



Annual Report 2019

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Chairman's Foreword



Maurice Kelly

Chairman of the Board

As I write this, we are still facing the challenges presented by Covid19 and like any other not-for-profit organisation, at Sensational Kids we have had to adapt our services to deliver much needed support to families around the country. The need for Speech & Language and Occupational therapy does not get put on hold because of a global pandemic.

I am very proud of the team at Sensational Kids in how they have rallied to support our service users and for being innovative in the face of providing what should be a very personal and “in-person” service via other methods, namely video. Our clinical team, supported by the clinical specialists on our Board sourced and implemented GDPR compliant video technology that provides that necessary and secure link between our therapists and the families.

2019 was a landmark year in many respects for Sensational Kids with our newly established regional centres in Clonakilty, Co. Cork and Claremorris, Co. Mayo starting to make an impact with an increasing number of children availing of our services. We have a new strategic plan for the next 5 years that will see us impact positively on the lives of up to 30,000 children with developmental needs, by expanding our services (Clinical and Retail) and our geographic reach across Ireland.



As a not-for-profit organisation, fundraising is a constant challenge that we embrace. I would like to express sincere thanks to the many supporters and donors who contribute to our efforts – we have an ambitious plan for growth fuelled by the significant demand from families who can't find the essential services they need and we will continue to seek help and support from the wider community especially in the current challenging economic conditions.

Finally, I would like to thank our inspirational CEO Karen and her team who work tirelessly to ensure the highest standard of services and thanks to my fellow board members who continue to volunteer significant time and energy in support of Sensational Kids.

Maurice Kelly
Chairman of the Board

CEO's Foreword



Karen Leigh
Chief Executive Officer

2019 has been a milestone year for Sensational Kids, with the opening of our third provincial child development centre in Claremorris, Co Mayo, adding to our existing centres in Kildare & West Cork. We would like to thank the entire Connacht Community for the very warm welcome we received and thank them for their support with fundraising for our new services. Raffling a calf to raise funds was a wonderful first in our history!

This year, we were very happy to launch our Hippotherapy services for children from our Kildare base, which incorporated using horses as part of our occupational therapy sessions. We are especially proud to provide one of only two hippotherapy services in Ireland. Two of our occupational therapists undertook specialist training in Hippotherapy in the USA and Greece so that we could add this innovative support for children, which has proven to be very effective and is much loved by our Sensational Kids! We are very thankful to Kildare Leader Partnership and Kildare County Council for their support for this project and to the volunteer side walkers who give their time each week to help our therapy team to provide Hippotherapy. We cannot mention Hippotherapy without thanking the amazing Tracy Piggott for her inspiration and untiring help to bring Hippotherapy to children in our community.

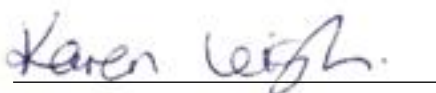
2019 brought us many milestones and achievements as we continued to invest in growing and scaling our impact. Our growth over the past year has been rapid as demonstrated by an overall 49% increase in turnover in 2019. Funding continues to be a challenge. However, 2019 was also a year in which we put a lot of work into our 5-year strategic plan and laid the foundations for financial sustainability and future growth. With the support of The Ireland Funds Flagship Award and Rethink Ireland, we continue to work towards transformational change for children on therapy waiting lists.

As I write this report, we are in the recovery phases of the impacts of the Covid-19 pandemic and hopeful for the future, having secured significant support from Pobal's Stability Fund. In addition, we have been selected by Rethink Ireland as a Growth Fund awardee. Over the past year, due to the support we received from Rethink Ireland's Social Enterprise Development Fund, we have been able to increase the number of children we have supported by 52% and increase our turnover by 49%. With further support from Rethink Ireland's Growth Fund, we are continuing to build on this significant increase in our social impact over the coming years.

I wish to pay tribute to the entire team at Sensational Kids, for their continued dedication, energy, and passion to make a difference to the lives of so many children and families around Ireland. There are so many people who play their part in Sensational Kids: our wonderful employees, volunteers, board of directors, board sub-committees, company secretary, supporters, donors and funders. I want you all to know that your contribution makes a meaningful difference to the lives of thousands of children and families each year. Without you, Sensational Kids, and the significant impact we make, would not be possible.

I wish to thank our voluntary board of directors, company secretary and board committees who give so much time and expertise voluntarily to Sensational Kids. I want to thank you all for your support and the difference that you make. I am truly grateful to work with such an engaged and skilled group who hold the children and families at the heart of all decision making. I want to thank the Chairman of our Board of Directors, Maurice Kelly, for his continued leadership and guidance.

Most of all I want to thank the parents and children who put their trust and hope in us. It is truly an honour and a privilege for us to share your journey.



Karen Leigh
Chief Executive Officer

2019 Highlights



2019 sees new Hippotherapy service launched



“Our little girl is thriving due to the extra dimension that Sensational Kids have introduced for children with special needs. Our little girl has developed a rapport with a horse that delights her while she is doing occupational therapy. Her confidence, and her attention span in school is soaring, now she is doing things that she would never do.

The relationship that she has developed with the horse, her Occupational Therapist has reached stratospheric heights and added a new dimension to untapped potential.

I can only thank Sensational Kids from the bottom of my heart. I feel very positive and happy about her future. I know there are endless possibilities.

Our little girl is reading, writing and doing maths, she is intrinsically happy and knows if she works hard that her friend “Fabia” (her horse) and her get a play date every week that is a rigorous physical and occupational therapy session veiled in fun, craic and joy. The key is that it is intrinsically motivating her to soar to new heights.

Hippotherapy is utterly amazing, transforming and an untapped resource that these special children deserve, crave and need very much.

Thank you so much Sensational Kids.”

New centre opens in Mayo

Sensational Kids opened our third provincial child development centre in Claremorris, Co. Mayo in September 2019.

Comprising of 6,500 square feet our Connacht centre will provide occupational therapy and speech & language therapy to children in need in the local community.

**Official
opening**



**Our new
Mayo centre**

Our Mission



Vision, Mission & Values

The Vision, mission and values of Sensational Kids are intrinsically linked and are driven by the objective of making a real difference to those children who require early intervention with specific additional needs.



About Sensational Kids

Why we exist

**There are 1.68 million
children in Ireland**



**1 in 4 has a special
educational need**

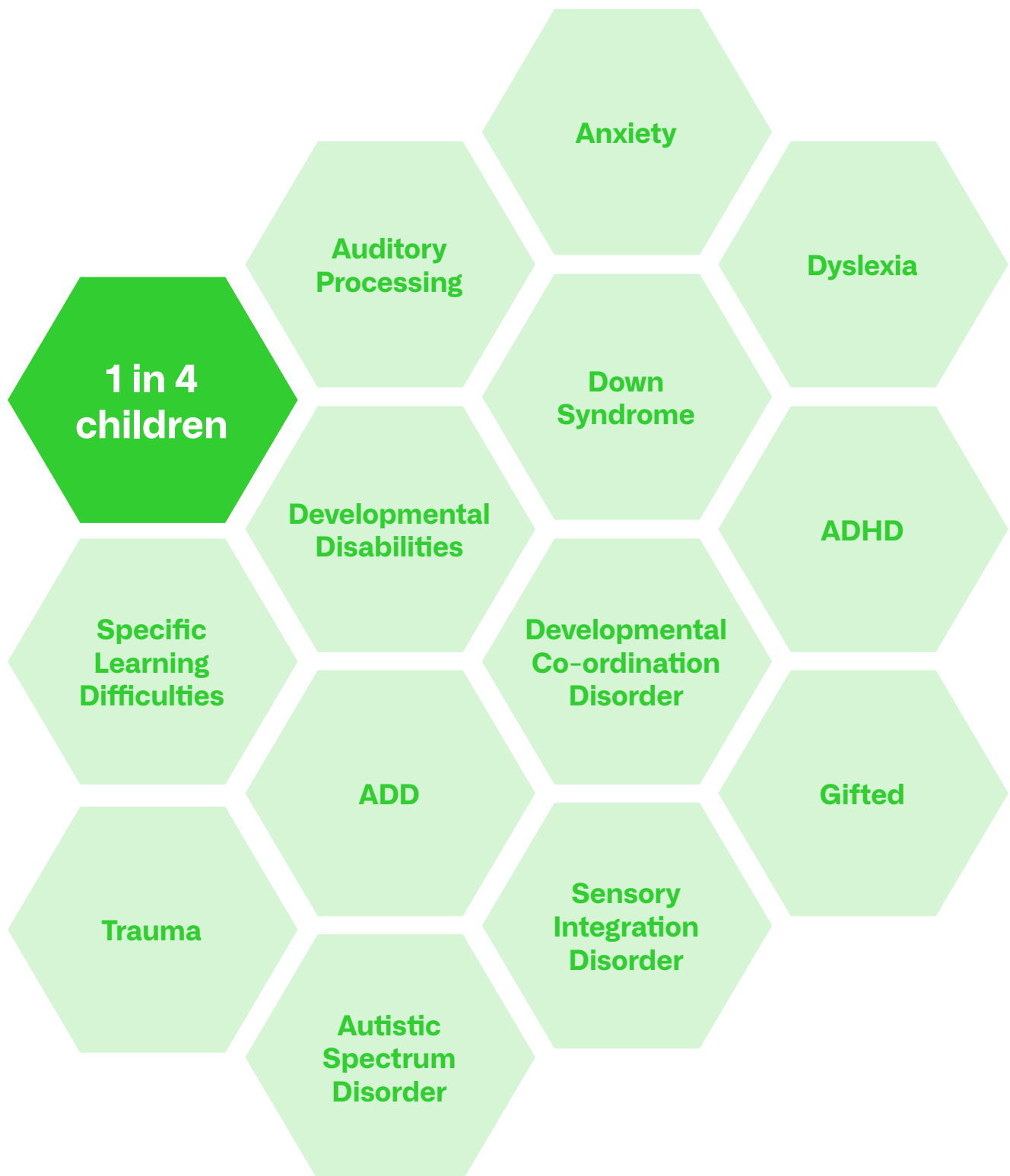


**That's 420,000 children
in Ireland with special
educational needs**



About Sensational Kids

Neurodiversity



About Sensational Kids

Waiting lists

29,481 children are waiting for speech therapy



15,000 children are waiting for occupational therapy



44,481 children are on waiting lists



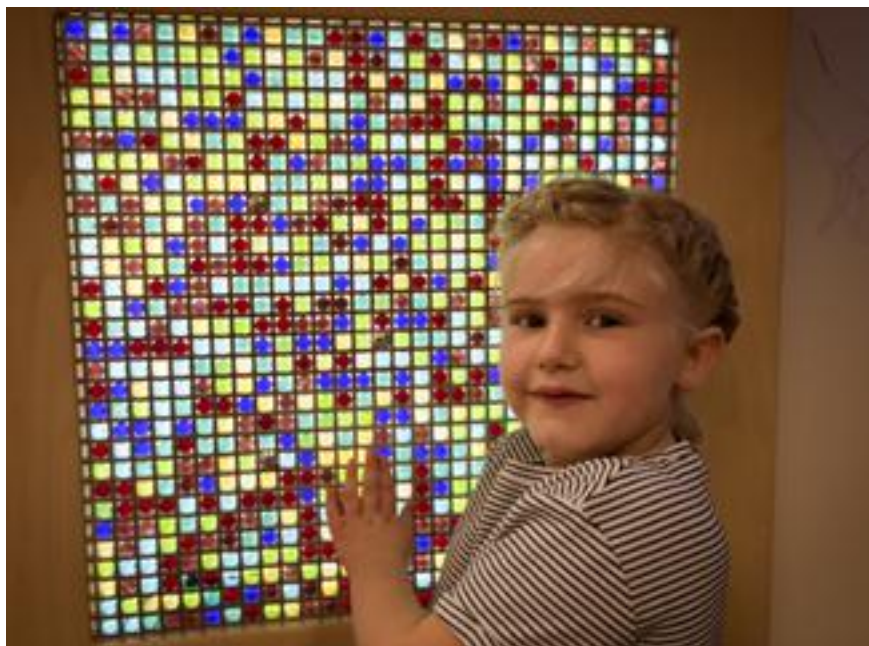
About Sensational Kids

Waiting lists

Today in Ireland, 1 in 4 children have a special educational need. These children often spend years on waiting lists without the vital services they need, leaving them struggling to catch up later in life.

Sensational Kids provides them with accessible and affordable therapeutic supports. Our expert staff deliver these vital services to enable these children to reach their full potential.

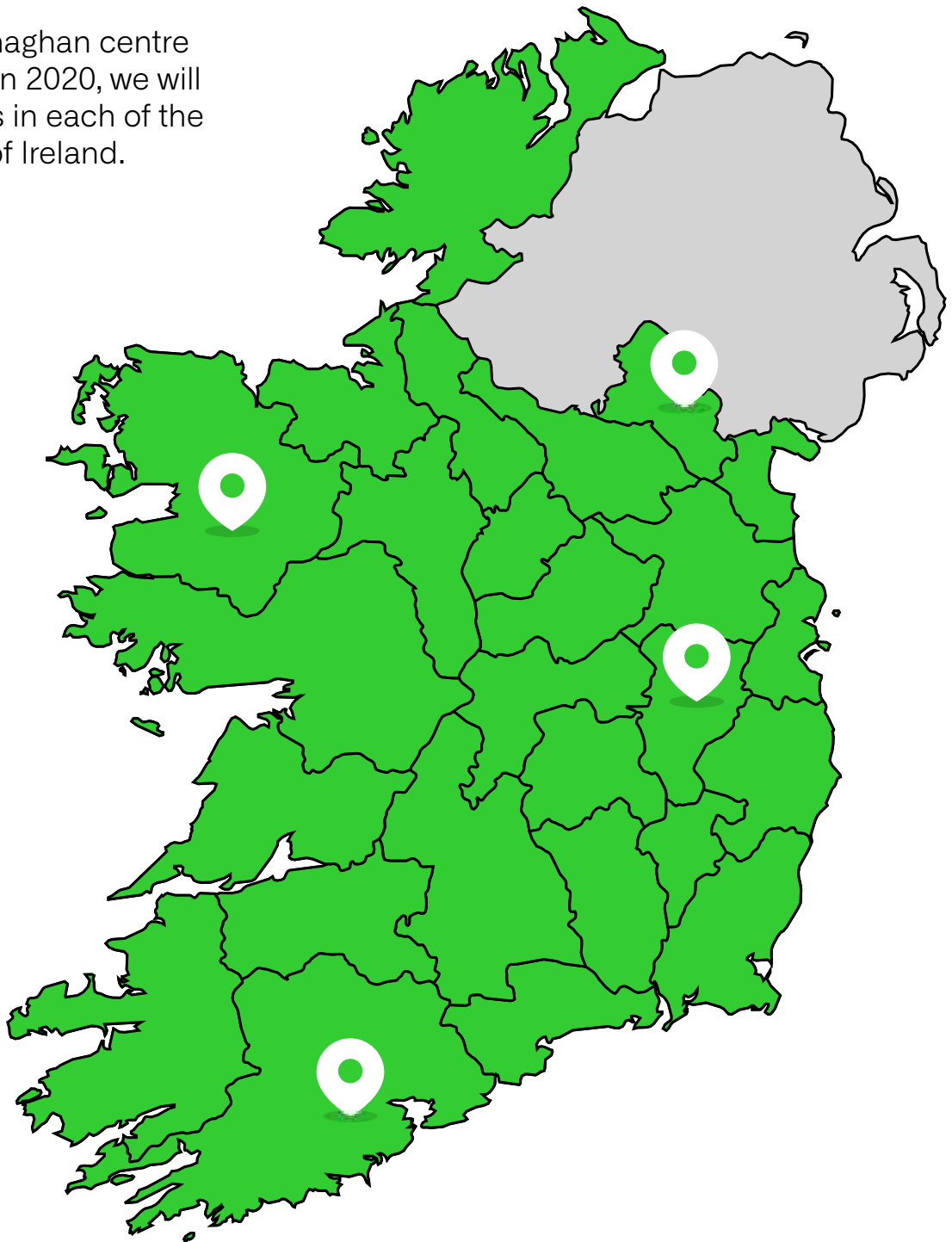
As a social enterprise, Sensational Kids is constantly working to grow our services and supports to meet demand across Ireland so that no child is left behind.



Our Child Development Centres

We have centres in Kildare, Mayo and West Cork.

With our Monaghan centre due to open in 2020, we will have facilities in each of the 4 provinces of Ireland.



Our Support Services

**Occupational
Therapy**

**Speech &
Language Therapy**

**Educational
Psychological
Assessment**

**Sensory
Attachment
Intervention**

Hippotherapy

**Specialist
Reading Teacher**

Play Therapy

Hearing Tests

**Parent
Consultations**



Outputs & Outcomes



Social Impact to Date

**6000+
Children
Supported**

**Saving families
€1.5 million in
therapy fees**

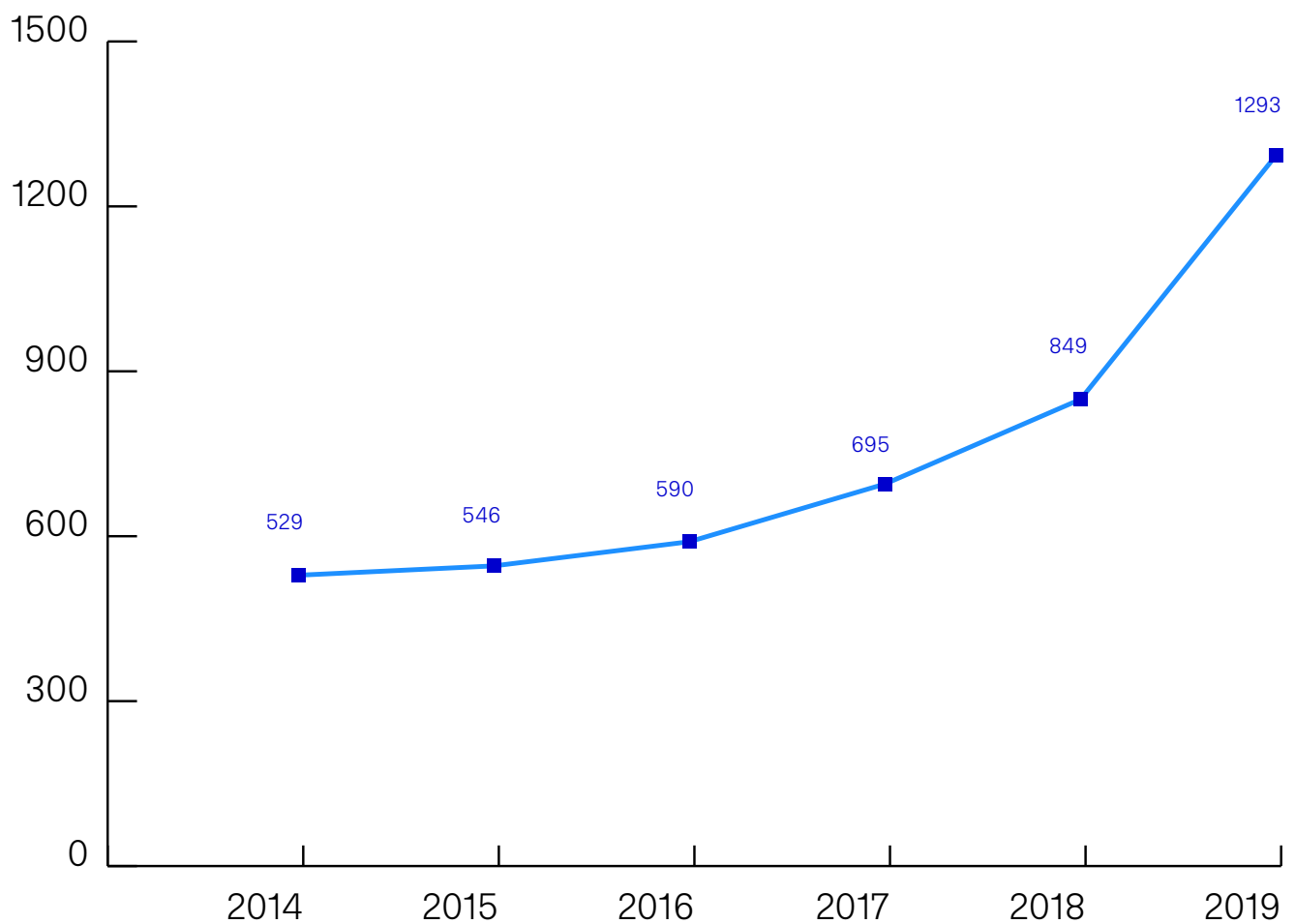


Fig. 1 – Service users by year

Source: management information

2019 Social Impact at a Glance

2019 saw a 52% increase in the number of children who benefitted from our clinical services over the past year.

1,293 children supported



**Saved families
€322,471 in
therapy fees**



7,805 therapy interventions



**Better outcomes
for children
& families**

**Improved Physical,
Social, Sensory &
Mental Health**

**Changing
lives**

Child Development & Learning Store in 2019

37,664 Learning Resources Supplied



Ireland's only Child Development & Learning Store where 100% of the profits from every toy and product purchased go toward subsidising therapy services for children.



These are products that children love playing with, while helping them to learn and develop.



2019 Training Workshops

Clinical Reasoning for Occupational Therapists, a professional development workshop was delivered by world renowned Occupational Therapist Tracy Stackhouse from the USA.

Our own therapy team hosted a number of workshops for parents and teachers including

- *An Introduction to Social Stories*
- *Supporting Communication in Autism*

We hosted *Handwriting Without Tears* Workshops, delivered by Occupational Therapist Tania Ferrandino from the USA in four nationwide locations:

- Cork
- Kildare
- Limerick
- Mayo

244 educators, healthcare professionals and families upskilled through training



“Doing this course helps me to see it’s possible for anyone to learn to write easily”

Handwriting Without Tears participant



CHARLIE



Charlie has “high functioning Autism. He also has some sensory issues and he would struggle with some of his fine and gross motor skills”, explains Charlie’s mum Michelle.

She says “I was waiting over a year and a half trying to get services, whereas I had this immediately.

I don’t know where we would have been without it. He has improved immensely; his diagnosis has changed. He’s socialising better. He’s progressing much better in school. He absolutely loves it here.”

A photograph of a woman with brown hair and glasses, wearing a blue sweater with small black hearts, and a young boy with red hair, both smiling. They are sitting at a table with a blue tablecloth. The background shows a home interior with a bookshelf and a filing cabinet.

What the parents say...

BEN

“I literally can’t explain how AMAZING and vital it is for Ben! The goals and things we have done this year that I didn’t think were even POSSIBLE or that were a million miles off, were made a little bit closer!”

— K. Tynan

JAMIE



**“We have our
boy back”**

“Jamie was having horrible thoughts and wanted to hurt himself, pulling terrible tantrums, and as an eight-year-old, they were very hard to handle. Jamie has been doing play therapy with Yvonne. He loves working in the playroom because he can run, jump, be as rough as he likes to be and not get hurt.

Yvonne showed Jamie tricks he can use during the day to ground himself and stop his anxiety. He now goes into school with no problem, knows his own body when he is starting to get angry, and how to relax himself. We have our boy back. “

RYAN



“Ryan is one of those kids that goes from 0 to 100, it’s very hard for him to keep calm and to relax” explains Ryan’s mum Diana. His occupational therapist Laura explains “Ryan doesn’t get as much feedback from his muscles and joints as you or I, and that’s why he

moves around all the time to help himself know where he is or his space. By giving him certain types of sensory input, that helps him calm down and sit and do activities that we want”.

“The difference in him is wonderful to see” says Diana.

JC



“My little son JC was diagnosed with autism just before last Christmas”, explains Laura. “When he first started here in Sensational Kids he had 5 words, but he only used three: ‘Mama’, ‘Dada’ and ‘No’, but mostly just ‘No’. Before we came here it was tantrums. I’d never understand what he wanted. We came to Sensational Kids and they started working with him using the Picture Exchange Communication System

(PECS) which allowed him to communicate using pictures. He practically flew at it when he realized he could convey not only what he wanted, he could actually express his preferences and choices. It gave him the initiative to communicate. The tantrums went to practically zero. Then the vocabulary started to come. Today, thanks to Sensational Kids, JC is up to nearly 100 words”.

AISLING



“My little girl in her autism spectrum disorder report at the age of four, had 3 or 4 words, no grammar structure and was unable to construct a sentence. She had no reciprocal speech, poor intonation, and her speech patterns were distorted. My little girl could not talk, gave no eye contact and could not communicate properly; as I drove her in our car, I would adjust my rear view mirror so she could not see the tears streaming down my face. Heartbroken does not come close to describing those difficult years.

Our little girl is a permanent resident of Sensational Kids; she has gone to speech therapy, occupational therapy and hippotherapy. And now? Our little girl is reading, writing, she has formed relationships with school friends and is loving life. She does not only speak now, but does monologues in why ice-cream is very important to her! Her personality has unleashed. She is a bouncy, energetic 6 year old that is happy, confident and connected with her world. Aisling is living a full and happy life – because of Sensational Kids.”

Funding



Business Model

Sensational Kids' innovative social enterprise business model utilises four traded income streams to facilitate the provision of a high quality and affordable child development therapies without waiting lists.

The trading income earned allows Sensational Kids to offer a standard subsidised rate for our services, but children are never turned away from services for financial reasons. We also facilitate lower scaled rates based on whatever the families can afford to pay, thereby making clinical services accessible to all children, regardless of financial means.

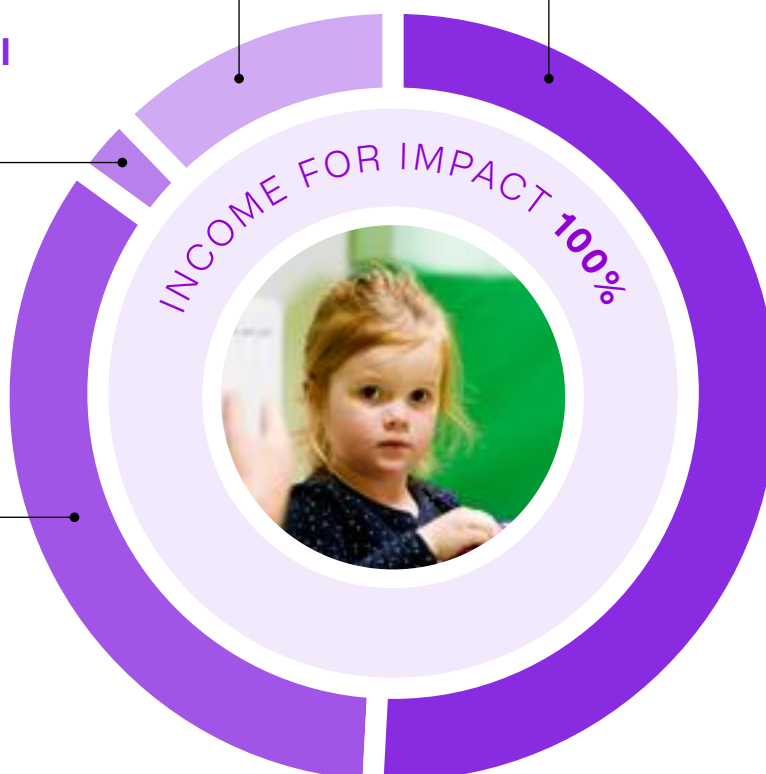
Our Innovative Business Model

Training Workshops Income
3%

Retail Income
34%

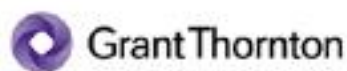
Fundraising
12%

Clinical Income Contributions
51%



Our Supporters

We would like to take the opportunity to thank all the organisations and companies who have supported us in 2019, and without whom the work we do would not be possible.



We would also like to thank our very generous supporters who provide us with pro bono facilities and supports throughout the year, including:



2019 Fundraising Activities

We were very proud to partner with the Irish Injured Jockeys in 2019 on the *Under stARTers orders* fundraising project, a unique public arts project which enlisted no less than 21 of Ireland's finest artists to paint their own take on life-size fibre horse sculptures. All 21 horses were sold, with a selection going under the hammer at The Curragh Race Course in June 2019 with all funds raised divided equally between the two charities, including a piece called "Sheba" created by The Edge and artist Duda.

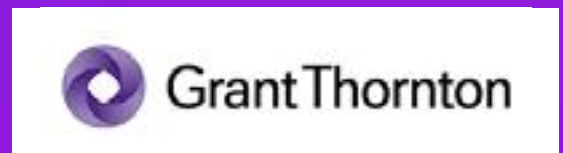


2019 Fundraising Activities

Kindly sponsored by Kildare Village, we held a fundraising Christmas concert with the Celtic Tenors in the beautiful surroundings of St Brigid's Cathedral in 2019.



Sensational Kids were delighted to be the one of the beneficiaries of a table quiz hosted by Grant Thornton in 2019.



Sensational Kids were honoured to be the beneficiary of "A Day for Edel" in 2019, an event held to support the memorial of teacher Edel Delaney.



Financial Reporting



Significant Increases in Turnover in 2019

**49% increase in
overall turnover**



**72.5% increase in
clinical turnover**



**23% increase in
retail sales**



Independent Auditor's Report

Opinion

We have audited the financial statements of Sensational Kids Company Limited By Guarantee (the 'company') for the year ended 31 December 2019 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is Irish law and FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland as modified by the Statement of Recommended Practice "Accounting and Reporting by Charities" effective 1 January 2015.

In our opinion, the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2019 and of its profit/loss for the year then ended;
- have been properly prepared in accordance with FRS 102 the Financial Reporting Standard applicable in the UK and the Republic of Ireland; and
- have been prepared in accordance with the requirements of the Companies Act 2014.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) 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 company in accordance with the ethical requirements that are relevant to our audit of financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority (IAASA), 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.

Independent Auditor's Report (continued)

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (Ireland) require us to report to you where:

- the Directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the Directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Directors are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, 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 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 there is a material misstatement in the financial statements or a material misstatement of the other information. 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 2014

Based solely on the work undertaken in the course of the audit, we report that:

- in our opinion, the information given in the directors' report is consistent with the financial statements; and
- in our opinion, the directors' report has been prepared in accordance with the Companies Act 2014

Independent Auditor's Report (continued)

We have obtained all the information and explanations which we consider necessary for the purpose of our audit

Matters on which we are required to report by exception

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

The Companies Act 2014 requires us to report to you if, in our opinion, the disclosure of the directors' remuneration and transactions required by sections 305 to 312 of the Act are not made. We have nothing to report in this regard.

Responsibilities of Directors

As explained more fully in the statement of Directors' responsibilities, the Directors 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 Directors 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 Directors are responsible for assessing the 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 Directors 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 (Ireland) 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.

Independent Auditor's Report (continued)

A further description of our responsibilities for the audit of the financial statements is located on the IAASA website at: http://www.iaasa.ie/getmedia/b2389013-1cf6-458b-9b8f-a98202dc9c3a/Description_of_auditors_responsibilities_for_audit.pdf

This description forms part of our audit report.

The purpose of our audit work and to whom we owe our responsibilities

This report is made solely to the company's members as a body in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters that we are required to state to them in the audit 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 company or the company's members as a body for our audit work, for this report, or for the opinions we have formed.

Jacqueline Kelly

for and on behalf of
SCD Accountants Ltd

Chartered Accountants
Statutory Audit Firm

15 September 2020

Barrettstown Business Centre
Barrettstown
Newbridge
Co. Kildare
W12 NP63

Statement of Financial Activities

Including income and expenditure account for the year ended 31 December 2019

	Unrestricted funds	Restricted funds	Total 2019	Total 2018
	€	€	€	€
Income from:				
Donations and collections	79,049	47,863	126,912	128,212
Trading activities	1,237,725	-	1,237,725	839,573
Total income	1,316,774	47,863	1,364,637	967,785
Expenditure on:				
Charitable Activities	1,415,850	71,550	1,487,400	1,020,534
Total resources expended	1,415,850	71,550	1,487,400	1,020,534
Net expenditure for the year/ Net movement in funds	(99,076)	(23,687)	(122,763)	(52,749)
Fund balances at 1 January 2019	(62,615)	194,311	131,696	184,445
Fund balances at 31 December 2019	(161,691)	170,624	8,933	131,696

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

Balance Sheet

As at 31 December 2019

	2019		2018	
	€	€	€	€
Fixed assets				
Intangible assets		26,817		25,118
Tangible assets		252,921		109,182
		<u>279,738</u>		<u>134,300</u>
Current assets				
Stocks	37,367		48,469	
Debtors	70,682		33,413	
Cash at bank and in hand	67,140		202,968	
	<u>175,189</u>		<u>284,850</u>	
Creditors: amounts falling due within one year				
	<u>(291,264)</u>		<u>(222,567)</u>	
Net current (liabilities)/assets		(116,075)		62,283
Total assets less current liabilities		163,663		196,583
Creditors: amounts falling due after more than one year				
		<u>(154,730)</u>		<u>(64,887)</u>
Net assets		<u>8,933</u>		<u>131,696</u>
Income funds				
Restricted funds		170,624		194,311
Unrestricted funds - general		(161,691)		(62,615)
		<u>8,933</u>		<u>131,696</u>

The accounts were approved by the Board of Directors on 15 September 2020

Maurice Kelly
Director

Maureen Bergin
Director

Strategy



Our Strategy for the Future

Utilising an innovative business model, Sensational Kids is the only social enterprise in Ireland that is bridging the gap between public and private early intervention services for disadvantaged children with additional needs. The combination of subsidised clinical intervention services, access to specially chosen learning resources through our child development & learning store, and professional development training workshops for those who work with children with additional needs, constitutes a unique holistic approach to facilitate better outcomes for children.

Since our foundation in 2008, we have seen dramatic increases in demand for our services and we anticipate that this level of demand will continue to rise in the coming years. We intend to continue to meet the needs of our current and future service users and, in the process, help to reduce public health service waiting lists.

National waiting lists for therapy remain substantial, and we will need to grow at a rapid rate to address this. Our new centres demonstrate that we can replicate our model in new locations and generate appointments to match the capacity, while our traded incomes and philanthropic funding climb in parallel, providing a sustainable income source.

In the last 12 months we have increased our social impact and identified the requirements for us to pursue additional opportunities. We have made rapid progress against the near-term goals we set for 2018 and 2019, due in large part to the support of SIFI Social Enterprise Development Fund.

Sensational Kids' ambition is to fully bridge the gap between public and private therapy services by providing supports to children with special needs and children in need of additional supports within 10 years, eliminating the waiting lists and financial barriers that impede access. To achieve this, the organisation needs to make such services available to a wider population within the Republic of Ireland.

Our goal is to significantly scale our social impact, changing the landscape for the provision of therapy services for children, eliminating therapy waiting lists and delivering transformational change for 28,000 children in need throughout Ireland over the next 10 years.

Our Strategic Goals

2019 – 2024

The organisation has developed our five strategic goals which will assist Sensational Kids in developing our services and continuing to grow a sustainable social enterprise model which will provide much needed, affordable services to families who have children with additional needs. These strategic goals will be reviewed and updated on a timely basis to reflect the ever-changing environment in which the organisation operates.

**Increase
our social
impact**

**Achieve
sustainability
as a social
enterprise**

**Develop
positioning
and profile
as a National
Centre**

**Build
organisational
capacity,
capability and
effectiveness**

**Maintain and
develop staff,
volunteers
and resources**

Governance



Board Sub Committees

We recognise our responsibility to make the best possible use of the resources we receive, and to help us achieve this, we have put in place comprehensive policies and procedures to turn this responsibility into actions.

Our voluntary committees who report to the board of directors include:

- 1 The Finance & Audit Committee review and monitor the financial procedures, strategy, activities, controls and budgets of Sensational Kids in an advisory capacity to the board of directors. This committee is chaired by Fiona Maguire, Director of Corporate Finance at Grant Thornton.
 - 2 The Corporate Governance Committee oversee the implementation of The Governance Code, Board nominations and other processes for Board membership, evaluate the Board's performance and to ensure orientation for new members, monitor the company's governance structures and processes, including regulatory filings and adherence to statutory obligations.
 - 3 The Fundraising Committee oversee the fundraising strategy and support fundraising and is chaired by board member Maureen Bergin, Community & Business Relations Director at Kildare Village.
 - 4 The voluntary Clinical Governance Committee advise and guide clinical governance matters to ensure quality clinical services and outcomes and is chaired by board member Dr Katie Cremin, an award-winning Assistant Professor in Occupational Therapy at Trinity College Dublin.
- Our voluntary Board of Directors and voluntary Company Secretary do not receive fees, expenses or payments for their services.
 - We have adopted the Guidelines for Charitable Organisations on Fundraising from the Public.
 - Our accounts are externally and independently audited and are produced to SORP Standards (the Statement of Recommended Practice, Accounting and Reporting by Charities).
 - We are on the journey to compliance with the Charities Regulator Governance Code

Board of Directors



Chair of the board Maurice Kelly is Global HR Director with Kerry Group and is an experienced Human Resources leader with more than 20 years' experience in multinational companies. He holds a Masters Degree in Business and Human Resources from University of Limerick and is a member of the Chartered Institute of Personnel and Development (MCIPD). Maurice is a qualified Executive Coach accredited by the European Mentoring and Coaching Council (EMCC).



Dr Katie Cremin is an award winning Assistant Professor in the Discipline of Occupational Therapy (OT) Trinity College Dublin (TCD) since 2002. She completed her PhD in the area of secondary school and students with Autism Spectrum Disorder, with a specific focus on parents, teachers and peers. Katie's awards include an National Disability Authority: An exploration of the participation of children with fine motor difficulties and the impact of occupational therapy intervention.



Fiona Mc Loughlin Healy, first trained as a nurse in University College Hospital Galway. She returned to NUIG to complete a degree in Law and Politics graduating top of her class with a double first class honours degree, followed by an MSc in PR, communication and advertising, Ulster University. Fiona contributes to TV3's daily Midday show. Fiona is passionate about services for children with disabilities, tackling childhood obesity and transparency and accountability in government. Fiona is also an elected representative with Kildare Newbridge Municipal District Council.



Maureen Bergin is the Community & Business Relations Director at Kildare Village. Maureen has been with Kildare Village since it's opening in 2006 and held the position of Retail Director, overseeing the day to day operations of 100 boutiques, until January 2017. Prior to joining Kildare Village, Maureen spent 10 years in Dunnes Store HO as part of the group buying teams. Maureen is currently President of the County Kildare Chamber of Commerce and an executive member of Kildare Town Chamber.



Ann Howgego has twenty years of experience in the corporate and non-profit sector. Ann has spent the last sixteen years in various advisory, consultancy and fundraising roles. She worked in the area of Corporate Social Responsibility with Business in the Community Ireland, then in philanthropy with the Community Foundation for Ireland. Ann holds an advanced diploma in project management and a certificate in Corporate Responsibility. Ann is also a voluntary director and vice-chair of My Legacy.

Board of Directors (continued)



Sharon Kearns is a Chartered Accountant over twenty years experience in the area of Finance, Sharon works as a Finance Business Partner with organisations both locally and internationally. In 2009 Sharon established SGK Accountants to provide her clients with timely financial and business advice to ensure the continued growth of their businesses. Sharon is passionate about helping companies succeed and does this by consulting with them on the best investments to make in order to generate the maximum revenue possible.



Voluntary Board Member Simon Cox is a progressive and innovative change maker with experience in various Education, Community and Social enterprise projects. His education background includes a Management Degree and a Masters degree (MSc) in Community and Local Development from DIT. He has since gone on to work in the Further Education sector where he is currently employed with the City of Dublin Education and Training Board (CDETB) teaching Community Development to a wide range of adult learners.



Joanne Stanley is a Global Business Consultant and founder of SmarterStart Consulting Services, specialising in the provision of strategic business consulting to companies spanning a wide range of industry sectors across EMEA and North America. With over 25 years' experience working with Entrepreneurs, Innovation Hubs, SMB and Large Enterprise Clients in the IT sector Joanne has a strong track record of delivering Business Development, Transition & Transformation Programs, and International Growth Strategies for clients ranging from early stage disruptors to Fortune 500 clients.



Sinead Callinan is a management consultant & project manager in the healthcare, research and digital health space. With over 15 years' experience in healthcare, she has overseen healthcare operations, audit, implementation and change management efforts and consulted on business and product development activities. Sinead completed a postgraduate master's program in Clinical Research in the University of London and has taught at a master's level at Trinity College, Dublin.



Company Secretary Mary Scully is an experienced Finance Officer with a demonstrated history of working in the non-profit organization management industry. For the past 2 years Mary has been employed by The Dyslexia Association of Ireland as Finance Officer, where she also holds the post of data protection officer. In addition Mary has been the Chairperson of a School Parents Association, after holding various committee posts for seven years. Mary is a member of The Association of Data Protection Officers Ireland.

Clinical Governance Committee



Chair of the Clinical Governance Committee: Dr Katie Cremin

- Dr Katie Cremin has been working as an Assistant Professor in the Discipline of Occupational Therapy (OT) Trinity College Dublin (TCD) since 2002.
- She completed her PhD in the area of secondary school and students with Autism Spectrum Disorder.



Sinead Callinan is a member of the HSE's Council of Clinical Information Officers. Sinead is a management consultant & project manager in the healthcare, research and digital health space. With over 15 years' experience in healthcare, healthcare operations, audit, implementation and change management. Sinead trained as a radiotherapist, graduating with a BSc. from Trinity College's School of Medicine. She established and managed the clinical research program in the Beacon Hospital, where she also served as a member of the clinical quality, audit and medical research ethics committees.

Fundraising Committee



Fundraising Committee Chair, Maureen Bergin

- Board member Maureen Bergin is Community & Business Relations Director at Kildare Village and President of Kildare Chamber.
- Maureen participated in Sensational Kids fundraising strategy process with consultants 2 into 3.



Karen Leigh, CEO and Founder

- Karen participated in the Fundraising Strategy Programme with fundraising consultants 2 into 3.
- Karen has been successful in obtaining a large number of trust and foundation grants for Sensational Kids as well as organising community fundraising initiatives.



Ann Howgego, Board Member

Ann has twenty years of experience in the corporate and non-profit sector. Ann has spent the last 16 years in various advisory, consultancy and fundraising roles. She worked in the area of Corporate Social Responsibility with Business in the Community Ireland, then in philanthropy with the Community Foundation for Ireland. Ann holds an advanced diploma in project management and a certificate in Corporate Responsibility. Ann is also a voluntary director and vice-chair of My Legacy.

Finance and Audit Committee



Fiona McGuire is a fellow of Chartered Accountants Ireland. Fiona currently works with Grant Thornton as a Director in their Corporate Finance Department. She has over 17 years experience working on various aspects of corporate finance related activities. Fiona is the Chair of the Finance & Audit Committee.



Emer Heslin spent 12 years with the Accountancy firm Deloitte where she worked as a Bid and Proposals manager. Emer studied in the U.K where she earned a degree in Economics & Geography .



Sharon Kearns is a Chartered Accountant over twenty years experience in the area of Finance, Sharon works as a Finance Business Partner with organisations both locally and internationally.

Corporate Governance Committee



Corporate Governance Committee Chair: Fiona Mc Loughlin Healy

Fiona first trained as a nurse in University College Hospital Galway. She returned to NUIG to complete a degree in Law and Politics graduating top of her class with a double first class honours degree, followed by an MSc in PR, communication and advertising, Ulster University. Fiona is passionate about transparency and accountability in government. Fiona is also an elected representative with Kildare Newbridge Municipal District Council.



Company Secretary Mary Scully is an experienced Finance Officer with a demonstrated history of working in the non-profit organization management industry. For the past 2 years Mary has been employed by The Dyslexia Association of Ireland as Finance Officer, where she also holds the post of data protection officer. In addition Mary has been the Chairperson of a School Parents Association, after holding various committee posts for seven years. Mary is a member of The Association of Data Protection Officers Ireland.



Pamela Skeritt is the National Child Protection Officer with St John's Ambulance. Pamela has worked in the area of Adult Education for over 20 years.



Our Centres

Kildare

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✉ info@sensationalkids.ie

Mayo

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Registered in Ireland Company Number 432465
Registered Charity No CHY 17477
Charities Regulatory Authority Number 20065133

🌐 www.sensationalkids.ie