safe and supported.

These events and campaigns reflect the creativity, passion and commitment of our community of fundraisers. Whether taking on a marathon, leaping from a plane, or decorating a star, each act of support helps us continue to be there for young people when and how they need us most.



Plans for the Future



The world that children and young people are growing up in is changing, and so must we.

We are proud of the achievements we made in 2024-25. But the challenges young people face are deepening. From the pressure of academic expectations and social media to mental health concerns and uncertainty about the future, children are navigating a complex and often overwhelming world. In this context, Eikon's role, providing early, empowering, and effective support, has never been more critical.

Using evidence to drive greater impact

As the landscape around us shifts, we remain committed to being agile, informed, and effective. That's why we are establishing a dedicated **Evidence and Influence** function. This investment builds on research initiated over the past year and is designed to turn insight into action.

This new function will draw together service data, lived experience and external research to:

- **Undertake independent assessments of our services** and those delivered by partner organisations, strengthening the case for early intervention and prevention.

- **Build a clearer picture of the support available across Surrey**, identifying gaps, good practice and opportunities to work more effectively together.
- **Develop partnerships with national bodies** so that the learning generated can contribute to wider thinking and policy decisions over time.

Through this work, we hope to champion a more preventative approach to children's mental health. One that prioritises timely, relational support and reduces the need for crisis interventions. Ultimately, this is about ensuring that evidence not only informs our services but also helps shape a system in which more children can grow up feeling safe, confident and well.

Strengthening Participation and Voice

Building on the principles of the Lundy Model of Participation⁶, which emphasises voice, space, audience and influence, we will continue to create meaningful opportunities for young people to shape decisions about their support and our wider strategy. This includes strengthening their role in co-designing and evaluating services, ensuring their insights inform our Evidence and Influence work, and amplifying their

perspectives in our communications.

By placing participation at the heart of our plans, we aim not only to respond to emerging needs but to empower children and young people to be active partners in shaping the systems and environments that affect their lives.

Shaping better support systems

Our 2025–28 strategy outlines a clear ambition: to play a leading role in transforming the wellbeing landscape for children and young people by working collaboratively to influence systemic change, locally and beyond.

We want to better understand what's driving poor wellbeing in children, what early help looks like when it works, and how services can connect more effectively so that support is timely, joined-up, and impactful.

To support this, we will:

- Strengthen and grow preventative services.

- Expand our offer to parents and carers, equipping them with practical tools, emotional support and opportunities for peer connection.
- Deepen collaboration across the wider system to reduce fragmentation and improve the consistency of support.
- Invest in our people, infrastructure and systems so that Eikon remains resilient, inclusive and able to respond to need.

All while committing to be there

At the same time, we will continue to respond directly to demand. We recognise that more young people are facing increasingly complex challenges, and we will be there, with compassion, consistency, and expertise, when they need us most. While we are committed to growing our prevention work and influencing system-wide change, we recognise this is a multi-year endeavour that will proceed alongside our continued delivery of essential direct support for young people facing acute challenges.



Key Risks and Uncertainties



We take risk management seriously at Eikon and are committed to identifying, assessing and mitigating risks in ways that balance organisational resilience with the needs of our services and the young people we support.

To underpin this, we have a robust risk management framework in place, including:

- Clear safeguarding and risk management policies with detailed procedures to keep young people safe.
- Appointed Risk Champions from our Board of Trustees.
- A strategic, themed overview of risks that highlights sector trends and external developments, regularly reviewed by our trustees.
- A formal risk register, with each risk assigned to an owner, along with identified mitigation actions, and assessed for impact and likelihood.
- Comprehensive risk assessments across all key activities.
- A business continuity plan to ensure service delivery in the face of significant disruption.

At the close of the 2024–25 financial year, our risk register comprised ten principal risks. Each was regularly reviewed by the senior leadership team and discussed in depth by our trustees. Risks are aligned with the appropriate Board Committees, with the Governance and Risk Committee providing bi-annual oversight of the full register, reporting into the Board.

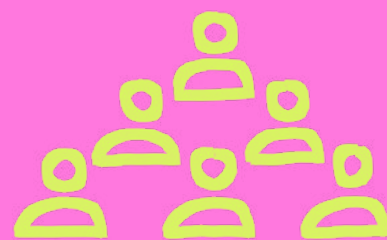
The top three principal risks as of year-end are summarised below, along with the strategies in place to mitigate them. These risks are also reflected in our 2025–26 annual plan, ensuring they are actively addressed in our forward planning.



Risk Title	Risk Description	Key Control and Mitigations
Service Development	Strategic development of services may outpace organisational capacity, leading to untested or unsustainable growth.	<ul style="list-style-type: none"> • Strategic planning processes enhanced and embedded • A development model integrated into organisational ways of working • Continuous monitoring, evaluation and adaptation of service delivery • Stronger alignment between service and fundraising teams • Strategic focus on youth participation practices
Contract and System Management	Failure to deliver or manage services as outlined in the annual plan or contract agreements.	<ul style="list-style-type: none"> • Detailed service delivery plans and outcome tracking • Integrated feedback loops using user voice data • Active involvement in Surrey Wellbeing Partnership and Mindworks Alliance • Investment in case management systems for improved data insight and reporting
Finance and Fundraising	Insufficient income from fundraising or other revenue sources, leading to unsustainable depletion of reserves.	<p>Finance:</p> <ul style="list-style-type: none"> • Monthly financial monitoring and reporting to trustees • Quarterly forecasting to anticipate and address potential shortfalls <p>Fundraising:</p> <ul style="list-style-type: none"> • A monitored voluntary income strategy aligned to organisational plans • Project-specific bids to fund priority service expansion

We are confident that our governance structures and ongoing oversight by our trustees enable us to respond swiftly and effectively to emerging risks. Our approach ensures that Eikon remains a resilient, adaptable organisation—always ready to be there for the children and young people who need us most.

Governance, Structure and Management



Legal and Administrative Information

Current serving trustees

- Nigel Goddard, Chair
- Anneke de Boer
- Debbie Boughtflower (appointed 21 May 2024)
- Michelle Charnley (appointed 20 May 2025)
- Julie Gillis
- Richard Moseley
- Michael Pyman
- Amanda Stevens
- Rebecca Wakefield
- Ian Watson
- Kevin Young, Finance Trustee

Other trustees who served during the year

- Cristiana-Maria Evans (resigned 7 August 2024)
- Stefanie Verdorfer (appointed 21 May 2024; resigned 4 July 2025)

Chief Executive Officer

Chris Hickford MBE

Charity number

1109190

Company number

5402398

Registered name

The Eikon Charity
Commonly known as Eikon

Registered address and operational office

Selsdon Road, New Haw, Addlestone, Surrey
KT15 3HP

Website

www.eikon.org.uk

Auditors

Brewers Chartered Accountants, 3 Birtley Courtyard, Birtley Road, Bramley, GU5 0LA

Bankers

CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4JQ

Barclays Bank plc, Town Gate House, Church Street East, Woking, Surrey GU21 1AE

Solicitors

Blandy & Blandy LLP, 1 Friar Street, Reading, Berkshire RG1 1DA

Trustees

At Eikon, we are committed to excellence in governance and management. We recognise the importance of strong leadership, strategic oversight and continuous improvement to meet the needs of children and young people today.

In 2023, we welcomed a pro bono consultant from the Cranfield Trust, who conducted an independent review of our governance. The resulting recommendations were incorporated into our updated Governance Action Plan and continue to shape our work. Over the past year, we revisited our compliance with the Charity Commission's Governance Code, reviewed our progress and refreshed our Action Plan to address areas for improvement.

The Board of Trustees holds overall responsibility for the charity's strategic direction, performance and governance. It helps shape and approves our strategy, annual business plan and budget, and monitors progress through quarterly Board meetings and regular reviews service delivery and financial performance. An annual away day with the CEO and Senior Leadership Team allows space to reflect, recalibrate and plan ahead together.

The Board is strengthened by a Finance Trustee, Risk Champions, and trustees who take dedicated responsibility for Safeguarding and Health and Safety. We place great value on understanding the real experiences of children and young people and regularly invite those who work closely with them to share their insights directly with the Board.

To support our work, the Board is guided by four committees:

- **Governance and Risk Committee** – oversees governance practice and key risks, meeting twice annually.
- **Engagement Committee** – meets quarterly to guide fundraising and marketing strategy and performance.
- **Audit and Finance Committee** – meets annually to oversee financial reporting, including the Annual Report and Accounts.
- **Operations Committee** – newly established in 2024-25 - meets quarterly to ensure strategic alignment of services, the quality and performance of service delivery and innovation, as well as safeguarding practices and the impact of our non-financial services.

Each committee is chaired by a trustee with fellow trustees as members of the committee, and supported by staff members. In addition, trustees lend their expertise to advisory groups focused on priority areas such as organisational strategy, marketing, contract management, and equity, diversity, inclusion and belonging.

Across the year, the Board's discussions focused on the delivery of vital youth services, safeguarding, financial resilience, fundraising performance, and the continued evolution of our organisational strategy and structure. We also reviewed progress against our business plan and monitored the impact of our work.



To ensure fresh thinking and accountability, trustee terms are reviewed every three years, with reappointment subject to a maximum of three terms. Extensions beyond this are rare and are only considered in exceptional circumstances. In the past year, such circumstances applied to the Chair and the Finance Trustee, whose terms were extended for a fourth term to preserve continuity, retain critical experience, and maintain stability during a period of significant organisational growth and change. Every new trustee participates in a comprehensive induction process, which includes training on safeguarding and data protection. Trustees are required to confirm their eligibility and declare any conflicts of interest each year.

We recognise that strong governance is essential to Eikon's ability to support children and young people to thrive. As the needs of those we serve continue to evolve, so too must our governance. We remain committed to learning, adapting and leading responsibly.

Trustee Biographies are available on our website: <https://eikon.org.uk/meet-our-trustees/>

Our organisational structure

Overall responsibility for the charity's strategy, governance and policy rests with the trustees. Day-to-day strategic and operational responsibility sits with the Chief Executive Officer, who leads the staff and volunteer team.

Our Senior Leadership Team collectively manages the work of the charity and our staff and volunteers, and consists of:

- Chief Executive Officer
- Deputy Chief Executive Officer
- Head of Engagement
- Head of Finance
- Heads of Services (job share)

Trustees' report and accounts

for the year ended 31 March 2025

Financial review

There was an overall gain for the period of £174,347 compared with £132,566 in 2023-24. Total income increased by 9% to £2,816,728 in 2024-25 from £2,586,379 in 2023-24. Total expenditure increased by 8% to £2,642,932 in 2024-25 from £2,451,898 in 2023-24. In addition, there were net gains on investments of £551 (2023-24 loss of £1,915).

Income from donations and similar income increased by 29% to £940,166 from £729,630 in 2023-24. Within this, amounts received in grants from trusts and foundations increased to £561,688 in 2024-25 compared with £398,828 in 2023-24 mainly due to the funding raised during the year to fund new and expanding restricted projects. Income from fundraising events during the year was £57,667 compared with £11,583 raised in 2023-24 due to the expansion in the number of events entered during the year as well as an increase in entrants for the events.

Income from charitable activities remained broadly unchanged at £1,834,289 in 2024-25 compared with £1,824,838 in 2023-24. During the year, Eikon continued to work as part of an alliance to deliver Mindworks, the Emotional Wellbeing and Mental Health service for children and young people in

Surrey. The Mindworks contract is for a minimum of seven years from April 2021, extendable to 10 years, meaning that the alliance can plan for the long-term together.

Investment income increased by 32% from £31,911 to £42,273 in 2024-25, mainly due to the increase in cash deposits held during the year.

Expenditure on raising funds increased by 16% to £240,847 in 2024-25 from £206,926 in 2023-24. This was due to an increase in staff during the year, with a view to growing income from donations and similar income. For every £1 spent on fundraising in 2024-25, we raised £3.90 in income, compared with £3.53 in 2023-24.

Expenditure on charitable activities increased by 7% to £2,402,085 from £2,244,972 in 2023-24. This was due to the increase in activities, mainly due to the expansion of restricted projects.



Reserves policy

Total reserves at the year-end were £1,098,825 versus £924,478 at the end of the 2023-24, comprising unrestricted general £463,908 (2023-24: £355,558), unrestricted designated £390,000 (2023-24: £390,000) and restricted £244,917 (2023-24: £178,920).

The unrestricted designated reserves of £390,000 were received in 2020-21 from the winding up of a charitable trust. The trustees agreed to treat these funds as designated with the aim of holding them for the long-term strategic development of the charity.

The trustees have reviewed the charity's reserves policy, specifically the level of unrestricted general reserves required to cover the main risks facing the organisation. These principally include continuing to support young people while we help to put in place alternative arrangements to support them and their families if we were suddenly faced with a significant reduction in our funding or other financial challenge.

The trustees have determined that we would aim to provide such support for a period of between four and six months, which in financial terms equates to £450,000 to £550,000 for our core services, excluding subcontracted activities. As a result, we have set the target range for unrestricted reserves at £450,000 to £550,000. At 31 March 2025, unrestricted reserves were £853,908.

Statement of trustees' responsibilities

The trustees (who are also the directors for the purpose of company law) are responsible for preparing the Annual Report and the financial statements in accordance with

applicable law and regulations. Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees must prepare the financial statements in accordance with UK generally accepted accounting practice (UK accounting standards and applicable law). Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these 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 have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the company 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 UK governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees confirm that so far as they are aware, there is no relevant audit information (as defined by section 418(3) of the Companies Act 2006) of which the charitable company's auditors are unaware. They have taken all the steps that they ought to have taken as trustees in order to make themselves aware of any relevant audit information and to establish that the charitable company's auditors are aware of that information.

The Eikon Charity is a company, limited by guarantee and governed by its Articles of Association. The trustees' report also represents the directors' report, as required by company law. The financial statements have been prepared in accordance with the accounting policies set out in the notes to the financial statements and comply with the charity's governing document and the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the UK and Republic of Ireland published on 16 July 2014.

The trustees confirm they have given due consideration to the Charity Commission's published Guidelines on the Public Benefit requirement under section 4 of the Charities Act 2011.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Fundraising Code of Practice

As a charity, we continue to rely on donations as a vital source of income, enabling us to support more children and young people to thrive. In 2024-25, our fundraising activity remained rooted in the values that guide all our work – responsibility, compassion, collaboration and listening to those we serve.

We engaged directly with members of the public, supporters, and organisations through our dedicated in-house fundraising team. Our goal is always to foster genuine, long-lasting relationships with those who share our mission. Supporters were once again offered opportunities to take on personal challenges, including marathons and other events, to raise money through sponsorship. We did not use any external professional fundraisers in 2024-25.

We are proud to be registered with the Fundraising Regulator. This registration reflects our commitment to upholding the highest standards in the Code of Fundraising Practice and the Fundraising Promise. We strive to ensure everyone engaging with Eikon has a respectful, positive and transparent experience. Our staff and trustees closely monitor our fundraising practices. This includes regular participation in fundraising activities, structured reviews of completed campaigns, and quarterly updates to our Board. We are pleased to report that no failures to comply with the Code of Fundraising Practice were identified during the year.

We put people's welfare first. We take care to ensure that vulnerable individuals can engage with us in a way that feels right for them. No one is required to donate to benefit from our stories, events, or community. Those who choose not to receive fundraising communications can easily opt out, and their preferences are always respected.

Everyone involved in fundraising for Eikon is carefully briefed or trained on what is expected of them. We ensure that our fundraising practices are never unreasonably persistent, intrusive, or pressurising. We are pleased to report that we received no complaints regarding our fundraising activities during the 2024-25 period. This reflects our continued commitment to responsible fundraising and the importance we place on every interaction with our supporters.

Looking forward, we are aligned with the updated Code of Fundraising Practice that takes effect in FY25-26. We have taken steps to ensure full compliance with the revised Code and are confident in our preparedness to uphold its standards throughout the coming reporting period.

Approved by the Eikon board of trustees on 25 November 2025 and signed on its behalf by:



Nigel Goddard
Chair of Trustees



Independent auditor's report

to the members of The Eikon Charity



Opinion

We have audited the financial statements of The Eikon Charity (the 'charitable company') for the year ended 31 March 2025, which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is 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).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 March 2025 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and

- Have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the 'Auditor's responsibilities for the audit of the financial statements' section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material

uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the entity's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Annual Report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or to our knowledge (obtained in the audit or otherwise) appears to be materially misstated. If we identify

such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' report, which includes the directors' report prepared for company law purposes, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements



Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the

trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. These matters were discussed amongst the engagement team at the planning stage and the team remained alert to non-compliance throughout the audit.

Audit procedures undertaken in response to the potential risks relating to irregularities (which include fraud and non-compliance with laws and regulations) comprised:

enquiries of management and trustees as to whether the entity complies with such laws and regulations; enquiries with the same concerning any actual or potential litigation or claims; inspection of relevant legal correspondence; review of trustees' meeting minutes; testing the appropriateness of journal entries; and the performance of analytical review to identify unexpected movements in account balances which may be indicative of fraud.

No instances of material non-compliance were identified. However, the likelihood of detecting irregularities, including fraud, is limited by the inherent difficulty in detecting irregularities, the effectiveness of the entity's controls, and the nature, timing and extent of the audit procedures performed. Irregularities that result from fraud might be inherently more difficult to detect than irregularities that result from error. As explained above, there is an unavoidable risk that material misstatements may not be detected, even though the audit has been planned and performed in accordance with ISAs (UK).

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose.

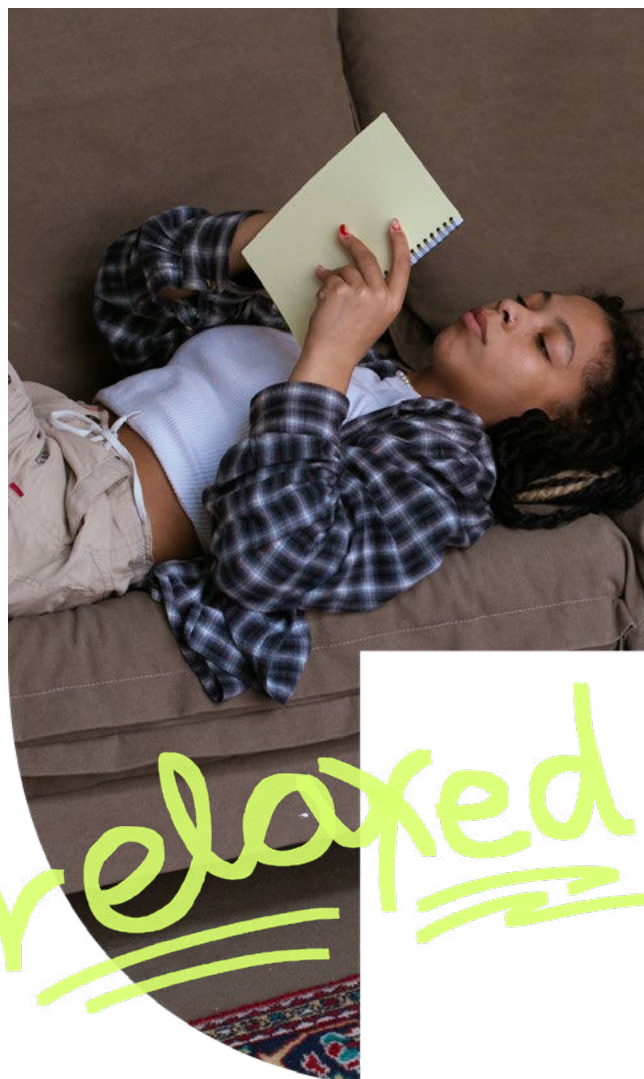
To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Andrew Skilton ACA (Senior Statutory Auditor)

For and on behalf of Brewers Chartered Accountants, Statutory Auditor

3 Birtley Courtyard
Birtley Road
Bramley
Surrey GU5 0LA
Date: 25 November 2025



The Eikon Charity

Statement of

financial activities

for the year ended 31 March 2025

(incorporating income and expenditure account)

	Notes	General funds	Designated funds	Total unrestricted Funds	Restricted funds	Total funds 2025	Total funds 2024
		£	£	£	£	£	£
Income and endowments							
Donations and similar income	3	389,973	-	389,973	550,193	940,166	729,630
Charitable activities	4	1,834,289	-	1,834,289	-	1,834,289	1,824,838
Investment income	5	42,273	-	42,273	-	42,273	31,911
Total income		2,266,535	-	2,266,535	550,193	2,816,728	2,586,379
Expenditure							
Raising funds	6	240,847	-	240,847	-	240,847	206,926
Charitable activities	7	1,917,889	-	1,917,889	484,196	2,402,085	2,244,972
Total expenditure		2,158,736	-	2,158,736	484,196	2,642,932	2,451,898
Net income/ (expenditure) before investments gain/(loss)		107,799	-	107,799	65,997	173,796	134,481
Net gain/(loss) on investments	12	551	-	551	-	551	(1,915)
Net income/ (expenditure) after investments gain/(loss)		108,350	-	108,350	65,997	174,347	132,566
Transfers between funds		-	-	-	-	-	-
Net movement in funds		108,350		108,350	65,997	174,347	132,566
Reconciliation of funds							
Total funds brought forward 1 April 2024		355,558	390,000	745,558	178,920	924,478	791,912
Total funds carried forward 31 March 2025		463,908	390,000	853,908	244,917	1,098,825	924,478

There were no recognised gains or losses other than those shown in the statement of financial activities.
All income and expenditure is derived from continuing activities.
The accompanying notes form part of these financial statements.

The Eikon Charity

Balance Sheet

as at 31 March 2025

Registered company number 5402398

	Notes	Total 2025	Total 2024
		£	£
Fixed assets			
Tangible assets	11	-	-
Investments	12	12,837	12,286
Total fixed assets		12,837	12,286
Current assets			
Debtors	13	55,487	29,682
Investments	12	425,000	255,000
Cash at bank and in hand		791,526	820,602
Total current assets		1,272,013	1,105,284
Liabilities			
Creditors: amounts falling due within one year	14	(186,025)	(193,092)
Net current assets		1,085,988	912,192
Total net assets		1,098,825	924,478
Funds of the charity			
General funds	16	463,908	355,558
Designated funds	16	390,000	390,000
Total unrestricted funds		853,908	745,558
Restricted funds	16	244,917	178,920
Total funds		1,098,825	924,478

The accompanying notes form part of these financial statements.

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

The financial statements were approved by the Board and authorised for issue on 25 November 2025 and signed on its behalf by:



Nigel Goddard
Chair of Trustees

Kevin Young
Finance Trustee

The Eikon Charity

Statement of cash flows

for the year ended 31 March 2025

	Total 2025	Total 2024
	£	£
Cash flows from operating activities		
Net income/(expenditure) for the year	174,347	132,566
Adjustments for		
Depreciation	-	17,539
Revaluation and disposal of investments	(551)	1,915
Dividends and interest from investments	(42,273)	(31,911)
Increase/(decrease) in debtors	(25,805)	26,610
(Decrease) in creditors	(7,067)	(51,767)
Net cash provided by operating activities	98,651	94,952
Cash flows from investing activities		
Dividends and interest from investments	42,273	31,911
Proceeds of sale of fixed asset investments	-	32,440
Net cash from investing activities	42,273	64,351
Changes in cash and cash equivalents in the year	140,924	159,303
Net cash and cash equivalents at the start of the year	1,075,602	916,299
Net cash and cash equivalents at the end of the year	1,216,526	1,075,602

The accompanying notes form part of these financial statements.

The Eikon Charity

Notes to the

financial statements

for the year ended 31 March 2025

1. Charity information

The charity is a private limited company (registered number 5402398), which is incorporated and domiciled in the UK and is a public benefit entity. The address of the registered office is Eikon, Selsdon Road, New Haw, Addlestone, Surrey KT15 3HP.

2. Accounting policies

a) Basis of accounting

The financial statements of the charity, which is a public benefit entity, have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the financial reporting standard applicable in the UK and Republic of Ireland (FRS 102) (2nd edition, effective January 2019; 'Charities SORP') and Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt

on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. In particular, the trustees have considered the charity's forecasts and projections. After making enquiries, the trustees have concluded that there is a reasonable expectation that Eikon has adequate resources to continue its activities for the foreseeable future. Accordingly, they continue to adopt the going concern basis in preparing the financial statements.

b) Fund accounting

Restricted funds are those received for undertaking an activity specified by the donor when making the gift. The charity makes an administrative charge for the operation of restricted funds, which is included in the cost of raising funds. The costs for administration are also shown as restricted fund expenditure.

General funds are unrestricted funds given freely to the charity that can be applied at the discretion of the trustees in accordance with the objectives of the charity.

Designated funds are funds set aside by the trustees out of general unrestricted funds for specific purposes.

2. Accounting policies (continued)

c) Income

All income, including donations and associated income tax recoveries from donations received under Gift Aid, is included in the statement of financial activities where the charity is entitled to the income and the amount can be quantified with reasonable accuracy.

All grants and contractual payments are included on a receivable basis. Contractual income is recognised as performance obligations are satisfied. Grant income with performance-related conditions received in advance of delivering specified goods and services, or income with a time restriction placed on it by the donor, is carried forward in restricted reserves until the donor-stipulated criteria are met. Income is also deferred if it is probable it could become refundable or if it is received in advance for a future accounting period.

Gifts in kind and donated services have been included at the lower estimate of their value to the charity and their estimated open market value. No amount has been included for services donated by volunteers. Where out-of-pocket travel and other expenses have been reimbursed to volunteers, these costs are included in the accounts.

Surplus funds are invested in bank deposits to earn interest.

d) Expenditure

Expenditure is recognised on an accruals basis and allocated to the appropriate heading in the financial statements.

Expenditure includes attributable VAT which cannot be recovered.

Charitable activities expenditure enables Eikon to meet its aims and objectives for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Expenditure on raising funds includes the direct costs of fundraising activities (which promote fundraising and the activities of the charity generally) and a proportion of support costs.

Governance costs are those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.

Support costs are those costs which enable fundraising and charitable activities to be undertaken. These costs include finance, human resources, premises, IT, legal and governance costs. All support costs are apportioned on the basis of time spent by staff on each category of work.

e) Tangible fixed assets

Tangible assets are stated at historic cost less depreciation. Depreciation is calculated to write off the cost of the asset over its estimated useful life as follows:

- Portakabin – depreciated over 10 years straight line
- Office furniture and equipment – depreciated over 5 years straight line

2. Accounting policies (continued)

Tangible assets costing less than £2,000 are not capitalised and are written off in the year of purchase.

f) Investments

Fixed asset investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. The statement of financial activities includes the gains and losses arising on revaluation and disposals throughout the year.

Current asset investments are held in the form of cash on the CAF Charity Deposit Platform.

g) Cash management

The majority of the cash not required for day-to-day operations, but for the medium term is placed, via the CAF Charity Deposit Platform (CAF Platform), on deposit having regard to the duration, amount relative to the Financial Services Compensation Scheme limit and credit rating of the institution concerned.

The CAF Platform is a charity deposit platform provided by Flagstone Investment Management which enables the charity to diversify its cash holdings. The remaining cash not required for the medium term is placed with CCLA in the COIF Charities Deposit Fund.

h) Debtors and Prepayments

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.

i) Creditors

Creditors 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 are recognised at their settlement amount after allowing for any trade discounts due.

j) Taxation

The charity is exempt from corporation tax on its charitable activities under Part 1 Schedule 6 Finance Act 2010.

k) Pensions costs

With effect from 1 January 2017, the charity has incurred costs in relation to a defined-contribution scheme, operated by Aviva, which are included in staff pension costs. Costs recognised are equivalent to the contributions in the year and are recognised on an accruals basis and any unsettled amounts are included in other creditors.

l) Transfer between funds

The trustees have the authority to transfer monies out of the general funds into the restricted funds if required.

m) Reserves policy

On a yearly basis, the trustee board examines Eikon's reserves in the light of the risks facing the organisation and takes into account the Charity Commission's guidance. The policy on reserves is set out in the trustees' report.

3. Donations and similar income

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Donations	258,956	61,855	320,811	319,219
Grants	73,350	488,338	561,688	398,828
Fundraising Events	57,667	-	57,667	11,583
	389,973	550,193	940,166	729,630

4. Income from charitable activities

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Mental health services income	1,683,547	-	1,683,547	1,693,086
Community based youth work	98,496	-	98,496	51,671
Schools income	52,246	-	52,246	80,081
	1,834,289	-	1,834,289	1,824,838

5. Investment income

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Bank deposit interest	41,763	-	41,763	31,251
Schroder portfolio dividend income	510	-	510	660
	42,273	-	42,273	31,911

6. Raising funds

	Unrestricted	Restricted	2025	2024
	£	£	£	£
Staff costs	179,847	-	179,847	163,123
Other direct costs	61,000	-	61,000	43,803
	240,847	-	240,847	206,926

7. Charitable activities

	Youth work	Mental health work	Organisational support	Total 2025	Total 2024
	£	£	£	£	£
Staff costs	228,226	1,383,407	440,617	2,052,250	1,890,191
Activities undertaken directly	24,689	133,321	-	158,010	93,977
Premises costs allocated	5,496	35,387	15,591	56,474	57,846
Support costs allocated	9,164	69,187	23,099	101,450	168,209
Governance (see note below)	-	-	33,901	33,901	34,749
	267,575	1,621,302	513,208	2,402,085	2,244,972

Governance	2025	2024
	£	£
Audit	10,890	10,510
Trustee expenses	127	-
Legal expenses	1,452	-
Staff costs	21,432	24,239
	33,901	34,749

8. Trustees

During the year, no trustees received any remuneration and trustees were paid travel expenses or small administrative expenses of £127 (2024: £0). The total donations received by Eikon from trustees and their related parties was £4,066 (2024: £980).

Related party transactions: The Surrey Wellbeing Partnership (SWP) is a partnership with twelve organisations, of which The Eikon Charity is one. The Chief Executive of The Eikon Charity is appointed to the Board of Trustees of SWP as a nominated representative and is entitled to one vote only. During the year, there were related party transactions in the form of contract and grants payments from SWP, and any unutilised balances payable to SWP. At 31 March 2025 the total payments from and amounts due to SWP were £1,916,773 payments (2024 : £1,682,334) and amounts due £7,564 (2024 : £17,205).

9. Employees and key management personnel

The key management personnel of the charity are the Board of Trustees and the Senior Leadership Team (SLT). The SLT comprises of the Chief Executive Officer, Deputy CEO, Head of Engagement, Head of Finance and the joint Heads of Services. The total remuneration and benefits received by SLT was £366,346 (2024: £334,223).

	2025	2024
	£	£
Staff costs were as follows:		
Wages and salaries	2,006,389	1,857,702
Social security costs	189,091	168,107
Pension costs	58,049	51,744
Total staff costs	2,253,529	2,077,553

The average number of actual employees and full-time equivalent employees, analysed by function, during the year was as follows:

	2025		2024	
	Average no.	FTE no.	Average no.	FTE no.
Fundraising	5.4	3.8	4.0	2.7
Charitable activities	45.3	38.9	43.7	35.4
Governance	-	0.1	-	0.1
Other	14.8	10.8	14.8	10.7
Average number of employees employed during the year:	65.5	53.6	62.5	48.9

The number of employees whose remuneration, excluding employer pension costs, fell within each band of £10,000 from £60,000 upwards is as follows:

	2025	2024
	No.	No.
£60,001 to £70,000	2	3
£70,001 to £80,000	1	-

The salary received by the highest paid member of staff (the Chief Executive) was:

	2025	2024
	£	£
Salary	70,536	69,153

Contributions to the defined contribution pension scheme on behalf of the Chief Executive were £2,116 (2024: £2,074)

Changes to staff salaries and benefits are proposed by the Chief Executive and approved by the Board of Trustees.

10. Defined-contribution pension scheme

	2025	2024
	£	£
Costs of the scheme to the charity for the year	58,049	51,744

The charitable organisation operates a defined-contribution pension scheme for permanent staff with an employer contribution of 3% (2024: 3%) in the year. The amount owed to the pension scheme as at 31 March 2025 was £4,959 (2024: £4,952)

11. Tangible fixed assets

	Portakabin/ upgrades	Office furniture and equipment	Total
	£	£	£
Cost			
At 1 April 2024	175,384	2,818	178,202
At 31 March 2025	175,384	2,818	178,202
Depreciation			
At 1 April 2024	175,384	2,818	178,202
Charge for year	-	-	-
At 31 March 2025	175,384	2,818	178,202
Net book value			
At 31 March 2024	-	-	-
At 31 March 2025	-	-	-

12. Investments

	2025	2024
	£	£
Fixed Asset Investments		
Cost		
At 1 April 2024	12,286	46,641
Disposals	-	(32,440)
Loss on disposal	-	(2,138)
Gain on revaluation	551	223
At 31 March 2025	12,837	12,286
Current Asset Investments		
Cash held as an investment	425,000	255,000
	425,000	255,000

13. Debtors

	2025	2024
	£	£
Due within one year:		
Trade debtors	225	15,557
Other debtors	16,097	-
Prepayments	27,054	5,679
Accrued income	12,111	8,446
	55,487	29,682

14. Creditors

	2025	2024
	£	£
Amounts falling due within one year:		
Trade creditors	35,359	38,859
Other creditors	17,891	20,892
Accruals	22,264	23,667
Deferred income (see note 15)	67,004	62,459
Social security and other taxes	43,507	47,215
	186,025	193,092

15. Deferred income

	2025	2024
	£	£
Balance at 1 April 2024	62,459	675
Income deferred	1,785,278	1,713,563
Income released to SOFA	(1,780,733)	(1,651,779)
Balance at 31 March 2025	67,004	62,459

Income is deferred when it is received in advance of delivering specified goods or services or in relation to a future accounting period.

16. Funds

	At 1 April 2024	Income	Transfers	Other gains and (losses)	Expenditure	At 31 March 2025
	£	£	£	£	£	£
Unrestricted funds						
General funds	355,558	2,266,535	-	551	(2,158,736)	463,908
Designated funds						
Investment fund	390,000	-	-	-	-	390,000
Total unrestricted funds	745,558	2,266,535	-	551	(2,158,736)	853,908
Restricted funds						
Youth work - communities	50,753	174,925	-	-	(110,256)	115,422
Youth work - schools	101,320	285,768	-	-	(274,333)	112,755
Support costs	26,847	89,500	-	-	(99,607)	16,740
Total restricted funds	178,920	550,193	-	-	(484,196)	244,917
Total funds	924,478	2,816,728	-	551	(2,642,932)	1,098,825

17. Analysis of net assets by funds

	Unrestricted funds	Designated funds	Restricted funds	Total
	£	£	£	£
Fixed assets	12,837	-	-	12,837
Current assets	637,096	390,000	244,917	1,272,013
Current liabilities	(186,025)	-	-	(186,025)
	463,908	390,000	244,917	1,098,825

18. Comparatives for the statement of financial activities

The Eikon Charity statement of financial activities for the year ended 31 March 2024
(incorporating income and expenditure account)

	General funds	Designated funds	Total unrestricted Funds	Restricted funds	Total funds 2024	Total funds 2023
	£	£	£	£	£	£
Income and endowments						
Donations and similar income	312,350	-	312,350	417,280	729,630	530,831
Charitable activities	1,824,838	-	1,824,838	-	1,824,838	1,474,119
Investment income	31,911	-	31,911	-	31,911	13,180
Total income	2,169,099	-	2,169,099	417,280	2,586,379	2,018,130
Expenditure						
Raising funds	206,926	-	206,926	-	206,926	227,421
Charitable activities	1,901,540	17,539	1,919,079	325,893	2,244,972	1,928,955
Total expenditure	2,108,466	17,539	2,126,005	325,893	2,451,898	2,156,376
Net income/ (expenditure) before investments gain/(loss)	60,633	(17,539)	43,904	91,387	134,481	(138,246)
Net loss on investments	(1,915)	-	(1,915)	-	(1,915)	(7,356)
Net income/ (expenditure) after investments gain/(loss)	58,718	(17,539)	41,179	91,387	132,566	(145,602)
Transfers between funds	-	-	-	-	-	-
Net movement in funds	58,718	(17,539)	41,179	91,387	132,566	(145,602)
Reconciliation of funds						
Total funds brought forward 1 April 2023	296,840	407,539	704,379	87,533	791,912	937,514
Total funds carried forward 31 March 2024	355,558	390,000	745,558	178,920	924,478	791,912

Restricted donations and similar income of £417,280 relates to £77,452 restricted donations and £339,828 restricted grants.

Unrestricted income from donations and similar income of £312,350 relates to £241,767 donations, £59,000 grants and £11,583 fundraising events. Unrestricted income from charitable activities of £1,824,838 relates to £1,693,086 mental health services income, £51,671 community based youth work and £80,081 schools income. Unrestricted investment income of £31,911 relates to £31,251 bank deposit income and £660 Schroder portfolio dividend income.

Unrestricted expenditure under raising funds of £206,926 relates to £163,123 staff costs and £43,803 other direct costs.

Expenditure under charitable activities of £2,244,972 relates to £1,890,191 staff costs, £93,977 activities undertaken directly, £57,846 premises costs, £168,209 support costs and £34,749 governance costs.

Special Thanks

We're incredibly grateful to the following organisations who supported our work helping young people so generously during 2024-25:

- All Age Autism Strategy, Surrey County Council
- Borrows Charitable Trust
- Bupa UK Foundation
- Byfleet United Charity
- Community Foundation for Surrey
- Farnham Institute Charity
- Garfield Weston Foundation
- Give it Away Ltd
- Guildford Poyle Charities
- High Sheriff Youth Awards
- PS Foundation
- Richard Davies Charitable Trust
- Runnymede Borough Council
- Sedel-Collings Foundation
- St James's Place Charitable Foundation
- The Alchemy Foundation
- The Big Give
- The James Wise Charitable Trust
- The John Coates Charitable Trust
- The National Lottery Community Fund
- The Openwork Foundation
- The Parish of Wisley with Pyrford
- The Reed Foundation
- The Shanly Foundation
- The Sterry Family Foundation
- The T.K. Maxx and Homesense Foundation
- Walton Charity
- William Wates Memorial Trust



eikon helping young people in Surrey

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