



Annual Report 2020

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Sensational Kids
Realising Potential Together



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CHAIRMAN'S FOREWORD



“ Reflecting on 2020, there's no doubt it was a most challenging year for all at Sensational Kids. However, in response to the challenges of Covid-19, our teams had the opportunity to demonstrate their commitment to providing the necessary services in addressing the ongoing needs of the many children and their families who rely on Sensational Kids - I join our CEO in sharing that strong feeling of pride in the team for what was achieved in 2020.

Continuing the expansion of our services, Sensational Kids opened a new occupational development centre in Clones, Co. Monaghan to further advance our ambitions to increase our social impact in the communities we serve (on the back of new centres opened in 2019 in Cork and Mayo).

Last year was the first year of our revised 5-year business plan, and despite the impact of Covid-19, the team have worked hard to continue building the infrastructure required to support continued growth over the coming years. As a board of directors, we have continued the work required to implement best practice governance and compliance under the Charities Regulators code.

I would like to acknowledge the significant efforts by our CEO Karen Leigh and her team to keep services open throughout 2020 and to my fellow board members who continue to volunteer significant time and energy in support of Sensational Kids.

A handwritten signature in blue ink, appearing to read 'Maurice Kelly', with a stylized flourish at the end.

Maurice Kelly
Chairman of the Board

MESSAGE FROM CEO



Karen Leigh
Chief Executive Officer



2020 – OUR COVID STORY

2020 was a year like no other and probably the most challenging year we have ever faced in our history. We started 2020 full of joy and anticipation for the year ahead, looking forward to implementing our plans for growth.

On March 1st 2020 we were kindly gifted a child development centre to take over in Clones, Co Monaghan by Eavan & Philip Rooney. We were full of hope for the future with the opening of our fourth provincial child development centre in Clones, Co Monaghan. We were looking forward to building on the growth of our recently opened centre in Mayo as well as growing the supports available from our centres in West Cork and Kildare, on which so many families depended for vital therapeutic supports for their children.

Then, due to the Covid-19 pandemic, suddenly on 12th March 2020, the government shut all schools, colleges, and childcare facilities, which naturally caused a lot of distress for families. On 24 March 2020, almost all businesses, venues and amenities were shut including our therapy services. We suddenly were left with many unprecedented challenges. Just like every other organisation, in the country, it was a stark situation, but particularly so, for non-profit organisations like us. Initially, I did wonder how we were ever going to survive this. Sudden and unprecedented loss of income whilst having the same fixed overheads to meet is a nightmare scenario for any organisation.

Over the next 3 months whilst our therapy services were closed for face-to-face appointments, we found a healthcare compliant platform to deliver telehealth for children, which was availed of by some families. Due to the nature of the challenges of the children we support, we found that telehealth was not always suitable. There really is no substitute for face-to-face therapy in our sensory integration gyms for these children where they can get the sensory input and regulation that they need.

During that time, we also had to make extremely tough decisions that we never thought we would ever have to make, by laying off or reducing working hours for our much-valued employees who had given so much to Sensational Kids. This situation resulted in some of the therapy team taking up employment with the HSE in response to their recruitment call out for healthcare professionals. It was a very difficult time for all concerned.

MESSAGE FROM CEO

Throughout the entire year we kept our phonelines open. Our receptionists worked tirelessly in their usual friendly and professional manner with great empathy for families. We were able to safely keep our online shop running as an essential provider of vital educational and therapeutic resources. During the lockdowns our online shop became an essential resource for parents who were home-schooling their children. Our retail team worked tirelessly throughout this time to keep this essential service going. I am very thankful for their continued dedication, endless positivity, and energy. You are an inspiration to us all.

After 3 months of enforced closure, our child development centres, were deemed an essential service and could reopen. Our team worked closely with a health & safety consultant, funded by Kildare Local Enterprise Office, to put Covid management policies in place to allow us to safely open. There are many other organisations that helped, such as local county councils who gave grants for covid management equipment for which we are very grateful. The Community Foundation for Ireland provided much valued financial support by stepping in to support our centre in Monaghan to enable it to continue to provide essential services there.

I know the families and children were very glad to be allowed back into our centres for therapy again. It was a very emotional time with some parents bursting into tears when they walked through our doors again in June. Our therapists reported that many of the children, particularly those with autism, had regressed during the period of enforced closure. I, like many, hope never occurs again.

From June, our team continued to provide essential frontline therapy supports whilst juggling the constant change and often seemingly never-ending challenges such as managing Covid-19 symptoms, dealing with close contacts, lockdowns, restricted movements, extra paperwork, extra sanitisation, and cleaning. I want to pay tribute to the trojan work and effort of our entire team so that we could keep our services open safely to support children who needed our specialist frontline services.

We are truly grateful to the government for their financial assistance through the Stability Fund and Wage Subsidy Scheme. Without their support, we simply could not have survived the financial impact of the Covid-19 pandemic. It was a vital lifeline to enable us to continue to meet our fixed costs and overheads of our four national facilities at a time when our earned and fundraised income had virtually disappeared.

Successes to celebrate in 2020 too, including continuing with our plans to complete Phase 2 of the development of our Child Development Centre in Mayo, the opening of Sensational Kids in Clones, securing The Growth Fund from Rethink Ireland and putting plans in place to custom build a National Child Development Centre and HQ, which is our most ambitious plan to date.

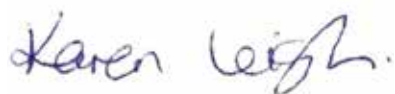
MESSAGE FROM CEO

There are so many people who work tirelessly behind the scenes at Sensational Kids. I want to highlight and thank our voluntary board of directors and voluntary board sub-committee members who had a very busy and challenging year in 2020. Volunteers don't always have the time - nobody does - but they do have the heart - and that is why they gift their time and expertise to making a difference to the lives of children. I want to say a huge thank you to the chair of the board of directors Maurice Kelly who led our board throughout our most challenging year ever. The role of the chair is a big ask for anyone to take on at any time, let alone during a global pandemic, but Maurice always steers us through with professionalism and ease, ensuring our board meetings are progressive, challenging, and enjoyable and for that I know we are all very grateful. Giving back is both a privilege and an opportunity. It is by giving back that we become more. I trust that you all already know that you make a difference and will remember that you are more because of it.

Without doubt, 2020 has been a year of significant and unprecedented challenges. I feel very fortunate to receive support and guidance from our voluntary board of directors, our board sub-committees, from Rethink Ireland and from the many consultants who work with us through The Growth Fund. We are hugely grateful to our generous funders and donors without whom, Sensational Kids would simply not exist.

I really want to thank all our team, who stuck with us throughout the year and who provided vital and essential support to so many children and families during the pandemic. I am so privileged to lead and facilitate an amazing group of people whose commitment to helping children has been highlighted more than ever during 2020. As I write this now in summer 2021, I feel grateful to have steered our way through 2020 with the support and help of so many people and organisations who played an essential role in our 2020 Covid story.

I know that our 2020 story is one of resilience and growth. Not only did we survive 2020 but we have hope again, and we have plans to thrive in the future. And for that I am grateful. I also know that when you are grateful, fear disappears, and anything is possible.



Karen Leigh
CEO

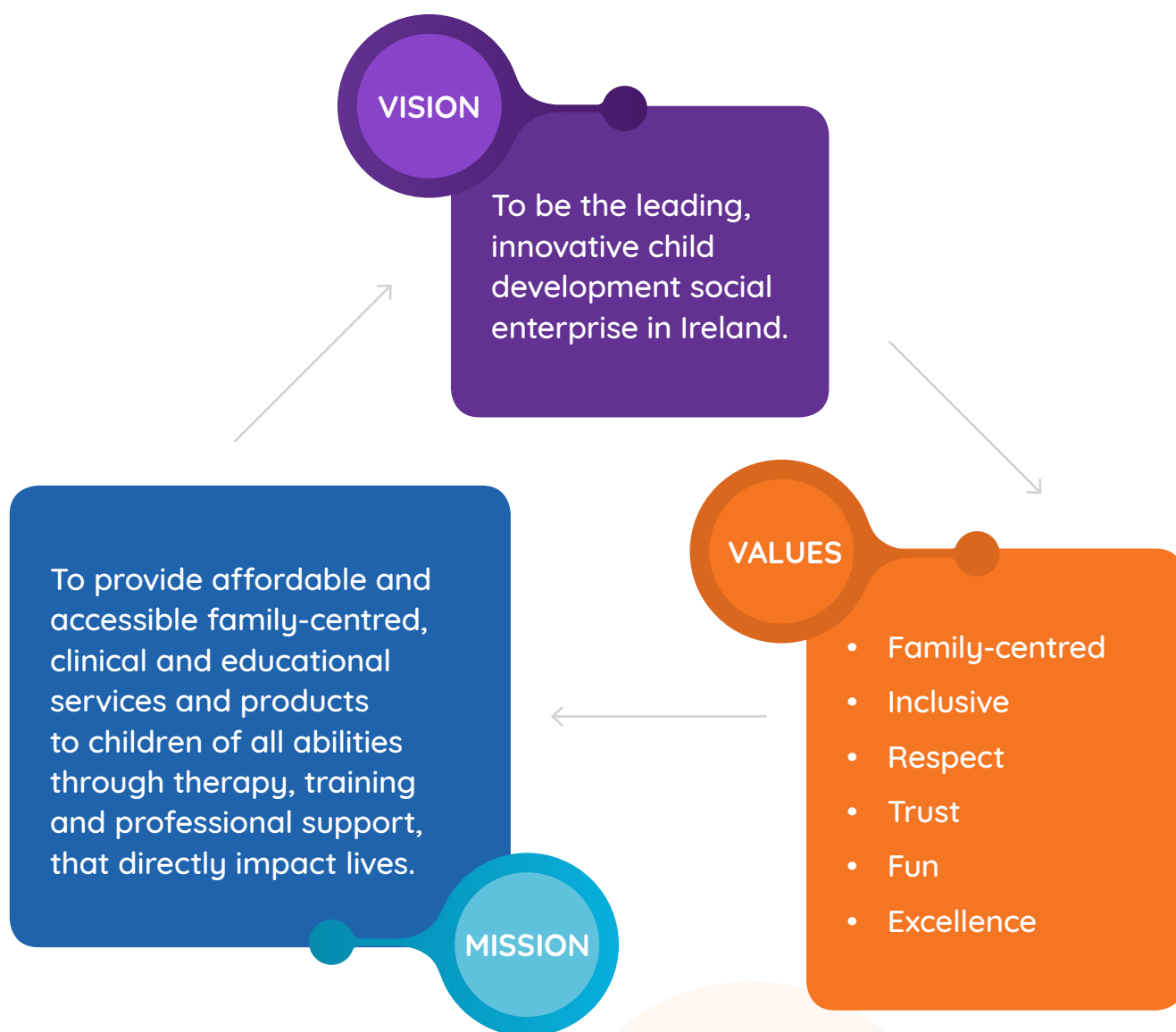
ABOUT US



ABOUT SENSATIONAL KIDS

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

Waiting lists

51,306
children
are waiting
for speech
therapy



21,000
children are
waiting for
occupational
therapy



72,306
children are
on waiting
lists

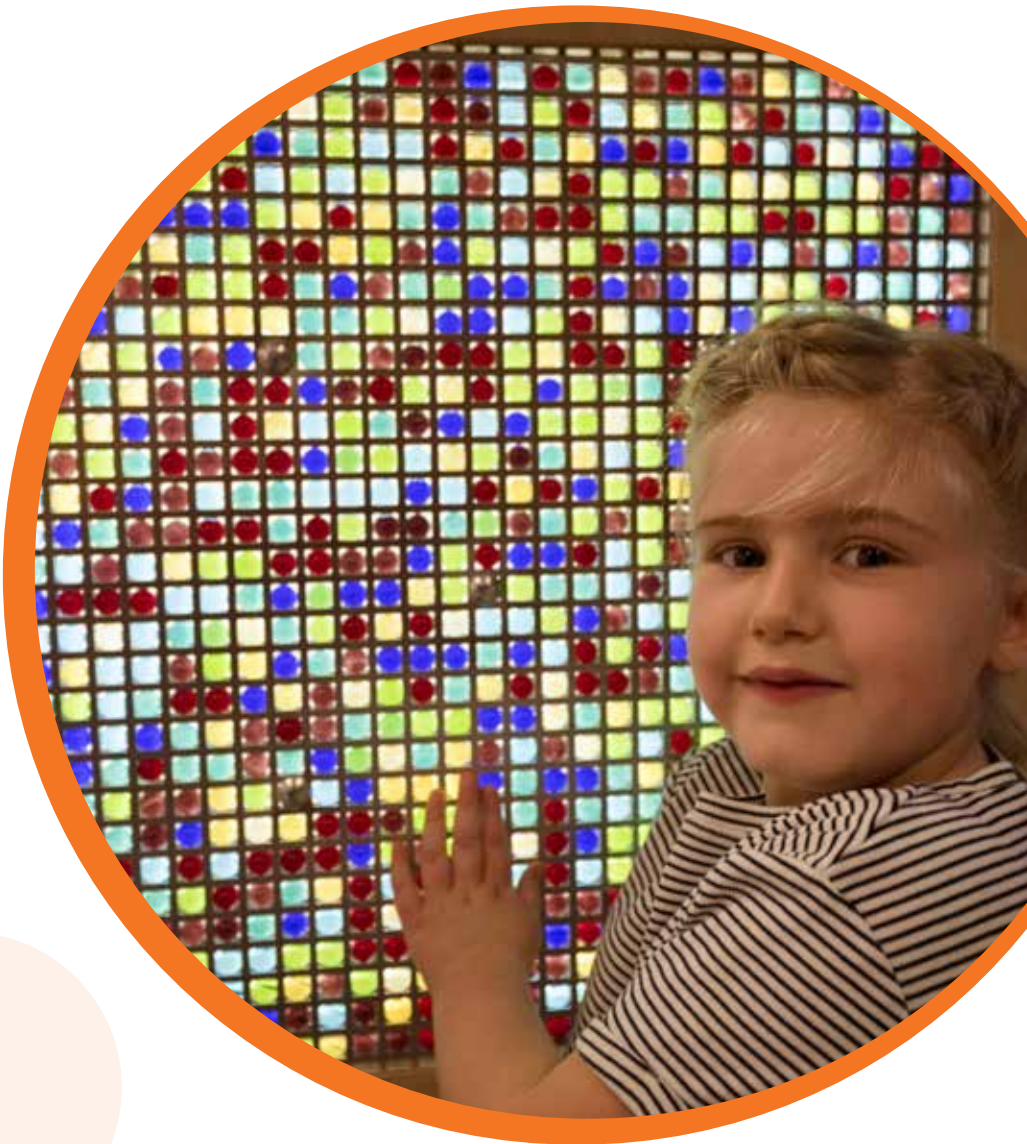
ABOUT SENSATIONAL KIDS

Waiting lists

Today in Ireland, 1 in 4 children (Source: ERSI, 2013) 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.

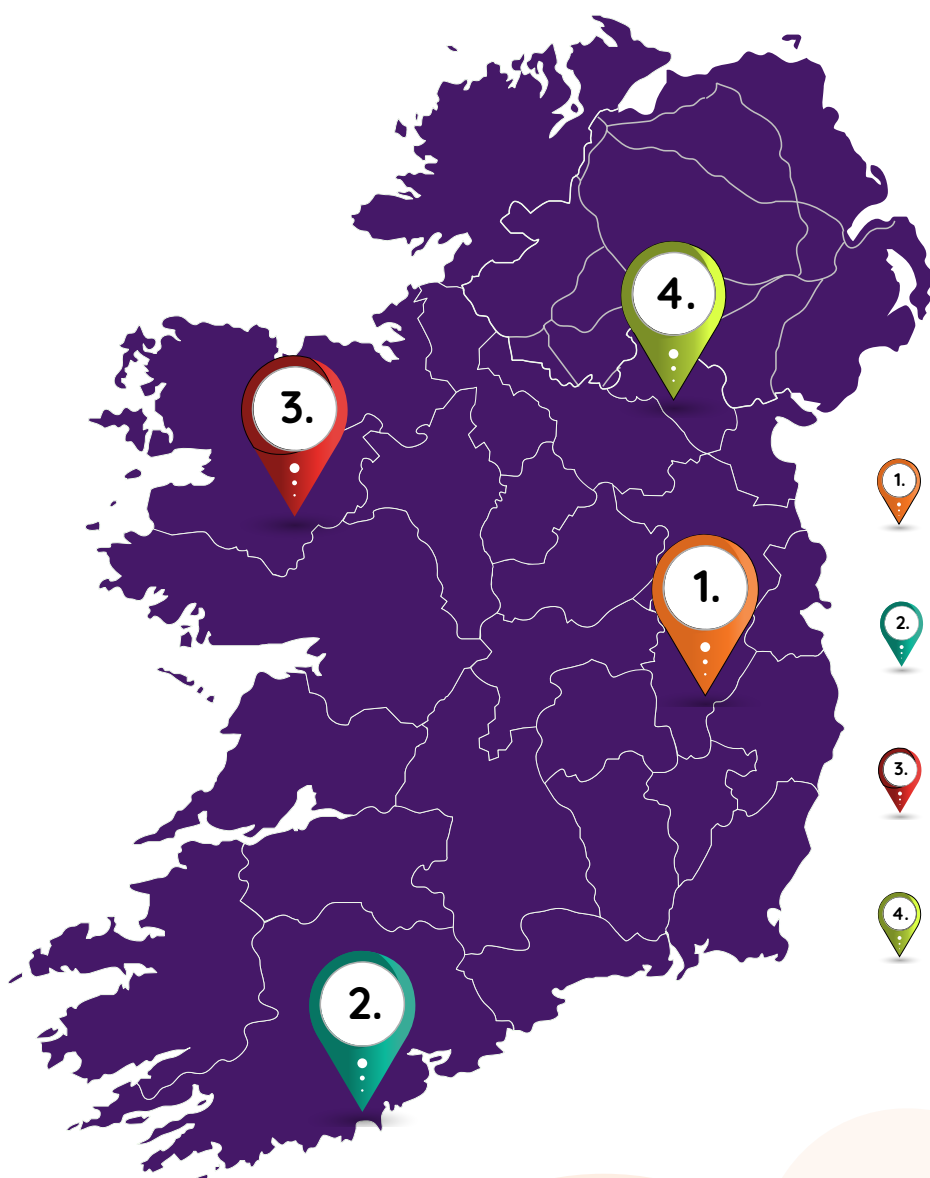
As a social enterprise, Sensational Kids is constantly working to grow our services and supports to meet demand across Ireland so that no child is left behind.



ABOUT SENSATIONAL KIDS

Child Development Centres

Sensational Kids now has four Child Development Centres, strategically located in each of the four Provinces of Ireland. Sensational Kids operates in Kildare Town, Clonakilty in West Cork, Claremorris in Co. Mayo and Clones in Co. Monaghan.



- 1. Kildare Town, Kildare**
☎ 045 520 900
✉ info@sensationalkids.ie
- 2. Clonakilty, West Cork**
☎ 023 887 8208
✉ clonakilty@sensationalkids.ie
- 3. Claremorris, Mayo**
☎ 094 935 7005
✉ claremorris@sensationalkids.ie
- 4. Clones, Monaghan**
☎ 047 52671
✉ clones@sensationalkids.ie

ABOUT SENSATIONAL KIDS

Child Support Services

Occupational
Therapy

Hippotherapy

Sensory
Attachment
Intervention

Specialist
Reading
Teacher

Speech &
Language
Therapy

Hearing Tests

Play Therapy

Educational
Psychological
Assessment

Parent
Consultations

Online
Therapy

OUTPUTS & OUTCOMES



ABOUT SENSATIONAL KIDS

Social Impact to Date

7500+
Children
Supported

Saving families
€1.7 million in
therapy fees

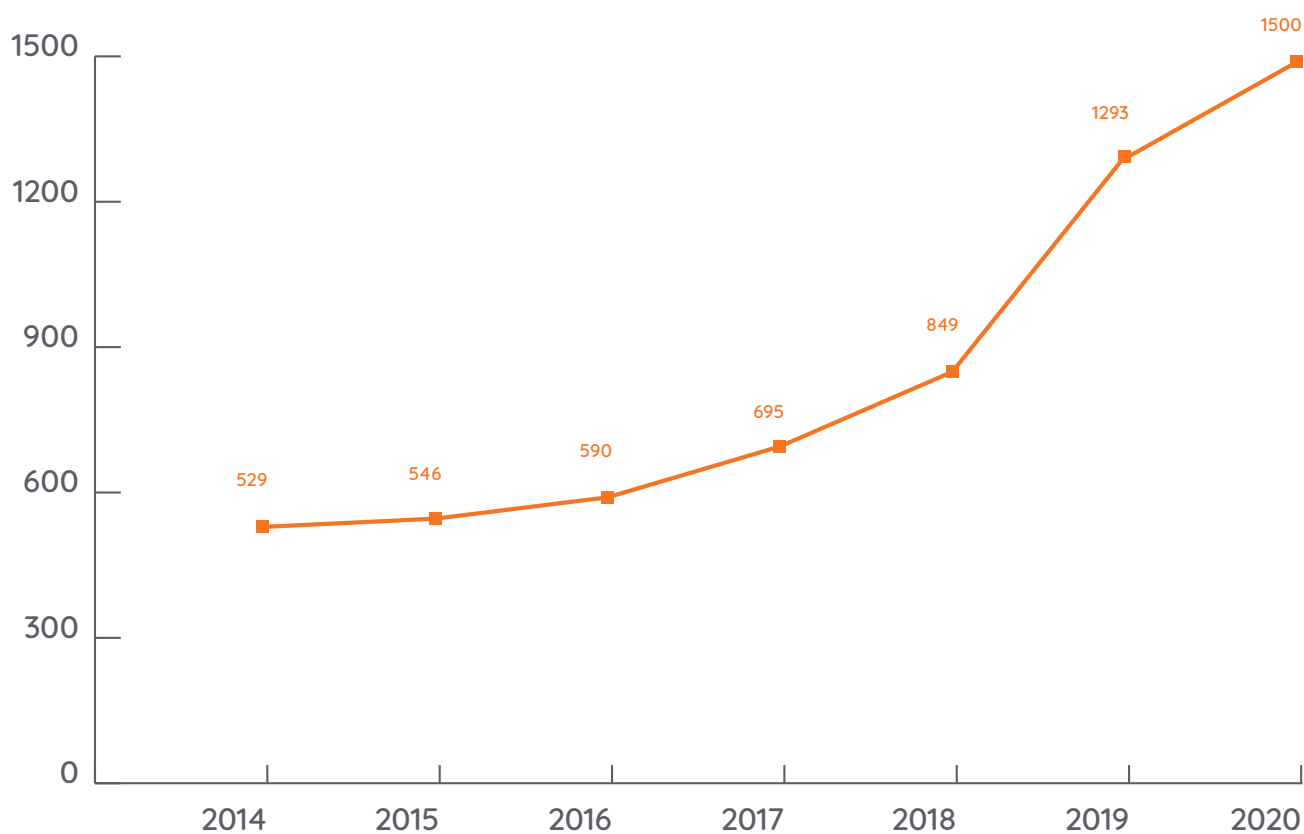


Fig. 1 — Service users by year
Source: Management Information

ABOUT SENSATIONAL KIDS

2020 Social Impact at a Glance



1,500 CHILDREN
BENEFITTED FROM VITAL
THERAPEUTIC SUPPORTS



FAMILIES SAVED MORE
THAN **€240,000** IN
THERAPY FEES



119 HEALTH AND
CHILDCARE
PROFESSIONALS
WERE UPSKILLED



ALMOST **50,000**
LEARNING RESOURCES
WERE DELIVERED TO
CHILDREN

SPOTLIGHT ON 2020



How Sensational Kids' Responded to the Pandemic

Like most organisations, 2020 for Sensational Kids was about survival during a global pandemic but it is also a story of resilience and hope for the future. In 2020, Sensational Kids found a way of adapting the way in which the organisation does things to continue to provide vital therapeutic services for the children and families that rely on its services.

The organisation was in a period of rapid growth in early 2020, having recently opened its third Child Development Centre in Claremorris, Co. Mayo and having opened its fourth centre in Clones, Co Monaghan on 1st March 2020, which was kindly gifted by Eavan & Philip Rooney. The organisation was poised for increasing capacity in all four centres and growing its impact across Ireland. Unfortunately, Covid-19 reached Irish shores in early 2020 and by mid-March, the outlook was not so positive.

From March 24th 2020, the doors of Sensational Kids, like so many organisations were mandated to close. Fundraising opportunities and traded income vanished overnight while the cost of overheads remained the same and the future of Sensational Kids was in severe jeopardy.

The amazing team at Sensational Kids rallied and found new ways to support the families and children that rely on its services. Telehealth services were developed and offered, and many families availed either for the children directly or for parent consultations to help develop and implement a home therapy programme to support children with additional needs during an exceptionally stressful time. The therapy team also created a wealth of tutorial videos to provide therapeutic guidance and to help support even more families through Sensational Kids' social media and online channels. After the initial three-month closure, Sensational Kids was deemed an essential service and could reopen. With the assistance of a health and safety consultant, strict Covid-19 policies were put in place to allow therapy services to operate once again.

Since June 2020, Sensational Kids' therapy services have remained open, thanks to the amazing team, welcoming families from across Ireland and supporting them during an exceptionally difficult and stressful year.

Despite the significant impact and challenges of the pandemic, Sensational Kids was able to weather the financial storm thanks to the financial support of the Irish Government. The team at Sensational Kids adapted and rallied to support the families who attend its services and emerged as a hybrid workforce with some employees working remotely where possible and others deemed essential workers who continued as frontline workers providing vital supports to children and families.

Condolences

Sensational Kids would like to acknowledge and express our deepest sympathies to the families, friends and loved ones of those who sadly passed in 2020.

SPOTLIGHT ON 2020

Opening of Sensational Kids, Clones

On March 1st 2020, Sensational Kids was kindly gifted a child development centre to take over in Clones, Co Monaghan by Eavan & Philip Rooney. This gave Sensational Kids an opportunity to open its fourth Child Development Centre and to have a presence in the four Provinces of Ireland. It was a monumental occasion for Sensational Kids, cementing the non-profit as a national organisation.



'We cater for people with all additional needs, be they physical or intellectual requirements'



Opportunity for learning
 "If we over-challenge the child then we will reduce the opportunity for learning. Instead of a fun successful activity, where our child is enjoying learning and growing in confidence in their abilities, we are more likely to create stress and disappointment for the child."

Sensational Kids (sensationalkids.ie), 10 years ago when she struggled to get support for her own son. "As a parent of a child with additional needs myself, I used to spend hours online searching for suitable toys that would both interest my

I set up kids' therapy centre to help my son



Support International Kids to do its work by buying toys from the online shop this Christmas, with toys to suit children with special needs, children with physical needs, and even adults who need some fun. A bonus is that batteries are rarely required with these toys. See

The goal is to help 30,000 children over the next 10 years and make a transformational difference to the working lives. That was a really strong theme for children in Ireland. ☺



SENSATIONAL Kids, which is based in Kidare town, has asked for a contribution of around £200,000 from Kidare-Newbridge Municipal District, to help fund the development of their child development centre.

The charity explained that their landlord is Kildare wants vacant possession so he needs to sell the building and has served notice.

CEO and founder Karen Leigh made a presentation to local councillors at their meeting in January, where she explained that their Lemerist child development centre in Kidare town has

operated from a 5,000 square foot facility for the past 11 years, and that they need a 10,000+ square foot facility to extend their capacity to meet the growing demand for their services in the province.

They also run clinics in Cork (Claraville) Mayo (Clarramore) and councillors were informed of the need to develop the Limerick facility in Kildare as a Sensational Kids' national HQ now that they have those in additional locations.

Beech Tree House the Gurnagh was offered as a potential solution, which is marketed for €700,000. Funds already

committed from private individuals donors would be £550,000 and they're hoping for a contribution of around £200,000 towards the Nagasip project from local property tax (LPT) funding to enable them to acquire and complete the purchase of the property. Councilors have yet to finalise their LPT allocations.

Phase 2, then, would involve securing investment and grants to renovate and extend the property. The organisation's back-up plan would see them purchasing a site instead and building a facility.

Within two years, councilors heard, their investment will change the

Karen Leigh, CEO of Sensational Kids

lives of 8,000 children, provide 23,000 therapy interventions, and save families €1.4 million in therapy fees.

"With your help we can do it and more," she said. "We still need funding of around £200,000."

Mia Leigh explained that, across the country, there are

29,681 children waiting for speech therapy and 15,000 waiting for occupational therapy. Her presentation noted that as waiting times for interventions increase, children's Danish. Councilors there also informed that research has shown that if children with additional needs don't have early interventions and supports, there's a strong likelihood that they will end up dropping out of school, participating in antisocial and criminal activities, and end up in the Irish criminal justice system. Sensational Kids was born out of Ms Leigh's frustrations at the lack of available supports for her own children.

and today it provides affordable and accessible early intervention services for children of all abilities, all ages and all means. Services include play therapy, occupational therapy, and hippotherapy.

Their social impact to-date has been huge – they've supported 6,000 children and saved families £1.5m million in therapy fees.

Speaking at the meeting, Cllr Fiane McLoughlin (Leahurst) attested to the work the organisation does, while Cllr Anne Connolly was also among those who turned their support.

Ms Leigh told the councillors that there can be no interruption in services for the kids. She later explained that the HSE are very supportive and said that Sensational Kids never turns a child away for financial reasons.

Cllr Kevin Duffy said that Sensational Kids has done "amazing work" and suggested that a greenfield site would perhaps be the better solution in that they could have a facility purpose-built for their needs.

"You do exceptional work," Mayor Mark Staffell added.



IN THE SWING

Hanging Nests are aimed at children with autism as a soothing place to literally hang out and chill. The whole family will love it, however, and the full price goes to therapy services across the country. *Hanging Nest*, from CJ35, see sensationalkids.com



SPOTLIGHT ON 2020

Play, Develop & Learn Store in 2020

Almost 50,000
Learning
Resources
Supplied to
Children, Valued
at €626,505



Retail Sales
Increased by
39% in 2020



SPOTLIGHT ON 2020

Training Workshops in 2020

All scheduled workshops were cancelled due to the Covid-19 Pandemic in March 2020. Luckily Sensational Kids adapted quickly and were enabled to host an online Handwriting Without Tears Workshop in the Autumn of 2020 which attracted healthcare workers, teachers, SNAs and parents from Ireland, the UK and further afield.

119 Healthcare workers, Educators and Parents were Upskilled



SPOTLIGHT ON 2020

Rethink Ireland Awardees

**RETHINK
IRELAND**

In 2020, Sensational Kids became the third organisation to receive investment from the Rethink Ireland Growth Fund. Sensational Kids was awarded €550,000 over a period of two years in growth capital to provide 12,000 therapy supports to 2,000 children in 2021. The growth capital is broken into cash grants and non-financial supports to deliver the goals and targets for the investment period.

The investment is supported by Sensational Kids partners with match funding from the Growth Fund. The Growth Fund is supported by the Department of Rural and Community Development from the Dormont Accounts Fund. It invests in established social innovations that have completed a six-month Accelerator Programme and are ready to secure significant growth capital to achieve scale and deepen their impact.

The funds from Rethink Ireland will be used to expand and grow the number of timely and affordable supports that Sensational Kids provides for children with additional needs across Ireland.



WHAT OUR FAMILIES SAY



WHAT OUR FAMILIES 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



WHAT OUR FAMILIES SAY

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”.



WHAT OUR FAMILIES SAY

● 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.



WHAT OUR FAMILIES SAY

Alan



“My son speaks with confidence now.” Six-year-old Alan from Dublin attended Speech & Language Therapy at Sensational Kids for seven months to work on certain speech sounds that he had been struggling to pronounce.

Alan’s mother was concerned about his speech sounds but also Alan’s shyness and the fact he struggled to speak up and make friends. “Other children would say hi and Alan wouldn’t respond as he was afraid to talk.

Since starting Speech Therapy at Sensational Kids, Alan’s confidence has grown. His class teacher has even remarked on the changes and has said Alan now puts his hand up in class and speaks with confidence. Alan’s mum says Alan talks to everyone now and has lots of friends.



WHAT OUR FAMILIES SAY

Raphael



Raphael has been attending Sensational Kids for the past five years as he is on the Autism spectrum and needed help to self-regulate and communicate. Raphael attends both Occupational Therapy and Speech and Language Therapy at Sensational Kids.

Raphael's mum has learned tips and tools on how to pre-empt and manage situations where Raphael would feel overwhelmed. "Our therapists at Sensational Kids have taught me many things including how to use Raphael's pressure points to help him calm down, if he was feeling overwhelmed. Sometimes even a hug at the right moment was all that was needed to help Raphael. Raphael used to break everything out of frustration, my wall, my phone, the DVD player, everything.

He is a different child now and our lives are so much easier. We can go out. It used to be impossible to get Raphael into the car but now he loves going on family outings. Raphael's communication skills have also greatly improved. He now understands everything and has many words. We are currently working on his language structure.



FUNDING



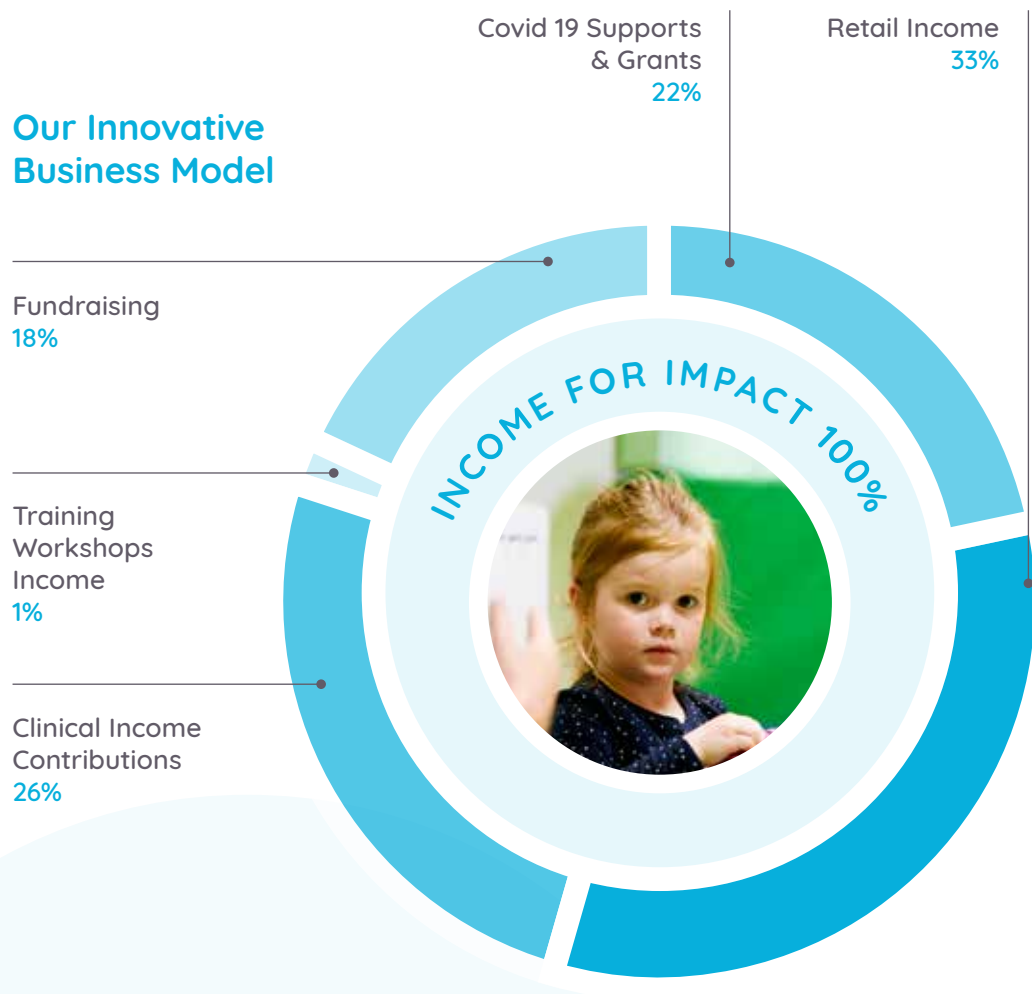
SPOTLIGHT ON 2020

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.

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



SPOTLIGHT ON 2020

Our Partners and Supports

We would like to take the opportunity to thank all the organisations and companies who have supported us in 2020, 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:



SPOTLIGHT ON 2020

2020 Fundraising Activities

Our recently developed Fundraising Strategy for 2020 was placed on hold due to the Covid-19 Pandemic.



FINANCIAL REPORTING

Sensation

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S
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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 2020 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 state of the charitable company's affairs as at 31 December 2020 and of its incoming resources and application of resources, 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 the provisions available for small entities, in the circumstances set out in note 28 to the financial statements, 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

In auditing the financial statements, we have concluded that the Directors' 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 company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

OTHER INFORMATION

The Directors are responsible for the other information contained within the annual report. 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.

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 course of 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.

INDEPENDENT AUDITOR'S REPORT - Continued

OPINIONS ON OTHER MATTERS PRESCRIBED BY THE COMPANIES ACT 2014

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

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

We have obtained all the information and explanations which, to the best of our knowledge and belief, are necessary for the purposes of our audit.

In our opinion the accounting records of the Company were sufficient to permit the financial statements to be readily and properly audited, and financial statements are in agreement with the accounting records.

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.

RESPECTIVE RESPONSIBILITIES

Responsibilities of Directors for the financial statements

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.

INDEPENDENT AUDITOR'S REPORT - Continued

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.

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.



GAVIN KELLY

for and on behalf of
SCD Accountants Ltd

Chartered Accountants
Statutory audit firm

20 September 2021

Barrettstown Business Centre
Barrettstown
Newbridge, Co. Kildare
W12 NP63

FINANCIAL REPORTING

STATEMENT OF FINANCIAL ACTIVITIES

INCLUDING INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31 DECEMBER 2020

	Unrestricted funds	Restricted funds	Total 2020	Total 2019
	€	€	€	€
Income and endowments from::				
Donations and collections	547,539	-	547,539	126,912
Trading activities	1,164,502	-	1,164,502	1,237,725
Other activities	214,430	-	214,430	-
Total income	<u>1,926,471</u>	<u>-</u>	<u>1,926,471</u>	<u>1,364,637</u>
Expenditure on:				
Charitable Activities	1,422,894	25,651	1,448,545	1,487,400
Total resources expended	<u>1,422,894</u>	<u>25,651</u>	<u>1,448,545</u>	<u>1,487,400</u>
Net incoming/(outgoing) resources before transfers	503,577	(25,651)	477,926	(122,763)
Gross transfers between funds	4,659	(4,659)	-	-
Net income/(expenditure) for the year/Net movement in funds	508,236	(30,310)	477,926	(122,763)
Fund balances at 1 January 2020	(161,691)	170,624	8,933	131,696
Fund balances at 31 December 2020	<u>346,545</u>	<u>140,314</u>	<u>486,859</u>	<u>8,933</u>

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

All income and expenditure derive from continuing activities.

FINANCIAL REPORTING

BALANCE SHEET

AS AT 31 DECEMBER 2020

	2020		2019
	€	€	€
Fixed assets			
Intangible assets		25,956	26,817
Tangible assets		225,499	252,921
		<u>251,455</u>	<u>279,738</u>
Current assets			
Stocks	65,191		37,367
Debtors	90,781		70,682
Cash at bank and in hand	518,152		67,140
	<u>674,124</u>		<u>175,189</u>
Creditors: amounts falling due within one year	<u>(341,349)</u>		<u>(291,264)</u>
Net current assets/(liabilities)		332,775	(116,075)
Total assets less current liabilities		584,230	163,663
Creditors: amounts falling due after more than one year		<u>(97,371)</u>	<u>(154,730)</u>
Net assets		<u><u>486,859</u></u>	<u><u>8,933</u></u>
Income funds			
Restricted funds		<u>140,314</u>	<u>170,624</u>
Unrestricted funds - general			
Designated funds	227,866		
General unrestricted funds	<u>118,679</u>		<u>(161,691)</u>
		346,545	(161,691)
		<u><u>486,859</u></u>	<u><u>8,933</u></u>

The accounts were approved by the Board of Directors on 20 September 2021



Katie Cremin
Director



Maurice Kelly
Director

Company Registration No. 432465

STRATEGY



Strategy for the Future

Despite the Covid-19 Pandemic, Sensational Kids stuck to its long-term vision for growth and expansion. Sensational Kids continues to be the only social enterprise in Ireland that is bridging the gap between public and private early intervention services for children with additional needs. The unique combination of subsidised clinical intervention services, access to specially chosen learning resources through the organisation's Play, Develop & Learn Store, and professional development training workshops for parents and those who work with children with additional needs, constitutes a unique holistic approach to facilitate better outcomes for children.

Since its foundation in 2007, Sensational Kids has seen a dramatic increase in the demand for its services and it is anticipated 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 Sensational Kids will need to grow at a rapid rate to address this. In the last 12 months Sensational Kids has increased its social impact despite a global Pandemic.

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. The organisation's goal is to significantly scale its social impact, changing the landscape for the provision of therapy services for children, eliminating therapy waiting lists and delivering transformational change for over 30,000 children in need throughout Ireland over the next 10 years.

Strategic Focus in 2020

- Sensational Kids continued with its plans to increase the capacity of the Mayo Child Development Centre, by putting plans in place to complete phase 2 of the facility fit out in 2021. We continue to seek funding to complete the final phase 3 of the fit out.
- The organisation opened its fourth provincial child development centre in Clones, Co Monaghan, completing the strategic objective to provide a child development centre in every province in Ireland
- Sensational Kids secured multi-annual funding from Rethink Ireland specifically to invest in future growth activities and became one of a select few organisations to become one of their prestigious Growth Fund Awardees
- With the support from Rethink Ireland, the organisation started the recruitment of its senior management team with the ultimate goal of scaling its social impact to support more children
- Sensational Kids put a business plan in place to custom build a 17,000 square feet child development centre and national HQ on a 2.4 acres site in Kildare, which is the organisation's most ambitious plan to date
- With the amazing and dedicated team at Sensational Kids, the future is very bright.

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



GOVERNANCE

Board of Directors



Chair of the board, Maurice Kelly has more than 20 years' experience working at senior HR levels in multi-national companies including Kerry Group, Integra Lifesciences (Medical Devices), and Eaton Automotive (Automotive). He is an experienced Human Resources Leader and currently works with Tesco Ireland as People Director. 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 a National Disability Authority: An exploration of the participation of children with fine motor difficulties and the impact of occupational therapy intervention. Katie lends her extensive academic and clinical expertise to the board and to the future development of Sensational Kids as well as chairing the Clinical Governance Sub Committee, at Sensational Kids.



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 sectors. Ann has spent the last sixteen years in various advisory, consultancy and fundraising roles. She has previously worked in 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 non-profit, My Legacy.

GOVERNANCE

Board of Directors



Sharon Kearns is a Chartered Accountant with over twenty years' experience in the area of Finance and Investments. Sharon has previously worked as a Finance Business Partner with organisations both locally and internationally before setting up her own business in 2009, SGK Accountants to provide clients with timely financial and business advice to ensure the continued growth of their businesses. More recently Sharon turned her passion for style and empowering other women into her business and set up an online shopping boutique entitled, Your Style, Your Story. Sharon is also mum to two boys, one of whom attended Speech & Language Therapy at Sensational Kids for a short period of time, and she says it changed their lives.



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.



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 at the University of London and has taught at a master's level at Trinity College, Dublin.

Company Secretary



Company Secretary Mary Scully is an experienced Finance Officer with a demonstrated history of working in the non-profit organization management industry. Mary is currently working with The Dyslexia Association of Ireland as Finance Officer, where she also holds the post of data protection officer. Mary is a also member of The Association of Data Protection Officers Ireland

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

GOVERNANCE

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.



Helen Brennan Gannon

Helen is a highly trained Senior Speech & Language Therapist with over 19 years' experience. As a public healthcare professional, Helen worked with children with Learning and Physical Disabilities initially and then moved to work with Emotional and Behavioural Difficulties. Following this experience, Helen initiated and managed a successful Private Speech and Language Therapy Practice for 15 years where she specialised in the areas of Speech and Language Difficulties and Disorders, Written Language Disorders and Speech and Language Difficulties in the context of Emotional and Behaviour Difficulties and Learning disabilities.

GOVERNANCE

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.



Sheila Zebedee

Sheila brings a wealth of experience in the area of Fundraising, Marketing, Negotiation, CRM, Sales, Strategic Planning, Business Development and Event Planning. She has previously worked in the Charity Sector, dealing with volunteer groups and organising fundraising and events.

GOVERNANCE

Finance & 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 has previously worked as a Finance Business Partner with organisations both locally and internationally.

GOVERNANCE

Corporate Governance Committee



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.



Chair of the board, Maurice Kelly has more than 20 years' experience working at senior HR levels in multi-national companies including Kerry Group, Integra Lifesciences (Medical Devices), and Eaton Automotive (Automotive). He is an experienced Human Resources Leader and currently works with Tesco Ireland as People Director. 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).



Karen Leigh, CEO and Founder

- CEO Karen Leigh has successfully completed The Social Enterprise Management and Governance Programme, with a distinction in corporate governance with the DCU Ryan Academy for Entrepreneurs.
- Karen has also participated in several professional development corporate governance workshops with The Wheel, David Duffy from The Corporate Governance Institute, Social Entrepreneurs Ireland and The Carmichael Centre.



Sensational Kids
Realising Potential Together



www.sensationalkids.ie

Our Centres



Kildare

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